



WE HELP YOU MAKE IT™



**CLUB
MANAGEMENT
ASSOCIATION
OF AMERICA**

Food Waste Reduction

Erin Gonzales
Food Fanatics Chef

THE PRESENT SITUATION

According to the USDA:

- **Approximately 40% of all food produced in this country ends up in the trash**
 - **10% Of this coming from food service**
- **\$57 billion. is the value of food waste in consumer facing businesses in the US**

ACTION STEP #1

- **Rethink Menu Writing**
 - Use terms like:
 - Market ingredients
 - Root vegetables
 - Seasonal fruit, etc
 - Give chef ample autonomy to create specials that utilize

ACTION STEP #2

- **Eliminate Single Use Items**
- Revise menu & prep list
- Each item should be used in at least 2 places in operation
- Check items purchased & those recipes/items made in house

ACTION STEP #3

- **Don't ignore dining room waste**
- Explore options including:
 - Pig Buckets
 - Compost (commercial)
 - Compost (on site)

Current Labor Market Staff Retention

Steve Parker
Restaurant Operations Consultant

**Leadership is doing
the right things.**

**Management is
doing things right.**

Peter Drucker

WAGES

At the U.S. minimum wage, inflation-adjusted full-time annual earnings fell from \$21,800 in 1970 to \$15,100 in 2018.

This occurred because inflation outpaced increases in the U.S. minimum wage.

At the Minnesota minimum wage, inflation-adjusted full-time annual earnings fell from \$17,900 in 1975 to \$14,800 in 2010, but increased to \$20,100 by 2018.

<https://www.dli.mn.gov/business/employment-practices/minnesota-minimum-wage-report>

THE PRESENT SITUATION

“It’s absolutely crazy,” said Jerome Gerber, vice president of Award Staffing,

The organizers of one large downtown event called Gerber and asked him to help them find 1,000 workers. The pay? \$11 per hour.

“We told them no. It wasn’t worth the effort,” Gerber said. “We’ve turned down every job that wasn’t paying a minimum of \$16 an hour simply because of the competition that week.”

<https://www.americanexperiment.org/2018/01/a-shortage-of-workers-in-minnesota-is-driving-wages-up/>

CONTINUOUS IMPROVEMENT

Managing Your Time?
Manage Your Priorities?
Balance...



Balance Scorecard

Leading Indicators

Balance Scorecard

- Articulate the business's vision and strategy
- Identify the performance categories that best link the business's vision and strategy to its results (e.g., financial performance operations, innovation, employee performance)
- Establish objectives that support the business's vision and strategy
- Develop effective measures and meaningful standards, establishing both short-term milestones and long-term targets
- Ensure companywide acceptance of the measures
- Create appropriate budgeting, tracking, communication, and reward systems
- Collect and analyze performance data and compare actual results with desired performance
- Take action to close unfavorable gaps

Innovation & Training (WHAT)

HR - Setting Goals & Objectives
Technology - systems, training

New Employees	Experienced Employees
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Systems & Process (HOW)

Sponsor * Champion * Project Manager

Cost & Profit Drivers <ul style="list-style-type: none">• Procurement• Inventory Management• Manufacturing & Creativity• Service (labor cost control)• Marketing
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Trailing Indicators

Metrics

<ul style="list-style-type: none">• Analyze Sales• MPP• Inventory Reports• Weekly Profit & Loss• Labor Projections
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Voice of the Customer (VOC)

<ul style="list-style-type: none">• "What brings you in tonight?"• Social Media Strategy• Touch Points
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Mindset * Process * Tool

IDEAS #1

- Training
 - Video Based
 - Monitor Results
 - Inclusive Development
 - Improved Cost Management

IDEAS #2

- Finding & Keeping People
 - Online Scheduling
 - Access Hiring Websites
 - Staff Communication
 - Is your training program integrated in your scheduling application?

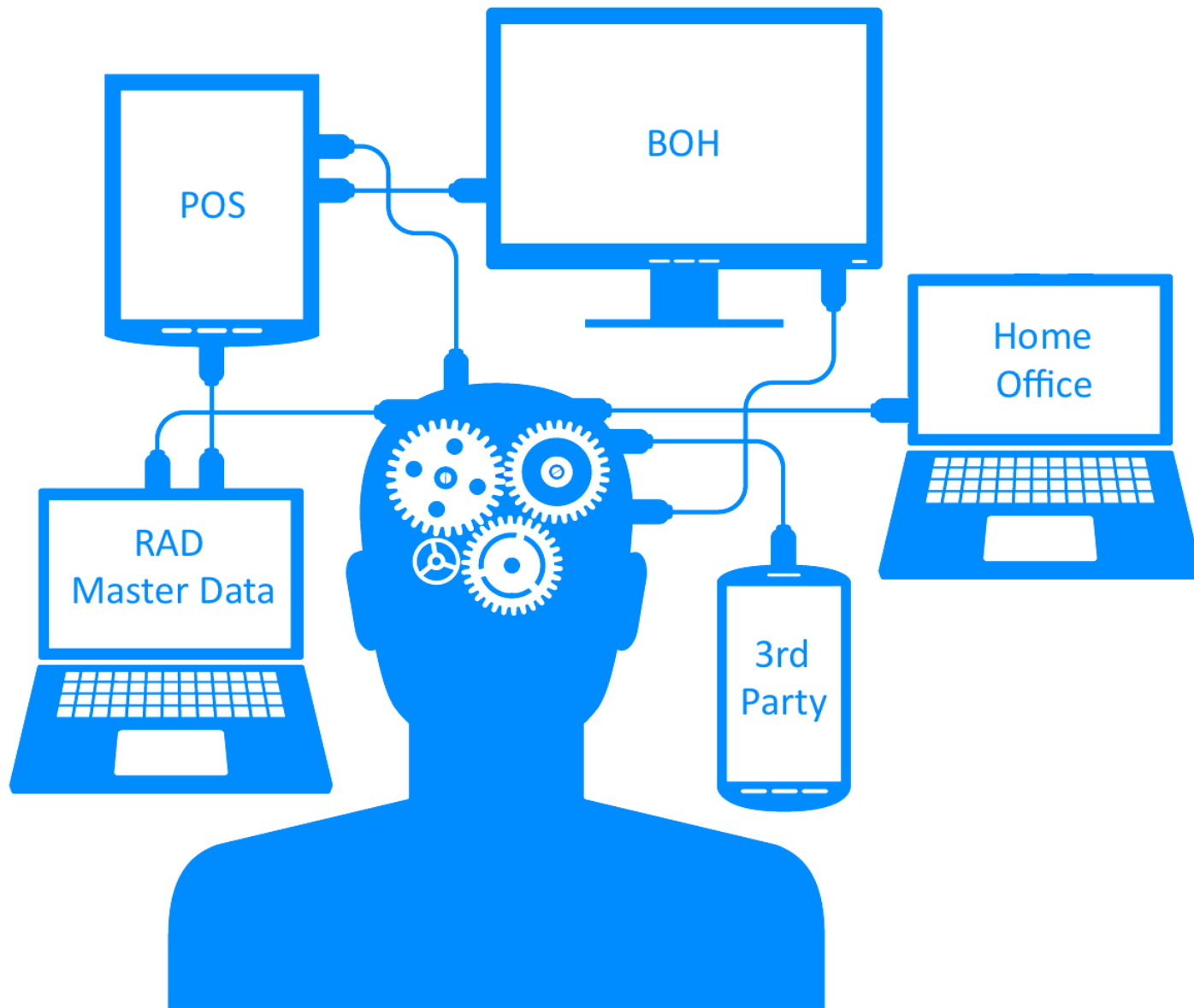
IDEAS #3

- Driving Revenue
 - Your Online Presence
 - Develop Your Marketing Strategy



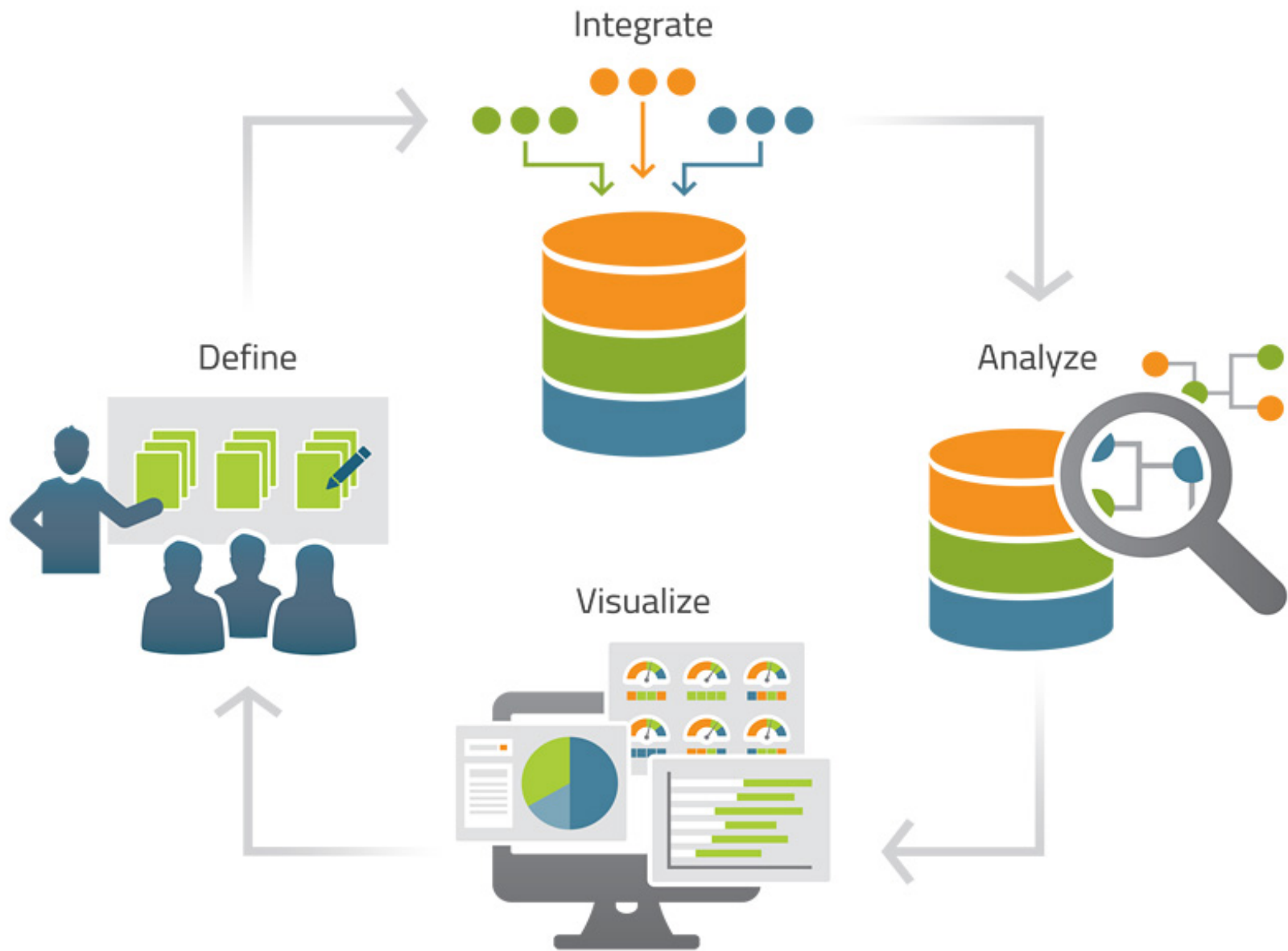
Technology

Lauren Kirkpatrick
Restaurant Operations Consultant



HOW DO YOU KNOW WHAT IS THE RIGHT FIT?





DRIVE TRAFFIC

SOCIAL NETWORKS

Social Media Defined

“It took 38 years before 50 million people gained access to radios.

It took television 30 years to earn an audience that size.

It took Instagram a year and a half.”

-Gary Vaynerchuck, author “Jab, Jab, Jab, Right Hook: How to Tell Your Story in a Noisy World”

BRANDING



COMMUNITY

- Take the Experience Home
 - Communication
 - Engage
 - Strategy

TAKE-OUT

- ON THE COURSE
- AT THE POOL
- ON THE WAY HOME

THANK YOU!

QUESTIONS & ANSWERS

A follow up email to chapter members with contact information will be sent later this week.

US.
FOODS

**WE HELP YOU
MAKE IT™**