



# RESTAURANT INSTITUTE

FOURTH ANNUAL

# FOOD, BEVERAGE, & LABOR COST MANAGEMENT SUMMIT

**Columbus, OH**

**Monday, 04/20/2020**

Nationwide Hotel & Convention Center  
100 Green Meadows Drive S.  
Lewis Center, OH 43035



American Culinary Federation  
Education Foundation

***ACF Approved 8.00 CEHs***

**RESTAURANT INSTITUTE LLC**  
P.O. Box 2387, Westerville, Ohio 43086  
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[info@RestaurantInstitute.com](mailto:info@RestaurantInstitute.com)  
[@RestaurantInst](https://twitter.com/RestaurantInst)

## AGENDA

**REGISTRATION** Opens at 7:30 a.m. Coffee & tea service is provided.

**PUMPING UP YOUR RECIPE COSTING** 8:30 a.m. — 9:30 a.m.

Mark will take you on a journey of combining his passion for the numbers and data with your passion for the industry the food, beverage, and superior service. Learn how to apply his unique methodology to discover what producing the menu items for the guest experience really costs you.

**PERFORMANCE BENCHMARKING FOR GREATER**

**PROFITABILITY** 9:30 a.m. — 10:30 a.m.

Learn how to utilize recipes to evaluate the overall performance of the company in areas inclusive of ingredients, labor and overhead. Apply various techniques in order to create a process to review efficiencies and to create a means of improving overall results.

**AN OPERATOR'S CHECKLIST POST CERTIFICATION** 10:30 p.m.

— 11:30 a.m.

Once your operation is compliant with ServSafe certifications, learn about how to execute an effective food safety program to increase quality and reduce overall risk and costs.

**LUNCH & INDUSTRY FORECAST** 11:30 a.m.—1:00 p.m.

Following lunch, John Barker, President & CEO of the Ohio Restaurant Association will present the current trends and forecast for the industry.

**BEST PRACTICES TO CONTROL RESTAURANT COSTS** 1:00

p.m. — 2:00 p.m.

This session will explore how best to control restaurant costs using industry best practices and internal controls. We will focus on inventory, labor, operating expenses, and store performance monitoring and also discuss the latest fraud schemes occurring.

**FOOD RECALL & TRACEABILITY: AN OPERATOR'S**

**PERSPECTIVE** 2:00 p.m. — 3:00 p.m.

Are you ready to manage a food recall that impacts your operation? The Food and Drug Administration is involved with roughly 700 food related recalls each year. The USDA managed 125 recalls in 2018 totaling over 20 million pounds of food with overall number of recalls increasing 10% between 2013 and 2018. *Food Recall and Traceability: An Operators Perspective* will address recall/traceability trends and economic impact, as well as unit level preparation, response and recovery.

**BUILDING A DISTINCT PROFITABLE WINE PROGRAM** 3:00 p.m.

— 4:00 p.m.

A wine list should compliment the goals and themes of your business. No one characteristic will make a list great. A successful list comes from a thoughtful selection and pricing scheme that matches the soul of your restaurant. We will talk through all aspects of building a wine program including selection, layout and format, storage, glassware, and controls.

**VETTING COST CONTROL SYSTEMS** 4:00 p.m. — 5:00 p.m.

Learn about what to look for when evaluating cost control systems. Understand how they may enhance your ability to grow your operation in today's economy. Reviewing the relationships of cost control systems with other restaurant and foodservice technology is critical in the decision making process.

**NETWORKING SESSION** 5:00 p.m.

See you at the pub for an after conference networking session!

## TESTIMONIAL

"I first experienced Mark Kelnhofers courses while attending the International Restaurant & Foodservice Show of New York. The courses were well developed and included an incredible amount of information. The presentations were so great that I immediately felt motivated to apply what I learned to my operation. I have since attended multiple times and learn something new each time. The sessions are constantly evolving and changing. Every year now, I look to see where Mark is speaking and holding events so that I can continue to soak his knowledge in. I highly recommend attending his sessions, not once, but on an ongoing basis".—*Violetta Bitici, President, Macelleria, New York, NY*

## SITE INFORMATION

Columbus, OH ■ Monday, 04/20/2020



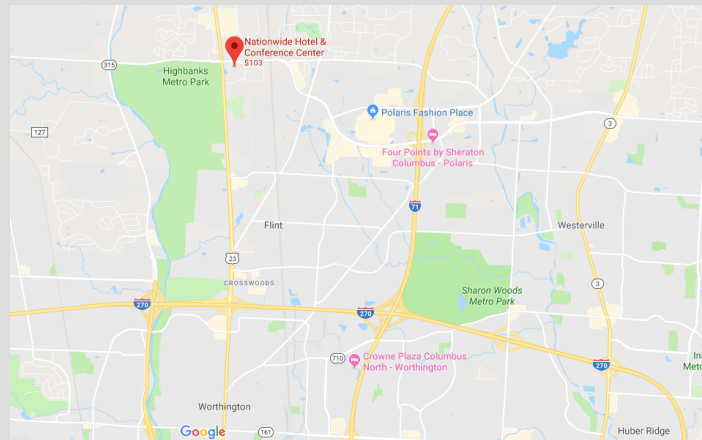
**Airports:** John Glenn International Airport (CMH) or Rickenbacker International Airport (LCK)

**Location/Lodging:** Nationwide Hotel & Conference Center, 100 Green Meadows Drive S., Lewis Center, OH 43035

**Local Events:**

Columbus Blue Jackets, [www.nhl.com/bluejackets/](http://www.nhl.com/bluejackets/)  
Columbus Clippers, [www.milb.com/columbus](http://www.milb.com/columbus)  
Columbus Crew, [www.columbuscrewsc.com](http://www.columbuscrewsc.com)  
Columbus Destroyers, [www.arenafootball.com/columbus/](http://www.arenafootball.com/columbus/)

**Local Restaurants & Shopping:** Polaris Fashion, 1500 Polaris Parkway, Columbus, OH 43240, [polarisfashionplace.com](http://polarisfashionplace.com).



**Directions:** Nationwide Hotel & Conference Center is located on the north end of Columbus. From I-270, take the exit for State Route 23 north (N. High Street). As you approach State Route 750, NHCC is located on the right (southeast corner of State Route 23 and State Route 750).

## REGISTRATION & COSTS

All registrations for all markets are to be submitted through the Restaurant Institute's website:

[www.restaurantinstitute.com/events/](http://www.restaurantinstitute.com/events/)

**Regular Registration: Regular Price \$199**

**Pre-Registration: \$149 (before 03/15/2020)**

**Student & Faculty Registration: \$99**

Send an email to [info@restaurantinstitute.com](mailto:info@restaurantinstitute.com) to receive your student or faculty discount code. The email must be from a .edu or .org address to receive the discount.

**Group discounts are available:**  
Inquire at [info@RestaurantInstitute.com](mailto:info@RestaurantInstitute.com)



## OUR SPEAKERS



**Mark Kelnhofer, CFBE, MBA**  
*President & CEO, Return On Ingredients, Lecturer, The Ohio State University and Adjunct Faculty, Georgetown University*

Mark is an international speaker and author on recipe costing and menu engineering. He has more than 25 years of experience in bottom line-boosting accounting. Mark is an international speaker addressing over 120 different tradeshows, expos, and events in the United States and Canada. He is also the author of several books and numerous

articles published in industry publications.



**Chef Bill Powell, CEC, M.Ed, CCC**  
*Professor, Owens Community College*

Chef Powell is an American Culinary Federation certified chef and Professor in The Food Nutrition and Hospitality Department at Owens Community College. Chef Powell has over 30 years of industry experience in private clubs, independent food service operations and education. His background and research interests include leadership development; organizational change and loss prevention/risk management within the

hospitality industry.



**Angelica Sbai, CS, CSW**  
*Director of Hospitality, Kind One Concepts*

Angelica specializes in creating Wine Programs, Cocktail and Spirits Programs, Four-Walls Marketing and Training Strategy. Angelica has over twenty years of experience in the restaurant industry. She began managing single units and expanded to corporate level Director of Beverage and Operations overseeing

programs all over the United States and in Mexico. Her experience has been in both the public and private sector restaurant companies operating in casual, upscale casual and fine dining.



**Dustin Minton, CPA, MBA**  
*Director, Assurance and Business Advisory Services, GBQ*

Dustin Minton, CPA, is an assurance partner with GBQ Partners LLC. Based in its Cincinnati office, Dustin leads GBQ's national restaurant industry efforts.

Dustin has more than 15 years of public accounting experience working with many of the nation's fastest-growing restaurants and most well-respected brands across all segments of the industry, including franchisors, franchisees, independents, emerging brands, startups and mature concepts. Prior to joining GBQ, Dustin was a partner and restaurant practice leader at Henry & Horne LLP, BDO USA, LLP, and SS&G, Inc., which was acquired by BDO in 2015. Dustin specializes in providing accounting and consulting services for privately held restaurants and franchisors. In addition to traditional audit, review and compilation services, he also consults with restaurants on best practices related to internal controls, benchmarking, franchise development, corporate structures, financing options and growth strategies.



**John Barker, MBA**  
*President & CEO, Ohio Restaurant Association*

John D. Barker is President & CEO of the Ohio Restaurant Association. He was a member of the executive team at The Wendy's Company for nearly 20 years when the organization owned Wendy's, Tim Hortons, Arby's, Baja Fresh, Pasta Pomodoro and Café Express. He also teaches at The Ohio State University Fisher College of Business.



**Kim McCarty, BA**  
*Managing Partner, Menu Management Solutions and Adjunct Faculty, Cuyahoga Community College*

Kim is a Managing Partner of Menu Management Solutions a company that focuses on helping independent restaurants evaluate and manage food costs to maximize and maintain profitability.

Menu Management Solutions also provides food safety training and is certified by the State of Ohio Department of Health as a provider of the Level I and Level II Food Safety Certification Training Program and utilizes food safety education and certification from ServSafe® of the National Restaurant Association Educational Foundation.

## YOUR REGISTRATION INCLUDES A SUBSCRIPTION TO [ FB&L ]

[ FB&L ] **Food, Beverage, & Labor Cost Control Quarterly.** The perfect tool for every culinary professional who desires to have a higher level of accuracy on their recipe costing! The ultimate resource to all manager in the restaurant and food service industry. Read and learn about the complete supply chain management cycle and how to account for and control all costs related to your operation: ingredients, labor and overhead.

<https://www.fbllmag.com/subscribe/>





**RESTAURANT  
INSTITUTE**

P.O. BOX 2387, WESTERVILLE, OH 43086-2387

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**F O U R T H   A N N U A L**  
**2020 FB&L COST**  
**MANAGEMENT SUMMITS**



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**NEW EVENT DATE!**

**Washington, DC 06/15/2020**  
Georgetown University  
School for Continuing Studies (SCS)  
640 Massachusetts Avenue NW  
Washington, DC 20001

**REGISTER TODAY**

**[www.RestaurantInstitute.com/events/](http://www.RestaurantInstitute.com/events/)**