



Request for Proposals

The Business of Food Conference Growing our Culinary Region with the Right Ingredients

Recipe for Success

**Monday, June 29, 2015
James Madison University
Festival Conference and Student Center**

The 2015 Business of Food Conference will provide sessions that attract a multi-level audience and will inspire, energize and offer solutions to age-old food service and vending problems in a new world.

The keynote for the inaugural event will be Chef Nathan Lyon (chefnathanlyon.com), the author of the bestselling book, *Good Food Starts Fresh*, and host of *A Lyon in the Kitchen* (Discovery Health and Fit TV), *Growing a Greener World* (PBS) and *Good Food America with Nathan Lyon* (Veria). Nathan is a graduate of James Madison University in Harrisonburg, VA where he majored in Health Sciences. He was in the final four on the second season of *The Next Food Network Star* and has been a contributor to *Home Made Simple* (TLC) and *Real Simple Life* (TLC).

Call for Presenter Proposals

The conference will feature a broad range of workshop topics of value to food service professionals, restaurant general managers, and those who desire to learn about start-up of a food business to advance their professional skills. Drawing more than 200 attendees, this conference will soon be known as the premiere educational event for the food service industry in the Commonwealth.

The theme of the **2015 Conference** is *Recipe for Success*. Presenter proposals should reflect the overarching theme of the conference and should be based on the definitions of the workshop tracks below. All workshops are 50 minutes in length and should allow time for attendee questions.

The committee invites proposals for the following tracks; suggested/desired topics are listed but are not exclusionary.

Hey, I've got an idea! – for individuals interested in start-up and concept development. This track offers a checklist for business preparedness and concept development.

- Financing (Development of a budget)
- Menu Development
- Business Placement
- Regulations and Codes
- Human Resources Management
- Space Planning
- Kitchen Design
- Equipment/Front of House & Back of House
- Insurance
- Business Plan
- Small Business Checklist

So, you're not a chain – for professionals who are up and running with no external organizational support. This track will help to develop expertise based on an examination of the current state of the business.

- Menu Re-development and Analysis
- Advertising
- Price Structure
- Branding
- Staff Training
- Employee Benefits
- Creating a Loyal Staff
- Using Social Media
- Services/Payroll/etc

From parking lots to bathrooms and things on the walls – this track focuses on Front of House operations and the importance of FoH in the overall success of the business.

- Tabletop – Matching appearance to menu and goals (little touches)
- Training Service Staff – Up-selling and increasing checkout
- Safety and Regulations for Front of House – Timing and temperature control of food and beverage
- Role Play for Customer Service

It's not just about cooking – this track focuses on Back of House operations and ways to improve the bottom line.

- Safety (ServSafe)
- Inventory Control
- Costs and Analysis of Menu
- Theft Prevention
- Preventive Maintenance of Equipment
- Kitchen Layout and Efficiency

Hey Bartender! Pour me another! – The ins and outs of Beverage operations will be the focus of this track which also focuses on food and beverage sales to increase revenue.

- Pairing Wine and Other Beverages
- Training and Coaching
- Safety and Regulations

Synergize! – We know there is no such thing as work-life balance so this track focuses on how to make your whole life synergistic, happy and productive.

- Time Management
- Improving Business Practices
- Industry Trends
- Work/Life Synergy – Finding Passion in the Everyday
- Using Today's Technology
- Empowering Those Around You
- Getting Staff Excited
- Asking for Help
- The Restaurant as a Dining Experience? See it as a Theatre
- Training and Keeping Staff
- Budgets and Contingency Planning

Kitchen Junk Drawer – This track is a look at all the things that are needed in a successful business, but do not fit neatly in the other tracks.

- Buying Local Products
- Sustainability and Green Practices
- Specialty Food Products & Safety – Marketing and turning your recipe into retail sales
- Catering: Rules, Regulations, Pricing, Safe Food Delivery and Staffing
- Big Events – visualizing the service and execution

Please note that many tracks overlap and will be of interest to a broad audience. The committee reserves the right to place a speaker in a newly-created general category if all tracks are not filled.

If you wish to be considered to present in one or more workshops, provide the information requested in this document and return it to Tassie Pippert at PIPPERTL@jmu.edu by 5:00 p.m. Friday, February 20, 2015.

If you wish to submit more than one proposal, please do so on separate sheets as each category will be reviewed separately. Those who submit presentation proposals can expect to receive a response from The Business of Food Conference Program Committee by March 31, 2015.

PLEASE COMPLETE ONE SHEET FOR EACH PRESENTATION PROPOSAL

2015 Business of Food Conference

Name, position title, and organization of presenter(s) (lead contact should be listed first)

Contact information (mailing address, email, phone, and cell phone number) for presenter(s)

Presenter(s) bio (please list academic experience, certifications, degrees, volunteer experience, work experience, publications, and speaking experience – or attach a résumé)

Please indicate the proposed audience (check all tracks that apply)

- Hey, I've got an idea!
- So, you're not a chain
- From parking lots to bathrooms and things on the walls
- It's not just about cooking
- Hey, Bartender! Pour me another!
- Synergize
- Kitchen Junk Drawer

Brief description of workshop

Preliminary outline of presentation

Workshop goals and expected outcomes

Presenter Guidelines

- ★ Workshops should be informative, energizing and inspiring– for both the speakers and the participants. Feel free to be creative in formulating your presentations. Creative learning approaches are encouraged.
- ★ Speakers will provide an advance outline of their workshop agenda as well as any collateral materials **no later than June 19, 2015**. These will be made available to participants via The Business of Food Conference website in advance of the conference.
- ★ Computers, projectors, and screens are available for presentations. Please notify the committee in advance if any additional audio visual equipment will be required.
- ★ Speakers should feel free to provide business cards and supplemental collateral materials for participants in their workshops. They may not, however, attempt to sell a product or professional service to the attendees or promote a business in which the speaker has a personal or financial interest.
- ★ While a free exchange of various and diverse points of view is essential to education, speakers must take caution to clearly identify personal opinion from factual contents. In addition, speakers may not use their workshop to espouse any type of personal agenda or to promote a particular religious group, political party, social movement, or ideological theme.
- ★ Presentation participation in The Business of Food Conference is voluntary. Speakers will not be financially compensated.

By my signature below, I indicate my agreement to and acceptance of the above-stipulated guidelines.

Lead Presenter's Name

Date

Thank you for offering your expertise for consideration for inclusion in the 2015 The Business of Food Conference.

If you have questions about completing the RFP or about The Business of Food Conference, please contact a member of the Program Committee: Tassie Pippert (PIPPERTL@jmu.edu), Diane McCarthy (McCarthy.Diane@va.sysco.com), or Joyce Krech (krechjb@jmu.edu).

Please return this page along with the proposal and presenter(s) bio(s) to Tassie Pippert (PIPPERTL@jmu.edu) no later than February 20, 2015.