

FCSI Conference, March 18-20, 2010



Schedule of Events

Saturday, March 20, 2010

7:30 a.m. – 8:30 a.m.	FCSI – the Americas Business Meeting / Plated Breakfast Nicollet A-C, First Floor
7:30 a.m. – 8:30 a.m.	NAAMBA Breakfast Regency Room, Second Floor
8:00 a.m. – 5:30 p.m.	Registration Desk Open Nicollet Alcove, First Floor
8:30 a.m. – 9:30 a.m.	General Session: Industry Trends We Need to Know About! (1 CEU) Nicollet A-C, First Floor Presenter: Kevin Higar, Director, Operator, Product Development Technomic, Inc. It isn't just technology that is changing the face of the foodservice industry - there are also mega-social, psychological and financial trends that impact our clients just as severely. Our clients rely on us to know what these influential forces are - and to interpret their impact on design, operations and fiscal modeling. If we don't know what they are, how are we to intelligently direct those who depend on consultancy expertise to guide them? Kevin Higar's role at Technomic is to keep the pulse on this research, inform the industry of changing tides and assist with forward-thinking solutions. This session will reveal what palpable forces are changing the shape of our industry - and, as a result, our consultant strategies.
9:30 a.m. – 9:45 a.m.	Morning Coffee Break Nicollet Promenade, First Floor

Concurrent Sessions
9:45 a.m. – 10:45 a.m.

**Naming Your Number – Setting Your Fees
(1 CEU)**

Nicollet D1, First Floor

Presenter:

Andrea Coutu, MBA, Consultant Journal

You know the value of the services you perform. Yet sometimes setting fees can seem like a daunting task. Gain confidence by establishing fees that reflect the scope and value of the work you do. In this session, we'll explore basic models for calculating fees and strategies for putting the focus on value creation. We'll also look at ways to handle client objections and negotiation ploys -- such as requests to reduce fees, negotiate quotes, or work for free. Join Andréa Coutu, a 12-year veteran of the consulting world and founder of Consultant Journal, for this session on setting and earning your rate.

**Cooking Suites: European Learning Applied to Americas
Kitchens**

(1 CEU)

Nicollet D2, First Floor

Presenters:

Russell Stilwell, Next Step Design

Joshua Smith, Next Step Design

This presentation will be focused on the different types of suites available, the pros and cons of each, and appropriate kitchen layouts to maximize each. This presentation will aid in addressing the specialized preparation, cooking and serving of foods in a controlled suite or island process. Open kitchen concepts and the correct use of cooking suites in kitchen design will be stressed. The goal of this seminar is to further develop the understanding among consultants, manufacturers and end users on the proper role of a cooking suite in modern kitchens. MAS consultants will also benefit by further understanding the layout and equipment effects on operations in this type of design.

<p>Concurrent Sessions 9:45 a.m. – 10:45 a.m.</p>	<p>LEED in Action: How to Include Appliance Energy Savings in a LEED Project (1 CEU) Nicollet D3, First Floor</p> <p>Presenter: Richard Young, Director of Education, Food Service Technology Center</p> <p>The USGBC’s Leadership in Energy and Environmental Design (LEED) program is being applied to buildings that include food service, challenging food service designers to contribute to the points needed to certify a LEED project. It is possible to impact the point count under the LEED energy and water credits by specifying efficient appliances as part of the kitchen design. This session will illustrate how appliance energy and water use is addressed by the LEED criteria, where to get specific information on efficient appliances, and how to calculate savings using the baselines published in the LEED for Retail criteria. The session will utilize the online energy calculators located on the Food Service Technology Center’s website (www.fishnick.com) and attendees can bring a laptop and follow the calculations.</p>
<p>10:45 a.m. – 11:00 a.m.</p>	<p>Bio Break</p>
<p>Concurrent Sessions 11:00 a.m. – 12:00 p.m.</p>	<p>Serving Up Sustainability: Improving the Environmental Impacts of Food Service Operations (1 CEU) Nicollet D1, First Floor</p> <p>Presenter: Cheryl Baldwin, Ph.D., Vice President of Science and Standards, Green Seal</p> <p>What are the environmental impacts of food service operations? How can they be reduced? How does an operation decide what to do to make meaningful environmental improvements? How can an operation be recognized for their efforts? Green Seal conducted life cycle research on a range of food service operations to identify their leading sources of environmental impacts. The results of this research will be discussed and how operations can include these findings into their business to create meaningful environmental improvements. Included in the discussion will be an overview of the Green Seal comprehensive standard for environmentally and socially responsible Restaurants and Food Service Operations, GS-46 and how the standard can be used as a resource for food service professionals and how it can be used to certify restaurants and food service operations.</p>

<p>Concurrent Sessions 11:00 a.m. – 12:00 p.m.</p>	<p>A Practical Guide to Planning and Hosting Web Casts (1 CEU) Nicollet D2, First Floor</p> <p>Presenter: Linda Seigler, National Sales Manager, T & S Brass and Bronze Works Inc.</p> <p>Web casts can be a wonderful means by which organizations can quickly and inexpensively bring individuals together from all parts of the world to present ideas or even collaborate on key initiatives. This presentation will outline some of the fundamental aspects associated with planning and implementing a web cast including: determining whether this is the correct medium, allocating time, establishing the agenda, recruiting speakers, developing content and what to do once the presentation's complete. T&S Brass Linda Seigler will share her organization's experiences in this arena.</p> <p>The Future of Electronic Design (1 CEU) Nicollet D3, First Floor</p> <p>Panel: Mark Helseth, Project Coordinator, Cuningham Group Architects Bret Thompson, Associate, Cuningham Group Architects</p> <p>Find out why transitioning from 2D CAD to 3D CAD can be as big a leap as that from hand drawing to CAD. Join Mark, Bret and a local consultant as they discuss the 3D design options they reviewed before selecting Revit and Sketch-up - and how they use Sketch-up and Revit. They will discuss the steps required to transition to 3D and the challenges and opportunities discovered when working with consultants who use this technology.</p>
<p>12:00 p.m. – 1:00 p.m.</p>	<p>Lunch Roundtables (1 CEU) Nicolette Ballroom, First Floor</p>
<p>1:00 p.m. – 1:30 p.m.</p>	<p>Networking Break</p>
<p>1:30 p.m. – 2:45 p.m.</p>	<p>General Session: Marketing Your Consultant Business in</p>

	<p>a Dynamic Economy (1.25 CEU's) Nicollet A-C, First Floor</p> <p>Presenter: Andrea Coutu, MBA, Consultant Journal</p> <p>Marketing services in a shifting economy takes special skills. By putting the focus on relationships and value creation, you can help your clients continue to turn to you. And, by thinking strategically about the way you market your business, you can continue to build your sales & marketing pipeline, no matter the state of the economy. Find out how to acquire and grow profitable customer relationships with strategies and tools you can start applying today. Andréa Coutu, founder of Consultant Journal, has seen everything from bubbles to downturns in her 12 years as an independent marketing consultant.</p>
2:45 p.m. – 3:00 p.m.	<p>Afternoon Coffee Break Nicollet Promenade, First Floor</p>
3:00 p.m. – 4:30 p.m.	<p>Closing Keynote Address and General Session Nicollet A-C, First Floor</p> <p>Keynote Address: Rising from the Crash: What's Next for the Foodservice Industry? (1.5 CEU's)</p> <p>Presenter: Richard Worzel, Chartered Financial Analyst, Author, Futurist, Founder of FutureSearch, Member of the World Future Society</p> <p>Successful foodservice consultants need to be thinking beyond the recession, because the future is mutating rapidly. Richard Worzel is one of today's leading futurists, and in this presentation he presents a roadmap to the future, including: How the economy will change because of the global recession; Why the Green Economy is very much alive and well; Where technology is taking us; Why organizations really only want to pay lip service to innovation. Richard's presentation will cap the conference, and give you tools and information you can take home and use immediately, and into tomorrow.</p>
5:30 p.m. – 6:00 p.m.	<p>V.I.P. Reception and Pictures</p>
6:00 p.m. – 7:00 p.m.	<p>Awards Reception</p>

	Nicollet Promenade, First Floor
7:00 p.m. – 9:00 p.m.	Awards Banquet Nicollet A-C, First Floor
9:00 P.M. – 11:00 p.m.	After Hours Lounge Regency Room, Second Floor