

Earn Key Area Hours at Post-Convention Workshop!

Kick It Up a Notch! : How to Market Your School Foodservice Program

Sunday, October 10, 2010, 8 a.m. - 11 a.m.

Grand Hotel Grand I Meeting Room

Earn 3 CREDITS in Key Area 4



Description:

This workshop walks participants through fun ways to make your school cafeteria program more appealing to student customers. Three major concepts are covered: marketing, merchandising, and customer service. From the start of the school year through the seasons, keep customers guessing what great promotions are just around the corner. Beyond promotions, review the keys to the delivery of the quality products and services that result in repeat buyers. Display and the art of merchandising those products is the step that insures the customers are visualizing the food service experience promised in your marketing message. The third make-or-break component is the actual customer service experience the student has on the line at the point of service. Reviewing key customer pitfalls and appropriate engagement techniques help practitioners understand their critical communications with the student customer. Media continually reinforces school lunch stereotypes. By applying the elements of marketing, merchandising and customer service, these stereotypes can be replaced with a positive customer experience and reality.

Presenter:

Ruth Niedomanski

Motivational Speaker Ruth Niedomanski brings thirty years of experience in School Food and Nutrition. Ruth acquired an Associate's Degree as both a Dietetic Technician and in Food Service Management. Throughout her career she has held positions as a FNS Manager, FNS Supervisor and as a Sales Representative specializing in School products. Ruth takes these real world experiences to discuss practical ways to market and sell your program. Using her signature humor, Ruth pokes fun at the daily challenges we face in our kitchens and schools, making her sessions fun, educational and day-one applicable. Ruth lives in Fredericksburg, Virginia, where she enjoys gardening, volunteering and spending time with her family.

Registration:

The cost of this class is \$15. Seating will be limited. To register, check the "Sunday SNA Cert. Key Area Training" option in Section III of your Convention Registration Form.