BIG RAPIDS / 1005 Perry Avenue
HOLIDAY INN CONFERENCE CENTER

JANUARY 19, 2015

FOOD & BEVERAGE CONFERENCE

This special conference is designed to help the F&B industry professionals stay on top and utilize the most current trends & information from industry experts to increase profits and customer loyality.

Monday, January 19, 2015 / 1 - 3p Conference / 3 - 4p F&B Social Time

$39

$19
MRA & Chamber Members Price

BUSINESS & FINANCIAL

Advanced advice for truly getting down to business, you will learn:

- Appreciating a customized operating system
- How to design and understand financial statements
- The importance of selecting the correct accounting periods
- Controlling labor costs through increased productivity

POS

Implementing efficient Point Of Sale/Management Systems, you will learn:

- The value of automating critical processes in your business
- Why increased efficiency = increased profitability
- You really can improve customer satisfaction and employee retention

MARKETING

Marketing to Your Customer Base, you will learn:

- What valuable information you currently have / what to do with it
- Connect with your current customers / build value & brand loyalty
- Understanding customer trends and how to benefit from buying signs

TAX & ACCOUNTING

Organize, strategize and capitalize, you will learn:

- Understanding minimum wage in Michigan restaurants
- The implications of "Service Charge" versus "Tips"
- Unique tax strategies for the restaurant industry
- Maximizing your tip credit

LEAN PROCESS IMPROVEMENT

The key to increased profitability is the elimination of waste, you will learn:

- Identify the "8 Wastes" in your business
- Utilize tools to eliminate them
- Create processes for ongoing success and improved profits

Space is limited for this one time conference in the Big Rapids area.
RSVP 231-924-8009 / michaell@hscompanies.com