**GRAND RAPIDS /** 35 Oakes Street SW
BLUE35 / COLBALT8 CONFERENCE ROOM

# JANUARY 26, 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 26, 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 Grand Rapids area.**
**RSVP 616-456-6550 Ex. 1908 / stephaniea@hscompanies.com**