



Monday, October 17, 2016
The Connors Center, Dover, MA

Please join us for this year's MRA Education Summit. The theme of this year's summit is Recruiting, Training and Retaining in a tight job market. During this day-long summit, learn about:

- Cutting edge tools to help with recruitment and training
- How to develop your training program using workforce development grants
- A better understanding of government regulations that affect hiring, training, and retaining talent

Cost* \$75 for MRA Members
\$100 for Non-Members

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***Sign up by
Oct. 11th for
Early Bird Pricing!!**
After October 11th –
Members \$100,
Non-Members \$125

Presented by:

The MRA
Massachusetts Restaurant Association
Access • Influence • Protection

**Educational
Foundation**
Massachusetts
Restaurant
Association

See next page for agenda



RECRUITING, TRAINING & RETAINING

in a tight job market

The MRA Ed Foundation has put together a fantastic day-long event that will focus entirely on recruiting, training and retaining, with great speakers, interactive presentations, and important conversations. The job market conditions in our industry dominate our daily conversations at the MRA. The summit will focus on technology, culture, brand awareness, government regulation and training mechanisms and how they go hand in hand with sustaining and growing our day to day operations.

The 2016 MRA Education Summit will take place on Monday, October 17th at The Connors Center in Dover located at 20 Glen St, Dover, MA 02030 from 9:00AM – 3:30PM. The Connors Center offers complimentary parking and is a short distance from I90 and I95 and routes 9, 16, and 27.

This event will be **beneficial to all managers and ranking employees.**

Summit Agenda

9am - 9:20am

Check-In – Continental Breakfast Available

9:20am - 9:30am

Welcoming Remarks – **Bob Luz, MRA** – Main Room

SESSION 1

9:30am - 10:15am

Strong Recruiting for a Shrinking Workforce: How to Use Technology as a Recruitment Tool – **Bill Lindsey, Compeat**

Bill Lindsey, Chief Growth Officer at Compeat Restaurant Management Systems, has a lifetime of experience in hospitality operations and related technologies designed to help restaurants increase control, reduce costs, and improve efficiency. This presentation will be an in-depth review of tools that support current recruitment trends. You'll learn about what's here, what's coming and how it affects the way your company recruits great talent.

SESSION 2

10:15am – 11am

How Government Regulations Affect RTR – **Christopher Feudo, Foley Hoag**

In this session, we will talk about what keeps you up at night in regards to government regulations and how it pertains to you and your employees. Chris Feudo, attorney at Foley Hoag, will provide some insight and direction on how to navigate the new laws affecting you and your employees.

11:00am – 11:15am

Break

SESSION 3

11:15am – 12:00pm

Lessons in eLearning: How to Develop Your Training Program – **Greg Witmer, Ninety Nine Restaurant & Pub** and **Sandra Kearney, GrowthCo**

Are you looking for a training program that addresses your company's specific needs? This session is for you. Greg Witmer, Vice President of Training & Development from the Ninety Nine Restaurant & Pub will share some of the best practices he has come across in the industry. Sandra Kearney of GrowthCo will share tips on how to access money to develop your own training program through Workforce Development Grants.

12pm

Boxed Lunches – Available outside Main Room

12pm – 2pm

Mini Roundtables – Participants will have 30 minutes with other business owners to discuss Best Practices. Participants will be rotated to different groups every 30 minutes and move to a different topic table with guiding questions listed about each topic to start the conversation. – Main Room

- 10 minute review of the session for participants to get settled, acquainted, and explain the process
- **Lunch:** 12:00PM – 12:30PM
- **Training:** 12:30PM – 12:50PM – What are your biggest obstacles to training new and experience employees and how have you tried to overcome them?
- **Culture:** 12:50PM – 1:10PM – What do you currently have in place that you feel contributes to creating a positive culture in your restaurant or workplace? Ex. Benefits, communication systems, recognition, and ideas
- **Recruitment:** 1:10PM – 1:30PM – What recruiting ideas and tools have you used that has been most successful in training and retaining great talent? Least successful?
- Review best practices from each section

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2:00pm – 2:15pm

Break

SESSION 4

2:15pm – 3:00pm

Positioning Your Brand to Attract and Retain Talent – *Marlo Fogelman, marlo marketing* (Panel Discussion)

Typically you think of hiring a marketing or PR firm to help you position your brand to attract guests. Once we bring them to your door, it's up to your staff – from FOH to BOH – to deliver on an experience that will keep them coming back. The same is true about your employee recruitment and retention. While there are certainly some tools that your marketing team can deliver on, at the end of the day it falls on the restaurant to not only retain, but also to attract, employees. Learn about how both marketing and operations can work together to recruit and retain employees.

- **Chef Dave Becker, Owner Sweet Basil (Wellesley) and Juniper (Needham)** – Will give insights on the challenges and advantages to staffing extremely busy suburban restaurants.
- **Molly Hopper Sandrof, Director of People & Staff Development Eastern Standard, The Hawthorne, Branch Line, Island Creek Oyster Bar, Row 34** – Will talk about experiences and strategies as it relates to a medium-sized restaurant group in the Boston area.
- **Mike Wiley, Big Tree Hospitality** – Will give advice on staffing in a seasonal market.
- **Hugo Marin, CEO, Margaritas** – Will discuss nuances to staff retention in a large multi-unit regional chain.

SESSION 5

3:00pm – 3:30pm

Social Media Best Practices – *JP Faiella and Samantha Bressi, Image Unlimited*

Communications, Ltd. You've learned about tools used for hiring, training, and retaining great talent. You've listened to other restaurateurs' best practices. In this session, you will hear best practices about how to maintain your brand's reputation via social media.

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\$100 Non-Members**

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Presenter Bios

BILL LINDSEY – *Chief Growth Officer, Compeat Restaurant Management Systems*

Bill has a lifetime of experience in hospitality operations and related technologies designed to help restaurants increase control, reduce costs, and improve efficiency.

As a director of food & beverage in the casino industry, Bill created and operated several unique and popular restaurants in Las Vegas. Bill was also instrumental in the design and distribution of Cost Control software, which was used by large food service operations such as casinos and hotels.

In addition to holding senior management positions with hospitality technology companies, Bill operated for many years as an independent restaurant consultant before joining Compeat in 2005.

CHRISTOPHER FEUDO – *Associate, Foley Hoag*

Chris Feudo is an Associate in Foley Hoag's Labor and Employment Law Department. His practice focuses on representing and advising employers in all aspects of labor and employment law. He defends clients against discrimination and harassment claims and represents clients in union, wage and hour and contractual disputes. Chris also counsels clients regarding personnel matters. He has advised clients in a wide range of industries, including clients in the hospitality, food services, banking, energy, retail, technology and insurance industries. He has defended employers against numerous discrimination, harassment and retaliation complaints. He has also represented employers in contractual disputes, including litigation over non-competition agreements, and in disputes over the misappropriation of trade secrets and confidential information. In addition, he has experience representing employers before the National Labor Relations Board with respect to representation petitions and unfair labor practice charges.

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Presenter Bios

GREG WITMER – *Vice President of Learning and Development, Ninety Nine Restaurant & Pub*

Greg is currently the Vice President of Learning and Development for Ninety Nine Restaurants. He has been working as a leader in the Learning and Development area in the hospitality industry since 1985. His experience includes time with the Ground Round, Papa Gino's, General Cinema Theatres, and RARE Hospitality. In Greg's early career he worked as a restaurant manager with Marriott and The Ground Round.

Greg's assignments have run the gamut from designing team member training, to opening new operations to delivering workshops to executive teams. He has been with Ninety Nine for ten years, during which time the company has solidified its position as a regional casual theme restaurant leader, with continuous positive results in operations, retention and turnover, and guest satisfaction.

SANDRA KEARNEY – *Director of Sales & Client Services, GrowthCo*

Sandy has 10+ years of successful management and business ownership experience and works with companies to assess, identify, and achieve their goals, opportunities, and ultimate potential for this year and beyond. Sandy is a seasoned sales and management professional with small business owner experience in a variety of industries. Her early career was based in the service/hospitality industry, including Marriott International and Brinker International (Chili's), where she received world-class training and gained valuable skills, experience, and knowledge of business processes and effectiveness. Sandy was always promoted quickly to higher responsibilities, working in leadership positions in the areas of Marketing, Management, Employee Relations and Customer Service.

MARLO FOGELMAN – *Principal, marlo marketing*

Marlo is the founder of marlo marketing, an integrated marketing/communications firm based in Boston. Marlo began the agency in 2004 with one staff member and four core clients, specializing in travel and hospitality. Twelve years later, marlo has become a leading Boston-based integrated communications agency, serving international, national and regional clients ranging from major hotel properties to national snack brands, international beverages, beauty products, senior living properties and urban development groups. Today, the agency is nationally known as a leader in the hospitality space, working with independent restaurants, multi-unit operators, and boutique restaurant groups. In addition, in 2015, Marlo added a Hospitality Consulting Division that works with clients to offer support with front and back of house operations.

JP FAIELLA – *Founder and CEO, Image Unlimited Communications (IUC)*

JP Faiella is the Founder and CEO of Image Unlimited Communications (IUC), Greater Boston's first Integrated Marketing Communications agency. IUC, founded in 2007, creates a mixed media offering for its clients integrating: public relations, marketing, advertising, digital media and graphic design. IUC is a 100% lifestyle agency with 80% of its portfolio residing within restaurants and hospitality. Faiella brings 20 years of experience in marketing, public relations, digital media and organizational communication.

SAMANTHA BRESSI – *Senior Digital Account Coordinator, Image Unlimited Communications (IUC)*

Samantha Bressi is Senior Digital Account Coordinator at Image Unlimited Communications (IUC). She currently oversees all digital strategy at IUC and is responsible for all digital audits, content creation, social engagement, growth and analytics. A graduate of Southern New Hampshire University in Marketing Communications and Design, Ms. Bressi serves as both a tactical facilitator and educator for IUC's clients in regards to social media and digital marketing.