



**MARCH 12 - 14, 2010**

**GOOD to BEST**

**5<sup>TH</sup> ANNUAL HEALTHCARE FOODSERVICE EDUCATIONAL CONFERENCE**  
**15 CEU'S PROVIDED**

.....

**CONFERENCE THEME:**



Innovative, training, tools and solutions to help healthcare food service management teams reach the highest levels of excellence. Good to Best is dedicated to providing educational sessions to help operators conquer all the challenges facing healthcare today. This conference is specifically designed for operators who have limited or no travel budgets due to tough financial times. Thanks to our sponsors/partners, this is the least expensive educational conference in the nation.

.....



***Paradise Point Resort & Spa***  
**San Diego, California**

**The least expensive and most powerful educational event held over a 3-day weekend in North America.**

**Dress Code – Relaxed and casual. Hawaiian shirts recommended.**

# CONFERENCE SCHEDULE

**15 CEU'S PROVIDED**

## THURSDAY, MARCH 11

***Welcome to "America's Finest City" – San Diego!***

5:00pm – 9:00pm

**Join us for a meet & greet conference registration at the Governor's Suite (Suite 203) on the beach. All guests and vendors welcome.**

***Sponsored by R&R Enterprises & DM&A, Inc.***

## FRIDAY, MARCH 12

7:00am – 7:45am

**Registration & Continental Breakfast**

7:45am – 8:00am

**Welcome from your Hosts**

*Don Miller, RD, CEC – Chairman & Founder, DM&A*

*Bill Klein – Chief Executive Officer, DM&A*

**Opening Prayer**

*Carlton Green, Ph.D. – Master of Ceremonies*

8:00am – 9:00am

**What Does a Catalytic Leader Look Like?**

*Carlton Green, Ph.D. – Executive Success Coach, DM&A*

In the last 6 months while Carlton was coaching food service management team members engaged in the D/10 Leadership Training process, it became apparent to him that some managers did not have a clear vision of what a Catalytic Leader looks like even after attending training. The audience will leave this session with a clear vision of exactly what it takes to be a dynamic, successful Catalytic Leader in healthcare food service.

9:00am – 9:30am

**Break & Quality Time with Sponsors**

9:30am – 9:40am

**Special Award Presentation**

9:40am – 10:30am

**Removing Barriers to Success with Crucial Conversations with Employees**

*Ron Stewart – Executive Success Coach, DM&A*

Newest DM&A Coach Ron Stewart shares techniques to inspire food service team members to "get on the bus and remain in character while at work". The ability to inspire employees to do the right thing is the single most important characteristic of a dynamic Catalytic Leader.

10:30am – 11:00am

**Break & Quality time with Sponsors**

11:00am – 12:00pm

**Exactly How Operators Are Getting from Good to Best**

*Suzanne Kellon – FSD, San Antonio Community Hospital*

*Paul Skinner – FSD, Portage Health*

*Robert Darrah – FSD, Legacy Retirement Communities*

*Maureen Jamieson – Clinical Manager, Memorial Hospital of South Bend*

The most effective way to discover the roadmap to success is to study the pathways used by other successful people. In this session, food service operators share the exact roadmap they used to enable their teams to overcome common barriers and achieve the highest levels of excellence.

12:00pm – 1:15pm

**Lunch Provided**

***Sponsored by Perkins & Doug Deluca***

1:15pm – 2:15pm

**Overcoming Obstacles in Healthcare Food Service**

*Joe Eidem, CEC, AAC – President, Joe Eidem Enterprises*

Author, Chef, and former Food Service Director, Joe Marsola Eidem, CEC, AAC, shares how he and his teams overcame seemingly insurmountable barriers to achieve success in healthcare food service. The story is illustrated in detail in Chef Joe's new book entitled, "Utilizing Your Passion to Create Success."

***Sponsored by R&R Enterprises***

2:15pm – 2:45pm

**Break & Quality Time with Sponsors**

2:45pm – 2:55pm

**Special Award Presentation**

2:55pm – 4:00pm

**"Best Practices" and Key Issues in Healthcare Foodservice According to DM&A Panel of Experts**

*Bill Klein, Carlton Green, John Giambarresi, Kathy Stephens & Ron Sabatini – Executive Success Coaches, DM&A, Inc.*

Senior members of the DM&A team define "Best Practice" in several areas as well as dissect other significant issues affecting healthcare food service. Listeners will learn how to do things correctly the first time, thereby leading to higher customer satisfaction scores, increased retail sales, and better financial performance.

4:00pm

**Room Service One-on-One Private Coaching**

Email [info@chefdon.com](mailto:info@chefdon.com) to reserve your private session with a room service planning expert. No charge for this opportunity.

6:00pm – 10:00pm

**Staying Alive! Gala Event – Dinner & Dancing**

*Join us in a night of fun, laughs, dining, and dancing to a live band. The Paradise Point Chef has prepared a special buffet for Good to Best.*

***Sponsored by R&R Enterprises***

## SATURDAY, MARCH 13

7:00am – 7:50am

### **Continental Breakfast**

7:50am – 8:00am

### **Opening Remarks and Introductions**

*Master of Ceremonies Carlton Green, Ph.D. – Executive Success Coach, DM&A*

8:00am – 8:50am

### **How to Retain Your Best Employees and Reduce Turnover**

*Rod Hooper – Director of Hospitality Services, Augusta Health*

Food Service Director Rod Hooper shares the techniques he uses to retain his best employees and reduce turnover. Rod is an active member of the National Speakers Association and is considered an expert on employee retention.

8:50am – 9:20am

### **Break & Quality Time with Sponsors**

9:20am – 9:30am

### **Special Award Presentation**

9:30am – 10:20am

### **Part I – Key Updates to Help You Succeed in 2010**

*Kathy Stephens, RD, Ph.D. – Executive Success Coach, DM&A*

Session includes annual updates on important topics including: Joint Commission, Customer Satisfaction, Employee Satisfaction, Clinical Operations, Leadership Development, Managing our Bosses, and Accountability/Civility. This session is a major hit every year.

Kathy Stephens is a nationally recognized Executive Success Coach with 35 years of healthcare food service experience. She spent 20 years as a Food Service Director in hospitals before joining DM&A. This session provides healthcare professionals with a synopsis of all the trends and government updates related to the topics listed above. A must hear session.

10:20am – 10:50am

### **Break & Quality Time with Sponsors**

10:50am – 11:40am

### **Contract Management Company's Business Approach – Perspective from 30,000 Feet**

*Jim Brown, RD – Chief Operating Officer, Blackstone Consulting*

Jim Brown has worked over 35 years in the food industry. Jim has worked at the VP level for Compass, Sodexo and ARAMARK in both Operations and Sales and has agreed to invite us inside the Contract Management World by giving us insight into the thinking process and how they approach getting new business. Jim is a Registered Dietitian and he and Don Miller completed their dietetic internship together during the Vietnam era in San Francisco in the early 70's.

11:40am – 11:50am

### **A Brief Introduction of New Sponsor – Heritage Food Service Equipment**

*David Morris – Vice President, Heritage Food Service Equipment*

11:50am – 1:00pm

**Lunch Provided**

***Sponsored by Heritage Food Service Equipment, Inc.***

1:00pm – 1:50pm

**How to Measure and Track Hospital Food Service Financial Data**

*Mary Keysor, MS, RD, LD, FADA, Executive Success Coach, DM&A*

Introducing KND\$ (Knowing Numbers Drives Success) – A new data collection tool to help FSDs track internal statistics. DM&A has observed in the field that some operators still struggle with the process of quantifying all their operational statistics. The solution to this challenge, called KND\$, was introduced in concept last year at Good to Best. After 8 months of beta testing, the new tool is now ready for operator implementation. Silver Plate winner, Mary Keysor MS, RD, LD, FADA will demonstrate how this new unique data collection tool helps managers track internal data efficiently and accurately. The new tool enables an operator to better utilize the national benchmarking platforms such as the one offered by AHF. Two FSDs will share how this new tool helped them get control of their departments.

1:50pm – 2:20pm

**Break & Quality Time with Sponsors**

2:20pm – 3:10pm

**Increasing Revenue by Identifying Patients with Malnutrition Co-morbidity**

*Kathy Lindow, MS, RD, CNSD – Executive Success Coach, DM&A*

*Michelle Hoppman, LRD, CDE – Clinical Nutrition Manager, Trinity Hospitals, Minot, ND*

A 300-bed hospital can lose up to \$1 million dollars per year by not coding for malnutrition. This session will demonstrate what you should be doing to avoid inadvertently losing millions in reimbursement.

3:10pm – 3:30pm

**Break & Quality Time with Sponsors**

3:30pm – 4:15pm

**The Best Methods for Handling Cash in Retail**

*Tom Bunting – President, Common CENTS Solutions*

Operators are losing up to 10% of their gross revenue in retail from lack of proper cash management systems without being aware of it. This session will explain how the losses occur and what can and should be done to eliminate the losses. Live case studies will be used to help illustrate the problem and the solution. From his initial business roots with National Cash Register (NCR), to his tenure with a Contract Management Firm, to his founding of a company whose rationale is obvious within its name, Common CENTS Solutions, Tom has over 4 decades of experience helping retail foodservices manage their Points of Sale.

***Sponsored by Computrition, Common CENTS, and DFM***

5:30pm – evening

**Sunset Party Sponsored by Maverick Cuisine**

*Come enjoy a sunset cocktail reception at the Presidential Suite Lawn (behind Suites 800-803) sponsored by Maverick Cuisine. Complimentary light appetizers and cash bar.*

**Daylight Savings Time – Forward your clocks ahead 1 hour when you go to bed on Saturday night.**

## SUNDAY, MARCH 14

### **Reminder**

**Daylight Savings Time – Forward your clocks ahead 1 hour when you go to bed on Saturday night.**

**If you are departing today (Sunday), please remember the 12:00 hotel check out time. If you require transportation to the airport, make your arrangements with the front desk.**

7:30am – 8:30am

### **Continental Breakfast**

8:30am – 10:00am

### **Part II – Key Updates to Help you Succeed in 2010**

*Kathy Stephens, RD, Ph.D. – Executive Success Coach, DM&A*

Session includes annual updates on important topics including: Joint Commission, Customer Satisfaction, Employee Satisfaction, Clinical Operations, Leadership Development, Managing our Bosses and Accountability/Civility.

Kathy Stephens is a nationally recognized Executive Success Coach with 35 years of healthcare food service experience. She spent 20 years as a Food Service Director in hospitals before joining DM&A. This session provides healthcare professionals with a synopsis of all the trends and government updates related to the topics listed above.

8:30am – 10:00am

### **Room Service Breakout Session**

*Bill Klein – CEO & Room Service Coach, DM&A*

For those seriously considering implementing room service in their facility, this session will review what it takes to implement room service in healthcare including costs, savings, staffing, how to sell it to admin, equipment needed, where to begin, menu...the works. Plus, there will be plenty of time for questions and answers. If you prefer one-on-one coaching, contact Don Miller (619-857-7566 PST) to schedule a time during the conference.

10:00am – 10:30am

### **Break & Quality Time with Sponsors**

10:30am – 11:00am

### **Closing Inspirational Thoughts and Words of Wisdom – Conference Committee and Sponsors Recognized**

*Carlton Green, Ph.D. – Executive Success Coach, DM&A*

**Safe travels home or have fun in San Diego!**

# SPECIAL THANKS TO OUR SPONSORS

## PLATINUM – VIP

---



## DIAMOND – VIP

---



**Common CENTS  
Solutions**

**COMPUTRITION**  
FOODSERVICE SOFTWARE SOLUTIONS

**PERKINS**  
OUR PEOPLE DELIVER MORE®

**iRiNOX**

**Heritage**  
Food Service  
Equipment Inc.

**HOBART**

## GOLD

---

**eloma**

**DFM**  
Dietary Food  
MANAGEMENT

**LAKESIDE**  
Ingenuity On Wheels®

**Maverick**  
PRECISION TEMPERATURE COOKING SYSTEM

**CBORD**

## SILVER

---



**ECOLAB** ALTO-SHAAM.

## BRONZE

---



LeanPath *simplythick* INNO-ware

