

# **Dining Service Knowledge Products** from Wayne Toczek, BS Dietetics



## **Seminars/Presentations, Books, Publications**

Let Wayne Toczek of Innovations Services deliver his knowledge and experience of the food service industry to your organization, convention and company.

<b>As a noted speaker and seminar leader to leading organizations and conventions...</b>	<b>... Wayne is highly anticipated and receives great evaluations.</b>
Ohio Health Care Association Indiana Health Care Association Dietary Managers North West Ohio Dietary Managers Association Sysco Corporation of Cleveland Legacy Health Care Senior Resources Alliance HealthCare Marketing Association Ohio Assisted Living Association SunBridge Health Care	The NWDMA is excited to have you as the guest speaker... You and your organization have done a lot to advance food service in our area and are a tremendous source of industry information. ...Timothy L. Bauman, American Society for Healthcare Food Service Administrators  Thanks again for participating as a speaker at this year's IHCA Dietary Professionals Conference. You received great reviews... ...Cara Silletto, Director of Educational Services, Indiana Health Care Association

Select from these seminars and talks, or let Wayne develop one to meet your needs.

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## **About Wayne Toczek**

Wayne is founder and CEO of Innovations Services, a food service training and consulting company to the restaurant, education and healthcare industries.

He has personally surveyed hundreds of food service operations over the past 20 years and has worked as District Manager for one of the largest contract food service management companies in the country.

His experience as a Civil Money Penalty (CMP) consultant for the state of Indiana provides him with a unique perspective on challenges in the food service industry. He is a Sanitarian RSE.

Wayne is an instructor for ServSafe and Employee ServSafe, food safety education and certification programs from the National Restaurant Association Educational Foundation.

He is co-owner of The Lapatea restaurant in Norwalk Ohio, specializing in good food and great service.

He has created fun and interesting training videos, posters and cartoons for the food service industry and is the author of books and articles about food service. See the last sheet of this brochure for more information.

## **About Innovations Services**

Wayne's company, Innovations Services, provides a range of information resources, software, tools, products and training services to dining service operations. Visit **[www.innovaservices.info](http://www.innovaservices.info)** for details. Examples include:

- Interim management
- Clinical consulting
- Mock Survey and Plan Of Correction (POC) development
- Culinary arts training
- Wait staff / customer service training
- Dining service efficiencies
- Computerized, easy-to-use meal ticket program
- Culinary tool kit
- Manuals (use as-is or customize to client needs) including:
  - Diet Manual 2008
  - Policy and procedures
  - Employee orientation
  - Dining experience enhancement
  - Dietary Quick Reference

## **Seminars and Presentations from Wayne Toczek**

### **The Bottom Line**

Presents an overview of the key components of managing a dining services operation. Based on the book *The Food Service Tune-up\** by Wayne Toczek and Timothy L. Bauman, this seminar reviews and explains critical systems in the following areas:

- Accounting / budget
- Purchasing
- Production / Menu planning
- Human resources
- Revenue

#### Objectives

- Understand the basics of budget creation and tracking
- How to leveraging prime vendors and ordering systems to streamline operations and control costs
- How to align the production system with the 'right' menu to positively impact results
- Options for managing the staff using productivity measures
- Understanding and benefiting from monetary and non-monetary revenue sources and opportunities

### **24 / 7 Inspection Ready**

Reviews the most common sanitation citations and how to prevent them in your operation. Based on the book, *Safe Dining for the Highly Susceptible Customer\** by Wayne Toczek and Linda Handy, RD., this seminar explains the intent of an inspection and offers programs and strategies for successful compliance. The presentation gives a pictorial tour of problems and solutions in typical operations.

#### Objectives

- Understand key inspection targets—and how to fix them
- Proactive measures to prevent future problems

- What training will equip your staff to stay in compliance
- How to limit liabilities in your operation
- Quick tips to ensure a good inspection outcome

## **Food Code Components Explained**

Provides a basic understanding of the food code and how to comply with it. Based on the book, *Safe Dining for the Highly Susceptible Customer\** by Wayne Toczek and Linda Handy, RD., this seminar reviews the duties and responsibilities of the Person In Charge (PIC) of requirements and food borne illness prevention.

This seminar also reviews the Food Code crib sheet, a 3 page reference guide to the 126 page Ohio Uniform Food Code. (The Uniform Food Code is customized by state,)

Objectives:

- Explain the food code and how it originated
- What the food code covers
- How to interpret the food code
- Who / what is the PIC—duties and responsibilities
- Understand the Food Code crib sheet reference guide to the Ohio Uniform Food Code.

## **The Dining Experience**

Explore the range of dining options available to residential communities:

- Tray line
- Buffet
- Restaurant
- Traditional

Based on the book, *The Dining Experience\** by Wayne Toczek. The seminar presents the pros, cons, benefits and drawbacks of different approaches to dining service. Explains ways to position your community to upgrade dining services to improve resident

satisfaction. The Dining Experience will be available for purchase at a discount.

### Objectives

- Understand the core principles of a dining experience
- Determine what will work best in your community
- Understand your logistical challenges and solutions
- Learn to use the checklist of must haves and nice to haves

## **Center of the Plate**

Offers strategies and techniques to add pizzazz to food presentation. Explains how to begin a program that is focused on food presentation to improve satisfaction versus “just getting it out to the customer.”

### Objectives

- Review the basic building blocks of a successful center of the plate program
- Understand the principles and intent of garnishing beyond the spiced apple ring
- Determine the tools (appliances and procedures) your operation needs to focus on the center of the plate
- Garnishing for buffets, events and group dinners
- The do’s and don’ts of presentation
- Using inexpensive resources to build your program

## **The Customer’s Experience**

Explores the dimensions of the customer’s experience and offers ideas and techniques to deliver high levels of customer satisfaction—the best investment you can make.

Based on the book *The Price and Cost of the Customer’s Experience\** by Wayne Toczek and Peter Benton, this program explains how to create a work culture that can make customers, employees and your accountants happy. *The Price and Cost of the Customer’s Experience* will be available for purchase at a discount.

## Objectives

- Understand the foundation concepts of customer service
- Learn ways to determine if you are successfully giving the service your customer expects
- Define misconceptions about customer service
- Understand staff responsibilities and opportunities for growth in a culture that focuses on the customer's experience
- Understand the training needed for the culture change
- How to use the "customers shoes" as a learning tool

## **Regulations: What you can do**

Examines the survey process and strategies to ensure a successful outcome while keeping your operation moving ahead. Based on a featured article, Regulations: What You Can Do—Not What You Can't Do by Wayne Toczek in the January, 2008 issue of Dietary Manager Magazine, this seminar explains how to navigate the regulatory waters with confidence and improve your dining services department at the same time.

## Objectives

- Understand the intent of food service regulations
- How to apply regulations in a way that best serves and protects your customers
- Learn to generate solutions outside the box while complying with regulations
- Understand how regulate yourself by understanding what is happening in your department and with your customers

## **Catering Basics and Beyond**

One of the best marketing strategies for your community could be to develop a catering program. In this seminar, you can learn the commitments and components needed to create and run a successful program.

## Objectives

- Understand how to set up a catering program
- Understand the equipment needed to develop a program
- The economic and workforce impacts of a well-executed catering program
- Developing a catering brochure: design and costs
- Opportunities for growth

## **From Dietary to Dining Services!**

Presents ways to evolve a dietary department beyond the stereotype. Presents some of the possibilities and their suitability to different types of residential operations. Discusses ways to re-invent your dietary department and create excitement with staff and customers.

## Objectives

- Determine if your department is all it can be or just getting by
- Learn how other operations have created unique and appealing dining services establishments
- Understand how to re-invent your own operation and the components to make it successful
- Provide a range of dining formats and concepts to consider

## **Improving Performance**

Shows how some facilities do the job right every day and never have to prepare for a survey or crisis. Delves into the auditing process beyond completing the form and explains how to extract benefits from audit-driven performance improvement. Learn new processes that will make quality improvement a part of every job and workday and how this can help your department's results and performance.

## Objectives

- Understand what performance is and how to measure it
- Learn to measure the right things
- Spread the spirit of quality improvement to staff and customers
- How to set up a program that works for you

- Ways to deal with common misconceptions about a performance improvement program

## **Buy don't Shop!**

Understand your purchasing program to get better results: products and services that truly match your requirements at cost-effective prices. Explains what you need to know, what you should do to get your vendors to best meet your needs.

### Objectives

- How to determine your purchasing requirements
- How to set up an ordering system
- Measuring your vendors' performance against your needs and each other
- Reading and interpreting a velocity report
- Learn how to make purchasing groups work effectively

## **Developing Superior Wait Staff Service**

How do you develop a superior wait staff when their past service experience comes from fast food or chain restaurants. Explore the techniques that help develop staff and prepare them to provide excellent service.

### Objectives

- Learn the components of good wait staff service
- How to develop your own program
- Understand how to motivate staff
- Key must-haves for your program
- Where to find the materials and training needed to provide an effective program



## **The Budget: “Taming the Beast”**

Explores how to create and manage a budget. Explains the external and internal influences of the budget and how to combat the wild beast.

Based on the article Into the budget, soon to be published in an upcoming issue of Dietary Manager magazine, this seminar discusses budget concepts (i.e. goals, past budget history, zero-based budgeting), information required to prepare a budget in the first place, such as internal factors (i.e. menu, skills, equipment, staffing), external factors (i.e. supplier and food cost trends) and management tools (i.e. revenue, usage, measurement).

### **Objective**

- Work through a case study in forming a budget
- Purchasing brand A versus brand B
- The economy pressure on the beast
- The human element
- Caging the budget
- Tricks of the trade that work

## **Making it Happen**

Helps you keep up with the changes and non-traditional programs, technology and managers in dining services.

The food service industry is becoming more and more diverse. Traditional equipment and Standard Operating Procedures can become outdated and the skills required of managers are changing. Why do “great ideas or intentions” sometimes fail? Why does the new product or process not pan out as presented when you try it at your place? If you knew then what you know now, could you have made it work?

How can you determine if new technologies and products will really fit into your operation or will you discover they are “smoke and mirrors” after all? What should you be thinking about when you contemplate making out-of-the-box changes? What are the keys to success for non-traditional managers coming into senior care and what qualifications should you look for when you recruit?

## Objectives

- Discuss the types of non-traditional programs that are being used in operation today and what makes them work... or fail.
- How these programs and products can help you comply with the regulations
- Examine the new types of equipment and other technologies coming on stream and how they can fit into your operation
- Why do some changes have the ability to grow and others become a barrier for progress... and what to do about it?
- What are the pros and cons of the different managers moving into the field. Why are some more successful than others, what are their strengths and how can the strengths be leveraged?
  - The restaurant manager
  - The contract manager
  - The chef
  - The Diet technician
  - The Dietitian
  - The Certified Dietary Manager (CDM)
  - The reliable cook promoted to management

**Books** by Wayne Toczek (Available from [www.innovaservices.info](http://www.innovaservices.info))

Continuing Education Credits (CEUs) Available

	RD	DTR	CDM	BS RN	LNHA
<b>The Dining Experience</b>	+	+	+		+
<b>The Customer Experience</b>	+	+	+		X
<b>Safe Dining for the Susceptible Customer</b>	X	X	X	X	+
<b>Food Service Tune-Up</b>	+	+	+		+
<b>The Employee Experience</b>	+	+	+		+

**X - CEUs Approved**

**+ - CEUs Pending**

**The Cost and Price of the Customer's Experience**, by Wayne Toczek, Innovations Services and Peter Benton, Informed Decisions

Wayne Toczek has long mentored and helped people lead in the food industry. The Customer Experience is a business experience played out in several stories to show the answers to not-so-obvious challenges. Bean counting does not always lend itself to building and maintaining customer relationships.

Wayne cuts through the fog to show that maintaining customers is both more important and more possible as the information society and the business of service evolves. This book is great reading for the top executive, down to the newest employee of the organization.

...Timothy L. Bauman D.H.C.F.A., C.D.M., C.F.P.P.; American Society for Healthcare Food Service Administrators (ASHFSA) National Board of Directors

*How a culture of service and devotion to the customer's experience can improve your business as explained by Wayne Toczek, Innovations Services and Peter Benton, Informed Decisions*

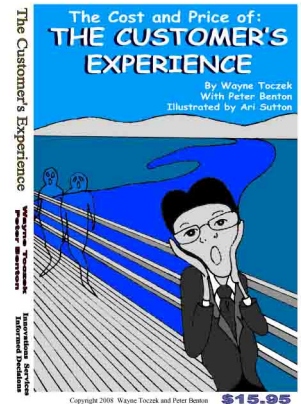
It's not just what you do, but more importantly, what your people do. Creating the right culture is an ongoing and changing process. I hope fun with it.  
—Jim Wilson, Chief Operating Officer, Legacy Health Services

Customer service in America is currently on life support.

In my opinion, some individual companies are more concerned with their current employee productivity than the overall satisfaction of their customers. Otherwise, people would not be on hold for long periods of time or need to ask for simple items, such as ketchup at a fast food restaurant.

...The Death of Customer Service in America by Jason Cunningham

Excellent... great information. Easy to read with an interesting storyline.  
—Maye D. Litchford PhD, RD, LDN



**The Dining Experience**, by Wayne Toczek, Innovations Services

This book cleverly addresses many items that are often forgotten in the dining experience. It is a great read for dietary and administrative staff. **It's one of those books you should read each quarter to assist in maintaining a quality dining experience for residents.**

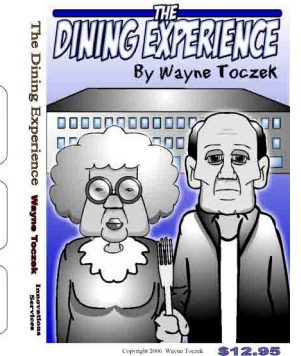
...Gregory S. Thome, RN, Senior Vice President, The Long Hill Company

*Serve Smarter, Not Harder – For (Much) Better Resident Satisfaction*  
By Wayne Toczek, Innovations Services

This book contains excellent, practical, and useful ideas created from the daily challenges and opportunities that we all experience providing our residents with an outstanding dining experience. To the author, who was once my student, I am proud to say, "You have become the teacher and I, the student." This book is a fun and common sense way to excel in this field we have chosen.  
—Bill Cangiano, Senior Vice President of Operations, Professional Services, Inc.

In the 25 years that I have operated skilled nursing facilities, Wayne Toczek stands out the most innovative and creative dietary professional that I have worked with. This book will be a wonderful enhancement of the dietary program at your facility.  
—John Hughes, President, Generation Health Care, a management and consulting firm that has served over 100 long term care and senior housing providers in 30 different states since 1995.

With a clever little story, Wayne Toczek demonstrates that a great "dining experience" can be achieved in a nursing home. Wayne uses humor and facts to show exactly how this can be achieved. I recommend this book for any nursing home owner, administrators, and dietary managers as a wonderful tool to help in making your dining services great!  
—David Henvis, Owner/Administrator, Henvis Care Center of Dover & Bolivar



**The Employee's Experience**, by Wayne Toczek, Innovations Services and Peter Benton, Informed Decisions (under development)

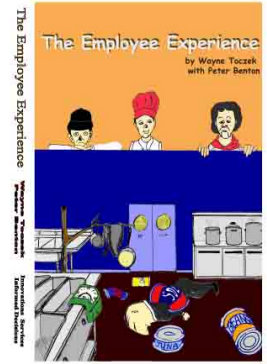
What to do if you suddenly find yourself a manager in an Oz-world, where the supervisors and staff are stuck in the mud and lack the courage, heart and brains to work together to meet customer needs and expectations? This fun tale presents creative and commonsense ways to get people un-stuck and collaborating for the good of the customers and the organization.

*Reinvigorating a tired staff with new courage, heart and brains to improve customer service and your business as explained by Wayne Toczek, Innovations Services and Peter Benton, Informed Decisions*

It's not just what you do, but **how** you do it, that counts most importantly, about your attitude. Choosing the right culture is an ongoing and changing process. **Have fun with it!**  
—Jim Wilson, Chief Operating Officer, Legacy Health Services

Customer service in America is currently on life support.  
In my opinion, some individual companies are more concerned with their current employees' productivity than the overall satisfaction of their customers. Otherwise, people would not be on hand for long periods of time or need to ask for simple items, such as ketchup at a fast-food restaurant.  
—The Death of Customer Service in America by Jason Cunningham

Excellent... great information. Easy to read with an interesting storyline.  
—Mary G. Lashford PhD, RD, LDN



**The Food Service Tune-up**, by Wayne Toczek and Tim Baumann

This reference guide for new managers explains new technologies and innovative new processes that can streamline food service. Suitable for food service managers and community owner/operators, The Food Service Tune-up can be used to upgrade an existing operation or plan a new one.

By Timothy L. Baumann  
DHCA, CDH, CFPH

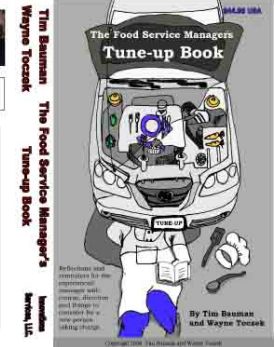
Wayne Toczek  
BS-Dietetics, Sanitarian

The world of food service in healthcare offers many opportunities both for those who choose it as a career and for those who wake up and find themselves working in this dynamic industry.

Because food service is not the usual subject of sitcoms, soap operas and movies, it is easy to overlook. But once you see behind the scenes of a commercial operation, you can be entranced by the pace, the challenge, the chance to be creative and to succeed. Here, you can make a real difference in the comfort, health and safety of other people.

This book was written to give an overview and detailed discussion of the skills and competencies needed to progress and stay competitive in this fast-moving field. It is a collection of the ins and outs and the tricks of the trade of food service in health care establishments.

From the seasoned chef moving from a restaurant into the industry or the newly promoted supervisor, to a young person working their first job, this book contains valuable knowledge and insights that you need to progress and grow your career.



**Safe Dining for the Susceptible Customer**, by Wayne Toczek and Linda Handy, RD.

Explains the F-Tag and survey process. Based on the principle that knowledge is power, this book can help to proactively avoid deficiencies that may result in serious monetary penalties or a damaged reputation.



\* All books mentioned in the seminar descriptions are available for bulk sale by the seminar sponsor, or individual purchase by seminar attendees directly from Innovations Services. Contact Wayne Toczek to make arrangements.

## **Publications**

### **Catering to Opportunity**

DIETARY MANAGER, February, 2009, *Solutions for Healthcare Foodservice Professionals™*

### **Strategic Thinking: Taking CCRCs Ahead of the Curve**

Food Management, December 01, 2008, Ideas for foodservice directors, managers and chefs  
Beyond bricks and mortar, customer service and food will be the competitive edge needed to set  
CCRCs apart from their competitors in the future.

### **Budgeting Strategies for Your Foodservice Department**

DIETARY MANAGER, July-August, 2008, *Solutions for Healthcare Foodservice Professionals™*

### **Regulations—What You Can Do—Not What You Can't Do**

DIETARY MANAGER, January, 2008, *Solutions for Healthcare Foodservice Professionals™*

### **Understanding the Person In Charge (PIC) according to the food code**

Senior Resource Alliance (sranet.org) Press Room, Dining Service News, February, 2008

### **Food safety watch tips: Water is considered food**

Senior Resource Alliance (sranet.org) Press Room, Dining Service News, February, 2008

### **More than a meal**

Nursing Home Digest (nhdoh.com), *Serving Ohio Nursing Homes and Assisted Living Centers*

### **Regulations**

Nursing Home Digest (nhdoh.com), *Serving Ohio Nursing Homes and Assisted Living Centers*

### **The Dining Experience**

Nursing Home Digest (nhdoh.com), *Serving Ohio Nursing Homes and Assisted Living Centers*

### **The Effect of the Food Budget on Customer Perception**

by NANCY COLLINS, PHD, RD, LD/N

ECPN magazine, January / February 2008, [www.extendedcarenews.com](http://www.extendedcarenews.com), *Clinical and Financial Strategies for the Extended Care Professional*

This article includes comments by Wayne Toczek on the relationship between customer perceptions and budgets.

### **Into the Budget (Keeping Pace with your New Year's Resolution)**

DIETARY MANAGER, forthcoming issue, *Solutions for Healthcare Foodservice Professionals™*

## **Other products from Innovations Services**

**Food service and kitchen operations training**  
(series of 20+ posters, fun and information-rich)

**Temperature retention**  
(video)

**Wait staff training—Responsibilities and Listening**  
(video/cartoon)

**See more educational materials, efficiency products, software tools at:**

**[www.innovaservices.info](http://www.innovaservices.info)**