

# 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.



<p>As a noted speaker and seminar leader to leading organizations and conventions...</p> <p>Ohio Health Care Association Indiana Health Care Association Dietary Managers North West Ohio Dietary Managers Association Sysco of Cleveland, Columbus, Detroit and Louisville Legacy Health Care Senior Resources Alliance US Foodservice Avalon Food Services Northern Haserot foods Michigan Healthcare Association Cynthia Chow and Associates HealthCare Marketing Association Ohio Assisted Living Association SunBridge Health Care</p>	<p>... Wayne is highly anticipated and receives great evaluations.</p> <p>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.</p> <p><b>...Timothy L. Bauman, American Society for Healthcare Food Service Administrators</b></p> <p>Thanks again for participating as a speaker at this year's IHCA Dietary Professionals Conference. You received great reviews...</p> <p><b>...Cara Silletto, Director of Educational Services, Indiana Health Care Association</b></p>
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[Web: http://www.innovaservices.info/](#)

Contact:  
**Wayne Toczek, CEO,  
Innovations Services,  
102 Parsons Street,  
Norwalk, Ohio 44857**

Email: [toczekw@earthlink.net](mailto:toczekw@earthlink.net)

Phone: 419-663-9300

Cell: 419-541-7288

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

# Seminars and Presentations

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

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\* 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.

# Benchmarking and Budget Strategies

Presents an overview of the key elements of managing your budget and explains budget comparables and variables. Learn how to compare your operation to others and understand the defining differences. Based on the article *The Fruit Basket Approach to Evaluating Benchmarking*, in the February, 2010 issue of Dietary Manager Magazine, this seminar reviews and explains:

- Food cost
- Labor cost
- Meals, types and tracking
- Other costs, common and uncommon
- Physical layout considerations
- Measurement strategies, apples to apples

Objectives:

- Understand what benchmarks are and the data compiled to create them
- How to intelligently compare your operation to others with the variables involved
- Creating and measuring your own benchmarks

# The Employee Experience

Based on the book *The Employee Experience\** by Wayne Toczek and Peter Benton, this seminar reminds us that while most employees work to earn money, the fortunate ones look to the employee experience to gain fulfillment and satisfaction, including:

- Using the brain to solve problems
- Using the heart to teach people useful skills
- Having the courage to pursue difficult goals

This seminar can help employees and organization leaders foster an employee experience that rewards everyone: staff, managers, customers. These ideas apply universally to retail stores and chains,

dining establishments, sports clubs, group residences, professional services, membership organizations, senior living communities, and long-term care, nursing and rehabilitation facilities. If YOUR organization has a lackluster employee experience, these ideas can enhance the work environment, customer satisfaction and business performance.

Objective: understand that when you use your brain, heart and courage on the job, you can become part of a dynamic team able to complete tasks that others can't or won't do and you can enjoy the rewards of working and socializing with like-minded associates.

## 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 leverage 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, *F-Tag 371: Understanding and Complying with the Sanitation Regulations*\* 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, *F-Tag 371: Understanding and Complying with the Sanitation Regulations*\* 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.

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.

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).

Objectives:

- 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 Dietitian
- The contract manager	- The Certified Dietary Manager (CDM)
- The chef	- The reliable cook promoted to management
- The Diet technician	

# The Dining Opportunity

One of greatest opportunities to positively interact with the customer is by enhancing the dining experience. Focusing on resources, staff and service is a worthwhile and advantageous investment. Every department on campus and every staff member can play a role in accomplishing this goal. Communities will need to embrace a cultural change in the way service is provided while still complying with the regulations. Emphasis on the customer experience is a shared responsibility.

This presentation will help you explore where your program is now and where it can go. What are the "Must haves", and "Nice to Haves" required to make an impact and break out from the crowd. In the end, a well-done program not only benefits the customers but also the community perception.

Attendees will explore the following:

- A change in your Dining Service customer focus does not require a large monetary investment
- Changes in customer focus can lead to healthier staff relationships with residents and families by removing the disconnect that comes with simply trying to accomplish a task
- How to make it work within a regulatory environment
- The "Fresh Eye" approach is critical
- What training and resources should be involved
- Who should be involved
- Steps to consider for your operation
- Cultural change is part of the planning

Objectives:

- Understand the options and commitments that are needed to enhance your customers experience with dining and food
- Learn how your staff can contribute to your residents well-being and health through communication, service and socialization

# Books (and CEU Credits)

(Available from [www.innovaservices.info](http://www.innovaservices.info))

	Continuing Education Credits (CEUs) Available				
	RD	DTR	CDM	BS RN	LNHA
The Dining Experience	+	+	+		+
The Customer Experience	+	+	+		X
Safe Dining for the Susceptible Customer	X	X	X	X	+
Food Service Tune-Up	+	+	+		+
The Employee Experience	+	+	+		+

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.

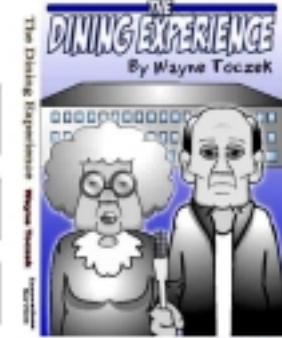
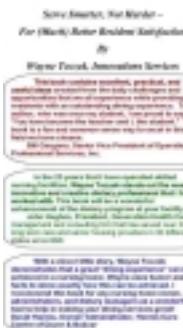
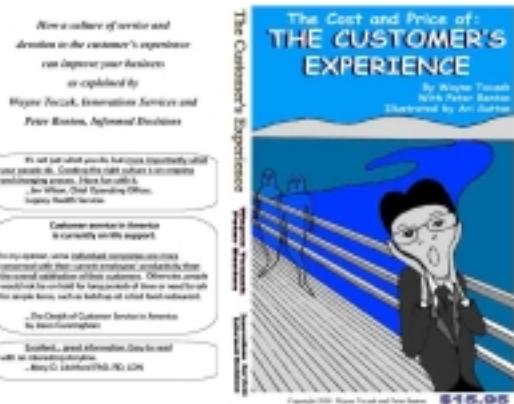
Wayne cuts through the fog to show that maintaining customers is both more important and more possible as the information society and the business of service evolves. This book is great reading for the top executive, down to the newest employee of the organization.

...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

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

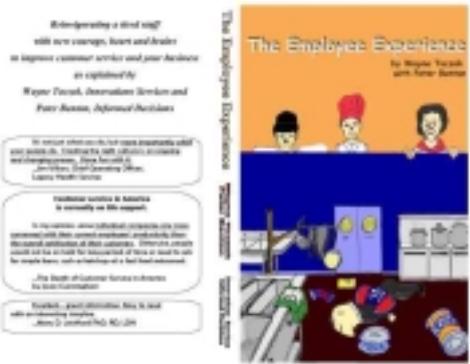
This book cleverly addresses many items that are often forgotten in the dining experience. It is a great read for dietary and administrative staff. It's one of those books you should read each quarter to assist in maintaining a quality dining experience for residents.

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



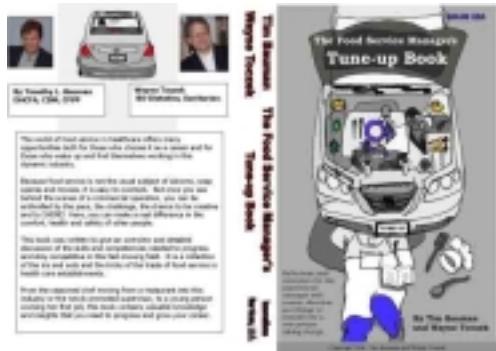
## The Employee's Experience, by Wayne Toczek, Innovations Services and Peter Benton, Informed Decisions (under development)

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.



## 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.



## Safe Dining for the Highly 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.



# Articles and Publications

## **Using a Production System to Control Costs and Improve Quality**

DIETARY MANAGER, Nov.-Dec., 2010, *Solutions for Healthcare Foodservice Professionals™*

## **The Fruit Basket Approach to Evaluating Benchmarking**

DIETARY MANAGER, February, 2010, *Solutions for Healthcare Foodservice Professionals™*

## **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*

## **Safe Dining for Susceptible Customers**

by Linda Handy, MS, RD and Wayne Toczek, BS

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

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

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

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

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

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

Senior Resource Alliance ([srnet.org](http://srnet.org)) Press Room, Dining Service News, February, 2008

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

Senior Resource Alliance ([srnet.org](http://srnet.org)) Press Room, Dining Service News, February, 2008

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

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

## **More than a meal**

Nursing Home Digest ([nhdoh.com](http://nhdoh.com)), *Serving Ohio Nursing Homes and Assisted Living Centers*

## **Regulations**

Nursing Home Digest ([nhdoh.com](http://nhdoh.com)), *Serving Ohio Nursing Homes and Assisted Living Centers*

## **The Dining Experience**

Nursing Home Digest ([nhdoh.com](http://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*

(Includes comments by Toczek on the relationship between customer perceptions and budgets.)

# Media, Video and Software

## Food service and kitchen operations training posters:

Series of 20+ posters, fun and information-rich—

- Dining Room Skills
- Food Safety
- Food Temperature
- Wrong and Right food handling
- Surviving a Survey
- Portion Control
- How to Wash your Hands
- Food Storage

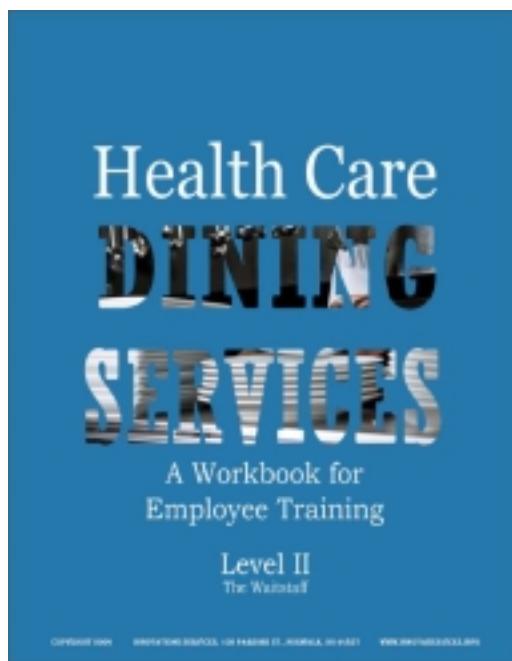
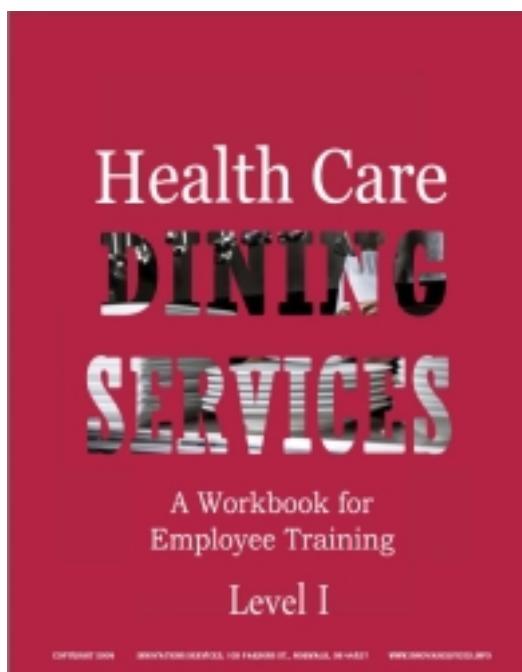
**AND MORE!**

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for Purchase  
Information**

## Wait staff training—Responsibilities and Listening

Dining Services Employee Training  
Workbooks

Temperature retention  
Video Learning



## TEMPERATURE RETENTION VIDEO LEARNING SERIES



LET CHEF WISDOM INSTRUCT YOUR STAFF  
ON HOW TO MAINTAIN AND SERVE FOOD  
AT THE PROPER TEMPERATURE!

"FINALLY A VIDEO THAT WILL TRAIN YOUR STAFF WITHOUT FALLING ASLEEP!"  
CHIP ARGENZIANO - CAMPUS DIRECTOR OF DINING & HOSPITALITY



## Software products:

The Resident Manager--

User-friendly software to help you manage food service operations

- Designed by the professionals who work in the industry
- Great for production and food cost management
- Set up for the future of senior dining services
- Customize to meet YOUR needs, not the program's
- Productive reports and information to support compliance with state regulations
- Trigger on ticket to alert staff of residents with weight loss
- Optional features: snack & utility labels, weight tracking, seating charts and food preference alerts

The Resident Manager....  
As easy as boiling water!

Your recipe for success:  
The Resident Manager

They say it's so easy  
that anyone can do it!

With this system you can:

- o User-friendly and designed by the professionals who work in the industry.
- o Great for production and food cost management.
- o Set up for the future of senior dining services.
- o Customize to meet your needs, not the program's.
- o Productive reports and information to support compliance with regulations.
- o Trigger on ticket to alert staff of residents with weight loss.
- o Optional features: snack & utility labels, weight tracking, seating charts and food preference alerts.

The best utensil in your kitchen will be The Resident Manager. Developed to provide the tools of the operation that will ensure daily success.

Easy to install. Works with any system that is Windows 98 or higher.

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FINALLY AN AFFORDABLE AND EASY TO USE SYSTEM THAT ALLOWS THE USER TO APPLY BASIC AND USER-FRIENDLY COMPUTER SKILLS TO PRODUCE GREAT RESULTS AND ENSURE STATE COMPLIANCE!

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

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

## 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 Moneys 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 Goshen IN, 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.

## 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:

- o Resident dining services menu management software
- o Recommend for your health and wellness program
- o Interim management
- o Clinical consulting
- o Mock Survey and Plan Of Correction (POC) development
- o Culinary arts training
- o Poster training, in-service series
- o Wait staff training DVD
- o Employee orientation workbooks
- o Wait staff orientation workbooks
- o Wait staff / customer service training
- o Dining service efficiencies assessment review
- o Computerized, easy-to-use meal ticket program
- o Culinary tool kit
- o Manuals (use as-is or customize to client needs) including:
  - Diet Manual 2011\*\*
  - Policy and Procedures
  - Employee Orientation
  - Dining Experience Enhancement
  - Dietary Quick Reference