



**CONNECTICUT
CHAPTER**
CLUB MANAGEMENT
ASSOCIATION OF AMERICA

Chef / Manager Workshop

Woodway Country Club

Tuesday, March 28, 2023

Session I

Positioning Your Catering Department for Success

*Presented by John Lombardo
Certified Catering Consultants*



John Lombardo CHA, Senior Consultant

Learn how to apply some simple, yet effective ways to enhance the effectiveness of your organizational, operational, and marketing practices through case studies and years of experience.

- Best practices for profitability
- Menu development
- Effective sales & marketing
- Booking techniques & billing processes
- Communicating B.E.O. details

Session II

You've Been Served

*Delivering an Exceptional F&B Experience
with Strategic Club Solutions*



*Laura Leszczynski
VP of Marketing*



*Ryan Doer
President*

- Explore the challenges that face Club operations in F&B
- Benchmark managing expectations and setting the standards of excellence
- Assess your Club's "Opportunity Index" for an improved F&B experience
- Explore innovation and experiences to implement in F&B at your club
- Best practices and key takeaways from world class hospitality providers

SCHEDULE

- 8:30 am – Registration and Continental Breakfast
- 9:30 am – SESSION I • John Lombardo, CHA
- 12:45 pm – Business Meeting
- 1 pm – Lunch
- 2 pm – SESSION II • Strategic Club Solutions
- 5 pm – Conclude with Assessment

ADDITIONAL DETAILS

- Professional attire
- 6 CMI Credits | 1 Association Activity Credit
- \$110 FOR GUESTS | MEMBERS COMPLIMENTARY
- Attendees will receive a copy of Amazon Bestselling book, "Clubology", The Science and Strategy of Being in the People Business, by Laura Leszczynski & Ryan Doerr

REGISTER ON CMAACT.ORG