## SEMINAR LINEUP

*TContinuing Education Credit for Certified School Cooks and Certified Dietary Managers has been applied for.*

### TUESDAY MARCH 24

<table>
<thead>
<tr>
<th>TIME</th>
<th>SEMINAR TITLE</th>
<th>SPEAKER</th>
</tr>
</thead>
<tbody>
<tr>
<td>12:00 PM - 1:00 PM</td>
<td>Customer Service in Health Care - Enhancing Your Resident’s Dining Experience</td>
<td>Heidi Wietjes MS, RD, LMNT, LD Director, Nutrition Services, Cash-Wa Distributing</td>
</tr>
<tr>
<td>1:00 PM - 1:30 PM</td>
<td>Food Cost Control</td>
<td>Curtis Cellar CWD Regional Leader</td>
</tr>
<tr>
<td>1:30 PM - 2:00 PM</td>
<td>Maximizing Your Marketing Dollar With Facebook</td>
<td>Scott Swanson CWD Regional Leader</td>
</tr>
<tr>
<td>2:00 PM - 2:30 PM</td>
<td>Ordering Online - “How Do I Get Set Up to Order On-Line”</td>
<td>Rick Renteria CWD Regional Leader</td>
</tr>
<tr>
<td>2:30 PM - 3:00 PM</td>
<td>Controlling Food Cost &amp; Implementing a Point of Sale System: <em>Common sense ideas on controlling your food costs as well as the benefits of implementing a low cost point of sale system.</em></td>
<td>Steve Hogg &amp; Melaine Hoke CWD Regional Leader</td>
</tr>
<tr>
<td>3:00 PM - 3:30 PM</td>
<td>C-Store Seminar: <em>Taking More Money to the Bank by Managing Inside Margins</em></td>
<td>CWD C-Store Merchandising Team</td>
</tr>
<tr>
<td>3:30 PM - 4:30 PM</td>
<td>ABC’s of School Food Service! <em>(A = A\ La Carte; B = Buying Products &amp; Controlling Costs; C = Customer Service &amp; Marketing)</em></td>
<td>Steve Munch, RD School &amp; Health Care Specialist, Cash-Wa Distributing</td>
</tr>
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### WEDNESDAY MARCH 25

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<thead>
<tr>
<th>TIME</th>
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<th>SPEAKER</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:30 AM – 10:30 AM</td>
<td>Food Safety &amp; Storage</td>
<td>Tony Williams Midwest Regional Manager – Handgards, Inc.</td>
</tr>
<tr>
<td>10:30 AM - 11:00 AM</td>
<td>Managing Your Inventory</td>
<td>John Moritz &amp; Joel Wilcher CWD Regional Leaders</td>
</tr>
<tr>
<td>11:00 AM - 11:30 AM</td>
<td>Menu Engineering – An Introduction to the Method of Madness to Increase Your Profits</td>
<td>Denise Smith &amp; Shawn McCauley CWD Regional Leaders</td>
</tr>
<tr>
<td>11:30 AM - 12:00 PM</td>
<td>Merchandising Your Salad Bar</td>
<td>Dwayne Brown CWD Regional Leader</td>
</tr>
</tbody>
</table>
**CWD WAREHOUSE TOURS**

401 West 4th Street
(note location – transportation to and from the show will be on your own)

**TUE. MARCH 24**

The warehouse tour will involve a lot of walking. Please wear shoes with closed toes to protect your feet during the tour.

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<tr>
<td>11:00 AM - 12:30 AM</td>
<td>CWD Warehouse Tour (401 W 4th St - arrive on your own)</td>
<td>Tom Murray &amp; Curt Breinig CWD Safety Director &amp; Operations Manager</td>
</tr>
<tr>
<td>4:00 PM - 5:30 PM</td>
<td>CWD Warehouse Tour (401 W 4th St - arrive on your own)</td>
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<td>CWD Warehouse Tour (401 W 4th St - arrive on your own)</td>
<td>Tom Murray &amp; Curt Breinig CWD Safety Director &amp; Operations Manager</td>
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**PLEASE NOTE:** Individual customer tours will not be available during the show due to safety issues. Please plan to join one of our organized tours to for an opportunity to see our warehouse in operation.
SEMINAR STATS
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A CLOSER LOOK AT A FEW SEMINARS

Customer Service in Health Care - Enhancing Your Resident’s Dining Experience
HEIDI WIETJES, MS, RD, LMNT, LD – Director Nutrition Services, Cash-Wa Distributing

Heidi has over 25 years of experience in the foodservice industry. Heidi manages the CWD Health Care Menu program which includes menu options for health care customers, day care accounts, Senior Dining, and Head Start programs developed using CWD’s portal as well as Computrition Hospitality Suite® Software.

OBJECTIVES:
• Describe how the aging process can impact food consumption and resident satisfaction with the dining experience.
• Evaluate the physical dining environment and describe changes that could be made to enhance the resident’s dining experience.
• Develop menus for health care facilities with food choices that consider nutrition & resident’s diet order as well as plate presentation and resident satisfaction.

ABC’s of School Food Service!
(A = A La Carte, B = Buying Product and Controlling Costs, C = Customer Service and Marketing)
STEVE MUNCH, RD – School/Healthcare Specialist, Cash-Wa Distributing

Steve is currently serving as School Consultant for Cash-Wa Distributing. His previous experience includes a Program Specialist for Nutrition Services with the State of Nebraska, nine years of School Food Service experience as a Food Service Director at Kearney Public Schools, and food service management experience in the College/University and Healthcare settings. Steve also has sales experience in both the chemical and pharmaceutical fields.

OBJECTIVES:
• Describe the current regulations for foods offered in A La Carte programs
• List sources of product information they can use to evaluate products for inclusion in their A La Carte offerings
• List considerations to keep in mind as they make purchase decisions
• List ways to control costs in school foodservice
• Describe how marketing can increase program participation

CWD Warehouse Tour
TOM MURRAY – Safety Director, Cash-Wa Distributing
CURT BREINIG – Director of Operations, Cash-Wa Distributing

Tom is the Safety Director at Cash-Wa Distributing. His position involves overseeing Safety and Food Safety programs at all CWD warehouses including program development, training, implementation, quality control, record keeping, inspections, etc. Tom has completed Food Defense Certification Training and is ServSafe Certified.

Curt is the Director of Operations at Cash-Wa Distributing. He oversees all aspects of the warehouse operation including receiving, storage, and shipment of products.

OBJECTIVES:
• Describe how products move through the food distribution channel.
• List ways a food distributor controls food safety from receiving through delivery to the customer.
• Discuss product traceability and list why it is an important part of a food safety program.

Food Safety Seminar
TONY WILLIAMS – Midwest Regional Manager, Handgards, Inc.

Tony Williams is the Midwest Regional manager for Handgards Inc. Handgards is the leader in Food Safety and is CWD’s supplier of food service disposable products including gloves, bags, aprons, bibs, and pan liners. Tony has been in the Food Service Industry for 10 years. He is a ServSafe Certified Instructor and Proctor. Tony is looking forward to sharing his knowledge of food safety with CWD Customers.

OBJECTIVES:
• List recommended cooking temperatures for a variety of foods
• Discuss the costs associated with a food borne illness outbreak and how it could impact a food service operation.
• Describe proper food storage and handling methods.
• Describe what food inspectors are looking for in terms of employee hygiene.
### CONTINUING EDUCATION

*Continuing Education Credit for Certified School Cooks and Certified Dietary Managers has been applied for.*

### ADDITIONAL SEMINAR INFORMATION

#### MEMBERS OF THE ASSOCIATION OF NUTRITION & FOODSERVICE PROFESSIONALS

- There is no cost to attend the CWD Educational Seminars
- Continuing Education Credit has been applied for – 7 hours General, 2 hours Food Show, 1 hour Sanitation (attend all of the seminars as well as the warehouse tour to receive maximum Continuing Education Credit).
- Attendance verification forms as well as the information on how many hours were requested for each seminar will be available in the Seminar Room. Attendees are responsible for submitting your own CEU hours.
- The Nebraska Association of Nutrition and Foodservice Professionals will be hosting their meeting in conjunction with the CWD Food Show. For information about their meeting (which will include additional education sessions, meals, networking opportunities, and door prizes), please contact Heidi Wietjes at heidi.wietjes@cashwa.com or Colleen Jameson, CDM, CFPP, ANFP Nebraska Program Chairman at jameson_colleen@hotmail.com

#### INFORMATION FOR SCHOOL NUTRITION SPECIALISTS

- There is no cost to attend the CWD Educational Seminars
- Continuing Education Credit – each one hour class is worth 1 CEU, half hour classes are worth ½ CEU per class. There is no credit given for attending the food show.
- Attendance verification certificates will be available in the Seminar Room. Attendees are responsible for submitting your own CEU hours.