

US FOODSERVICE/Western Region Health Care Seminars, A Huge Success

Nationally recognized cookbook author, culinary consultant and speaker "Chef Don" Miller received rave reviews for his presentations at the recent White Swan Health Care Seminars in Dallas, Tampa, Austin and San Antonio. Food Service Directors, Dietitians, Supervisors, Chefs & Cooks were kept on the edge of their seats as "Chef Don" dazzled them with his penetrating, energetic style.

Chef Don's message is simple: Food service is show business and we're the entertainers. To make the show really successful, we need to create food that looks and tastes fantastic. To improve our food quality, we need to make a paradigm shift to the "food service as show business" model. For example, our staff needs to look and act like they're on stage. This means that the production crew should wear chef uniforms and chef hats, and the servers need to look sharp as well. It's all part of the show according to Chef Don.

Yes, Chef Don was talking about food service in colleges, universities, hospitals, nursing homes, retirement homes, business and industry, and schools. To make his point, Chef Don used a myriad of pyrotechnical magic tricks, and show business type props and gimmicks. To help seminar participants improve their operations, Chef Don suggested that they utilize his new 12-step process to improving food quality featured in the last issue of *Nutra-News*, as well as *FSD Magazine* (May, 1993).

Some of the comments from seminar participants included:



"Incredible! I was getting burned out, but after attending your program I felt 100% energized."

*Nina Mathewson,
Baylor Medical Center
Grapevine, Texas*

"Wow! One of the best programs I've ever attended."

*Maxette Barrow,
Austin, Texas*

"Chef Don" is definitely a one-of-a-kind, waking, talking "spark plug". He really inspired me."

*Mary Joe Berry,
Cockrell Hill, Texas*

US FOODSERVICE is proud to present exciting educational programs as part of our continuing effort to help our customers remain on the "cutting edge." We invite and encourage you to attend the next US FOODSERVICE seminar or show in your area. You may learn just the right idea to help you be even more successful than you already are.

ABOUT "Chef Don"

"Chef Don" is a nationally known cookbook author, motivational speaker, and culinary consultant. For information about his availability in your area, "Chef Don" may be contacted at (619) 691-8927. Address - 136 Rainier Ct, Chula Vista, Ca 91911.