



MARCH 23 – 25, 2012

GOOD to BEST

7TH ANNUAL HEALTHCARE FOODSERVICE EDUCATIONAL CONFERENCE
17 CEUs

CONFERENCE FOCUS:

**Healthcare Trends, Customer Service,
and Room Service Boot Camp**

The Good to Best Conference is dedicated to providing cutting edge educational sessions to help operators conquer all the challenges facing healthcare today. Good to Best provides innovative and powerful concepts, tools, and solutions to help healthcare food service management teams reach “World Class” in all areas.

Invest in your operation’s future success...it’s worth it!

We understand the increased difficulty of finding or receiving a budgetary allocation to travel to any off-site conference or event. However, “Good to Best” continues to be the most affordable three day educational event in the Nation, as it is specifically designed for operators with limited or no travel budgets due to tough financial times.

Food for Thought: If you absolutely have no travel funds to attend, please contact us, as we have a limited number of educational scholarships that may be available to assist you in covering expenses. Ultimately, our attendees find that the investment *more* than pays for itself, in both deliverable outcomes from educational sessions, ideas gathered through networking opportunities, as well as in offers extended by our supporting Business Partners.

Room and Save!	Single	Share
Registration (includes 6 meals)	\$200	\$200
Hotel (\$175/night for 3 nights - cut in half if shared)	\$604	\$302
Airline estimate (depending on location)	\$350	\$350
Spa (gym)	Free	Free
Parking	Free	Free
Estimated total	\$1,154	\$852

Paradise Point Resort & Spa
San Diego, California

Updated March 12, 2012

CONFERENCE SCHEDULE

17 CEUs

THURSDAY, MARCH 22

Welcome to "America's Finest City" – San Diego!

5:00pm – 9:00pm

Join us for a Meet & Greet at conference registration in the Governor and Presidential Suites on the beach.

All guests and vendors welcome.

***Sponsored by R&R Enterprises &
DM&A-Webb Foodservice, EVS & Design Consultants
Kitchens To Go***

FRIDAY, MARCH 23

7:00am – 7:45am

Registration and Full Buffet Breakfast

Sponsored by Singer.

7:45am – 8:00am

Welcome and Opening Prayer

Don Miller, RD, CEC – Chairman & Founder, DM&A

Carlton Green, Ph.D. – Author & Silver Plate Winner

8:00am – 9:30am

Keynote: The Art of Influence – Persuading Others Begins with YOU

Chris Widener – Professional speaker, trainer & author

Sponsored by Cambro.

Motivational Speaker and author of 12 books and 80 audio programs, Chris Widener (www.chriswidener.com) will teach the audience how to be more successful by learning the art of influencing others especially administration and your team members. Learn the difference between "hunting" and "fishing". Learn how to use "soft power" instead of "hard power". Discover the two key factors others use to determine whether or not they will follow you and/or your recommendations. Learn the Secrets of Magnetic Influence by using the Attraction Factor rather than Persuasion Techniques. Book signing to follow.

9:30am – 10:00am

Sponsor Networking Break

10:00am – 10:45am

Healthcare Industry Trends by Bill Klein

Bill Klein – Chief Executive Officer, DM&A

As Bill travels the world full time, talking to healthcare CEOs, FSDs and other Executives he has the opportunity to personally witness trends as they are incubating or happening "live". Bill shares the trends that he has observed this last year and predicts where we are headed in healthcare food service over the next 10 years.

10:45pm – 11:15pm

Sponsor Networking Break

11:15pm – 12:00pm

Industry Success Stories

Moderator: Chef Ron Sabatini, CEC – Director of Culinary Operations, DM&A

- 1) How I sold administration on the value of a \$6 million construction project using ROI payback of 6.5 years –
Nancy Geffre, FSD, Sanford USD Medical Center
- 2) Increasing sales and promoting health in retail with Smart Receipts –
Dan Henroid, FSD, University of California, San Francisco Medical Center

12:00pm – 1:00pm

Build Your Own Sandwich Bar

Sponsored by Hobart.

Special pasta salad provided by **Dreamfield Pasta**

1:00pm – 2:00pm

How to Transform a Food Service Team From “Ho Hum” to “Gung Ho”!

Kathy Stephens, Ph.D., RD, LD – Success Coach, DM&A

Executive Success Coach, Destination 10 guru, Kathy Stephens, PhD, RD shares for the first time on stage what she has observed over the years while helping FSDs and their teams strive for the highest levels of excellence utilizing the licensed DM&A Destination 10 Performance Improvement Process. Based on her experience in the field, what does Kathy believe are the biggest strengths and the biggest weaknesses of both FSDs and their teams? What keeps FSDs and their teams from being their best? And what are the best solutions in her opinion? FSDs that Kathy has worked with will receive their Destination 10 Black Belt designation at the conference.

2:00pm – 2:30pm

Sponsor Networking Break

Sponsored by Hobart.

2:30pm – 3:00pm

How to Manage Your Dish Machine to Save Thousands per Year

Allen Hasken – Hobart

Sponsored by Hobart.

3:00pm – 3:30pm

2012 Good to Best Gold Medal Awards Presentation

3:30pm – 4:00pm

Sponsor Networking Break

4:00pm – 5:00pm

BREAKOUT SESSIONS:

Main Ballroom

HOW to implement room service successfully in a hospital setting. WHY room service saves \$100K in food and supplies per 100 occupied beds.

Chef John Giambarresi, CDM, CFPP – Room Service Specialist, DM&A

Chef Ron Sabatini, CEC – Director of Culinary Operations, DM&A

Steve McKenna – Success Coach, DM&A

Bayview Room

Kaiser Room Service (for Kaiser Employees Only)

Bill Klein – Chief Executive Officer, DM&A

Ron Stewart – Success Coach, DM&A

Jan Villarante, MSRD – Director, National Nutritional Services – Procurement & Supply, Kaiser Permanente

The presenter will share the very important critical steps in considering and planning room service for your facility. Where and when do you begin? How long does each step take? What is sous vide/low temp room service? All your questions about Kaiser room service will be answered. Kaiser FSDs who already have room service or who are already in the room service planning process will contribute to this session. If you are a Kaiser Food Service Executive don't miss this unique sharing opportunity.

Garden Room

How to Run Successful Outpatient MNT and Diabetes Programs and Achieve Success with Reimbursement

Michelle Hoppman, RD, LRD, CDE – Success Coach, DM&A

John Lamberson, MS, RD, LDN, CDE – Success Coach, DM&A

Don't miss this breakout session specially prepared for Clinical Nutrition Managers and Dietitians in all health care settings! Whether you plan on starting an outpatient MNT program or a recognized /accredited diabetes self-management education program, or currently run one this session is for you!

Objectives:

Participants will increase knowledge in the following areas:

- How to sell your management and administration on starting an outpatient program and how to maintain that program.
- Building and Marketing your outpatient program to meet and exceed the needs of the patient and benefit your facility at the same time.
- Who pays – the balance of insurance reimbursement, self-pay and sustaining a program.
- Recognition and Accreditation of Diabetes Programs

Boardroom

Knowing Numbers Drives Success (KNDS)

Coaching with Mary Keysor, MS, RD, LD, FADA on DM&A's newest electronic based financial management system – "KNDS".

(PLEASE NOTE - THIS SESSION BY APPOINTMENT ONLY.)

6:00pm

Gala Event

"South of the Border" dinner buffet

Mariachis and performance from **Ballet Folklorico Real**

Sponsored by R&R Enterprises.

SATURDAY, MARCH 24

7:00am – 7:50am

Full Breakfast Buffet

Sponsored by CBORD.

7:50am – 8:00am

Opening Remarks

*Carlton Green, Ph.D. – Author & Silver Plate Winner
Don Miller, RD, CEC – Chairman & Founder, DM&A*

8:00am – 9:30am

Keynote – Dare to Dream

*Chris Widener – Professional speaker, trainer & author
Sponsored by Cambro.*

Do you have a dream inside you that you want to let out and live? Then let Chris help you in this seminar. Dare to Dream will help you see the possibilities that lie within you. You will experience the understanding that you can change yourself, your team, your community and the world. Learn three keys to living out your dream, the four reasons most people don't ever achieve their dreams, how to deal with people who say it is impossible, and the five step plan for making your dream a reality.

9:30am – 10:00am

Sponsor Networking Break

10:00am – 11:15am

What Our Team Did to Successfully Pass “EXTREME” Federal Inspections and Surveys with “Rave Reviews”

Chef Joe Eidem, CEC, AAC – FSD, Arrowhead Regional Medical Center

In order to pass two intense inspections/surveys in a 450 bed medical center, FSD Chef Joe Eidem and his team had to go “above and beyond” the call of duty. Learn exactly what the surveyors focused on and exactly what Chef Joe and his team did to dazzle the inspectors and receive rave reviews. Besides being a FSD, Chef Joe is a motivational speaker, author, former host of his own television show, and winner of the National Most Professional Chef of the Year award from the American Culinary Federation. Chef Joe's team will be recognized at the conference for their dedication to doing well in the survey. Chef Joe will share the exact management style he used to inspire his team and his team will share why they respect and follow Chef Joe.

11:15am – 11:45am

Sponsor Networking Break

11:45pm – 12:15pm

How to Manage Your Kitchen Sanitation and Cleaning Process to Ensure Sustainability, Best Possible Results, and Lowest Costs by Thousands of Dollars per Year

*Tim Rathje – Assistant Vice President, Distributor Sales, Ecolab
Sponsored by Ecolab.*

12:15pm – 1:15pm

Build Your Own Sandwich Bar

Sponsored by Alto-Shaam.

1:15pm – 1:45pm

The Evolving Food Service Industry – A National Perspective

Joe Carbonara – Editor in Chief, Foodservice Equipment and Supplies Magazine

Joe will explore his business views regarding the evolution of the food service marketplace and what to expect in the future.

1:45pm – 2:15pm

Shaping Vision for a Contemporary Culinary Experience in a Health Care Setting

Jim Webb, Principal, DM&A-Webb Design

Jim shares his “vision casting” experiences with developing social environments in the emerging culinary marketplace. Are you anticipating your customer’s needs and real expectations for the future?

2:15pm – 2:45pm

Sponsor Networking Break

2:45pm – 3:45pm

Cost Justify Funding for Projects by Proving the Return on Investment (ROI) Panel Presentations

Moderator: Mary Keysor – Success Coach, DM&A

Panelists:

Nancy Geffre - Director, Nutrition and Food Service, Sanford USD Medical Center

Linda Towle - Manager, Food & Nutrition Services, St. Luke’s Rehabilitation Institute

David Reeves - Director, Hospitality Services, Elmhurst Memorial Healthcare

To prove ROI for special projects, it is necessary for the FSD to be an expert on all department financial data. This session will feature industry peers who have successfully used their internal financial data to track financial performance to help cost justify special projects requiring funding. Learn what worked, what didn't work, and the lessons learned along the way. Panelists will convince you that proving ROI is good business and can be easy.

3:45pm – 4:15pm

Sponsor Networking Break

4:15pm – 5:15pm

BREAKOUT SESSIONS (see next page)

4:15pm – 5:15pm

BREAKOUT SESSIONS:

Main Ballroom

Sustainability and going GREEN in hospital food service – A success story

Amanda Goldman, MS, RD, LD – Director at Large, Management in Food & Nutrition Systems; Past President – Kentucky Dietetic Association; Director of Nutritional Services, Saint Joseph Hospital & Saint Joseph East; Director of Diabetes and Nutrition Center

Chef John Herzog – Nutrition Manager, St. Joseph East, Kentucky

Sunset 1&2 Room

Advanced Room Service – How to take your existing room service to the next level

Chef Ron Sabatini, CEC – Room Service Specialist, DM&A

Sunset 3 Room

Malnutrition Update: Reimbursement, ICD-9 Coding, and Guidelines

Michelle Hoppman, RD, LRD, CDE – Success Coach, DM&A

John Lamberson, MS, RD, LDN, CDE – Success Coach, DM&A

Malnutrition diagnosis, treatment, and reimbursement in the hospital setting continue to be a hot topic for hospitals in America. This breakout session will answer your questions regarding documentation, treatment, and reimbursement for malnutrition in the acute care setting and what it means to you.

Participants will increase knowledge in the following areas:

- Get started building (or improving) your Malnutrition Program Today!
- ICD-9 Codes and ICD-10 Codes – What you need to know!
- Making Sense of Reimbursement - The facts and myths
- Guidelines – What are you using and why it's important.
- Documentation - Dietitians and Physicians - "It's all in the notes"

Enjoy San Diego on your own! See you Sunday morning!

SUNDAY, MARCH 25

7:00am – 8:00am

Full Breakfast Buffet

Sponsored by Singer.

8:00am – 9:00am

Advanced Food Production Trends

Master Chef John Biswanger, CFE – Vice Chairman, DM&A

Learn how advanced food production methods increase food quality and help improve food safety.

9:00am – 9:30am

Sponsor Networking Break

9:30am – 10:45am

Standing Ovation – Moving Your Organization from Good to Best

Chris Thrash – Professional Speaker and Author

Disney inspired--“Standing Ovation” is a dynamic training session that invites leaders to experience the remarkable comparison that can be made between theater and service delivery in healthcare. The speaker brings the concepts of theater to life through an innovative approach of looking at the stage of healthcare and how our performance impacts our audience – patients, family members and co-workers. “Standing Ovation” emphasizes the critical role “cast members” play in the overall care of every patient in the hospital. Whether they are “on stage” providing direct patient care or “off stage” providing critical patient care support, every “cast member” creates an experience for hospital audience members every day. Chris celebrates the vital role healthcare “cast members” play in delivering standing ovation performance every day.

10:45am - 11:00am

Closing Inspirational Thoughts and Words of Wisdom

Carlton Green, Ph.D. – Success Coach, DM&A

Safe travels home or have fun in San Diego!

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