



Putting the **Service**  
Back Into **Food Service!**



*"Well done is better than well said."*  
BENJAMIN FRANKLIN

**November 17, 2011**  
**The Westwood**

**GNJSHFSA**

GREATER NEW JERSEY SOCIETY for  
HEALTHCARE FOOD SERVICE ADMINISTRATORS

A chapter of the Association For Healthcare Foodservice

# Program

- 7:30 - 8:15am**     **Continental Breakfast / Registration**
- 8:15 - 8:30am**     **Welcome & Introductions**  
**Joanne McMillian**  
**GNJSHFSA President**
- 8:30 - 9:30am**     **Paul King**  
Hear of award winning practices happening nationally as Paul shares feedback from organizations around the country.
- 9:30 - 10:45am**   **Jim McGrody**  
Jim shares his insights and experiences resulting in patient satisfaction. He shares his struggle and passions that led him to healthcare and his philosophy of going above and beyond.
- 10:45 - 11:00am** **Networking Break**  
Connect with professionals from around the state. Be sure to bring your business cards!
- 11:00 - 12:00pm** **John Lawn**  
John is a recognized authority on a wide range of foodservice issues and is a frequent speaker to industry groups. John will bring you a fresh perspective on removing barriers and moving your operation to the next level.
- 12:00 - 1:30pm**   **Vendor Exhibits**  
See the latest and greatest products in today's market. Products that will be of relevance to your operation.
- 1:30 - 2:45pm**     **TJ Schier**  
Learn how to leverage the eyes and other senses when delivering better service. His message is timely and 'right on'. TJ will share his practical and tactical tools to incentivize EVERYONE in the organization.
- 2:45 - 3:00pm**     **15 minute break**
- 3:00 - 4:00pm**     **Workshop with TJ Schier & Donna Boss**  
An interactive opportunity to discuss your own best practices and barriers with take aways for your operation
- 4:00pm**             **Raffle & Closing Prizes Valued at over \$1,000**

# Our Featured Speakers



**Paul King**

**Editor-in Chief of FoodService Director Magazine**

A journalist for more than three decades, he began covering the foodservice industry in 1984 when he was hired as associate editor at Food Management magazine. He worked there for 11 years before joining Nation's Restaurant News in 1995. He was hired as senior editor at FSD in 2006, and became the editor-in-chief in March 2007.



**Jim McGrody**

**Food and Nutrition Director REX Health Care**

Jim is a Graduate of the Culinary Institute of America in Hyde Park, New York with over 26 years in the food services industry. He has a strong passion for making change in the way patients are eating and recently authored a book entitled "What We Feed Our Patients".



**John Lawn**

**Editor-in-Chief**

**Associate Publisher of FOOD MANAGEMENT**

John covers both food and food management topics and offers practical business strategies and ideas for all foodservice professionals. John has received numerous awards for his writing and photography.



**TJ Schier**

**President and Founder of Incentivize Solutions & p.o.d. Training**

TJ has written 3 books and over 100 articles on guest service and motivating today's generation. He was also the past president of the Council of Hotel & Restaurant Trainer (CHART). He has developed training materials and has consulted clients from some of the largest companies in the country. His seminars have changed the way we think with topics such as, "Moving Service From Extra Ordinary to Extraordinary" and "Send Flowers to the Living!"



**Donna L. Boss**

**founder of Boss Enterprises, dlb**

Donna was formerly Vice President, Channel Marketing, for The Food Group. In her current business, Donna specializes in leadership and customer service training, as well as conducting strategic planning marketing studies. Donna has also won many publishing and association awards.

# Our Partners

## **Educational Credits**

The American Dietetic Association  
7 Credits

Dietary Manager Association  
7 Credits

**Registration is open to all  
Food & Nutrition Professionals**

**GNJSHFSA**

**&**

**The Community  
FoodBank of New Jersey  
Community Partners!**

*All registration proceeds will be donated to  
the Community FoodBank of New Jersey,  
to help those who are less fortunate*



**The Community FoodBank of New Jersey** fights hunger and poverty by distributing food and groceries, providing education and training, and making new programs to help people with low incomes meet their basic needs.

In addition to Food Distribution, The Community FoodBank runs additional umbrella programs such as The Community Kitchen, the Kids Division, in addition to an on-site Thrift Shop, and much more.

# Registration Form

## Member Of:

GNJSHFSA       ADA       DMA       AHF

*(PLEASE PRINT)*

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Facility: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Email: \_\_\_\_\_

Phone Number: \_\_\_\_\_

**Registration is Due By: November 11, 2011**

Registration Fee: \$25 per attendee

Please make check payable to **GNJSHFSA**  
and send with completed form to:

Michael Atanasio  
Food & Nutrition Services  
Overlook Medical Center  
99 Beauvoir Ave  
Summit, NJ 07901

908-522-2168

Email: [michael.atanasio@atlantichealth.org](mailto:michael.atanasio@atlantichealth.org)

# Notable “Quotes”

*“Quality in a service or product is not what you put into it.  
It is what the client or customer gets out of it.”*

PETER DRUCKER

*“If we don’t take care of our customers, someone else will.”*

UNKNOWN

*“Our life is frittered away by detail. Simplify, simplify!”*

HENRY DAVID THOREAU

*“The quality of our work depends on the quality of our people.”*

UNKNOWN

*“The goal as a company is to have customer service that is  
not just the best, but legendary.”*

SAM WALTON

*“Mistakes are the portals of discovery.”*

JAMES JOYCE

*“Being on par in terms of price and quality only gets you into the  
game. Service wins the game.”*

TONY ALESSANDRA

*“In business you get what you want by giving  
other people what they want.”*

ALICE MACDOUGALL

*“Customer service is not a department, it's an attitude!”*

UNKNOWN

*“The way to gain a good reputation,  
is to endeavor to be what you desire to appear.”*

SOCRATES

## **The Westwood**

### **438 North Avenue Garwood NJ 07027**

#### **Traveling Garden State Parkway North:**

Traveling North to Exit 135. Bear left and proceed straight through first traffic light. Make a left at second traffic light. Stay in right lane through tunnel, proceeding straight thru the next traffic light. You will be on Central Avenue. Follow Central Avenue for approximately 3.5 miles to North Avenue. Turn right onto North Avenue (the intersection after you've gone under the railroad tracks.) The Westwood is approximately .5 miles on the left.

#### **Traveling Garden State Parkway South:**

Take Parkway South to Exit 135. Bear right onto Central Avenue and follow for 3.5 miles to North Avenue (the intersection after you've gone under the railroad tracks.) Turn right onto North Avenue. The Westwood is .5 miles on the left.

#### **Traveling The Outerbridge Crossing:**

Take Outerbridge Crossing to Rt. 440 South. Follow signs to Garden State Parkway North and follow directions as in "Traveling Garden State Parkway North."

#### **Traveling The Goethals Bridge:**

Head Northwest on I-278 West. Take the exit towards Bayway Avenue US9/State Hwy 439W/US1N. Turn left at Cole Avenue. Slight right at Bayway Avenue. Slight right at Bayway Circle/US-1/US-9. Turn right at South Elmora Avenue. Turn left at Rt 28/Westfield Avenue. The Westwood is approximately 5 miles on right.

#### **Traveling New Jersey Turnpike North:**

Take N.J. Turnpike North to Exit 11. Follow signs to Garden State Parkway North. Follow directions as in "Traveling Garden State Parkway North."

#### **Traveling New Jersey Turnpike South:**

Take N.J. Turnpike South to Exit 14. Follow signs to I-78 West towards US-22/US9/US1. Merge onto I-78W. Take the Garden State Parkway exit 52. Keep right at the fork, follow signs for Garden State Parkway and merge onto Garden State Parkway South. Take exit 137 and bear right for State Highway 28 towards Cranford. The Westwood is 2.2 miles on the right side.

#### **Traveling Route 22 East:**

Take Route 22 East to Scotch Plains Fanwood Exit in Scotch Plains. You will be on Park Avenue. Follow Park Avenue to Midway Avenue. Make a left onto Midway Avenue (the name changes to North Avenue). The Westwood is 5 miles on the left.

#### **Traveling Route 22 West:**

Take Route 22 West to Union. Follow signs to Parkway South. Follow directions as in "Traveling Garden State Parkway South."