

Consultants Rock Tour



CLEVELAND, OHIO 2013 AGENDA

June 19

- Arrival date at the Cleveland Marriott Downtown at Key Center.
- **4:45pm** Transportation will be provided to take our group from the hotel to the Rock and Roll Hall of Fame in downtown Cleveland where we will be treated to a private 2 hour tour of the Hall.
- **7pm** Transportation will be provided to take our group from the Rock Hall to dinner . Dinner will be at Lola owned and operated by Iron Chef Michael Symon. <http://lolabistro.com/>
- **9pm** Transportation provided to take our group back to the hotel where cocktails can be enjoyed in the hotel bar or Cleveland nightlife scene can be explored.

June 20

- **8am**
Breakfast in hotel conference room.

- **8:45-10:15am**
Multiteria Presentation

Current Trends in Retail Servery Counter Construction and Design

A brief comparison between traditional millwork construction vs. stainless steel as an alternative sub structure.

Highlighting examples of how innovative exterior finishes can enhance the customer's retail experience.

And examples of equipment that provide food service operators flexibility to adjust to changing menu trends.

- **10:15-10:30am**
Morning Break.

- **10:30-12:00pm**
Follett Presentation

From A to Icezz

Production, storage, transport and delivery of the consumable food everyone forgets about...ICE. A discussion of trends in ice types and answers for the modern facility

- **12pm**
Catered lunch at the hotel.

- **12:45pm**
Change of venue to test kitchen at Tri C Community College within walking distance of the hotel.

- **1-2:15pm**
Franke Presentation

How to turn Coffee into Cash

A discussion of myriad specialty coffee drinks and how to prepare them to increase profitable when added to the menu.

- **2:15-3:15pm**
Chef Panel Discussion at Tri C.

Moderator: Dan Ramella, President Harbor Communications, Club & Resorts Business Magazine.

Panel:
Chris Borsi: Executive Chef, Cleveland Marriott Downtown
Greg Forte: Dean of Culinary Arts, Cuyahoga Community College
Jim Perko: Executive Chef, Cleveland Clinic Wellness Center
Scott Ryan: Executive Chef, The Country Club

Topics: Areas to include new tools of the trade, products/equipment, enhancements to work conditions/environment, energy conservation, HVAC & lighting, green operations/LEED construction, labor efficiency and retention, food safety and HACCP assistance, Culinarian's role in kitchen design, menu development, etc. Open forum will allow for direct dialogue.

- **3:15pm** Adjourn to the hotel for afternoon break.
- **4pm**
Transportation will be provided to take our group to Crop for further interactive presentations followed by dinner in the private vault area.
<http://cropbistro.com/>
- **4:30-5pm**
Crop Presentation

Water Treatment Process – Reverse Osmosis

Presenter: Chef/Owner Steve Schimoler, CRC, The Crop Bistro & Bar

How do Reverse Osmosis Filter Systems work & what do they do? As an owner of the system in his restaurant, Steve Schimoler will discuss the RO system and how he incorporates its use to benefit his patrons and his operation. How has this investment affected the equipment that utilizes the resulting H2O?
- **5:30-6:45pm**

Cres Cor Presentation and Chef's Table

Crop Chef /Owner Steve Schimoler will lead the group in a hands-on session to create finished plates from the communal supplies provided....
- **6:45-7:15pm**

Awards for best finished plates presented and cocktail reception.
- **7:30-9pm**

Dinner at Crop.
- **9pm**
Transportation will be provided back to the hotel after dinner and free time for the remainder of the evening.

June 21

- Check out and departure day.