FOR IMMEDIATE RELEASE

Small Business Development Center Announces Three-Part Seminar Series to Boost Restaurants’ Profits

‘Boost Your Restaurant’s Bottom Line’ Series - June 11, June 24 and June 26

May 28, 2014 – It is recognized that Santa Cruz County has many excellent restaurants that play a big part of its local economy, providing thousands of jobs, attracting visitors and adding to the many wonderful facets of Santa Cruz County life.

In order to support local restaurants and help them improve profitability and enhance the customer experience, the Central Coast Small Business Development Center (SBDC) at Cabrillo College has developed a three-part seminar series entitled Boost Your Restaurant’s Bottom Line, presented by the SBDC’s restaurant expert, Tom Bruce. The seminars will provide restaurant owners with strategies and specific tools to analyze costs, boost sales and improve customer service. Following the seminar series, Tom is available to meet with the restaurant owners, at no cost, to implement specifically designed strategies and address other challenges restaurants may be facing.

The details of each seminar are as follows:

**Customer Service Strategies – Wednesday, June 11**

- Tangible products and intangible experiences
- Building the right team, the ABC approach
- Well-coordinated and successful programs using SMART GOALS
- Server training techniques to enhance the guest experience, creating brand ambassadors
- Guest recognition and loyalty programs
Cost Controls to Increase Profits – Tuesday, June 24

- The profit and loss statement, structure and formatting tips (sample docs included)
- The Weekly FLASH, running your restaurant by the week (each attendee will receive an EXCEL based program)
- Using yield testing to identify actual product costs
- Recipe and menu item costing techniques and tools (each attendee will receive sample templates & program)
- Make or buy analysis
- Menu pricing strategies, percentage vs. contribution margin
- Aggressive scheduling techniques to reduce labor costs
- Building strong vendor relationships and beneficial purchasing programs

12 Steps to Sales Growth – Thursday, June 26

- Concept Evolution, why is it necessary?
- Revamping your brand image to increase traffic counts and maximize sales and margins
- Identifying contribution margins and popularity to build the matrix
- Using the specials program as an R&D tool and maximizing menu selling prices
- Menu design tactics for 2 and 3 panel menus, using engineering to drive sales
- 10 steps to a higher check average: aggressive sales building using suggestive selling
- Staff motivational techniques

Tom Bruce of Central Coast Food and Beverage is the session presenter. Tom is a nationally recognized expert in the hospitality industry. He has served as consultant, teacher, and chef for over 35 years and has helped hundreds of restaurants of all sizes boost their bottom lines.

The seminar series is sponsored by The Small Business Development Center at Cabrillo College, The Economic Development Departments of the City of Santa Cruz and the County of Santa Cruz and the Santa Cruz County Conference and Visitors Council.
Dates: Wednesday June 11, Tuesday June 24, and Thursday June 26
Time: 8:30 am to 12:30 pm
Location: Cabrillo College Aptos Campus, Horticulture Center
         6500 Soquel Drive, Aptos
Cost: $15 per seminar, $40.00 for all three seminars
Registration: Advance registration is required; seating is limited.
Information: For additional information, please call (831) 479-6136
Register Online: http://cabrillo.edu/services/extension/sbdc.html

About the Central Coast Small Business Development Center (SBDC)
The SBDC was founded in 1985 and has served over 5,000 business owners, created
over 2,200 jobs and has helped local businesses obtain over $79 million in capital
investment. The SBDC provides free of charge, confidential advice to help businesses
get healthy starts, to assist with expansion and to help them increase profits. The SBDC
has fifteen advisors who will meet with entrepreneurs and small business owners at no
cost, for business planning, increasing sales, analyzing financial statements,
implementing bookkeeping systems and developing expansion plans. Specialists are
available for Retail, Restaurants, Childcare and Agricultural operations.

The Cabrillo College SBDC has won national and state awards for excellence in
operations and the business growth of their clients. 100% of clients served stated they
would recommend SBDC services to others! How can the SBDC help your business?
Please call 831-479-6136 or go to www.centralcoastsbdc.org for more information.

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