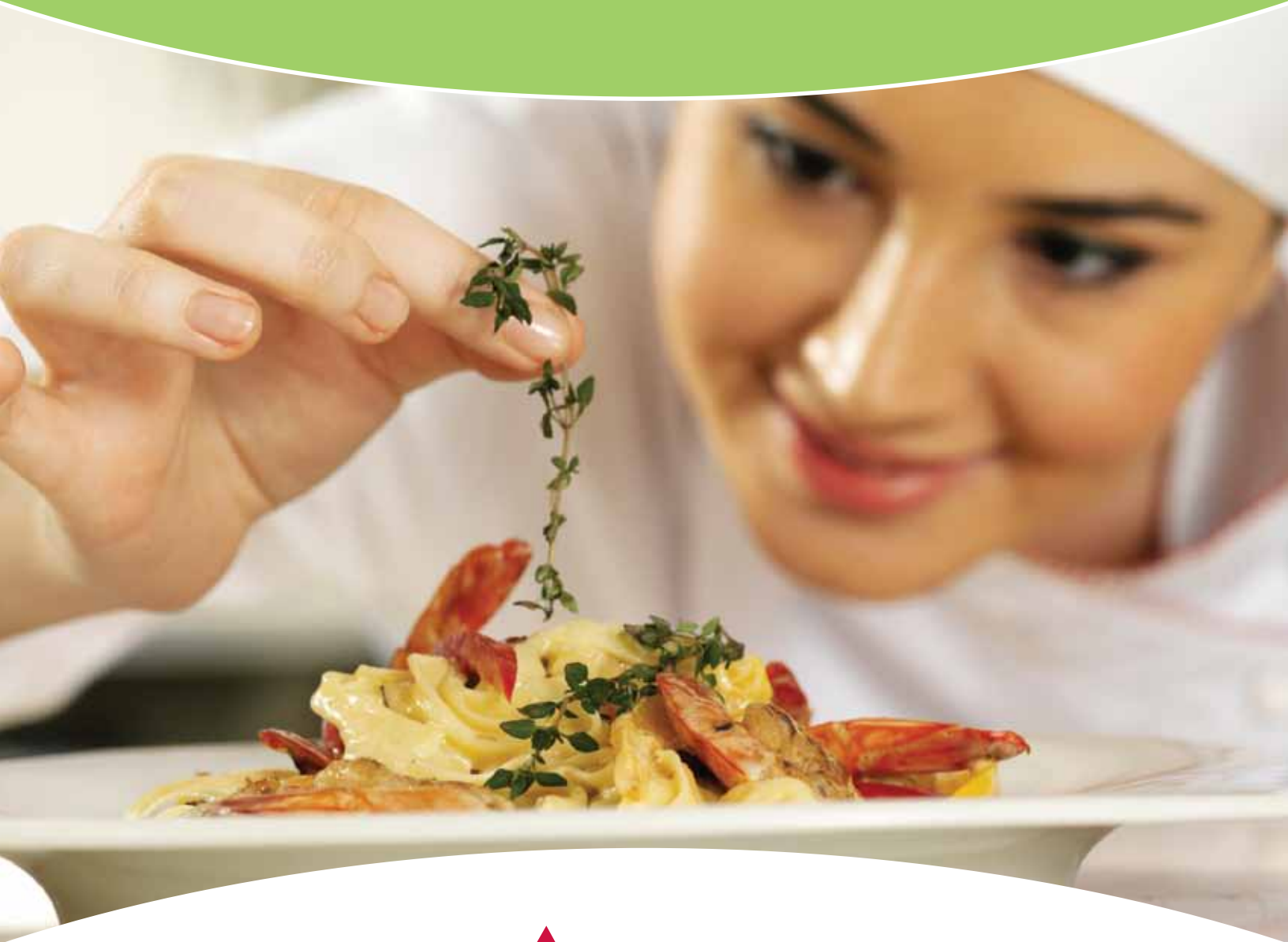


Educational Institute

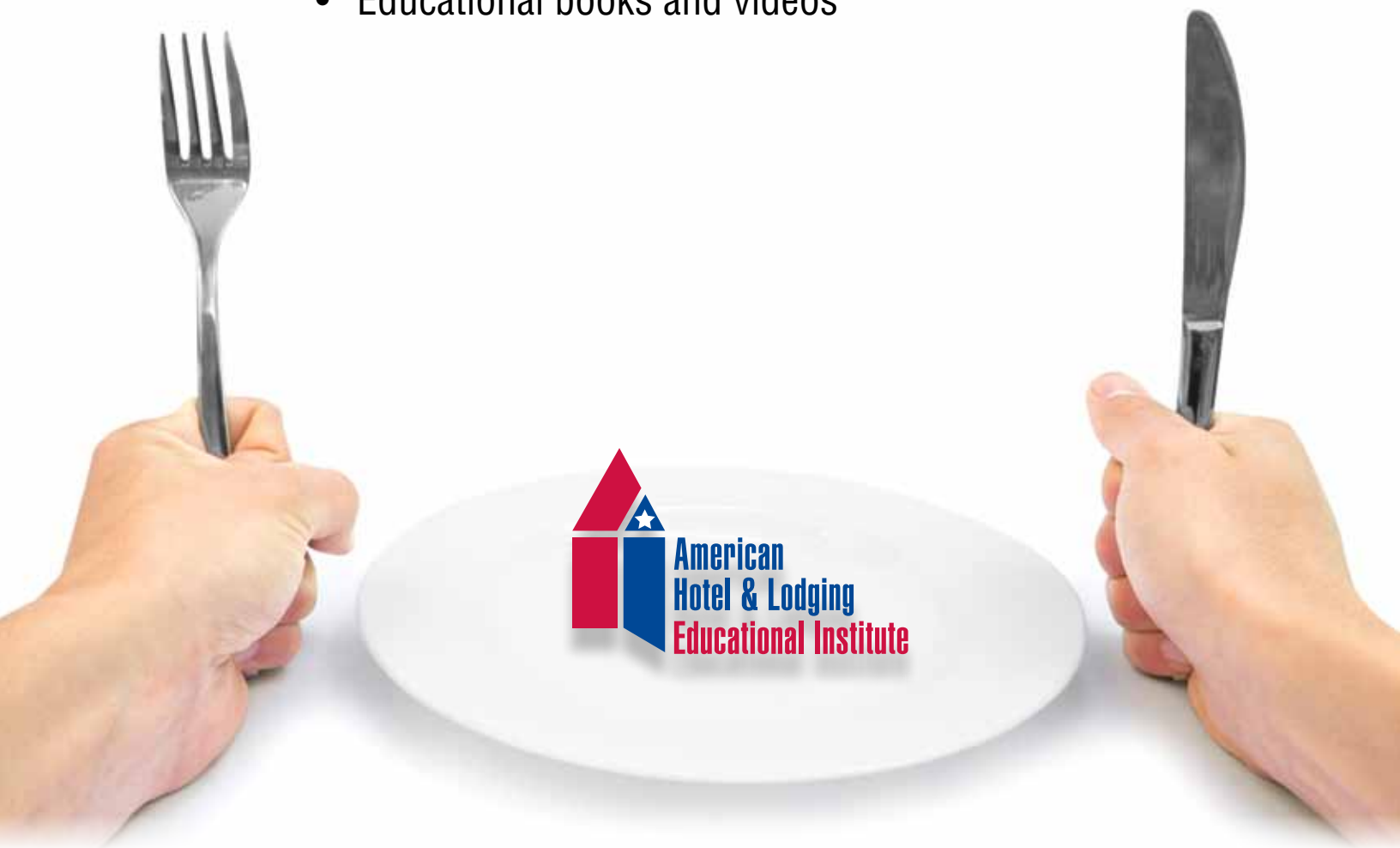
Food & Beverage Showcase 2011



The Next Generation of Hospitality

Here's what we bring to the table

- Restaurant and hospitality training resources
- Professional certification
- Online learning
- Educational books and videos



PROFESSIONAL CERTIFICATION

Certified Food and Beverage Executive (CFBE) is the most prestigious certification available to a food and beverage executive. Through professional certification, validate your knowledge and experience in the hospitality industry.

The CFBE study guide and exam covers knowledge domains in key operational, financial, food safety, and leadership areas which food and beverage executives must be fully competent in when holding a high-level food and beverage position.

Certification fee includes: CFBE Exam Preparation Booklet, Three Volume Resource Materials CD, Exam; Certificate and Lapel Pin upon successful completion of the exam.

Online exam is available.

\$475.00 | AH&LA member **\$350.00**

CFBE Assessment Tool

Candidates for the Certified Food & Beverage Executive (CFBE) professional certification can test their readiness for the CFBE exam with the online assessment tool.

The CFBE Assessment Tool is an online diagnostic tool to help assess areas of hospitality knowledge, and prepare candidates prior to taking the CFBE exam. It will help you gauge your expertise in the knowledge and skills needed by today's food and beverage professional.

\$75.00

The CFBE Assessment Tool is available only to those hospitality candidates who have submitted a CFBE application to AHLEI and have met the necessary prerequisites for certification.

To review a demo, please visit www.ahlei.org/CFBE

Certified Restaurant Manager

Today's successful food and beverage managers must have effective cost control and sanitation standards, as well as management expertise, sound judgment, and practical skills. They must keep pace with change, improve their knowledge, and share their experience with others.

The **Certified Restaurant Manager (CRM)** designation provides recognition for these skills.



Topics include:

- Determining Food and Beverage Standards
- Purchasing Controls
- Receiving, Storing, and Issuing Controls
- Production and Serving Controls
- Dining Service
- Sanitation and HACCP System
- Operations Budgeting and Cost-Volume-Profit Analysis
- Calculating Food and Beverage
- Revenue Control
- Labor Cost Control

\$350.00 | AH&LA member **\$275.00**



Certified Hospitality Supervisor (CHS)

Today's successful hospitality supervisors must have effective skills such as leadership, time management, and communication. They must keep pace with change, improve their knowledge, and share their experience with others.



The Certified Hospitality Supervisor (CHS) designation provides recognition for these skills. Recognized worldwide, the CHS designation is the lodging industry's highest acknowledgment of professionalism for supervisors in the hospitality industry.

\$95.00 | AH&LA member **\$75.00**

Recommended preparation for the CHS is Supervisory Skill Builders. Please see page 5.

Hospitality Skills Certifications

Hospitality Skills Certifications recognize front-line staff for job knowledge and acquired skill set for their current position within the hospitality industry.

Front-line food & beverage certifications available:

- Banquet Server
- Banquet Set-up Employee
- Bartender
- Bus Person
- Cocktail Server
- Kitchen Steward
- Restaurant Server
- Room Service Attendant



\$50.00 each | AH&LA member **\$35.00** each

Hospitality Skills Guides

Hospitality Skills Guides are recommended preparation for most of the front-line food and beverage certification designations. These programs provide systematic training that offers the following benefits:

- A complete picture of responsibilities associated with the position
- Breakdown of tasks required to complete job related duties
- Tips for successful performance

\$124.95 | AH&LA member **\$99.95**

For the Restaurant Server certification designation, please see the TRAC program on page 5 for recommended preparation material.

For additional information on certification preparation materials, qualifications or to obtain an application, please visit www.ahlei.org/certification or call 888-575-8726 | 407-999-8100.



PCI COMPLIANCE TRAINING

Payment Card Industry (PCI) Food & Beverage Line-Level Online Training Course

This 30-minute online course is a perfect tool for getting all food & beverage line-level positions in compliance with PCI Standards to protect your guest's sensitive payment card data from credit card fraud, identity theft, and potential security breaches.

88135WEB01ENGE

\$45.00 | AH&LA member **\$30.00**

Payment Card Industry Data Security Standard (PCI DSS) Management Online Training Course

Payment Card Industry Data Security Standard (PCI DSS) is a set of association mandated requirements for the handling of credit card information, classification of merchants, and validation of merchant compliance.

The PCI DSS online course is designed to educate restaurant owners and managers on what security measures must be taken to protect the private information of individuals during any transaction occurring through the use of a credit or payment card.

88128WEB01ENGE

\$79.95 | AH&LA member **\$49.95**



Order these online courses through our shopping cart at www.ahlei.org/compliance.



JOB DESCRIPTIONS

Managers can make staffing a whole lot easier at their properties by putting the Educational Institute's customizable **Job Description CDs** to work. Developed in collaboration with FreemanGroup, each CD includes comprehensive job descriptions for several positions as well as the tools needed to customize that position to fit your specific needs.

Additional Job Description CDs are available for both hotel and casino properties.

Hotel CD titles:

Culinary

25003CDR01ENGE

\$140.00 | AH&LA member **\$90.00**



Banquet

25002CDR01ENGE

\$56.00 | AH&LA member **\$36.00**



Food & Beverage

25001CDR01ENGE

\$754.00 | AH&LA member **\$464.00**



Stewarding

25004CDR01ENGE

\$126.00 | AH&LA member **\$81.00**



Pricing varies based on the number of job descriptions per CD. Please visit our website at www.ahlei.org or call 800-344-3320 | 517-372-8800 to find out what positions are included on each disk.

BOOKS

Managing Beverage Operations Second Edition

Authors: Ronald F. Cichy, Ph.D., and Lendal H. Kotschevar, Ph.D.
©2010, 16 chapters, Softbound
ISBN 978-0-86612-354-9

This book focuses on the management and leadership practices specific to a beverage operation, including emotional intelligence and the importance of relationships, communication, recruitment and training, motivation and performance reviews. A chapter on sales and marketing covers how to boost sales through technology and unique service.

00346TXT02ENGE

\$102.95 | AH&LA member **\$72.95**



Management of Food and Beverage Operations Fifth Edition

Author: Jack D. Ninemeier
©2010, 13 chapters, Softbound
ISBN 978-0-86612-344-0

This book addresses ways in which food and beverage operations have adapted management and operating tactics from other industries, what operations are doing to maintain or improve quality standards while reducing expenses, and how high-tech strategies are being used to give customers greater value for their dining dollars.

00241TXT05ENGE

\$98.95 | AH&LA member **\$68.95**



COMING SOON

Basic Hotel and Restaurant Accounting Seventh Edition

Author: Raymond Cote, CPA, CCP
This book is an overview of the specialized knowledge and skills needed to manage the accounting function within hospitality and food service operations.



Planning and Control for Food and Beverage Operations, Seventh Edition

Author: Jack D. Ninemeier, Ph.D., CHA, CFBE, CHE,
Michigan State University
©2009, 14 chapters
ISBN 978-0-86612-339-6

This textbook explores how planning and control functions can help operations work more efficiently, compete for market share, and provide value to guests. This edition features the most up-to-date control processes used to reduce costs in food and beverage operations worldwide.

00464TXT07ENGE

\$99.00 | AH&LA member **\$69.95**

Also available in digital format.

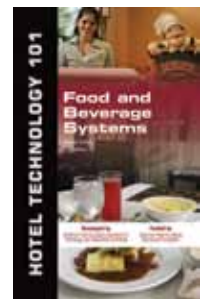


Food & Beverage Systems: Technology Primer

This primer gives managers and owners an overview of the systems that will be the most helpful in managing the information they need to run lean, profitable, food and beverage businesses.

88126NEI02ENGE

\$20.00 | AH&LA member **\$10.00**



COMING SOON

Managing Service in Food and Beverage Operations Fourth Edition

Author: Ronald F. Cichy, Ph.D., NCE, CHA Emeritus, CFBE, CHE, and Philip J. Hickey Jr.

This new edition is a comprehensive revision featuring the latest service trends; new leadership information; sustainability/green issues for suppliers, equipment, and facilities; menu trends; and all new restaurant industry examples.



For traditional paper-based or online food and beverage courses available through Distance Learning, please visit www.ahlei.org/distancelearning or call 800-390-8399 | 407-999-8100.

PROGRAMS

Restaurant Server Program

The TRAC program (Train, Retain, Assess, Certify) combines knowledge and skills sections into single tasks so that all of the information needed to perform a particular task can be found in one place. It also serves as an outline for trainers and supervisors, providing specific guidance on how to train each task. Each TRAC Trainer's Guide contains a job description along with extensive instructions on how to customize the generic job description for the specific property while meeting the guidelines of the Americans with Disabilities Act.



Employees who complete the program are prepared for the hospitality skills certification exam.

The Restaurant Server TRAC Program includes:

- Trainer's Guide with a Job Description and Task Breakdown
- Five Employee Reference Guides
- Five line-level certification exam packets
- One supplemental training DVD: Restaurant Server

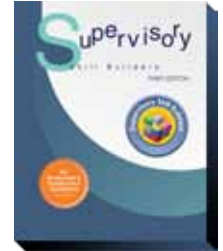
TRAC components can also be purchased separately.
08022IGP02ENTR

\$475.00 | AH&LA member **\$350.00**



Supervisory Skill Builders for Restaurant and Foodservice Operations, Third Edition

Specific to the concerns of restaurant and foodservice operations supervisors, this third edition series is ideal as a self-trainer or for learning in a group setting.



The program helps restaurant and foodservice supervisors to learn how to:

- Work more effectively, efficiently, and creatively with both employees and the dining public
- Assists supervisors in creating a work environment that values and respects diverse groups of customers and employees
- Meet management's objectives for productivity and quality guest service

Titles include:

- You as a Supervisor
- Conducting Orientation and Training
- Leadership
- Handling Problems and Conflicts
- Motivation and Team Building
- Staffing and Scheduling
- Improving Employee Performance
- Effective Communication
- Time Management

Nine easy-to-understand workbooks and leader's guides are loaded with essential information and activities to assist supervisors in carrying out their responsibilities to management and employees.

09540SKP02ENGE - Workbooks

\$139.95 | AH&LA member **\$109.95**

09540SKG02ENGE – Leader's Guide

\$224.95 | AH&LA member **\$179.95**

Customize Supervisory Skill Builders to fit your organization. See following page for additional information.

Levels of Customization

All Supervisory Skill Builders programs developed by AHLEI are available for customization by our instructional design team to incorporate policies and procedures specific to your organization.

Level 1

- Create a new cover that is consistent with the organization's corporate image.

Level 2

- Create a new cover that is consistent with the organization's corporate image.
- Add 1 to 5 information boxes focusing on the organization's policies—this must be made without changing page numbers of the generic workbook.

Level 3

- Create a new cover that is consistent with the organization's corporate image.
- Add 6 to 10 information boxes focusing on the organization's policies—this must be made without changing page numbers of the generic workbook.
- Perform global changes to fit the organization's terminology.

Level 4

- Create a new cover that is consistent with the organization's corporate image.
- Perform global changes to fit the organization's terminology.
- Rewrite portions of the workbook (affecting no more than 20% of the generic workbook content) to more closely reflect the organization's policies and procedures.
- Replace case studies with organization-specific case studies.

Level 5

- Create a new cover that is consistent with the organization's corporate image.
- Perform global changes to fit the organization's terminology.
- Rewrite portions of the workbook (affecting more than 20% but not more than 40% of the generic workbook content) to more closely reflect the organization's policies and procedures.
- Replace case studies with organization-specific case studies.

To talk with an Educational Institute representative about customizing Supervisory Skill Builders for your organization, call **800-344-3320** or **517-372-8800**.



VIDEOS

Bussing & Dishwashing

Starting with the important concepts of personal hygiene and presentation, this program presents essential job skills necessary for a safe, efficient bussing and dishwashing operation.

21 minutes, ©2006

06211DVD01ENGE - DVD/English

\$119.95 | AH&LA member **\$89.95**

06211DVD01BIGE - DVD/Bilingual-English/Spanish

\$149.95 | AH&LA member **\$119.95**



Food Preparation and Kitchen Operations

Develop your kitchen staff by revealing the operation of a commercial kitchen and the organization, tools, and systems that contribute to its success.

38 minutes, ©2006

06210DVD01ENGE - DVD/English

\$119.95 | AH&LA member **\$89.95**

06210DVD01BIGE - DVD/Bilingual-English/Spanish

\$149.95 | AH&LA member **\$119.95**



Food Safety & Sanitation

This program presents important concepts and principles to help prevent physical or chemical contamination, infestation by pests, and biological contamination by foodborne pathogens. Learn critical steps to take when receiving, storing, preparing, serving, and restoring food.

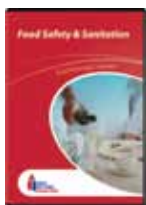
23 minutes, ©2006

06206DVD01ENGE - DVD/English

\$119.95 | AH&LA member **\$89.95**

06206DVD01BIGE - DVD/Bilingual-English/Spanish

\$149.95 | AH&LA member **\$119.95**



Hosting & Cashiering

Presented in this program are the important skills and techniques that every successful host and cashier must know, from positive phone skills to greeting and seating guests, service during the stay, processing payment, and creating a positive last impression.

26 minutes, ©2006

06209DVD01ENGE - DVD/English

\$119.95 | AH&LA member **\$89.95**

New Employee Orientation

Start every employee off on the right foot with this orientation program that provides an overview of the food and beverage service industry.

26 minutes, ©2006

06208DVD01ENGE - DVD/English

\$119.95 | AH&LA member **\$89.95**

06208DVD01BIGE - DVD/Bilingual-English/Spanish

\$149.95 | AH&LA member **\$119.95**



Professional Table Service

This innovative and entertaining program shows your servers the basics by stressing efficiency, communication, and quality guest service.

40 minutes, ©2006

06212DVD01ENGE - DVD/English

\$119.95 | AH&LA member **\$89.95**

Workplace Safety & Security

This fast-paced program presents dozens of common sense policies, procedures, and techniques that will help prevent injuries, accidents, and security incidents at your operation.

39 minutes, ©2006

06207DVD01ENGE - DVD/English

\$119.95 | AH&LA member **\$89.95**

06207DVD01BIGE - DVD/Bilingual-English/Spanish

\$149.95 | AH&LA member **\$119.95**



ALCOHOL AWARENESS

CARE® for Servers (Controlling Alcohol Risks Effectively)

This one-day workshop prepares alcohol servers to handle the challenges of serving alcohol responsibly.



They'll learn how to:

- Effectively monitor and control guests' alcohol consumption
- Tactfully intervene before problems arise
- Carry out your establishment's ID-checking policies
- Handle minors according to your operation's policies
- Describe the physical effects of alcohol
- Explain the laws regarding alcohol service

Includes:

- Instructor's Guide – Includes crucial liability details, how to publicize your CARE-ing attitude and your state's specific regulations
- Sample Server's Manual – Actively involves servers in recording your specific policies and procedures for quick reference and in applying and testing their knowledge of key concepts presented in the course
- Server Training video – Clearly demonstrates how to handle sensitive situations, 32 minutes
- Pocket Guide – Actively involves servers in recording your policies for quick reference

©2007

06990ISE03ENGE

\$269.95 | AH&LA member **\$229.95**

Reusable Participant Material

Includes:

- One Server's Manual (reusable)
- One Pocket Guide
- Exam

06995MSC03ENGE

\$24.95 | AH&LA member **\$20.95**

Exam Packet (Refill)

Includes:

- One Pocket Guide
- Exam

06993MSC03ENGE

\$16.95 | AH&LA member **\$13.95**

Participant Material

Includes:

- One Server's Manual (student keeps)
- Exam

06994MSC03ENGE

\$20.95 | AH&LA member **\$16.95**

Available Online!

The four-hour CARE® program online provides flexible, self-paced training to prepare employees for handling the challenges of responsible alcohol service. This online program has interactivity with audio/video features, learning activities, and review questions.

The CARE® Online program includes:

- Seven (7) content modules
 - Introduction
 - Alcohol Service and the Law
 - Checking Identification
 - Alcohol and Its Physical Impact
 - Intervention
 - State Laws
 - Summary
- Glossary of terms
- State laws document (provided in PDF format)
- Module quizzes for learning application
- Proctored final exam
- Training Verification Card for servers who pass the final exam

CARE® Online Tiered Pricing:

# Units	AH&LA Member	Nonmember
1 – 9	\$39.95 each	\$49.95 each
10 – 49	\$37.95 each	\$47.95 each
50 – 99	\$35.95 each	\$44.95 each
100 – 250	\$32.95 each	\$41.95 each
250 – 499	\$30.95 each	\$38.95 each
500+	Call for pricing	

The CARE® program is not available for individual purchase.

For additional details on CARE® and qualifying states, call 800-344-3200 | 517-372-8800.

HOSPITALITY iCOACH SHAKES IT UP!

Receive hospitality training advice with AHLEI's, FREE application by downloading it to your iPhone, iPod Touch, or iPad. Hospitality iCoach generates random hospitality training tips in:

- Leadership
- Front Desk
- Food and Beverage
- Housekeeping
- Maintenance

With a shake of your hand tips can be used as training refreshers, discussion starters, or idea generators for future training sessions.



New tips continually available!

FREE DOWNLOAD, visit <http://itunes.apple.com/app/hospitalitycoach/id366676012?mt=8>.

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