MAKE YOUR MARK: ENHANCE HOSPITALITY

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• Corporate Executive Chef with the Culinary Services Group
MAKE YOUR MARK

ENHANCING HOSPITALITY IN THE CONGREGATE NUTRITION PROGRAM SECTOR

By Matt Campbell - Corporate Executive Chef of CSG
WHAT IS HOSPITALITY?

• Hospitality is the relationship between a guest and a host, wherein the host receives the guest with goodwill, including the reception and entertainment of guests, visitors, or strangers.
FIRST IMPRESSIONS: YOUR FIRST CHANCE FOR IMPACT

Assign a host or greeter to welcome and help seat anyone and everyone who enters your facility.

This person should have a great smile and natural sociability.

You are also looking for this person to have good multi-tasking skills as they will have to have a “head on a swivel.”
CREATING THE PROPER STATION

• Move a small podium or desk near the front entrance and keep a ledger or notebook to take down names and times to help get people familiar

• Create Name Tags for the guests so everyone can see the names of their peers
THE ATMOSPHERE OF HOSPITALITY

Lighting Matters - Holiday lights and battery-operated lights are affordable and can be tastefully used to create ambiance

Centerpieces on tables with artificial flowers that can be purchased at a local craft store
THE LANGUAGE OF HOSPITALITY

• Greet the guests with a friendly hello and a smile. Eye contact is imperative. Remember, you are the guest’s first impression that sets the tone for the experience to come.

• Pull out chairs for the women. Pull napkins and place on each guest lap if not too busy. Some men might need assistance too so be aware when they too might need a bit of help.

• Always depart with a pleasant “enjoy your meal” and a smile.

“It has been, and continues to be, our responsibility to fill the earth with the light and warmth of hospitality.” - J.W. Marriot
CREATING A BETTER SETTING

• Is this a possibility? Resources and labor at many senior centers are limited. The reality of plate ware and flatware is that it creates a new task in the cleaning process. With the addition of doing all the dishes this creates another labor role for any facility. Is this a resource that you have?

• At special events inquire with a local rental company to see if they can provide china and flatware for special occasions. This might be an affordable option that does not require a steady stream of costly labor.
HOLIDAY AND FOOD CENTERED EVENTS
SCREEN SHARE:
CSG CULINARY EDGE CALENDAR
HOLIDAY EVENTS BRING PEOPLE TOGETHER

- These events don’t have to be on the actual days that they fall
- Create a special event around a holiday especially if your facility is closed on holidays
- Everyone likes to celebrate!!!
- Decorations can be fun activities to get seniors involved with helping

The National Resource Center on Nutrition & Aging
SERVICE PROVIDERS HAVE OPTIONS

Brunch Initiative: Brunch is a very cost-effective meal to prepare and people love it.

Encourage open lines of communication between senior centers and meal providers to coordinate what time of day best suits meal services.

Educate your clients on the importance of the nutrient-dense meal options (i.e., DASH Diet) - encourage meals that deliver stealth health.
• Meals on Wheels People in Vancouver, Washington have opened The Diner Vancouver that serves breakfast all day and a small lunch menu to seniors in a warm retro diner style environment.

• The Diner encourages intergenerational social interaction by welcoming a diverse crowd of people – business professionals, families, individuals and older adults alike.

• Learn about the Diner and other innovative nutrition programs in the NRCNA Sustainability and Revenue Generation Issue Brief! Available at: https://nutritionandaging.org/briefs/
WHAT CAN YOU DO TO ENHANCE YOUR OWN OPERATION?

- Continue to educate your staff and bring the hospitality mind set into the senior center setting
- Create an event schedule to stimulate interest and coordinate thematic meals
- Try varying your service styles - coordinate ideas with food providers
- Create an activity that will help decorate the center; i.e. making battery lit lanterns and floral arrangements for center pieces on tables
- Engage, engage, engage - listen to the guests
THANKS FOR LOGGING INTO THE WEBINAR TODAY!!
DISCUSSION QUESTION

In what ways does your organization create a welcoming atmosphere for your congregate nutrition program participants?

Please enter a brief description of these efforts into the Chat box on your screen. Let us know!
Questions

1. What made you decide to come to your congregate nutrition site?
2. What do you enjoy most about your time at your congregate site?
3. What advice would you give to a director who is trying to create a much more inviting atmosphere at your congregate nutrition site?
CELEBRATE THE SENIOR NUTRITION PROGRAM

• Help ACL celebrate the Older Americans Act National Senior Nutrition Program congregate services.

• By the end of March, please send photos, videos, audio clips, or testimonials from seniors about your meal site, program activities, or nutrition education to healthpromotion@acl.hhs.gov.

• Please include your contact information and permission to use the material.
For the rest of the month, the Administration for Community Living has prepared a series of weekly webinars.

Webinar #3

Title: Make Your Mark: Offer More Choice
Date: Thursday March 10
Time: 3:30pm – 5pm ET
Register:  
https://register.gotowebinar.com/register/5958901528403610893
CONNECT WITH YOUR PEERS VIA NRCNAengage

NRCNAengage is an online venue for senior nutrition program staff, nutrition and aging professionals across the country to connect, share best practices, resources, recipes and ideas for action!

Signing up is easy! Visit [www.nrcna.mn.co](http://www.nrcna.mn.co) and click ‘Invite’!
THANK YOU