



CHEF to CHEF

A CLUB & RESORT BUSINESS
CONFERENCE

Red Rock Resort - Las Vegas

February 22-24, 2009



CLUB & RESORT BUSINESS

www.cheftochefconference.com



About the Conference

- IDEAS for Meeting Today's Food & Beverage Needs
- Practical, club-specific, experienced-based insights for club F&B programs

As a flattening in golf's growth has combined with expanded expectations for what clubs and courses now need to offer in the "family friendly" era, F&B at club and resort properties can no longer be viewed as a loss leader or basic, throwaway amenity. Instead, it must emerge as a key pillar of the property's business strategy—not only as a vital way to attract and retain members and guests on an ongoing basis, but also to contribute needed income through catering, meetings, events and other critical revenue streams.

To properly understand, and meet, the challenges of club and resort F&B programs in all aspects—from service, staffing, and training, to menu planning and development, through kitchen design and operation—there is no substitute for the value of learning from the successes and proven ideas of experienced club chefs and F&B directors.

Who Should Attend

Representatives from the food and beverage management teams at private, semi-private and daily-fee clubs, resorts, golf courses and city, dining and yacht clubs, including:

- Executive Chefs, Chefs de Cuisine and Sous Chefs
- General Managers
- F&B Directors/Managers
- Clubhouse Directors/Managers

Register Now

The registration fee is \$1,895 for qualified registrants and includes:

- All Conference sessions
- Lodging at the Red Rock Resort, for February 22nd & 23rd
- Welcome Reception & Dinner
- Breakfast & Lunch daily

To register, go to

www.cheftochefconference.com

and click on Register Now





AGENDA For Club Chefs By Club Chefs

Sunday, February 22

12 p.m. to 4 p.m. Arrival/Registration

6 p.m. Opening cocktail reception and buffet dine-around followed by opportunities to explore and use the Red Rock property, including its unique Red Rock Lanes luxury bowling center.

Monday, February 23

7:30 a.m. to 8:30 a.m. Continental breakfast with a Cyber-café

8:30 a.m. to 9 a.m. **Keynote address: Emerging Trends No F&B Operation Can Ignore**

9 a.m. to 10 a.m. **Case Histories: Exemplary Club and Resort F&B Programs**
Presentations by successful club and resort teams (including insights from the General Manager, F&B/Clubhouse Director, and Executive Chef perspectives) that will provide an in-depth look into how F&B can be built into a driver of future growth, even when a strong golf offer is already in place. This session will include two case-history presentations, with ample time for audience questions.

10 a.m. to 10:15 a.m. Break

10:15 a.m. to 11 a.m. Breakout Session:
Catering: How to Fully Meet the (Fast-Growing) Need

11 a.m. to 11:45 a.m. Breakout Session: **Bringing the (Back and Front of the) House Together**

12 p.m. to 1:15 p.m. Lunch featuring Casual Fare Menu directed by Chef Billy Strykowski of *Cooking Light* magazine

1:30 p.m. to 2:15 p.m. Breakout Session:
Kitchen Design: Your New, or Newly Renovated, Kitchen

2:15 p.m. to 3 p.m. Breakout Session: **Buffets That Keep Them Coming Back for More**

3 p.m. to 3:15 p.m. Break

3:15 p.m. to 4 p.m. Breakout Session:
Small Plates

4 p.m. to 4:45 p.m. Breakout Session:
Casual Fare

6 p.m. Cocktail Reception with Heavy Hors D'oeuvres

Tuesday, February 24

7:30 a.m. to 8:30 a.m. Continental breakfast with a Cyber-café

8:30 a.m. to 10:30 a.m. **"Chef to Chef Live"**
A "live" version of *Club & Resort Business'* popular "Chef to Chef" feature, during which Jerry Schreck, Executive Chef of Merion Golf Club, Ardmore, Pa., will interview colleagues from several other leading club and resort properties, in a format that will emphasize audience participation and questions

10:30 a.m. to 10:45 a.m. Break

10:45 a.m. to 11:30 a.m. Breakout Session:
Takeout: The Next F&B Frontier?

11:30 a.m. to 12:15 p.m. Breakout Session:
Club F&B Careers

12:15 p.m. to 1:30 p.m. Lunch featuring recipes submitted by club chefs attending the Conference

1:45 p.m. to 2:30 p.m. Breakout session:
Menu Design/Development: Making Everything Special

2:30 p.m. to 3:15 p.m. Breakout session:
Making Events Live Up to Their Name

3:15 p.m. to 3:30 p.m. Closing Remarks and Wrap up

For the most **current program updates**,
go to **www.CheftoChefConference.com**



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