



**The National
Resource Center on
Nutrition & Aging**

**MAKE YOUR MARK:
ENHANCE HOSPITALITY**

MARCH 10, 2020



**The National
Resource Center on
Nutrition & Aging**

INTRODUCTIONS

SPEAKER INTRODUCTION



Chef Matthew Campbell

- 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
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.

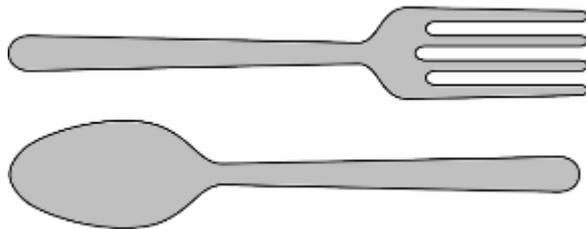


"It has been, and continues to be, our responsibility to fill the earth with the light and warmth of hospitality." - J.W. Marriot



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



SERVICE PROVIDERS HAVE OPTIONS

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

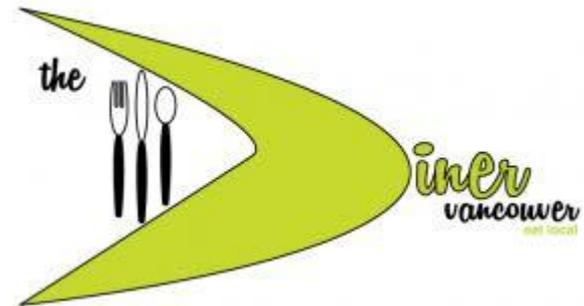
Encourage open lines of communication between senior centers and meal providers to coordinate what time of day best suits meal services

Educate your clients on the importance of the nutrient-dense meal options (i.e., DASH Diet) - encourage meals that deliver stealth health.

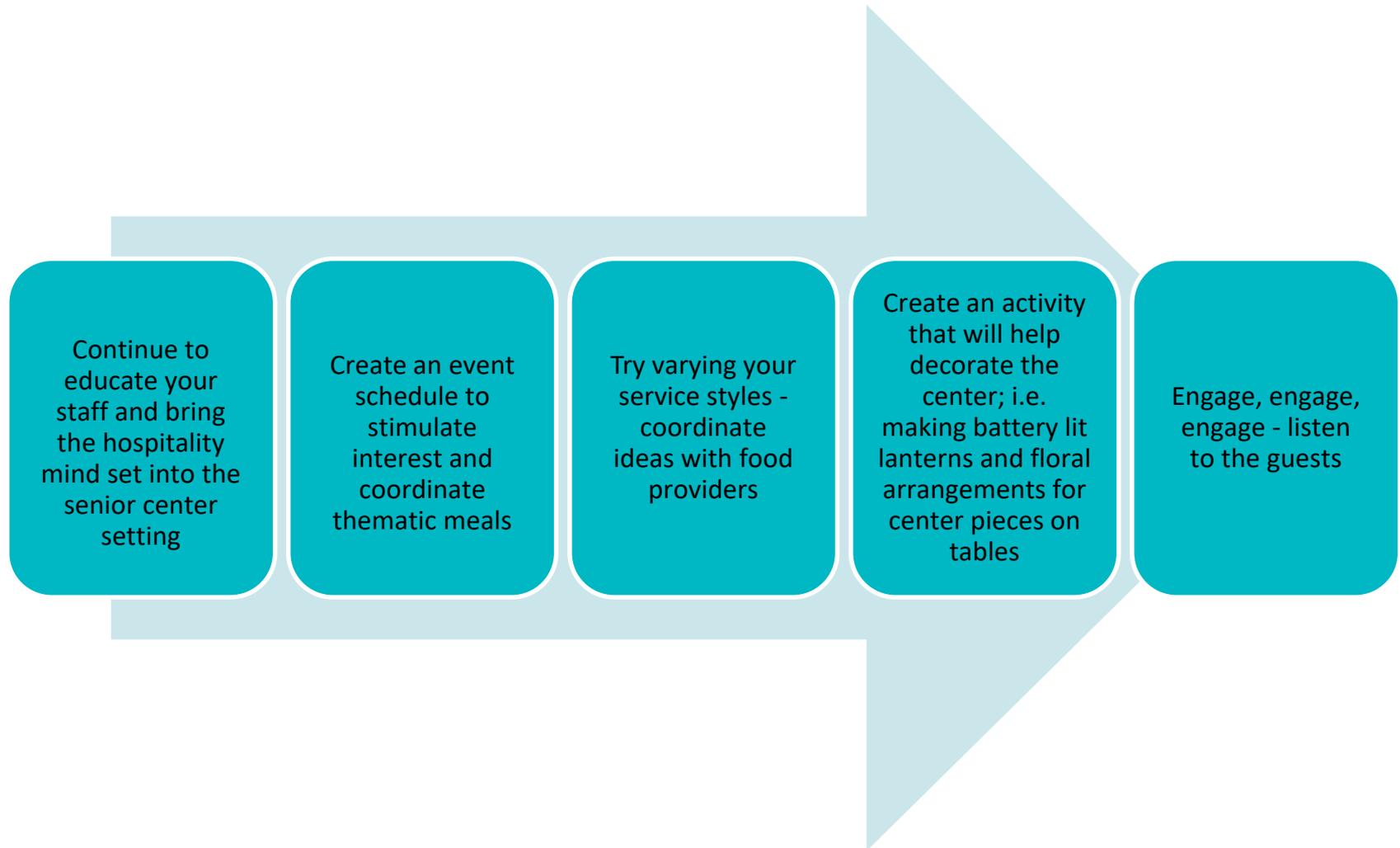


PROMISING PRACTICE: SOCIALIZATION OPENS UP AROUND THE MEAL

- 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?



**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!





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SENIOR PANEL DISCUSSION

SENIOR PANELISTS & DISCUSSION QUESTIONS

Bessie



Burt



Bonnie



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?



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Q & A

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.



KEEP ON CELEBRATING: JOIN US NEXT WEEK

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>





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THANK YOU