Stand Out from the Ordinary

Find Your New Direction Here

March 9-11
2020
MILWAUKEE

MIDWEST FOODSERVICE EXPO

Restaurant Marketing Symposium
A difference you can smell and taste.

At the Midwest Foodservice Expo you’ll find cutting-edge technology to test, fresh products for your palate, innovations to grow your profits and education to become a better operator.

You work hard for your business. MFE helps you achieve the success you deserve.

Seminars

MARKETING
Improve your bottom line and gain the attention you deserve from those growling stomachs! Pages 4-5.

WORKFORCE
Culture is your brand. Adopt a culture centered on engaging employees and building a strong, motivated team. Pages 6-7.

OPERATIONS
Address consumer demands and find unique solutions to build your business. Pages 8-9.
Consumer Trend Watch 2020: What’s Here, What’s Next, and What’s Possible?

Monday, March 9 at 10 am

Shawna Suckow, CSP, CMP

There’s one constant today: Change! These are great times to be in the foodservice industry, but keeping on top of trends is more of a challenge than ever. Technology constantly evolves, consumer behavior continuously confounds, and there’s disruption in areas we used to think were unshakeable.

Join Shawna as she shares her latest findings on trends and how they can impact your success in the next five years.

- Discover what disruptions are poised to impact the economy and our culture
- Gain an edge by learning insider secrets and coming shifts in reaching consumers, so you can adapt and prepare—on any budget
- Learn about new trends outside the foodservice industry that could impact how we do business in the future

Keynote Sponsor

Society Insurance

Small details. Big difference™
Competition among restaurants is fierce and with an ever-evolving digital landscape, it’s hard to keep pace. Gain creative insights to amplify your brand at the Restaurant Marketing Symposium.

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MILWAUKEE
How a Menu Makeover Will Increase Your Profitability
Monday, 11:30 am (Entry level)
Mark Laux, Hot Operator
- Menu brand development
- New products and why they are important
- Paying attention to social media and what it means to your business
- Scatter graphs and how to read one

Nonfiction Branding™ - Discovering, Crafting and Communicating Your Completely True Brand Story
Monday, 2:00 pm (Advanced)
D.P. Knudten, COLLABORATOR creative
- How ‘branding’ is more than a logo and how it can enhance every aspect of your business
- Identify the difference between ‘lowest price-oriented’ commodities and ‘purchased for a premium’ brand opportunities
- How personal brands can elevate and enhance company brands

Stop Boosting Your Facebook Posts: How to Gain More Customers from Your Facebook and Instagram Advertising
Tuesday, 10:00 am (Entry level)
Shane Cicero, Owner of JW Media, LLC
- Why the Facebook boost button is actually limiting your social ads performance
- The one strategy that will help grow your revenue up to 30% YOY
- The four audiences you should be targeting with your Facebook Ads

How to Build a Restaurant Marketing Machine
Tuesday, 2:45 pm (Entry Level)
Brian Bennett, President of STIR Advertising & Integrated Marketing
- Why thinking differently about restaurant marketing and using the right digital strategy is essential to survival
- Who are your dining audiences and how should you use digital marketing to customize your offers and promotions
- How branding, selling and sharing need to be key components of your restaurant marketing machine strategy

The State of Local Digital Marketing
Wednesday, 10:30 am (Advanced)
Steve Frusolone, Founder of MarketSparx, LLC
- Hear about the importance of business directory listings, reputation management (reviews) and social media targeting and how all of these lead to your business being found, trusted and respected
- Understand the critical conversion elements of your website and how to turn visitors into customers
- The various types of online searches, search results and search engine optimization (SEO) and how critical that is to winning local markets

Visit our website for full programming
EverythingFoodservice.org
Workforce Development

This industry is no stranger to labor shortages. Dig deeper into creative employee engagement strategies, find innovative workforce solutions and learn how you can overcome the challenges of workforce development.

All at MFE.
The Emotionally Smart Leader
*Monday, 11:30 am*
Mary Pat Knight, Founder of Leaders Inspired
▶ Key emotional intelligence skills to manage workplace emotions
▶ Strategies to minimize drama and emotion from triggered behavior
▶ A key leadership formula that breaks the pattern of villain, victim and hero with your team
▶ 5 qualities of leadership communication to create engagement and connection

Complaint Free Business
*Monday, 3:15 pm*
Wendy Babcock, Communication Strategist, Speaker & Author
▶ The five reasons people G.R.I.P.E.
▶ Business benefits of positive leadership in a negative world
▶ Strategies to deal with complaining customers and co-workers

Transformational Leadership:
Proven Approach and Tools for Success
*Tuesday, 9:30 am*
Joseph Weitzer, PhD, Managing Partner and Senior Strategist, Soulful Leadership Consulting Network
▶ Discover the value of a “strengths-based” approach to leadership
▶ Recognize the “essentials” for leading organizational success
▶ Learn the elements necessary for fostering innovation within your business

Winning the War for Talent: Turning Foodservice Operators from Farmers of Talent to Hunters of Talent
*Tuesday, 12:00 pm*
Chris Czarnik, CEO/Founder of Career [RE]Search Group
▶ The causes of the current shortage of talent and how long it will last
▶ The three phases of the employment life cycle: Recruitment, Engagement and Development
▶ Understand whether potential employees are UNWILLING or UNABLE to come to work for you
▶ Measure the state of any business culture by looking at referral hiring tendencies
YOU DESERVE TO BE HERE

Operations

Running a foodservice operation is both challenging and rewarding. At MFE, you’ll build on your passion and grow your business with ideas, innovative concepts and tips to ensure your success.
Restaurant Industry 2020 and Beyond  
*Monday, 12:45 pm*  
Hudson Riehle, Senior Vice President, Research & Knowledge Group of the National Restaurant Association  
- Industry Sales Trends and Top Challenges  
- The Evolving Roles of Labor and Technology  
- Menu Price Inflation and Commodity Costs  
- 2020 What’s Hot Chef Survey: Critical Food & Beverage Trends  
- Restaurant Industry 2030 Report highlights, including economic, workforce and consumer projections  
- Industry’s most likely developments and top disruptors

Off-Premise: Technology’s Role in Food Delivery  
*Monday, 2:00 pm*  
Shari McCauley, Product Specialist of QSR Automations Inc.  
- Where off-premise started and how it’s grown  
- Solutions to satisfying a burgeoning market; Delivery, Ghost Kitchens, and how POS/FOH technology can integrate  
- An idea of where technology is going tomorrow

CBD in Foodservice: Updates on Wisconsin Policies  
*Tuesday, 9:30 am*  
Dr. Steve Ingham, Division Administrator for the Division of Food and Recreational Safety at the Wisconsin DATCP, Trevor Polinsky, Co-Founder of Inlightened Alchemy & Susan Quam, CAE, IDOM EVP of the Wisconsin Restaurant Association  
- Where to find a CBD producer that meets guidelines  
- Business-building CBD-Infused trends in foodservice  
- How to be in compliance with CBD policies in Wisconsin

Cash Flow 201: The Fundamentals of Creating Consistent Cash Flow  
*Tuesday, 1:30 pm*  
Presented by: Ed Hastreiter, Owner & President & Joe Hastreiter, Account & Marketing Director at ewh Small Business Accounting  
- 5 secrets to financial success in your business  
- How to determine your break-even point and build profit into it  
- Understand how to set your sales goal to budget for profits and cash flow  
- How to use key performance indicators (KPI) to increase profits and cash flow

Ask WRA: Common Employment Law & Food Safety Violations to Avoid  
*Wednesday, 10:30 am*  
Susan Quam, CAE, IDOM EVP & Debbie Taber, Human Resources & Office Administrator of the Wisconsin Restaurant Association  
- Common labor law regulations you should be aware of  
- Updates on state administrative rules/codes  
- Food safety missteps you don’t want to make
Interactive
Cut the virtual and get hands-on with a lineup of workshops, demos and quick informal talks.

EXPERIENCE HAPPENS HERE
Inside the Exhibit Hall

Pastry Studio
Pastry Chef led workshops dedicated to freshly baked pastries and sweet treats. Gain valuable skills in a variety of bakery techniques.

Liquid Lounge
Shop, sip and learn about the very best in beers, wines and spirits. Connect with experts, learn new skills in our bartender demos and find new recipes for your beverage menu.

Tips from a CPA
Business finance questions? Get free 1-on-1 consults in this accounting resource center.

Quick Bites
Over 54 rapid talks to choose from. Kick back, learn, share.

Marketing Quick Bites
The digital landscape is evolving and your online presence will set your restaurant apart. Hear the latest trends, tips and tricks to elevate your brand.

Workforce Quick Bites
Gain insights and tips to develop a superior, high-performing team. From employee recruitment to retention, learn strategies to engage and delight your workforce.

Foodie Zone Quick Bites
Beef up your menu with the latest in food trends to hit restaurants in 2020. Find unique culinary lifestyle options that drive consumer taste buds and create buzzworthy experiences.
Experience the next phase of restaurants in the all-new Foodie Innovation Hub—one convenient place that preps you on everything consumers are expecting. Trending tastes, convenience, sustainable, Insta-worthy moments will all be covered here.

Take a journey through three immersive stations:

**Foodie Studio:** A chef-led, hands-on training area that will re-energize your culinary creativity.

**Foodie Quick Bites:** 18 rapid style talks covering topics centered around the heart of our industry: food. Learn, connect and share ideas on topics like plating, reducing waste, and all the hot food trends.

**Foodie Fresh Experience:** Sample food. Lots of food. Five stations will walk you through how to win more of the diner's dollar.

- Culinary Lifestyle: Try plant-based, vegan, gluten free and sustainable options.
- Now Trending: Taste unique products that will improve the flavor of your menu.
- Seasonal & Local: Get inspired on how to freshen up your menu more often and increase your local sourcing.
- Menu Services: See examples and talk with experts on how to engineer and design your menu to be more profitable.
- Business Pro: Discover how to control costs so more money is hitting your bottom line.
Out on the Town

Unwind at the Hyatt
Monday, March 9 - 5:00 pm
Welcome Kickoff Party—Open to all!

Join your industry peers at the newly renovated Bar 333 inside the Hyatt Regency hotel. Connected via skywalk to the Wisconsin center, this is a convenient spot for everyone to relax after the show. Enjoy complimentary light appetizers and cash bar. There is no admission fee!

WRA Awards Gala
Tuesday, March 10 - 5:30 pm

Celebrate the year’s foodservice industry accomplishments as you enjoy exceptional cuisine at the Italian Community Center. $100 per person; semi-formal attire.
Skywalk Connection
Two downtown hotels are connected by enclosed skywalk to the Wisconsin Center.

Enjoy discounted rates when you book a room and mention the Midwest Foodservice Expo—taxes are extra (15.1%).

Hilton Milwaukee City Center
$133 per night
$16/day parking for overnight guests
414.935.5940 or 800.HILTONS

Hyatt Regency Milwaukee
$124 per night
$18/day parking for overnight guests
Complimentary Wi-Fi
888.591.1234

Book online or find more travel info at EverythingFoodservice.org
Admission is exclusively for foodservice professionals ages 16 and older.

WRA Member Benefit!
Receive a minimum of four complimentary registrations if redeemed by March 8. Enter the Expo registration site and use your membership number to claim this member benefit valued at $196+.

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Register Today!

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