



Restaurant, Retailing, and Human Resources Seminars Working on *YOUR* Business, Together



Compliments of the Capitol Hill Chamber of Commerce and Sound Transit.

All seminars will be held at Seattle Central Community College, Room 1110.

Restaurant - Karen Malody & Dorothy Frisch (4-Part Series)

Monday, March 16, 2009
2:00 p.m. – 5:00 p.m.

Part I

Malody: Clarifying Vision and Integrating Concept
Frisch: Why Nice is Not Enough: Setting the Stage for Hospitality

Monday, March 23, 2009
2:00 p.m. – 5:00 p.m.

Part II

Malody: Engineering a Profitable Menu
Frisch: Actors and Directors: Does Everyone Know their Part?

Monday, April 6, 2009
2:00 p.m. – 5:00 p.m.

Part III

Malody: No Pain, No Gain: Establishing Solid Costing Discipline
Frisch: The Play, The Producer, and the Audience. Best Practices in Interactive Communication Skills

Monday, April 13, 2009
2:00 p.m. - 5:00 p.m.

Part IV

Malody: Who's in Charge?: Waste and Loss Prevention Strategies
Frisch: Behind the Scenes – Everyone's on the Same Page

Retailing - Lisa Hudson (3-Part Series)

Monday, April 13, 2009
8:00 a.m. to 10:00 a.m.

Part I

Understanding the Trends

Tuesday, April 14, 2009
8:00 a.m. to 10:00 a.m.

Part II

Creating a Relevant Customer Experience

Thursday, April 16, 2009
8:00 a.m. to 10:00 a.m.

Part III

The Retail Tool Box

Human Resources - Marty Fisher

Wednesday, April 1, 2009
5:30 p.m. to 7:30 p.m.

“The Human Side” of Your Business

**We encourage you to RSVP * early for these exciting seminars; spaces will fill up quickly!
For registration, please contact:**

Jennifer Lemus
Sound Transit
(206) 398-5314
Jennifer.lemus@soundtransit.org

**Just as with reservations at your restaurant, no-shows take an opportunity away from someone who really wants to be there. If you sign up, please remember you are making a commitment to attend!*

**KAREN MALODY, MSW, FCSI**

Karen Malody's focus in the foodservice industry for over thirty years has been concept, product and menu development. She formed her own company, Culinary Options, in 1997 in Seattle. Prior to that she owned her own Cooking School and Catering Service, was a columnist for The Seattle Times (in The Taste section), served as Senior Product and Menu Development Director for a group of corporately held restaurants (Restaurant Services, Inc), was Vice-President of Food, Beverage and Product Development for an upscale grocery chain (Larry's Markets) and worked for Starbucks Coffee Company as Director of Food, Beverage and Menu Development.

Culinary Options' services include: concept, product and menu evaluation; situational assessment; concept integration strategy (assuring menu, product, service and decor are in alignment to convey an integrated message); staffing evaluation, education and training; team-building; leadership coaching. She is an active member of the Foodservice Consultants Society International (FCSI) and was named Consultant of the Year by Foodservice Equipment & Services Report in conjunction with FCSI in 2008. Karen is widely published in various industry magazines.

Karen can be reached at karen@culinaryoptions.com

**DOROTHY FRISCH**

Dorothy Frisch, owner of Polished Service, provides coaching for both management and staff on enhanced customer service skills. She draws on over 30 years of restaurant and retail experience to offer unique insights on improving the professionalism and morale of front of house employees to achieve a competitive advantage. For 17 years Dorothy was the co-owner and dining room manager of one of Seattle's most successful restaurants and has done extensive research on the economic impact of creating and maintaining a 'culture of service'. She has personally worked front of house, kitchen, and back office, and has a clear understanding of what is needed to be profitable in the restaurant business. Polished Service can assist new restaurants with employee selection, management alignment, service flow, opening training, wine education and wine list consultation. She can evaluate service standards at existing restaurants and uncover opportunities for improved profitability. Dorothy is a member of the American Society of Training and Development, Food Service Consultants Society International, and the Society of Wine Educators.

Dorothy can be reached at polishedservice@comcast.net.

**LISA HUDSON**

Lisa Hudson began her retail career working at the infamous Nelly Stallion while attending the University of Washington. After completing her studies, she moved to New York City and began working for Polo Ralph Lauren as a vintage jewelry, props and accessories buyer in preparation for the opening of Polo's first flagship, the Rhinelander Mansion, on Madison Avenue in 1984. Following her four years with Polo, Lisa worked for a buying office on Seventh Avenue that focused on the contemporary market, writing a monthly fashion newsletter and working with clients to navigate the market. During this period she was recruited by Barneys New York and was hired as the contemporary sportswear and young designer buyer for Barney's Co-op. Lisa opened the first four stores nationally, (including the original Seattle location).

Lisa has worked in the capacity of Design Director for the initial launch of the Susie Tompkins Contemporary Collection for Esprit, and spent time in Europe working on merchandising and visual presentation projects for various specialty retailers. Her subsequent years spent working as Director of Marketing and Conceptual Development for the NBBJ Retail Concepts Group provided her another view into the world of retailing. This work allowed her to apply her understanding for a retailers needs regarding merchandise, presentation, and store function to the store design process. Her work with NBBJ provided her the opportunity to work with a variety of retailers from the Puget Consumer's Co-op, (PCC), Starbucks, and the University Bookstore, to national retailers Calvin Klein, Oscar de la Renta and The Whitney Museum of American Art.

Lisa can be reached at lisahudson@gmail.com.

**MARTY FISHER**

Throughout his career, Marty Fisher has developed a track record of high-impact success with some of the best known retail brands in the world. After spending 11 satisfying years as a high school English teacher and sports coach, he has gone on to hold executive Human Resources positions with Tupperware Worldwide, Darden Restaurants (*Olive Garden Red Lobster, and Bahama Breeze* restaurants), Starbucks Coffee Company, Abercrombie and Fitch and T-Mobile.

Marty brings a wide variety of experience in staffing and recruiting, training and development, employee relations, and employment branding. He also has been a sports and business writer, writing for such prestigious publications such as Sports Illustrated, New York Newsday, the New York Times, the Orlando Sentinel, and Runner's World magazine.

Marty can be reached at mrfish1228@aol.com.