

Tentative Agenda for the Deans and Directors Retreat

Theme – “Managing Change”

Date – February 21-23, 2014 Location – Kendall College

Friday evening

- 6 p.m. Bus transportation from Residence Inn to Kendall College
- 6:30-8 p.m. Welcome Reception and Registration sponsored by the Idaho Agricultural Division

Saturday

Breakfast at the hotel (included in room reservation)

- 8:30 a.m. Transportation to Kendall College
- 9 Welcome and Introductions
- 9:15 Keynote by Dr. Fred Mayo “Loving and Leading Change”

70% of all major change efforts in organizations fail because organizations often do not take the holistic approach required to see the change through. Dr. Mayo will help set the tone for the Retreat by discussing several models of change and providing suggestions for creating our visions, bringing our own vision in line with those above us and below us in the management lineup, and ensuring that the vision and the changes made continue into the future.

Dr. Mayo is well known and loved by hospitality and foodservice instructors and leaders throughout the world. He most recently served as Clinical Professor of Hospitality and Tourism Management at NYU in the Center for Hospitality, Tourism and Sports Management. For the last 30 years, he has provided training, consultation and coaching services to managers, corporations, small businesses, not-for-profit organizations and individuals. For twelve years, he was academic dean at The Culinary Institute of America.

Coffee break

- 11-12:15 Panel Discussion led by Don Odiorne, [VP Foodservice](#), Idaho Potato Commission

The panelists will discuss “leadership and change”: leading menu influences from the chain restaurants as well as leading by building a community. There will be suggestions and discussions with the attendees on how to best tackle these challenges and why they are important today.

Panelists include Kevin Ryan, CEO/Executive Director of International Corporation Chefs Association, the first chef's association designed exclusively for corporate chefs from the nation's largest chains and multi-unit operations and Patti Londre, nationally recognized food marketing guru, president of an award-winning Firm, The Londre Company Marketing & PR, publisher of food & travel blog *Worth The Whisk*, and producer of Camp Blogaway Bootcamp for Food & Recipe Bloggers.

.12:30-1:30 *Lunch*

Roundtable Discussions (TBD)

1:45-2:30 "Tools to Assess Culinary Trends" – Presentation by Karl Guggenmos

The presentation provides tools to identify and differentiate trends from fads, the temporary from the long-term and how to make informed decisions as it relates to operational and curriculum decisions. Topics will include such areas as Sustainability, Modernist Cooking, Health and Wellness.

Karl Guggenmos, MBA is a WACS Global Master Chef and University Dean of Culinary Development for Johnson & Wales University. He began his career in Germany as an apprentice and soon after moving to the United States in 1985 got involved in postsecondary culinary arts education in 1988. As a leader on both the campus and the university level, he has experienced the consensus building necessity in order to bring change about.

Refreshment Break

2:45-3:30 "Determining the Value of Culinary Education" – Presentation and Discussion by Paul Sorgule

This presentation will discuss the real challenges that culinary schools are faced with, a succinct method for assessing where each college currently sits, and a baseline for future discussions on how to move a program forward with a positive value statement to all stakeholders in the process.

Paul Sorgule, MS, AAC, is president of Harvest America Ventures, a network of seasoned foodservice professionals who collectively have the ability to provide any service that an up and coming restaurateur may need. He is a veteran of over 40 years' experience in the food industry as well as a former Vice President of Culinary Education at a prominent culinary institute. He has been recognized as the national Culinary Educator of the Year by the ACF; he has been a member of a culinary Olympic team; and has authored a book: "In the Shadow of Cooks."

3:45-4:30 "Making Change With Your Team" – Discussion led by Dr. Fred Mayo

4:45 p.m. Transportation back to Residence Inn

Dinner and Evening free

Sunday

Breakfast at the hotel (included in room reservation; bring bags with you as needed for direct departure to airports)

8:30 Transportation from the Residence Inn to Kendall College

9:00-11:00 Keynote Speech by Dr. Robert Roehrich on “Retention, Completion and Revenue, the Success Trio”

This presentation will draw on experiences of the audience and be both informative as well as interactive.

Dr. Roehrich is the President of Synergistic Strategies Consulting in Colorado. He has more than 25 years of C-level, executive management, and consulting experience with large and medium-sized organizations, public schools districts, foundations, multi-campus postsecondary institutions, and international and distance education environments.

Coffee break

11:30-12:30 Discussion continues on retention and revenue issues moderated by Dr. Roehrich

12:30-1:30 *Lunch*

Roundtable Discussions (TBD)

1:45-3:00 “Leveraging Social Media for Admissions, Retention and Engagement” presented by Chef Randall Sansom

Chef Randall has over 20 years of experience as a professional chef, food and beverage director and culinary educators. He brings an innovative and entrepreneurial touch to education through curriculum development, student centered learning and educational technology. Career highlights include positions as Executive Chef and Food & Beverage Director at prestigious country clubs in Texas, designing and opening multiple food service establishments and developing web applications for restaurant inventory and purchasing management. He is currently the Chief Academic Officer and Corporate Executive Chef at escoffieronline.com.

3:15

Transportation from Kendall College to Residence Inn