

National Restaurant Association Value Sessions
NRA Show Booth #6300
Every Hour, On the Hour!

SATURDAY, MAY 16, 2009

10 a.m. -- ProStart® Students Bring the Heat
Herndon Career Center, Raytown, MO

Talk about grace under fire. The winning 2009 National ProStart Invitational™ culinary team will sizzle, steam and swirl up excitement as they prepare their award-winning entrée! See these high school students from Herndon Career Center in Missouri demonstrate skills that would rival the culinary world's top chefs!

11 a.m. -- Playing With Food: Insights into Re-Creating the Classics and Inventing the New

Greg Grossman

Fourteen-year-old Greg Grossman, Culinaria Group, is a personal chef and an in-demand caterer. In this culinary demonstration, Grossman uses modern techniques and technology and bold flavor combinations to create innovative and exciting dishes.

12 noon -- Green or No Green?

Test your "green" knowledge by participating in the Conserve game show, "Green or No Green." Correctly answer a question, and take home some greenbacks. Guess wrong, and go home with no green. Brought to you by the National Restaurant Association's Conserve Initiative and Primo Water.

Bonus: Try to win an American Express® Gift Card

1 p.m. -- Managing Costs and Driving Traffic: Back to Basics
Hudson Riehle, National Restaurant Association; Nicole Valenti, NPD

Discover what restaurant operators are doing to manage costs in a tight economy, plus their innovations to drive traffic and increase sales. New research presented by National Restaurant Association and NPD.

Bonus: Free post-Show copy of NRA/NPD report, "Operator Strategies for Managing Costs and Driving Traffic"

2 p.m. -- ProStart® Students Bring the Heat
Technology Center of DuPage, Addison, IL

Watch the NRA's ProStart students sizzle, steam and swirl up excitement! See these high school students as they demonstrate skills that would rival any of the culinary world's top chefs.

3 p.m. -- How Safe Are You?

Can you Stack the Fridge, Wash Your Hands and Walk a Straight Line? Participate in these fun, hands-on exercises on proper food safety and responsible alcohol service. Presented by ServSafe® and ServSafe Alcohol®.

4 p.m. -- Great for Business: The Great American Dine Out
Sheila G. Bennett, Share Our Strength

Rally with restaurants across the nation to end childhood hunger. Join the Great American Dine Out, Sept. 20 to Sept. 26. Boost sales and engage customers and employees with winning tools from the Share Our Strength resource center. Presented by Share Our Strength.

SUNDAY, MAY 17, 2009

11 a.m. -- How Safe Are You?

Can you Stack the Fridge, Wash Your Hands and Walk a Straight Line? Participate in these fun, hands-on exercises on proper food safety and responsible alcohol service. Presented by ServSafe® and ServSafe Alcohol®.

12 noon -- Chef Aaron McCargo, Share Our Strength

Watch Food Network star and Share Our Strength's Great American Dine Out spokesman **Aaron McCargo Jr.** create stuffed lamp chops with lemon pepper orzo and spicy swiss chard. McCargo is the fourth-season winner of the "The Next Food Network Star" and star of "Big Daddy's House" on the Food Network.

1 p.m. -- How Safe Are You?

Can you Stack the Fridge, Wash Your Hands and Walk a Straight Line? Participate in these fun, hands-on exercises on proper food safety and responsible alcohol service. Presented by ServSafe® and ServSafe Alcohol®.

3 p.m. -- Leverage Research and Insights to Target and Attract New Customers

Tap into marketplace and consumer insights to target new customers and increase the frequency of existing patrons with easy-to-use information from American Express and the National Restaurant Association.

Bonus: Enter drawing to win a free American Express Competitive IQ Report

4 p.m. -- Staying Connected with Your Customers

Identify your customers, and keep them coming back with sales-driven marketing strategies. Don't miss these revenue- and traffic-building tips from Fishbowl.

Bonus: Get a certificate for 3 free months of Fishbowl's local e-mail product – or a free custom template if you're already a Fishbowl customer

MONDAY, MAY 18, 2009

10 a.m. -- ProStart® Students Bring the Heat

Tilden Career Community Academy, Chicago

Watch the NRA's ProStart students sizzle, steam and swirl up excitement! See these high school students as they demonstrate skills that would rival any of the culinary world's top chefs.

11 a.m. -- Who's Controlling Your Food Costs?

Get tips from the NRA's ManageFirst Program™ on how to control costs – from menu creation to purchasing, receiving, storing, production, service and clean-up.

Bonus: Enter drawing to win free NRA ManageFirst publications

12 noon -- Green or No Green?

Test your "green" knowledge by participating in the Conserve game show, "Green or No Green." Correctly answer a question, and take home some greenbacks. Guess wrong, and go home

with no green. Brought to you by the National Restaurant Association's Conserve Initiative and Primo Water.

Bonus: Try to win an American Express® Gift Card

1 p.m. -- Tap into Talent in a Slow Economy

Hiring the right employees has never been more important. Learn how to get the most from online recruitment venues when recruiting top talent. Presented by Hcareers.

Bonus: Enter drawing for free custom job-posting contract

2 p.m. -- Leverage Research and Insights to Target and Attract New Customers

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Bonus: Enter drawing to win a free American Express Competitive IQ Report

3 p.m. -- ProStart® Students Bring the Heat

Tilden Career Community Academy, Chicago

Watch the NRA's ProStart students sizzle, steam and swirl up excitement! See these high school students as they demonstrate skills that would rival any of the culinary world's top chefs.

4 p.m. -- Green or No Green?

See description for 12 noon session.

Bonus: Try to win an American Express® Gift Card

TUESDAY, MAY 19, 2009

10 a.m. -- ProStart® Students Bring the Heat

Wilco Area Career Center, Romeoville, Illinois

Watch the NRA's ProStart students sizzle, steam and swirl up excitement! See these high school students as they demonstrate skills that would rival any of the culinary world's top chefs.

11 a.m. -- Playing With Food: Insights into Re-Creating the Classics and Inventing the New

Greg Grossman

Fourteen-year-old Greg Grossman, Culinaria Group, is a personal chef and an in-demand caterer. In this culinary demonstration, Grossman uses modern techniques and technology and bold flavor combinations to create innovative and exciting dishes.

12 noon -- Cut Calories without Compromising Flavor

Anita Jones-Mueller, Healthy Dining

Discover five ways NRA partner Healthy Dining can help your restaurant capitalize on growing health and nutrition trends.

Bonus: Receive a complimentary nutrition consultation with a Healthy Dining registered dietitian.

1 p.m. -- Are You Smarter than a ProStart® Student?

Wilco Area Career Center, Romeoville, IL

Match your wits with the NRA's ProStart students. Test your culinary and management knowledge in a quiz game, and compete for top honors.

2 p.m. -- Green or No Green?

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Bonus: Try to win an American Express ® Gift Card