

# NEW PROGRAMS TO SUPPORT CULINARY STUDENTS



## Round it Up America® and Client Rewards to Benefit Education Foundation and ProStart®

How did you get your start in the restaurant/hospitality industry? Did you know what you were getting into? Did you have the initial skills needed right away or did someone mentor you? If you knew then what you know now, how would your career path have been affected, and what advice would you give to young people contemplating entering our workforce? As an employer, what skills and values do you wish applicants had?

With lessons in 25 subject areas, ProStart provides hands-on culinary training and business management skills to prepare students for job and career opportunities in our industry.

ORLA's Education Foundation works closely with teachers in 42 high schools across the state that teach the ProStart curriculum – a two-year program developed by the National Restaurant Association Educational Foundation, focused on workforce development for the restaurant/hospitality trade.

You know how challenged our state's education system is for funding, so you can imagine the difficulties in securing resources a school faces in operating a program such as ProStart. The Foundation supports schools by providing teacher education opportunities, linking industry

mentors and resources, and hosting the annual Oregon ProStart High School Culinary Championships (<http://tiny.cc/6lp21w>). The competition provides extensive post-secondary scholarship opportunities and culminates with one team winning a trip to nationals to compete against 41 other state winners.

We need your help to sustain ProStart as well as expand into other areas such as offering scholarships, developing a speaker's bureau, and promoting career awareness activities. Direct cash and in-kind contributions are always needed.

Now there's another way to help that won't cost you money as well as a program that can indeed help save it. By participating in our new Round It Up America and/or Client Rewards programs you can support the training of tomorrow's workforce.

### CLIENT REWARDS

Saving Money for Your Business Benefits the Foundation Too!

Do you operate three-plus stand-alone restaurants (any segment) a resort, golf course, or casino? Or can you make an introduction to a comrade that does?

If so, then via ORLA's Education Foundation's relationship with Client

Rewards, you and/or your associates may be able to save money on the supplies typically purchased from a broadliner distributor, PLUS effect a cash contribution to the Foundation.

### WHAT IS IT?

Client Rewards is a tracking service that helps organizations realize incentives and deviated cost programs they might not otherwise be eligible for or have the resources to track themselves. Client Rewards works with 400+ manufacturers representing 150,000 foodservice products.

There is no fee or contract required. Client Rewards keeps a portion of the savings realized as a commission fee, then contributes part of its commission to the Education Foundation to help fund ProStart and other programs that benefit our industry.

### HOW IT WORKS

Client Rewards operates as a supplement to the purchasing department. They do not attempt to change purchasing decisions. Direct contracts are excluded from any calculations to avoid confusion. After you grant permission, your line item sales data is sent from the broadliner to Client Rewards each month.

In the second month of data collection and every month after, Client Rewards reviews all purchases by line item, matches deviations in their contract system and ensures the broadliner inputs lowest eligible costs into your Master Distribution Agreement so that you realize savings.

### ROUND IT UP AMERICA

Streamline Your Charitable Giving Program While Supporting the Foundation.

Giving with Ease: Round it Up America (RIUA) serves as a platform to centralize donations, increase public visibility, and grow a network of leaders in the restaurant industry who will positively and profoundly impact communities across the country.

### HOW IT WORKS

Restaurants choose up to three non-profit agencies that receive 75 percent of

the donations their customers make by 'rounding up' their guest check, which is recorded via the restaurant's own POS system.

Reconciliation is done by RIUA who also handles all the administrative work with the non-profit designees. Restaurateurs can choose to keep up to two percent of the proceeds to cover the cost of employee training, promotional materials, and accounting time.

Of the remaining amount customers donate, ten percent benefits American Red Cross Disaster Relief and six percent comes directly to ORLA's Foundation to help fund our industry's educational and workforce development programs while two percent goes to our national foundation. Only five percent is kept for national administration.

### ABOUT

RIUA was founded in 2009 by Harland Hermann, Yard House President, to provide

restaurants with a turnkey vehicle for charitable giving as well as give awareness to the philanthropic efforts of his industry.

Participating restaurants have not found that their customers complain or report intrusion into their guest experience as most operators choose not to verbally introduce the concept but rather rely on promotion via guest check inserts and other marketing. Gratuities are not adversely affected, in fact often benefiting from the calculation based on the final total including donation.

I would love to speak with you about getting involved with the Foundation's activities. Please call or email me at any time at [WPopkin@OregonRLA.org](mailto:WPopkin@OregonRLA.org) or 971.224.1505. | WENDY POPKIN, EXECUTIVE

DIRECTOR, ORLA EDUCATION FOUNDATION



## WANT TO KNOW MORE ABOUT PROSTART?



Watch in-depth student insight from the South Salem program at <http://bit.ly/17mNNJP>



See more photos from the 2013 Oregon High School Culinary Championships on ORLA's Flickr page at [Flickr.com/oregonrla/sets](http://Flickr.com/oregonrla/sets).