



*a new generation of
hospitality management*

WHAT THEY SAY ABOUT RCS

"I have sat through many programs on food and beverage and rarely have I felt that the presenter impressed me with their practical understanding of how a club really works on such a wide range of club practices, and with a lightness of tone that maintains an audience's attention as you did. I do not often write kudos, especially with consultants, but felt that you should know that I felt your job was well done."

J. Walker Taylor,
Clubhouse Manager,
Lake Toxaway Country Club

ENGAGING. INTERACTIVE. COMPREHENSIVE.

ON STAGE

for food & beverage staff

Serving in a hospitality environment and performing in a live show have many parallels. There are characters, a script, a director, props, a supporting cast, and a musical score. This program demonstrates the different "acts" within food and beverage service using the departmental sequence of service as a guideline.

Act I: The Greeting Sequence

Act II: The Beverage Sequence

Act III: The Menu Presentation

Act IV: Taking the Order

The Grand Finale: Dessert Presentation/Order

We will demonstrate the "command" position at the table, how to invoke the "permission concept," and teach the staff to "think strawberries" for suggestive selling techniques.

PARTICIPANTS WILL:

- Learn their role within the entire show experience
- Understand the sequence of service and importance of timing
- Develop proper service techniques
- Understand the importance of using systems and procedures such as table numbers, position/seat numbers, and adequate abbreviations

LET'S GET STARTED!



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The RCS Hospitality Group, three times honored by Boardroom Magazine for excellence, is the "go-to" group for private clubs seeking state-of-the-art management consulting and staff training services that combine 21st-century techniques with the timeless values of America's great golf and country club traditions.

RCS offers a wide array of tailor-made services that can be applied individually or in combination to meet your club's particular needs. Our goal is to prepare your club for the next generation of customers, members, and employees through insightful strategic planning; expert hospitality service training and staff development; inspired operations consulting; and expedient hiring of the most talented managers in the industry.

WHITNEY REID PENNELL

Whitney Reid Pennell is the founder and president of the award-winning RCS Hospitality Group. She is a published author and frequent lecturer with over 20 years of club operations management and consulting experience, specializing in innovative marketing concepts coupled with comprehensive alignment strategies and training programs. Ms. Pennell is nationally known for expertly facilitating management and staff workshops, and is internationally recognized as an expert in club management.



Strategic Planning

RCS provides a full array of award-winning strategic planning services, including club audits, competitive analysis, and membership surveys. We also have significant experience in planning for the expansion and development of club facilities.

Food & Beverage Boot Camp™

RCS has perfected staff food and beverage training with its signature, nationally renowned Food & Beverage Boot Camp™ sessions--a day of intensive (but fun) training that enhances member happiness, employee satisfaction and retention, and your bottom line.

Membership Services

RCS is renowned for its comprehensive approach to building membership recruitment & loyalty, including our signature facility audit. We can help your club enhance the member experience through tournament consulting and annual programming planning.

Food & Beverage Management

RCS offers some of the industry's most innovative and highly regarded food and beverage management services, including comprehensive f&b audits, menu development, and programs designed to enhance member satisfaction and financial success.

Staff Training & Development

RCS conducts some of the most innovative and effective leadership and staff training programs in the industry. Our programs are designed to enhance operational efficacy, member satisfaction, bottom-line requirements, and employee satisfaction.

Executive Search

Critical to a club's success is the quality of management, but discovering the right people is often a challenging task. RCS offers full executive recruitment services that begin with an understanding of your club's needs before identifying, screening, and hiring the best candidates.

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