

# Daily/Weekly Controls That Work

## DATES AND LOCATIONS

Ocean City, MD .....	May	16
Plantation, FL .....	May	18
Ft. Worth, TX .....	May	23
San Antonio, TX.....	May	25
New Orleans, LA .....	June	14
CPA Society Sponsored Seminars:		
Boston, MA .....	June	1
Missoula, MT .....	June	9

## 8 CPE Credits In ALL States

Field of Study  
"Specialized Knowledge & Applications"

- ◆ The Newest Restaurant Statistics
- ◆ Unique Restaurant Tax Issues
  - ◆ Lean Accounting
  - ◆ Profit Increasing Tips
  - ◆ And much more...

*This CPE Course has been specifically designed by a Restaurant Owner and a CPA to increase restaurant profits.*

"We took this seminar 3 years ago, implemented what we learned as soon as possible. We increased our profits 5% of sales. I came back this year for more ideas."

-Susan Plats, restaurant owner, Chicago

## Enroll Today!

1 (800) 526-5798

[www.restaurantseminars.com](http://www.restaurantseminars.com)

## A One Day Intensive Seminar

*Designed and updated by a CPA and a working restaurant owner  
For 30 years the #1 Restaurant Financial Seminar*

"I implemented a few of the controls and this is the first time in three years I've made money."

—Jack Richfield, Restaurant Owner, Seattle, WA

## RESTAURANT ACCOUNTING AND CONTROLS 2011

### ◆ Restaurant Owners

We will teach you everything you want to know about financial statements and how to apply this information to increase profits and survive tough times.

### ◆ Restaurant Managers and Key Employees

Every restaurant manager needs the latest financial knowledge to run a successful restaurant in 2011. We will show you how to calculate and apply financial ratios. Plus, the newest food costing, menu pricing and labor saving techniques.

### ◆ CPAs and Accountants

We provide you with the newest industry benchmarks and techniques to help your clients. Plus, the 25 most common questions your clients will ask, and the answers.



From the authors of PPC's  
*Guide to Restaurants and Bars*

# SEMINAR OUTLINE

## Morning Session

**(9:00 AM - 10:00 AM)**

### **HOW TO ANALYZE A RESTAURANT FINANCIAL STATEMENT**

- Set up records following the Uniform System of Accounts
- Analyze the restaurant Profit & Loss statement for potential problem areas
- Prime Cost comparison
- Calculate the key ratios. (We have over 30 ratios)
- Compare your Profit & Loss Statement to similar restaurants
- Establish realistic sales and profit goals
- How to determine sales needed for ideal profit
- Implement useful spreadsheets included with Seminar
- The NEW lean accounting for restaurants

**(10:00 AM - 10:30 AM)**

### **SETTING UP DAILY AND WEEKLY CONTROLS THAT PROVIDE INSTANT INFORMATION**

- How to know your profit every day and week (Takes no more than 20 minutes a day with our method)
- Seven daily reports that every successful restaurant needs
- How to get this key daily information
- Compare key ratios to standards on a daily basis
- How to quickly accumulate the MOST important information

**(10:30 AM - 10:45 AM)**

**MORNING BREAK**

**(10:45 AM - 11:00 AM)**

### **PURCHASING**

- How to eliminate theft in various food buying practices
- Purchasing based on sales forecasting
- Evaluating purveyor purchasing programs
- The importance of checking deliveries and pricing
- Evaluating the current trend of buying at warehouse stores (i.e. Costco)

**(11:00 AM - 11:30 AM)**

### **COSTING OUT THE MENU AND BAR**

- New ideas for costing the most common items
- Buy pre-portion or cut?—The pros and cons
- Access on-line services for the busy restaurant owner
- Use the handy trim and shrinkage standards we provide
- How to quickly assess the impact of price changes

**(11:30 AM - 11:50 AM)**

### **PRICING THE MENU FOR PROFIT**

- Quick ways to price specials
- New menu trends for the current economy
- How to price the menu for minimum wage increases
- How to consider coupons and discount meals
- Understand profit value and pricing
- Implement the newest menu engineering techniques
- Profit key - Food cost percentage variations in a restaurant
- How to use value-added meals to increase profits
- Re-introducing price increases while still keeping your customer base

**(11:50 AM - 12:30 PM)**

### **GETTING CONTROL OF LABOR COSTS**

- Schedule employees using blind staffing techniques
- Useful labor benchmarks
- Cross train employees instead of terminating them
- Evaluate open/close times to save labor costs
- Use a check list to insure compliance with various labor laws
- Programs used by chains to reduce turnover
- Attract the best people from today's labor market
- Reduce turnover by making the work place fun
- The importance of an employee manual—We provide a sample
- Ways to keep your employees while maintaining labor cost percentages
- Effectively using overtime hours

**(12:30 PM - 1:15 PM)**

**LUNCH BREAK**

**1(800) 526-5798**

### **CONTROLS PRESENTED APPLY TO LARGE OR SMALL FIRMS**

100,000 INDEPENDENT FIRMS have attended our Seminar.

- |                                    |                        |
|------------------------------------|------------------------|
| • Moss Adams                       | • Katz Cassidy         |
| • Antoine's                        | • Two Rivers Casino    |
| • Joe's Stone Crab                 | • KPMG Peat Marwick    |
| • Clothier & Head                  | • Steak & Stein        |
| • Holiday Inn                      | • Knott's Berry Farm   |
| • Chad's Restaurant                | • Chris Parker, CPA    |
| • Disneyland                       | • Pannell Kerr Forster |
| • Rooster Run Golf Course          | • Two Rivers Casino    |
| • The Benchmark Management Company |                        |
| • Gibson's                         | • Parkway Bakery       |

# SEMINAR OUTLINE

## Afternoon Session

**(1:15 PM - 1:40 PM)**

### **MAXIMIZING PROFITS IN A RECOVERING ECONOMY**

- Develop customer price points that appeal to everyone
- The best way to use discounts during slow days/slow times
- Develop birthday promotions that boost sales
- Try Gift Certificate sales incentives
- Add banquets - even with limited space
- Start customer based internet marketing
- The top 10 mistakes restaurants make when creating websites
- Discover programs that work better than two-for-ones
- Offer Hot Items: value meals, small plates, appetizers, etc.
- Design frequent diner programs that get great results
- Implement 3 kinds of catering programs that work
- When and how to renegotiate your lease agreement
- Create **take-out sales** for every restaurant
- Take advantage of social networking sites, the newest marketing tool

**(1:40 PM - 2:15 PM)**

### **SELECTING AND USING YOUR POINT OF SALE SYSTEM**

- Ten controls every cash register system has to have
- At what sales volume is a POS system financial feasible?
- Finding affordable equipment for the smaller restaurant
- What your POS system can do for you - and what it can't do
- Using spread sheet programs in the smaller restaurants
- Paring down the POS - which apps do you actually need?
- What is the importance of a qualified QuickBooks consultant?
- Our top ten recommended POS companies

**(2:15 - 2:30 PM)**

### **AFTERNOON BREAK**

**(2:30 PM - 3:15 PM)**

### **TOP TEN UNIQUE RESTAURANT TAX ISSUES**

- What are the employer and employee tip reporting rules
- What's new with tip reporting agreements
- Explaining tip laws and other government rules to your employees
- FICA tax credit for everyone
- Shorter lives for depreciation of equipment and expendables
- Handling tip credit and uniform deductions
- Dealing with negative payroll checks
- Income tax treatment of allocated tips
- What is the IRS doing in 2011?
- New FICA Tax billing techniques by the IRS

**(3:15 PM - 3:45 PM)**

### **INCENTIVE PROGRAMS THAT EMPOWER EMPLOYEES**

- Train every employee to be a sales person
- Establish goals for individual employees
- Implement "front of house" sales programs—14 ideas
- Try incentive programs for "back of house" kitchen staff—7 ideas
- Set up a management incentive program geared to results
- How to start implementing these incentive programs now

**(3:45 PM - 4:15 PM)**

### **ARE YOU AWARE OF....**

- FACTA and PCI Compliance - how not to lose \$100,000
- Computerized Gift Cards for even the smaller restaurant
- Tableside credit card processing
- Hand held POS systems
- When to use Paging Systems
- How to use lean accounting in your restaurant

**(4:15 PM - 5:00 PM)**

### **CONTROLLING THE BAR**

- Evaluate your point of sale system
- Evaluate entertainment and other promotional programs
- Establish a standard liquor PC
- Rate the probability of bar thievery
- Using outside spotting and inventory services
- Setting up perpetual inventory controls
- Establishing a signature recipe file
- Costing the bar menu
- Using security systems to prevent theft
- Ten of the most common ways employees steal
- How to determine if thievery is happening to you
- Handling beer and liquor cost increases



## AT THIS SEMINAR -

- NEW! Menu Profit at a Glance
- Unique daily controls that improve profits immediately
- The 21 top ideas of 2011 for increasing restaurant profits
- Accounting procedures that are unique to the restaurant industry. The best restaurant financial statement format
- When to adjust menu prices for food and labor cost increases
- 12 Financial ratios that every restaurant owner needs to know
- Quick methods for costing out Food & Beverage
- How to analyze restaurant financial statements to determine problem areas
- 7 unique ways to reduce labor costs
- A complete list of the top POS systems
- Unique restaurant tax issues
- New IRS tip reporting compliance
- How to determine if your labor cost is too high
- QuickBooks - specifically for restaurants?
- Handheld POS and paging systems
- Lean accounting for restaurants explained
- The most common ways bartenders steal

“Best class I have ever taken! I send my staff to Ed's class every year, and I have taken many a client too!”

—Linda Cahill, owner, Arrow Bookkeeping

### #1 Restaurant Financial Principle:

**“The more *financial knowledge* your key employees have, the greater your *profits* will be.”**



**Our Live Seminar is fun and a great way to network with other restaurant professionals. Over the last 30 years more than 100,000 participants have attended these seminars.**

## You Will Receive These Take-home Materials-



*Valuable Tools You Will Use For Years To Come...*

**Seminar Manual**  
185-page reference manual  
(also available separately)

### And a computer disk with:

- Excel templates of forms ready to use on your computer
- Blank Forms on Word
- Sample Procedures including Employee Manual on Word
- Chart of Accounts with descriptions
- Sample P&L for different types of restaurants  
(also available separately)



**Call now to arrange a Personal Seminar at your location!**



Restaurant Seminar Institute, Inc., is registered with the National Association of State Boards of Accountancy (NASBA), as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be addressed to the National Registry of CPE Sponsors, 150 Fourth Avenue North, Suite 700, Nashville, TN, 37219-2417. Web site: [www.nasba.org](http://www.nasba.org)

**Restaurant Accounting and Controls 2011**

**Ocean City, MD ..... May 16**

**Plantation, FL ..... May 18**

**Ft. Worth, TX ..... May 23**

**San Antonio, TX..... May 25**

**New Orleans, LA ..... June 14**

**CPA Society Sponsored Seminars:**

**Boston, MA ..... June 1**

**Missoula, MT ..... June 9**

**8 CPE Credits in All States**

This schedule is updated regularly on our webpage  
**www.restaurantseminars.com**

**Still haven't decided?**

*Here are five more good reasons to come to our seminar...*

1. We are pros who have 31 years of success working with restaurants. You will find this one of the most profitable days you've spent in the restaurant business.
2. **We constantly update and monitor trends in the industry to provide you with the NEWEST information.** In 8 hours, we'll give you the most current information to help you make the most of your business.
3. We emphasize the practical. You will leave the seminar with ideas and methods you can put to work right now. You'll see results immediately. In addition, you will receive one hour of telephone consulting, a \$100 value, with Walt or Ed.
4. Live seminars provide the opportunity to network with other restaurant accountants, owners and managers and discuss common problems and solutions.
5. If, after attending the first session of the seminar, you decide that it is not for you, let us know at the first break. You may leave your manual and CD, and we will refund you registration fee in full.

**To get the early registration discount - SIGN UP TODAY  
BY REGISTERING ONLINE AT WWW.RESTAURANTSEMINARS.COM**

The fee includes all workbook materials, seminar instruction and refreshment breaks. Lunch on own and parking varies by city. Registration is permitted the day of the seminar on a space available basis. For information regarding policies such as complaint and refund, please call our office at (800) 526-5798. Registration for the following cities is at 8:30 a.m.; program hours are 9:00 a.m. to 5:00 p.m. Hand Calculators will be helpful. For registration call **800-526-5798** or **FAX to (425) 608-2825**. You will receive a written confirmation prior to the seminar.  
*(If you don't receive one before the seminar, come anyway—you are still registered.)*

**“RESTAURANT ACCOUNTING AND CONTROLS 2011”  
REGISTRATION FORM**

*The seminar fee for these cities is \$235 per person, or \$215 each for two or more.*

*Use this form to register for one of these locations:*

- Ocean City, MD     Ft. Worth, TX     San Antonio, TX  
 Plantation, FL     New Orleans, LA

*(Do not use this form for CPA Society Sponsored seminars in Boston or Missoula. See page 7.)*

- Seminar Manual only - \$88 (includes shipping)  
 I am interested in a private seminar or consulting

**Make Checks Payable to:**  
Restaurant Seminar Institute, Inc.

**Mail this form to:**  
P.O. Box 308  
Edmonds, Washington 98020  
**800-526-5798**

**Or register early online at  
www.restaurantseminars.com  
for early registration discount**

Name \_\_\_\_\_  
Number of Attendees \_\_\_\_\_  
Organization: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Telephone: ( ) \_\_\_\_\_  
Registration Fee:  Check     MC     Visa     AMEX  
Acct. No.: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

“This is the fourth time I've been to this seminar. I always take away something new. I have recommended this seminar and always have gotten great response after someone attends.”  
*M.R., Rest. Owner, E. Dennis, MA*

**Tax Deduction**

All expenses of Continuing Management Education (including registration fees, travel, lodging and 50% of meals) taken to maintain and improve professional skills may be deductible.

# FACULTY



**Edward Hynes, CPA**, is a sole practitioner, restaurant consultant and speaker. At one time his accounting practice served over 120 restaurant clients. He was

accounting manager for Universal Services, an international restaurant chain and food service consulting firm. Mr. Hynes offers a wealth of practical experience gained from providing restaurant owners with accounting, tax and consulting services for over 30 years.

“Great presentation style, especially the real life stories and examples. If only my partners had attended as well.”

—**Peter Branklen**, NY Restaurant Owner



**Walt K. Matysik**, restaurant owner, is nationally renowned for his consulting services in the restaurant industry. His client list includes independents and chains in the U.S., Canada, and Europe. His practical yet professional approach to implementing financial control programs for his clients results from his experience owning and operating his own restaurants.



**Pam Christiansen** has twenty five years in the IT field as an analyst, project manager and consultant, and VP. Pam specializes in Internet Connecting and Networking as a marketing tool for restaurants. As an internationally experienced speaker Pam is passionate about helping her clients be successful.



**Jean Klein** is a CPA with a BS in Business Administration, Northwestern University and an MS in Taxation, Golden Gate University. She has been a restaurant owner since 1997, selling her restaurant in 2010. Also a Certified QuickBooks Pro Advisor, Jean has a wealth of experience and information to offer restaurant owners and managers.



**Linda Goring** has been administrative assistant at RSI for 10 years. She supplies information resources for participants, before during and after seminars.

**FREE consulting at the seminar  
and free telephone consulting afterwards.  
A \$100 VALUE!**

“I have attended seminars facilitated by **Ed Hynes**. I left both entertained and with a tremendous respect for his knowledge and his ability to transmit it to participants. I would recommend this seminar for anyone involved in the restaurant world; owners, managers, in-house financial folks, and CPAs providing services.”

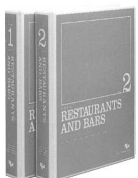
—**Cherie Shipp**, CPA

“Very good, handout very useful. Presentation - light and fun - a very good way to learn about a tough business.”

—**Rick Powers**, Restaurant Owner, L.A., CA

“Several years ago our restaurant was desperately struggling. I attended your seminar along with our general manager. We learned so much! We had no idea what the standards were...you saved our restaurant. Thank you.”

—**Melinda Anders**, Rest. Owner, Modesto, CA



Coauthors of Practitioners Publishing Company's  
**GUIDE TO RESTAURANTS AND BARS**

**Mr. Hynes and Mr. Matysik** have presented this seminar to over 100,000 CPA's and Restaurant Owners for 31 years. They are co-authors of Practitioners Publishing Co.'s two volume top selling **Guide to Restaurants and Bars**.

**COMING August 16, 2011 - ACCOUNTANTS' NEW RESTAURANT CLIENT GUIDE**

This is a two hour online seminar for accountants and CPAs unfamiliar with restaurant tax rules, tip reporting and accounting procedures. If you are an accountant with new restaurant clients this is the seminar for you. Includes a 75 page e-manual. NASBA credit approval pending.

- How to set up the records following the restaurant uniform system of accounts.
- Provide your clients with benchmarks for food, labor and other costs.
- Guidelines for sale and purchase of restaurants.
- Sample forms that every client wants.
- How to help your client select a POS system.
- Guide to tip reporting and compliance.
- Income tax deductions and credits unique to restaurants.
- 25 questions that your restaurant client may ask you, with the answers.
- And much more...

**(800) 526-5798 [www.restaurantseminars.com](http://www.restaurantseminars.com) for more information**

**CPA Society Sponsored Seminars:**

**Boston, MA June 1, 2011**

Call (800) 392-6145 to register  
\$265 member, \$319 non-member  
(lunch provided)

State Restaurant Association members qualify  
for the member rates.

**Missoula, MT June 9, 2011**

Call (406) 442-7301 to register  
\$265 member, \$315 non-member  
(lunch provided)

State Restaurant Association members qualify  
for the member rates.

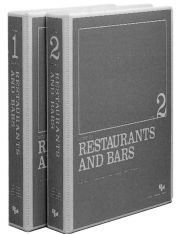
**If you cannot come to the Seminar, consider purchasing these helpful books:**

- RUNNING A SUCCESSFUL BAR \$45.00**

Includes guidelines for certification for bar manager. Controlling bar costs, deterring theft, managing servers and bartenders, tip reporting, increasing sales, pricing drinks, and more.



- GUIDE TO RESTAURANTS AND BARS \$198.00**  
Published by Practitioners Publishing Company. Practitioners, this two volume set helps you provide the accounting and consulting services restaurant clients need. Restaurant owners and managers, it helps you focus on the areas that are often keys to running a profit. Co-written by Ed Hynes and Walt Matysik. *Please specify Hard Copy or CD-Rom, (single user) Price is the same.*

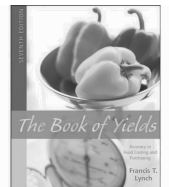


- RESTAURANT INDUSTRY OPERATIONS REPORT Special RSI price - \$60.00 2010 Version**

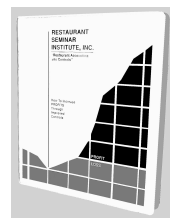
Get the latest financial data for restaurants. Prepared in conjunction with the national accounting firm Deloitte & Touche, the current report contains the most up-to-date financial information for fullservice restaurants, fast-food operations and cafeterias. Data is reported by specific operational characteristics, such as sales volume and menu theme. Detailed data on restaurant occupancy costs is also included. (117 page, soft cover book)



- BOOK OF YIELDS \$35.00**  
7th Edition  
Accurate food costing and recipe writing. Includes trim and cooking yields. Accuracy in food costing and purchasing.



- SEMINAR MANUAL \$83.00**  
2011 Edition  
A 180-page reference manual with computer disk of over 50 pages of ready-to-use spreadsheets, forms and procedures featuring:
  - All the necessary tools for setting up the weekly Profit & Loss Statement
  - Forms for Menu Costing/Bar Portions & Pricing
  - Inventory Procedures/Analysis
  - Government Regulations Checklist
  - Budgets & Valuations
  - and MORE...PLUS a "Bonus" appendix featuring:
    - Lists of Point of Sale & Software companies
    - Complete Chart of Accounts
    - Sample restaurant adjusting entries
    - Sample restaurant valuation
    - Many other valuable sample forms.



*"This is my third time at this seminar. Ed does a great job of mixing in real life situations with course materials. I always return to the office with ideas to implement."*

*- Richard B., Harrisburg, PA*

Order these books today at our website: [www.restaurantseminars.com](http://www.restaurantseminars.com)

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Restaurant Accounting and Controls 2011

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# **For Restaurant Owners, Managers & Accountants**

## **SEMINAR DATES & LOCATIONS**

Seminar Hours 9:00am to 5:00pm

Seminar Fees \$235 each or \$215 each for two or more registering together

### **MARYLAND**

**Ocean City, MD**  
**May 16, 2011**  
Princess Royale  
9100 Coastal Hwy.  
Ocean City, MD 21842  
(410) 524-7777

### **FLORIDA**

**Ft. Lauderdale, FL**  
**May 18, 2011**  
Hampton Inn Plantation  
7801 SW 6th St.  
Plantation, FL 33324  
(954) 382-4500

### **TEXAS**

**Ft. Worth, TX**  
**May 23, 2011**  
Ft. Worth Chapter TSCPA  
550 Bailey Ave. Ste. 225  
Ft. Worth, TX 76107  
(817) 335-5055

### **TEXAS**

**San Antonio, TX**  
**May 25, 2011**  
Holiday Inn Riverwalk  
217 N St. Mary's St.  
San Antonio, TX 78205  
(210) 224-2500

### **LOUISIANA**

**New Orleans, LA**  
**June 14, 2011**  
Parkway Bakery & Tavern  
538 Hagan Ave.  
New Orleans, LA 70119  
(504) 482-3047

The following seminars are sponsored by CPA Societies.  
Different Fees and Hours Apply. Lunch provided for CPA sponsored Seminars.  
You must register through the CPA Society at the numbers listed below.

### **MASSACHUSETTS**

**Boston, MA - June 1, 2011**  
**\$265 Members, \$319 Non-Members**  
TBA, Greater Boston Area  
(800) 392-6145  
See Page 7 for more details

### **MONTANA**

**Missoula, MT - June 9, 2011**  
**\$265 Members, \$315 Non-Members**  
Wingate Inn  
5252 Airway Blvd.  
Missoula, MT 59808  
(406) 442-7301  
See Page 7 for more details

**CALL (800) 526-5798 FOR MORE INFORMATION OR VISIT [WWW.RESTAURANTSEMINARS.COM](http://WWW.RESTAURANTSEMINARS.COM)**

## **8 CPE Credits In All States**

\*\*\*This basic program is designed to provide threshold knowledge of principles and skills which are essential in the subject area. The seminar is basic level and is presented group-live. No prerequisites or advance preparations are required.

**Call 1-800-526-5798 REGISTER TODAY**