



Contact: William H. Bender, FCSI
Tel: 408-261-8855
Cell Phone: 408-888-1380
Email: whb@whbender.com

FOR IMMEDIATE RELEASE

W.H. Bender & Associates Publishes Key Insights For Next Generation Of Restaurant Managers

Industry veterans combat slashed training budgets and design training content for Guest Satisfaction Improvements

SANTA CLARA, California (September 17, 2010) - William H. Bender, FCSI founder and principal of W.H. Bender & Associates, Santa Clara, announced he is publishing a bi-weekly training, knowledge feature, *At A Glance* for restaurant owners, managers and their restaurant teams. Bender designed the one page *At A Glance* format with real-life restaurants in mind.

"Managers are pressured daily for operating results with fewer available resources. They have zero training time and engaging restaurant team members is critical for achieving success at their ServPoints and brand level; they make or break connection points with our guests," said Bender.

At A Glance provides restaurant managers with ready to use operations best practices for ServPoints, proactive management, and training and leadership development. The training content is designed to focus teams during pre-shift briefings or one-on-one's on the restaurant operating fundamentals that deliver results that all restaurants aim for, for instance loyal guests.

"A new generation is managing and they need tools with a daily team performance focus. This generation of manager's can use the guidance, mentorship and support of industry veterans," said Bender.

In order to effectively craft a restaurant-friendly feature, Bender collaborated with colleague Mark Netsch, President of PerformanceScope in Minneapolis, on the development and design of *At A Glance*.

"Bill and I have worked closely the past few years helping clients measure guest satisfaction and improve the guest experience," said Netsch. "I know our clients in fast-casual, casual-dining and fine-dining will employ Bill's *At A Glance* and implement it seamlessly system-wide, improving execution and guest satisfaction."

At A Glance is distributed from www.whbender.com and www.performancescope.com. Bender and Netsch presented *ServPoints and Guest Satisfaction Measurement* at the 2010 FCSI worldwide conference in Minneapolis.

About the Author:

William H. Bender has spent his entire career providing leadership as a consultant in all segments of the foodservice industry. Based in Northern California, Bill has an extensive operations and consulting background working for independents, regional and national chains. He has held management and director positions at unit, market and regional levels for private and publicly owned companies. If you'd like more information about this topic, or to schedule an interview with either William Bender or Mark Netsch, please call Bill at 408-261-8855 or email: whb@whbender.com or call Mark at 952-941-9000 or email: mark@performancescope.com.

#