



SENIOR DINING ASSOCIATION 1ST CONFERENCE & EXPO

IT'S ALL ABOUT THE

FOOD
EDUCATION
COLLABORATION
EXPERIENCE

FUTURE

SHERATON CHARLOTTE HOTEL
CHARLOTTE, NC

MARCH 17 - 20, 2019

Presents:

Using the Power of Lagniappe – Building a Hospitality Culture

SENIOR DINING ASSOCIATION
FIRST CONFERENCE & EXPO

IT'S ALL
ABOUT
THE



FOOD
EXPERIENCE
EDUCATION
COLLABORATION
FUTURE

Creating a Lagniappe Hospitality Culture

Today's Discussion

- The importance of creating a hospitality culture throughout the Community
- What is Lagniappe?
- Hear how Londonderry on the Tred Avon embraced the Lagniappe approach in all departments
- Explore ideas for developing your own Lagniappe Hospitality Culture

SENIOR DINING ASSOCIATION
FIRST CONFERENCE & EXPO

IT'S ALL
ABOUT
THE



FOOD
EXPERIENCE
EDUCATION
COLLABORATION
FUTURE



'Ok, how about this motto: 'If you are unhappy for any reason, we will feel really bad'.'

SENIOR DINING ASSOCIATION
FIRST CONFERENCE & EXPC

**IT'S ALL
ABOUT
THE**
FOOD
EXPERIENCE
EDUCATION
COLLABORATION
FUTURE

Definition of Hospitality

- How do you define Hospitality?
- How is Hospitality different than Customer Service?

SENIOR DINING ASSOCIATION
FIRST CONFERENCE & EXPO

IT'S ALL
ABOUT
THE



FOOD
EXPERIENCE
EDUCATION
COLLABORATION
FUTURE

Customer Service vs. Hospitality

- **Customer Service** – providing a service or product in the way that it has been promised.
- **Hospitality** – providing a service or product in the way that makes the recipient happy.

SENIOR DINING ASSOCIATION
FIRST CONFERENCE & EXPO

IT'S ALL
ABOUT
THE



FOOD
EXPERIENCE
EDUCATION
COLLABORATION
FUTURE

A clip from the movie *Meet the Parents*



SENIOR DINING ASSOCIATION
FIRST CONFERENCE & EXPO

IT'S ALL
ABOUT
THE



FOOD
EXPERIENCE
EDUCATION
COLLABORATION
FUTURE

What is Lagniappe?

- Definition of Lagniappe = An extra or unexpected gift
- Why Lagniappe?

All community departments participate in creating a Hospitality Culture by providing a little something unexpected...not necessarily food related.

SENIOR DINING ASSOCIATION
FIRST CONFERENCE & EXPO

IT'S ALL
ABOUT
THE



FOOD
EXPERIENCE
EDUCATION
COLLABORATION
FUTURE

Irma's Potato Chip Story...

- The Start of Lagniappe at Londonderry
- Residents Reaction



SENIOR DINING ASSOCIATION
FIRST CONFERENCE & EXPO

**IT'S ALL
ABOUT
THE**
FOOD
EXPERIENCE
EDUCATION
COLLABORATION
FUTURE

Irma's Potato Chip Story...

The residents couldn't stop talking about it!

High and Lasting Impact...
Minimal Cost!

SENIOR DINING ASSOCIATION
FIRST CONFERENCE & EXPO

IT'S ALL
ABOUT
THE



FOOD
EXPERIENCE
EDUCATION
COLLABORATION
FUTURE

Irma's Potato Chip Story...

- What's Your Potato Chip?
- Challenged all departments to come up with their version of the Potato Chip.
- Lagniappe ...*it's a little something extra and unexpected.*

SENIOR DINING ASSOCIATION
FIRST CONFERENCE & EXPO

IT'S ALL
ABOUT
THE



FOOD
EXPERIENCE
EDUCATION
COLLABORATION
FUTURE

How Often Do You Surprise and Delight?

- It is not something that is scheduled
- Opportunity creates the opportunity, not the need to do it
 - Trying a new product
 - Leftovers used in a creative and fun presentation

**** MOST IMPORTANT to your success...**

Telling the story that goes with it.

Why and What you are doing or presenting.

The Story Behind Surprise & Delight

If you don't train the staff on how to tell
the story...

Don't do it at all!

SENIOR DINING ASSOCIATION
FIRST CONFERENCE & EXPO

IT'S ALL
ABOUT
THE



FOOD
EXPERIENCE
EDUCATION
COLLABORATION
FUTURE

All Departments Participate

- How to begin your Lagniappe Program
- Ideas to get you started for
 - Housekeeping
 - Nursing/Caregivers
 - Maintenance
 - Dining
 - Sales & Marketing

SENIOR DINING ASSOCIATION
FIRST CONFERENCE & EXPO

IT'S ALL
ABOUT
THE



FOOD
EXPERIENCE
EDUCATION
COLLABORATION
FUTURE

How to Begin...

- Explain the concept of Lagniappe to all employees
- Keep the concept and plans a secret to the residents...remember surprise and delight!
- Give each department some examples, then challenge them to come up with their own

SENIOR DINING ASSOCIATION
FIRST CONFERENCE & EXPO

IT'S ALL
ABOUT
THE



FOOD
EXPERIENCE
EDUCATION
COLLABORATION
FUTURE

Ideas to Get Started...

- Housekeeping
- Nursing
- Maintenance
- Dining
- Sales & Marketing

Time to Begin Building Your Plan

- Break into 5 groups
- Discuss and develop three ideas to share with the group
- You have 9 minutes

SENIOR DINING ASSOCIATION
FIRST CONFERENCE & EXPO

IT'S ALL
ABOUT
THE



FOOD
EXPERIENCE
EDUCATION
COLLABORATION
FUTURE



GOFF

SENIOR DINING ASSOCIATION
FIRST CONFERENCE & EXPO

IT'S ALL
ABOUT
THE

FOOD
EXPERIENCE
EDUCATION
COLLABORATION
FUTURE

Measure the Cost

The Revenue Reality

- \$2,500/month \$90,000/three years
- \$4,000/month \$144,000/ three years

The Cost Reality

- \$15,000 per resident

SENIOR DINING ASSOCIATION
FIRST CONFERENCE & EXPO

IT'S ALL
ABOUT
THE



FOOD
EXPERIENCE
EDUCATION
COLLABORATION
FUTURE



Measure the Cost

- **Hospitality** is not a line item on the budget, it is a culture to be nurtured
- **Lagniappe** is an unexpected gift...create surprise & delight for the residents

SENIOR DINING ASSOCIATION
FIRST CONFERENCE & EXPO

**IT'S ALL
ABOUT
THE**
FOOD
EXPERIENCE
EDUCATION
COLLABORATION
FUTURE

Benefits of a Hospitality-Based Culture Using Lagniappe

1. Increases inter-departmental planning and communication
2. Increases resident satisfaction...and resident referrals
3. Creates a positive “buzz” in the community...priceless
4. Sets a cultural tone of making things special

Thank you for participating today!



Your Partner for Culinary Excellence.

RonnDa Peters

Vice President Marketing & Sales

Email: RonnDa.Peters@StrategicDining.com

Phone: 888.406.1902

SENIOR DINING ASSOCIATION
FIRST CONFERENCE & EXPO

IT'S ALL
ABOUT
THE

FOOD
EXPERIENCE
EDUCATION
COLLABORATION
FUTURE