

Background

The National Association of Concessionaires (NAC <https://naconline.org/>) is a trade association that is the “Go To” for the Concession industry. The organization owns and delivers a 4-day Concession Management Course, comprising of 25 hours of instruction in a participative classroom environment. Each class is different, with students not only learning from the instructor, but from the experience and knowledge of the other students in the class. At the end of the course, an exam is administered, and for those passing the exam, designated credentials are awarded, that distinguish the participant as an industry trained Concession Manager.

<p>Program Outline</p> <p>Management</p> <ul style="list-style-type: none"> • Basic fundamentals • Financial & service objectives • Applications to recreational foodservice <p>Profit Planning</p> <ul style="list-style-type: none"> • Establishing a budget format • Projecting annual sales, labor costs • Annual budget preparation <p>Event Planning</p> <ul style="list-style-type: none"> • Projecting sales • Personnel and food requirements • Developing an event plan 	<p>Cost Control Systems</p> <ul style="list-style-type: none"> • Establishing viable cost control systems • Designing reporting forms • Evaluating operating results <p>Menu Planning/Branding</p> <ul style="list-style-type: none"> • Menu analysis and engineering • Branding options
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Program Host: Westerner Park
4847A - 19 Street
Red Deer, AB T4R 2N7

On Site Program Coordinator: Sheila Parisien, Westerner Park Food & Beverage
Manager 587 578 0842
sparisien@westernerpark.ca, or alternatively
Christine Lindsay, acting HR Manager 403 309
0236 clindsay@westernerpark.ca

Program Dates: August 23 - 26, 2019*

Registration Deadline: **June 28, 2019**

Program Cost: \$770.00 USD
\$220 CDN +GST - Catered breakfast, lunch and
all day beverages over the 4 days

Background for Larry Etter, Instructor

Larry Etter, is a professional food service executive with extensive experience in the entertainment industry. Larry began his career in the Hotel Industry managing food and beverage, he later went on to opening the Hyatt Regency Memphis, and The Peabody Hotel. He extended his career path by entering the recreational food service arena, where he renovated amusement parks as well as stadiums while serving to build other facilities such as Memphis Motorsports Park.

Larry Etter has also been instrumental in the theater industry since 1997 when he was employed by Malco Theatres, Inc. in Memphis, Tennessee. He was originally employed in the role as Director of Concession Services, however his expertise had progressed in such a fashion that he had taken on a more responsible role in operations and leadership within the organization. Larry has enjoyed the added roles in supervision as the Administrator of Training, Auditor, and Principal of Purchasing. As a Senior Executive with Malco, he had the opportunity to build a business through significant negotiations, including size-able soft drink agreements, on-screen advertisement contracts and construction build outs where he was responsible for the construction or acquisition of 17 new theaters in his tenure. The company has experienced considerable growth from 212 screens to over 323 screens in this time frame, with an increase in attendance from 4 million patrons to an excess of 8 million patrons.

In addition to his responsibilities as Senior Vice President at Malco, Larry has served as Chairman of the Board for the National Association of Concessionaires; and was recently appointed Director of Education. He currently serves on the Board of Directors for the Tri State Independent Theater Owners Association, where he also served as President from 2001 through 2003, and is an active member of the Board of Directors for the National Association of Theaters Owners.

Larry has served as a consultant to many other theater operators such as Compass Group, Eurest Dining Services and Chartwell's. His consulting services have also extend to the university level, where he has worked with Baylor University, The University of Mississippi, and Auburn University. Larry Etter has engaged in the development of concession curriculum platforms in universities and online. He has worked with Dr. Susan Hubbard at Auburn, to create a 3 hour accredited class in recreational food service management supporting a degree in Human Sciences. Larry has assisted in building online programs for Food Safety, Alcohol Awareness and Sexual Harassment. Larry has assisted in the strategic planning of the 1996 Olympics in Atlanta, with Creative Concession Concepts and McDonalds.

Larry has also participated in the delivery of certification within the NAC portfolio; a recreational food service safety exam through the NSF, and has contributed to writing the nationally certified manual for food safety by the NSF.

In addition to his consulting services, Larry has been invited to guest lecture at Auburn University. He frequently speaks to theater operators across the country, such as ShoWest, Cinema Con, Rocky Mountain Theater Owners, Tri State Independent Theater Owners, National Association of Concessionaires, Gold Medal Products, Inc. C. Cretors and Company, Vistar, Continental Concession Supply Inc. and Cine Show, the South Central NATO organization. He has international experience with in depth knowledge of the Russian Cinema market and has led seminars in Istanbul, Turkey. He has spoken before Kino Expo and conferences in Saint Petersburg, Russia and Business Russia in Moscow. Larry appeared in Hong Kong at Cine Asia, training Asian exhibition operators. He currently teaches a 1 day accreditation class for the recreational foodservice managers to those in the concession field as well a 3 day Concession Managers Certification class for NAC and the ACS certification for suppliers and sales professionals.

ACHIEVEMENTS

Larry Etter has received the Bert Nathan Memorial Award at Showest, 2003; the Outstanding Leadership Award from Tri State Theater Owners, 2001; an Honorary Doctorate of Foodservice from the North American Foodservice Equipment Association, 2005; and The Gold Medal Achievement from Tyson Foods, 1990. Larry was inducted by the Tri State Independent Theater Owners into its Hall of Fame in 2003. He was presented The Mickey Warner Award by NAC (its highest recognition) in 2012 for his continuous contributions to the recreational foodservice industry.