



# CULINARY MANAGEMENT INSTITUTE

The Culinary Management Institute at the International Career Development Conference is a dynamic, interactive learning activity designed for students enrolled in culinary/food service programs. Collegiate DECA recognizes that the culinary industry has evolved from a trade to a profession—successful career advancement in the food service industry requires not only the knowledge and skills of food preparation, but also the development of leadership ability and business management competence.

Format and presentation topics for the Culinary Management Institute (CMI) are selected annually based on recommendations from business and industry leaders. Activities include discussions and interaction between students and top industry professionals on topics such as current trends and issues in the food service industry. Management-level issues will develop from hands-on food service experiences and/or business tours. The Culinary Management Institute includes the popular Culinary Challenge team competition.

All participants in Collegiate DECA's Culinary Management Institute will receive a certificate of completion. The top teams in the Culinary Challenge will be recognized onstage at the Grand Awards Session.

## GUIDELINES FOR THE CULINARY MANAGEMENT INSTITUTE

While the exact topic and format vary from year to year, the following guidelines will provide a basic understanding of Collegiate DECA's Culinary Management Institute (CMI) at the International Career Development Conference.

Participants must bring their own basic knife kits, as well as culinary uniform. They are encouraged, but not required, to bring their school's culinary uniform.

Any additional information pertinent to the current year will be sent to advisors, and will also be available on the Collegiate DECA Web site, prior to the International CDC. This includes any additional culinary tools that students may be allowed to bring.

The extent to which participants prepare food as part of the CMI and Culinary Challenge depends on limitations (such as liability issues) of conference facilities.

## QUALIFICATIONS OF PARTICIPANTS

The Culinary Management Institute is designed as a program of both seminar and experience-based learning, combined with a performance-related activity. While a basic understanding of the culinary/food service industry is certainly helpful, expertise is neither required nor expected.

Students who are registered for the Culinary Management Institute, may NOT be a competitor in an official competitive event (Business Simulation, Case Study or Prepared Business Presentation).

Students who are registered for an official competitive event may participate in one or more parts of the Culinary Management Institute. Exactly which parts will vary year to year based on the nature of the specific activities and the number of participants. However, due to issues related to scheduling, students registered for an official competitive event will not be assigned to a team and therefore will not participate in the Culinary Challenge.

## SCHEDULE & FORMAT

*(SUBJECT TO CHANGE)*

### DAY TWO OF CONFERENCE

An orientation session will be held for all CMI participants. During this session the CMI Coordinator will provide the details of the remaining schedule for the CMI.

One or more seminars/discussion sessions with culinary/food service professionals will be held.

### DAY THREE OF CONFERENCE

One or more hands-on food experience and/or business tours will be held. This may also include the food portion of the challenge.

Teams will be on their own to analyze the business-related portion of the challenge and develop their solutions and recommendations.

### DAY FOUR OF CONFERENCE

Culinary Challenge teams will present their solutions and recommendations for business-related portion of the challenge to culinary/food service industry professionals.

The top teams will be recognized on stage at the Grand Awards Session.

## **APPROPRIATE ATTIRE**

The standard dress code for all International Career Development Conference participants is as follows: "Participants will be dressed in appropriate businesslike attire suitable to each occasion." Culinary uniforms will be considered appropriate businesslike attire for the CMI.

Any exceptions to these guidelines (i.e., an off-site tour where more casual attire is appropriate) will be communicated before the conference via the Web site (<http://www.deca.org/college-programs/international-career-development-conference-college/>) and on site during the orientation session on Day Two of the conference.

## **CULINARY CHALLENGE**

The Culinary Challenge will be presented to the students either during the participant briefing or as part of an orientation session given as part of an off-site tour experience.

## **CULINARY MANAGEMENT INSTITUTE TEAMS**

The Culinary Management Institute allows students to form their own three (3) person teams, from the same college or the same chartered association, during the pre-conference registration period. Students not on a pre-registered team of three (3) will most likely be grouped with other students to form teams of three (3) members. Team members will work together in activities throughout the CMI.

## **PRESENTATIONS FOR BUSINESS-RELATED PART OF CHALLENGE**

Each team will draw for a presentation time slot. Presentations typically begin on the morning of final competition immediately following the Preliminary Awards Session, and will last as long as necessary for all teams to present.

The precise schedule for presentations will be determined based on the specific activity for this year; however, a basic presentation will last approximately 15 minutes and will consist of:

- Set-up time for visual aids
- Presentation by the team to one or more judges
- Question and answer period
- Scoring time for judge(s)

During the participant briefing (day two of the conference), the CMI Coordinator will inform the students of how the room will be set up for the presentations, and what audiovisual resources will be available for their presentation. Depending on the nature of the presentation topic, it may be appropriate for technology (i.e. laptop computer) to be used. The allowance of technology will be addressed on the Web site prior to the conference.