



RUCK-SHOCKEY ASSOCIATES, INC.



- **STRATEGIC FACILITY PLANNING**
- **FOOD AND HOSPITALITY SERVICES**
- **TECHNOLOGY SOLUTIONS**
- **ENVIRONMENTAL SERVICES**
- **INTERIM MANAGEMENT**
- **RUCK-SHOCKEY LEARNINGSM**

WE ARE RUCK-SHOCKEY

STRATEGIC GROWTH SPECIALISTS

Ruck-Shockey & Associates (RSA) is a hospitality consulting firm dedicated to providing insights into new systems, strategic plans, new technology, and implementation of future changes. Our mission is to enable our clients with the resources they need to manage, plan and implement changes in their operation.

Carolyn Ruck and Georgie Shockey founded RSA, a privately held female US corporation, in 1997. They each have over 30 years of hospitality experience, including project management, operations, and implementing specialized technologies.

RSA features a team approach, with over 60 combined years of specialized experience in Hospitality Consulting Foodservice and Environmental Services [EVS], Management, Planning & System Design for our Healthcare, College & University and Corporate Dining Clients.



Carolyn Ruck



Georgie Shockey

Integrated within our team's capabilities is our Business QUEST-Track™ framework which permits us to highlight critical success enablers at program initiation to promote collaboration and delivers lower costs and implementation time, while maintaining delivery of high-quality service to achieve intended results.

We assure effective customer understanding of total progression lifecycle monitoring and the importance of fiduciary contribution to multilevel stakeholders, including:

- Operational Consultants– Food & EVS
- Executive Chefs
- Registered Dietitians
- Design Consultants
- Performance Learning Leadership Consultant
- Recruiter and Staff Trainers
- Marketing Consultants
- Analysts
- Transformation Strategists
- Strategy Consultants
- Implementation Experts

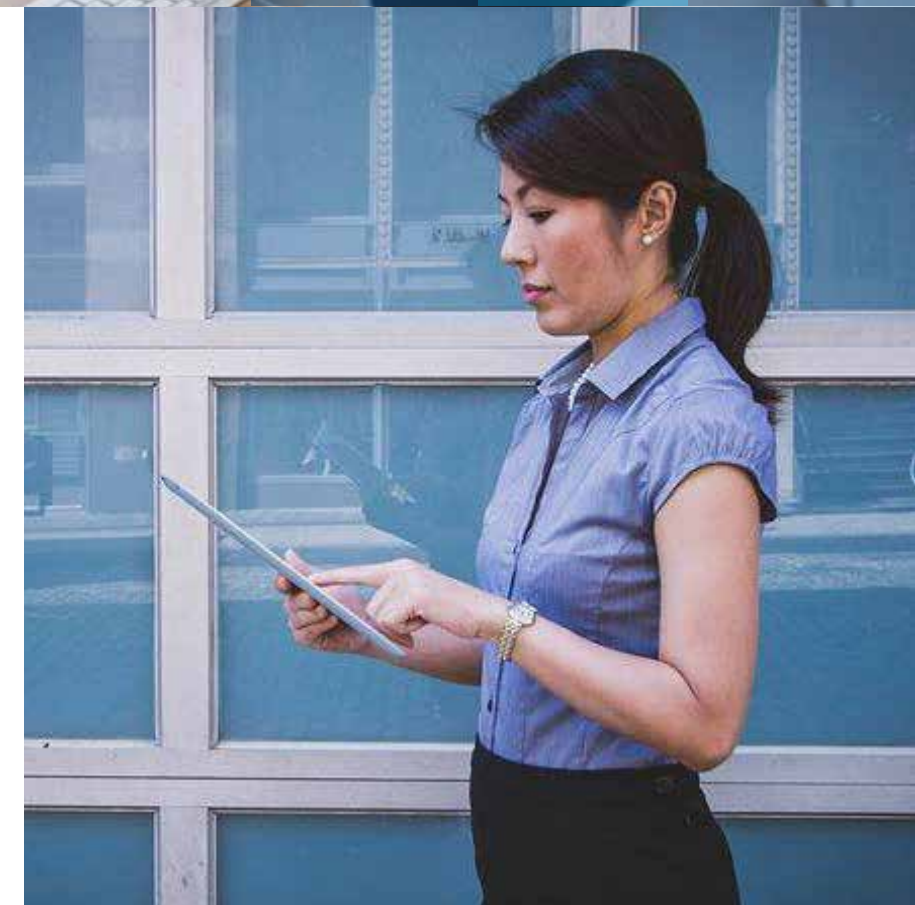


TECHNOLOGY SOLUTIONS

The professionals on the RSA Team are uniquely positioned to provide all aspects of technology platform support for F&NS and EVS integrating technology into hospitality support services. We can manage any number of technology sectors with efficiency that create meaningful results for your organization, your employees, the community you serve and your customers.

The RSA Tech Deck

- Software Solutions
- Technology Staffing & Support
- Technology Assessment
- Design & Accountability – Dashboards
- Professional Technology Services
- New Initiatives - Integration



FOOD & NUTRITION SERVICES



ENVIRONMENTAL SERVICES



CULINARY TALENT TO CLINICAL EXPERTISE WITH SOLID OPERATIONAL TRACKING

The RSA team brings an objective view to your operations, and are able to identify operational, culinary, clinical quality and facility improvements, and make recommendations based on our extensive knowledge of the food and hospitality industry and best practices.

Our team focuses on productive operations, enhancing retail sales, quality for all customers, operational program development, clinical standards, capital feasibility and development of projects. We look for opportunities to reduce expense and/or increase bottom line revenue without impacting quality.

We perform complex feasibility studies that have secured multimillions in capital for our clients.

Training standards are essential to all work and our consultants are subject matter experts and maintain the credentials to enhance engagement and business outcomes.



The Ruck-Shockey team includes numerous Environmental Service (EVS) consultants, which have led assessments & transformations in single as well as multi-site operations across the country and new program developments.

Our team focuses on labor baseline development, cleaning times and frequencies, and best practice discussions on "who cleans what" for the most effective productivity standards. We look for opportunities to save money by scheduling for aligned outcomes, vendor consolidations and/or product consolidations, as well as the use of technology to drive best practices.

We perform quality assessments and monitor on-going outcomes to drive customer and staff satisfaction. Training standards are essential to all work and our consultants have experience and maintain the credentials to enhance engagement and business outcomes.

Quality Services & Tools

- Operational Assessment Delivery System
- Customized Training
- Quest-Track™- Systematically review and process the recommendations for each project
- Document space for program planning
- Determine service levels per area or department
- Develop operational tools
- Vendor and supply consolidation
- Operations

Transition Planning

- Contract/in-source changes
- New facility transitions

Productivity & Supply Cost Management

RFP Management

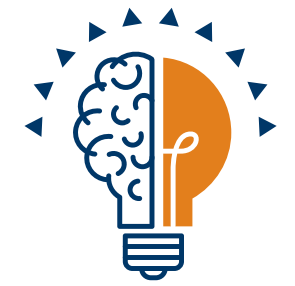
Our team consists of highly trained food service operational managers, certified chefs, registered dietitian nutritionists (RDN) skilled in areas of:

- Operations
- RFP Management
- Transition planning
- Clinical Nutrition and Wellness
- Productivity and Supply Cost Management
- Meal Delivery Services for Patients/Residents (Healthcare Focus)
- Meal Delivery Services for Employee and Visitors
- Meal Delivery Assessment
- Service Integration
- Retail Services
- Technology & Software Solutions



STRATEGIC FACILITY PLANNING

INTERIM MANAGEMENT & RUCK-SHOCKEY LEARNINGSM



LEARNING
POWERED BY RUCK-SHOCKEY
POSSIBILITIES • IDEAS • GROWTH

CUSTOMIZED ONLINE PERFORMANCE LEADERSHIP

Are you struggling to develop leadership talent and monitor education compliance for your team? Are there new systems and processes to be shared with large numbers of staff in different locations? Do you need to add skills to your team to advance your programs?

You're not alone.

Ruck-Shockey LearningSM is Your Resource For:

- Relevant operations leader development courses and learning paths
- Customized online and in-person training programs created for individuals, teams, and organizations
- Tracking employee completion, compliance, and CEUs

Ruck-Shockey Learning Tools or Offerings

- Front-Line Leadership Programs
- Performance Leadership Development
- Performance Coaching
- Customized Online Training With or Without Compliance Tracking

The Benefits of Ruck-Shockey LearningSM Are:

- ROI for retaining team members and engaged leaders
- Easy access for you and your team
- Completed at your own pace
- Leadership development that can be combined with Performance Coaching
- Immediate application—priceless!

The strategic positioning of location, layout and the operating model of hospitality driven departments such as Food, Environmental Services and Laundry is essential for ultimate delivery of service and optimal operating efficiency.

Ruck-Shockey & Associates (RSA) and its team of consultants lead clients through a proactive delivery of services to position a new or redeveloped facility to be effective and competitive.

We work to understand the data and location volumes to support the management and operational needs, including labor needs/FTE's, space, location and expenses. We map all logistical components and pathways to ensure operational and efficiency goals are achieved—taking into account current and future goals. All studies, presentations and reports are customized to each client, with supporting data and projected outcomes, so that the executive team sees a strong case for making a change or improving on existing facilities and/or services.



Our Interim Management Services Division caters to all areas of the food, nutrition and environmental services within the hospitality industry.

Our Interim Management Services has successfully supported departments that were between managers, operational transformations that needed extra support and short term critical support. When time and resources are short and your organization's stability is at risk, our team can take on that extra workload AND make significant contributions to your operation.

Our consultants are specialists who have worked within the industry and know firsthand the demands you face day-to-day. Our interim team has each managed multiple transitions from full departments to singular positions, bringing depth and experience to each.

These services put our clients ahead of the competition with talent and seamless execution of your goals and objectives, and on the track to success.



OUR FACILITY PLANNING PROCESS INCLUDES

- Understanding organizational direction, goals & vision
- Qualitative and quantitative studies
- Operational modeling
- Consolidation vs. decentralization studies
- Logistics & material flow
- Presentation and preparation for executive team senior leadership
- Integration with design and architectural teams



OUR CAPABILITIES

- Organizational Business Systems
- Operational Review & Assessment Studies
- Food, EVS Service, Design & Transformation
- Menu & Recipe Development
- Staff Training & Recruiting
- Information Technology
- Corporate Advisory, Strategic & Program Management
- Personnel Management & Support
- Interim Management
- Request for Proposal (RFP) Processes
- Implementation Services & Tools
- Master Plans (Space, Retail, Operations)



SOME OF OUR CURRENT & FORMER CLIENTS

- The Ohio State University Wexner Medical Center
- Intermountain Healthcare
- Geisinger Health System
- Curtis Institute of Music
- Creighton University
- Stanford University
- Oakland Unified School District
- Premera Blue Cross
- Association of Healthcare Foodservice (AHF)



RUCK-SHOCKEY ASSOCIATES, INC.

Foodservice & Hospitality Consultants
Management ▲ Planning & System Design

www.ruckshockey.com

CORPORATE HEADQUARTERS

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