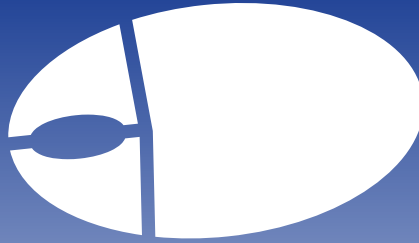


PTLA WEBINARS 2008-2009



Food Cost Strengthening – How To Work With Food Cost To Increase Profit And Reduce Waste

April 15, 2009 • 2:00PM - 3:00PM

Presented by: Malcolm Halliday, CEC Corporate Chef / Business Review Manager SYSCO Food Services of Central PA

Learn how working with food cost can help your bottom line, reduce waste, and keep you and your customers happy. Join in this basic understanding of the workings of food cost and menu pricing. Learn how to reduce food cost by simply reducing inventory.

COST: \$49.00 for PTLA members **\$69.00** for non-PTLA members

Name/Title: _____
Company: _____
Address: _____
City/State/Zip: _____
Phone: _____ Fax: _____
Email: _____

***Once registered, you will be emailed instructions to join the webinar on
April 15th at 2:00PM***

TOTAL ENCLOSED: \$ _____

METHOD OF PAYMENT:

- Check or Money Order
(payable to PA Tourism & Lodging Assn.)
- American Express
- MasterCard
- VISA Discover
- Please Invoice

Credit Card Account Number

Expiration Date

Verification Code

Cardholder's Signature _____

Cardholder's Billing Address if different from above _____

Return to: **PA Tourism & Lodging Association • PO Box 12025 • Harrisburg, PA 17108-2025**
Phone (717) 232-8880 • Fax (717) 232-8948
E-mail: info@patourism.org • www.patourism.org

