Now is the Time to Invest in the Restaurant Industry’s Future

The restaurant and foodservice industry is poised to add 1.3 million jobs over the next decade. Where will the industry find its future stars—the managers, chefs, operators, distributors and suppliers—needed to meet this workforce challenge?

The National Restaurant Association Educational Foundation’s (NRAEF) ProStart program is the answer. The NRAEF impacts the prosperity of the restaurant industry by developing a stronger workforce and building the next generation of industry leaders. The Foundation’s educational initiatives - including ProStart - provide management, culinary, food safety and employability skills training to millions of Americans, building a pipeline of industry talent.

We invite you to become involved in or to renew your support for one of the most powerful programs in the restaurant and foodservice industry. Please support the ProStart Initiative, the NRAEF’s annual campaign to support this high-impact program.

Restaurants need ProStart. ProStart needs you.

ProStart is an exciting model for fulfilling individual, community, and industry needs. It is imperative that the program grow in order to meet the dynamic challenges of our nation’s economy as well as the workforce demands of the restaurant and foodservice industry.

With the necessary industry support, ProStart will reach a critical mass of national scope, impacting the lives of hundreds of thousands of young people.

This Initiative has drawn the attention of numerous industry leaders that have a stake in the future growth of the restaurant and foodservice industry. Every dollar spent in restaurants generates an additional $2.05 in spending across all sectors of the economy. This is why the NRAEF is supported by so many partners beyond the restaurant operators.

Your gift connects students with a successful future. Help us Feed Dreams and Build Futures—get involved today.
What is ProStart?

ProStart is a program that works! It is a nationwide, two-year program for high school students that develops the best and brightest talent into tomorrow’s industry leaders. From culinary techniques to management skills, ProStart’s industry-driven curriculum provides real-world educational opportunities and builds practical skills and a foundation that will last a lifetime.

By bringing industry and the classroom together, ProStart gives students a platform to discover new interests and talents and opens doors for fulfilling careers. It all happens through a curriculum that teaches all facets of the restaurant and foodservice industry, inspires students to succeed and sets a high standard of excellence for students and the industry.

Developed by the National Restaurant Association Educational Foundation (NRAEF) and activated in partnership with state restaurant associations, ProStart is at work in 47 states across the country as well as on Guam and 19 U.S. military bases throughout the world. In 1997, ProStart began with just 100 students in six schools; in 2011, more than 90,000 students participate in ProStart—but this is just the beginning.

Why Now?

ProStart students represent the new workforce of today and the leaders of tomorrow.

The restaurant and foodservice industry is a cornerstone of the nation’s economy, accounting for $580 billion in sales annually, or 4% of the United States gross domestic product. The industry employs approximately 12.7 million people—almost 9% of the national workforce. By the year 2021, it is expected to employ 14 million people, including an 80% growth in management positions.

ProStart fosters a deep commitment to a career path in our industry. Their exceptionally high retention rate in the industry results in a competitive advantage and significant savings for operators.

“Our support for ProStart is a long-term commitment that will grow the capability of the teachers and students and grow our own capability to develop future leaders. We are involving our franchisees and restaurant managers so that we can touch more lives with in-restaurant training of the local teachers and internships for these capable students. The return on investment will be a prepared workforce for the future.”

Cheryl A. Bachelder, President & CEO, Popeyes® Louisiana Kitchen
Why support ProStart?

It is as simple and powerful as this—Feeding Dreams. Building Futures.

ProStart is powerful—it provides an outlet for high school students across the nation—rural, suburban and urban—to harness an existing passion for food and hospitality or to discover new talents. They are given an opportunity to shine and are introduced to our industry in the classroom and on the job through mentored work experiences.

Moreover, students learn discipline, how to work in effective groups, and the value of career goals.

And ProStart is by the industry, for the industry.

The NRAEF and our state restaurant association partners have cultivated strong and enthusiastic support from throughout the restaurant industry. From independent owner-operators to multinational corporations, ProStart is supported by the industry, and professionals volunteer their resources, time, and expertise to ensure the program is successful.

ProStart students are working in every segment of the industry, including:

- Quick-service and fast casual restaurants
- Full-service restaurants
- Managed services providers
- Fine dining restaurants

They are learning management and culinary skills that will lead them to rewarding careers throughout the industry.

Career training and employment opportunities for today’s youth, particularly programs that encourage them to stay in school while gaining real-world learning experiences, can change the course of their lives and have an extraordinary impact on everyone around them—their peers, their families, and their communities.

Skills that Students Master in ProStart

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<tr>
<th>Employability Skills</th>
<th>Culinary Skills</th>
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<tr>
<td>■ Effective communication</td>
<td>■ Food safety</td>
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<tr>
<td>■ Dependability and taking initiative</td>
<td>■ Nutrition</td>
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<tr>
<td>■ Professional appearance and demeanor</td>
<td>■ Kitchen essentials: recipes, menus, and policies</td>
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<tr>
<td>■ Sound judgment</td>
<td>■ Preparation and storage of all menu items: soups, sauces, salads, fruits, vegetables, meat, seafood, and desserts</td>
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<tr>
<td>■ Workplace values</td>
<td>■ The use, handling, and cleaning of all foodservice equipment</td>
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<th>Management Skills</th>
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<td>■ Customer service</td>
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<td>■ Workplace safety</td>
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<td>■ Controlling foodservice costs</td>
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<td>■ Marketing and the menu</td>
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<td>■ Sustainable practices</td>
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A Recipe for Success

ProStart provides a comprehensive educational experience over a two-year period in participating high schools. Key elements of the program include:

- A dedicated corps of educators and industry volunteers
- Proprietary curriculum resources
- Comprehensive hands-on course work for learning management, culinary, and employability skills
- A 400-hour mentored internship with industry partners
- A certificate process which enhances opportunities for further education, training, and job placement
- Active engagement from the National Restaurant Association Educational Foundation and state restaurant association staff and volunteer leadership

National ProStart Certificate of Achievement

Upon completion of the program and successfully passing two comprehensive exams, students may earn the ProStart National Certificate of Achievement. Certificate holders are eligible to earn special scholarships and advanced credits from many colleges and universities across the country.

ProStart – Proven Results

In 2009, the NRAEF completed a longitudinal study that measured the retention rates of select groups of ProStart alumni. Five years after being awarded an NRAEF National Certificate of Achievement Scholarship, 81% of the recipients continued to work and/or study in the industry. The study also found that five years after competing in the National ProStart Invitational, 78% of the participants continued to work and/or study in the industry.
Expanding beyond the classroom, many ProStart students accept the challenge of competing for the opportunity to represent their state in the National ProStart Invitational.

The National ProStart Invitational consists of two competitions — management and culinary. Teams must win first place at the state level to advance to the national event. In this fast-paced competition, teams demonstrate their culinary skills and knowledge of restaurant management before nearly 1,000 fellow students, educators, mentors, state restaurant association representatives, industry professionals, NRA and NRAEF board members.

At the 2011 event, the NRAEF and partner colleges awarded more than $1.4 million in scholarships to the first- through fifth-place teams to pursue further education in foodservice and hospitality programs.

Students who compete both at the state and national level hone their teamwork skills, cultivate the ability to work under intense pressure, and make connections that will benefit them throughout their careers.

“Sodexo believes ProStart will help fill future foodservice industry positions and attract the next generation of candidates to create their careers with Sodexo. Sodexo is proud to be a national ProStart partner since 1998, helping to provide college scholarships and in-unit training for top ProStart performers. I strongly encourage you and your organization to invest in the lives of these students and the future of hospitality industry.”

Lorna Donatone, COO & President, Sodexo, Education Market
Funding ProStart

NRAEF maintains a vital linkage to the states and communities that administer ProStart programs in their local schools. It provides a wide range of support to state restaurant associations, and plays an essential role in promoting the ProStart program nationwide to increase visibility, growth, and standards of excellence.

Additionally, NRAEF sponsors key events throughout the year, including professional development opportunities. Through the Educator Training and Development Awards, the NRAEF Summer Institutes and other enrichment activities hosted by the NRAEF, educators attend valuable training workshops to enhance their understanding of the industry and bring the skills learned back to the classroom.

ProStart Initiative: Year-One Success

The ProStart Initiative was launched in 2011 to raise $3 million in new funding, with the funds to be shared with state restaurant association partners to support their local programs.

The NRAEF is on track to achieve this first-year goal, and funds have been used nationally to grow and enhance the program, and disbursed to state restaurant associations to strengthen the local infrastructure.

In partnership with state restaurant associations, the first-year ProStart Initiative funding supported:

- Educational programming and supplies for students and educators
- Increased accessibility to the ProStart National Certificate of Achievement
- Professional development for educators
- Enhancement of ProStart national and state competitions
- Scholarships for ProStart students and educators

"Many others, like me, strive towards a career in this tough industry. ProStart shows me that all my hard work in high school paid off within the industry and pushes me to work even harder on my education in college. I plan to double major in Business and Hospitality & Tourism. Your commitment to help students who aspire to work in the foodservice industry is greatly appreciated by many, including myself."

Courtney, Charleston, South Carolina

"Your interest in my education and success will lead me to even greater achievements and opportunities. I hope to make all of you proud in the future."

Dillon, Oak Point, Texas
**ProStart Initiative: 2012 and Beyond**

**A Vision for the Future**

Looking ahead, future funds raised are earmarked to expand the program to include new schools, additional students and enhancement in the overall experience.

Working in close collaboration with our state restaurant association partners, the NRAEF identified the following top priorities for expanding ProStart:

- Strengthening the ties between industry and the classroom
- Enhancing students’ educational experience
- Providing professional development opportunities for educators

Each state restaurant association will specify their needs for additional funds in these priority areas.

The NRAEF is also pursuing additional sources of funding support, ranging from public funding to foundation grants. Coupled with these efforts will be an emphasis on performance measures to track our progress toward the dual goal of “enhance and grow.”

Increasing investment in ProStart will empower the lives of thousands of young people.

There are many testimonials among industry leaders of the impact that ProStart alumni have already made, and the demand for hiring them is well outpacing the number of students currently enrolled in the program.

An investment at new levels over a period of five years will enable ProStart to grow significantly from its current base of 90,000 students and 1,700 schools.

This is a transformational moment for our industry at a national, state, and local level.

If we seize this opportunity to increase our investment significantly, it will allow us to take the program to new heights and prepare our industry for its future.

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**Get Involved**

Why should you invest in ProStart?

Because it is an investment—in both the future vitality of a key industry in our nation’s economy and for a generation of youth standing on the threshold of exciting, challenging, and rewarding career paths.

For further information, contact:

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Visit www.nraef.org for more information.

To meet the students, educators and industry leaders that make up the ProStart program, view the video on www.prostart.restaurant.org.