



*inspiring older adults through  
volunteerism, enrichment and community  
connection*

1320 W. Lockwood Ave. • Glendale, MO 63122 • Phone: (314) 395-0988 • [www.shepherdscenter-wk.org](http://www.shepherdscenter-wk.org)

## **Shepherd's Center Chef Showcase 2020 – Event Guidelines**

### **Pre-event paperwork**

- Complete and Return Participating Senior Community Contact Form
- Submit artwork for a full page, black and white program page promoting your Chef and Menu, measuring 6” W x 7 ¾” L which includes Chef’s name and photo, title and description of menu items. Submit in JPEG or PNG format emailed to Pegi Nardoni, [pnardoni@shepherdscenter-wk.org](mailto:pnardoni@shepherdscenter-wk.org) by March 9.
  - Health Department Forms:  
(forms will be available for download on the Shepherd’s Center website)
    - Temporary Food Establishment Application due to Shepherd’s Center no later than March 27.
    - TFE Food Temp Check Form to be completed and on site the night of the event

### **Setup on day of event**

#### **Schedule for the evening**

- Senior communities arrive between 4-5 pm to set up
- 5:00 Health Department checks food
- 5:30-8:00 Chefs serve guests

#### **Event Venue**

Kirkwood Community Center  
111 South Geyer Road, 63122

- Enter through the gym door labeled “Restaurants”
- 8 foot table with a tablecloth will be provided for serving food
- An additional table will be provided for marketing materials, displays, etc.
- We will display a large poster on the wall behind your table with your community’s name, chef, and menu items
- You are welcome to decorate your tables and bring menus, flyers, business cards, etc. to promote your senior community and its amenities
- You will be serving the guests, bring serving utensils and any heating or cooling equipment you may need.
- Outlets will be available for heating or cooling equipment, please bring your own extension cords
- In order for our event to be in compliance with Health Department and Fire Codes, all dishes must be cooked off-site prior to the event. **NO COOKING ONSITE!**



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- The Health Department mandates that Potentially Hazardous Foods (PHF's) arrive at 41°F or below or 135°F or above. We will have a thermometer on site to check food temperatures. Because food is being served for two and 1/2 hours, it is considered to be "time protected." Refer to information about Health Department Forms in the "pre-event paperwork" section above.
- Food and food containers may not be stored on the floor. Chairs behind your table can be used.
- Hand wash stations with water, soap, paper towels, and extra gloves will be provided near your table.
- We will provide utensils and napkins for guests. Please provide appropriate serving plate/bowl, etc. for your dishes.
- Helpers from the Shepherd's Center will be working from noon until 9:00 pm the day of the event, if you have questions.

### **Expected Attendance & Serving Food**

- Menu items are limited to dishes that are normally served at your facility.
- We are expecting approximately 300-350 attendees. In 2019 the event was a sell-out.
- Plan on small, tasting portions
- You may season and prepare food as you like.
- We will provide utensils and napkins for guests. Please provide appropriate serving plate/bowl, etc. for your dishes.

### **People's Choice Awards**

- Multiple People's Choice Awards will be presented in several different categories.
- Each guest that attends the event will be given color-coded tickets. Each Chef station will have a jar to collect tickets. Shepherd's Center volunteers will collect and count the tickets at a designated time. Plaques will be awarded to the winning Chefs.
- All participating Chefs will receive a framed recognition certificate suitable for display in their communities.



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## **Marketing**

- Each senior community will be provided with one table for serving food and one table to marketing materials.
- Participating senior communities are encouraged to display marketing materials for distribution.
- Those who wish to donate auction or attendance prizes are welcome to do so. Please let us know by **March 9** if you are interested so we can reserve space at the auction table.

### **Marketing prior to the event:**

- Participating senior living communities will be included in event promotion to the general public and sponsoring congregations:
  - Shepherd's Centers Sponsoring Congregations will receive promotional materials to distribute to their congregants. (16 congregations).
  - Shepherd's Center website will feature event.
  - Shepherd's Center Facebook page will have posts weekly beginning 6-weeks prior to the event
  - Shepherd's Center email blasts prior to event.
  - Recognition in event ad in the Webster/Kirkwood Times.
  - Press release including participating communities
- Participating communities will receive a flyer to distribute within their communities
- We encourage Chefs and senior communities to post the event on their websites and Facebook pages as well. Please post in your Facebook Events.

### **Promotion on-site will include:**

- Full page, black and white Chef/Menu page in event program (6 1/4"W x 8"L)
- Senior community marketing materials distributed at Chef's tables

### **Post-event Promotion:**

- Awardees Announcement in Shepherd's Center Summer Newsletter
- Email announcement to 1,300 distribution list
- Announcement of participants and winners on Shepherd's Center website and Facebook page

***Additional Ad and Event Sponsorships available – call (314) 395-0988 for more information***