

**Servers Test**

**Multiple Choice**

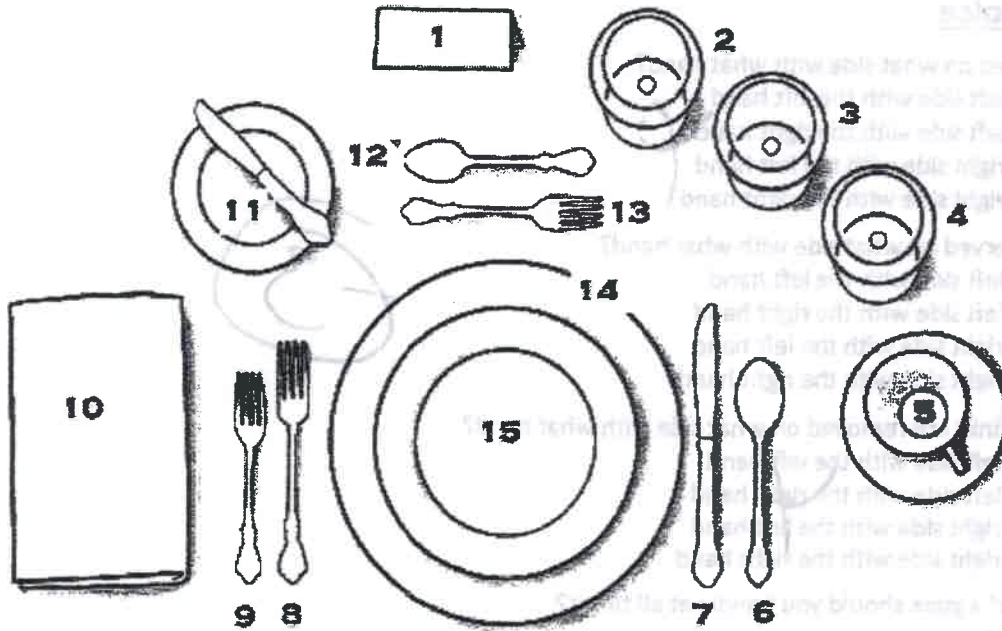
- D 1) Food is served on what side with what hand?  
a) On the left side with the left hand  
b) On the left side with the right hand  
c) On the right side with the left hand  
d) On the right side with the right hand
- D 2) Drinks are served on what side with what hand?  
a) On the left side with the left hand  
b) On the left side with the right hand  
c) On the right side with the left hand  
d) On the right side with the right hand
- A 3) Food and drinks are removed on what side with what hand?  
a) On the left side with the left hand  
b) On the left side with the right hand  
c) On the right side with the left hand  
d) On the right side with the right hand
- A 4) What part of a glass should you handle at all times?  
a) The stem  
b) The widest part of the glass  
c) The top
- D 5) When you are setting a dining room how should you set up your tablecloths?  
a) Neatly and evenly across the tables  
b) The creases should all be going in the same directions  
c) The chairs should be centered and gently touching the table cloth  
d) All of the above
- D 6) If you bring the wrong entrée to a guest what should you do?  
a) Go back into the kitchen and patiently wait in line behind the rest of the servers until it's your turn  
b) Inform the guests that you will bring the correct entrée once everyone else in the dining room is served  
c) Try to convince the guests to eat what you brought them  
d) Go back into the kitchen to the front of the line and inform the expeditor that you need a different entrée

**Match the Correct Vocabulary**

- |                          |   |
|--------------------------|---|
| <u>D</u> Scullery        | A. Metal buffet device used to keep food warm by heating it over warmed water   |
| <u>E</u> Queen Mary      | B. Style of service where food is prepared or served individually at the dinner table to fit the customer's specific taste (i.e. providing dressing and pepper for salad or handing out bread to each patron) |
| <u>A</u> Chaffing Dish   | C. Used to hold a large tray on the dining floor  |
| <u>B</u> French Passing  | D. Area for dirty dishware and glasses  |
| <u>G</u> Russian Service | E. Large metal shelving unit for prepared food to be held or for dirty trays to be stored   |
| <u>F</u> Corkscrew       | F. Used to open bottles of wine   |
| <u>C</u> Tray Jack       | G. Style of dining in which the courses come out one at a time  |

Name Daniel Atwater  
Score / 35

## Servers Test



### Match the Number to the Correct Vocabulary

10	Napkin	8	Dinner Fork
11	Bread Plate and Knife	5	Tea or Coffee Cup and Saucer
1	Name Place Card	7	Dinner Knife
12	Teaspoon	2	Wine Glass (Red)
13	Dessert Fork	9	Salad Fork
6	Soup Spoon	14	Service Plate
15	Salad Plate	3	Wine Glass (White)
4	Water Glass		

### Fill in the Blank

- The utensils are placed 3 4 inch (es) from the edge of the table.
- Coffee and Tea service should be accompanied by what extras? Cream and sugar.
- Synchronized service is when: each item is served to each guest. is equal time
- What is generally indicated on the name placard other than the name? Food selection and drink
- The Protein on a plate is typically served at what hour on the clock? 6
- If a guest asks for a specialty dinner (i.e. Gluten-Free or Vegetarian) you should do what immediately?  
Inform guest you will inquire and immediately inquire with the cooking crew.

## Daniel D. Atwater, M.C.M.

Strategies: **Public Relations | Marketing | Diversity**

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### PROFILE

*Public and private companies, universities and non-profit organizations utilize Daniel Atwater as an executive resource for marketing communication, public relations and management consulting programs. His expertise in communication management includes specialties in financial markets, technology, retail, real estate asset management and education.*

### Highlights

- Relied upon for exemplary communication and marketing programs for a suite of industries clients in media, financial services, technology, retail, real estate, natural resources and academia.
- Recent clients include: [Rhubarb Studios](#), [Clickatell](#), [New Designs Charter Schools](#), [Beacon Media, Inc.](#), [Fiera Capital %](#), [Bel Air Investment Advisors](#), [Market Track](#), [The Sage Group](#), [F&M Bank](#), [Market Track](#), [RCS Capital %](#), [Docupace Technologies](#), [Mueblas Tubulares Ramirez](#), [Kraver](#), and [RKF](#).
- Manage teams with high performance metrics on diverse client corporate communication and marketing programs, including: variances in budget; audience; public/private company compliance and organizational goal standards.
- Most recently responsible for a portfolio of clients with a combined base of over **\$18.5B in assets under management**.

### SKILLS & TECHNICAL EXPERTISE

**Marketing Communications** | Partnerships | **CSR** | Messaging | Account Management | **Project & Budget Management** | Market Research | Competitor Analysis | **Social Media Marketing & Engagement** | Financial Marketing Strategy | **Integrated PR & Marketing** | Branding | Website Development | Due Diligence | **Financial Reporting** | Investor Relations | Media Relations | **Asset Management** | Team & Board Leadership | Training & Coaching | **Community Engagement** | Signature Events & Conferences | Financial News & Wire Services | **CRM** | Adobe Suite | Passion | Vendor Management | **Public Speaking** | M&A Announcements | **Diversity & Inclusion**

### EMPLOYMENT EXPERIENCE

#### | RELEVANT EXPERIENCE |

#### ADJUNCT PROFESSOR & DEAN'S CABINET EMERITUS, COMMUNICATION STUDIES

##### [California State University, Los Angeles](#) | Los Angeles, CA

June 2012 – Present

- Reported to the dean of the College of Arts & Letters on 10 strategic initiatives annually
- Courses include COMM 495 (Public Relations & Marketing) and COMM 497 (Crisis Management)
- Often called upon for contribution to university branding strategy and [signature speaking engagements](#)
- Innovative professional development focus where student demand reaches capacity each quarter
- Retain high profile industry guest speakers to university, including public dignitaries & corporate executives
- Emphasis on business, financial communication and new media tools while exploring current marketing tactics and trends in various regions, industries and sectors

#### MANAGING DIRECTOR

##### [Atwater Strategies](#) | Beverly Hills, CA

June 2015 – Present

- Founder of management consulting firm with public relations, marketing creative and diversity strategies
- Industry sectors include clients in financial services, technology, natural resources, media and academia
- Roughly 300% growth in revenues projected from YE 2015 to YE 2016.

#### SENIOR ACCOUNT MANAGER

##### [The Pollack PR Marketing Group](#) | Los Angeles, CA

March 2011 – June 2015

- Reported directly to the CEO, President & CFO amid [day-to-day management of the agency's financial services practice](#); additional exposure to related industries of real estate, retail, e-commerce & technology
- Achieved 30% year-over-year increase in overcoming client bonus metrics in the *high net worth* financial advisory business
- Retention and management of partnerships with the Associated Press, New York Times and Wall Street Journal, netting clients' front page company profile and marketplace data coverage
- Sole manager level-member of the agency's exclusively partner level new business team, including CRM



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## PROFILE

Public and private companies, universities and non-profit organizations utilize Daniel Atwater as an executive resource for marketing communication, public relations and management consulting programs. His expertise in communication management includes specialties in financial markets, technology, retail, real estate asset management and education.

## Highlights

- Most recently responsible for a portfolio of clients with a combined base of over \$18.5B in assets under management.
- Managed teams with high performance metrics on diverse client corporate communication and marketing programs, including: variances in budget; audience; public/private company compliance and organizational goal standards.
- Recent clients include: [Riverview Studios](#), [Clackwell](#), [New Design Charter Schools](#), [Barton Media Inc.](#), [Finn Capital](#), [G&B Air Investment Advisors](#), [Market Track](#), [The SaaS Group](#), [FAM Bank](#), [Market Track](#), [RSC Capital](#), [e-Powerage Technologies](#), [Medias Tutorials](#), [Bamnet](#), [Kleav](#), and [RSC](#).
- Relied upon for exemplary communication and marketing programs for a suite of industries clients in media, financial services, technology, retail, real estate, natural resources and academia.

## SKILLS & TECHNICAL EXPERTISE

Marketing Communications | Partnerships | CSR | Messaging | Account Management | Project & Budget Management | Market Research | Competitor Analysis | Social Media Marketing & Engagement | Financial Reporting | Investor Relations | Media Relations | Asset Management | Team & Board Leadership | Training & Coaching | Community Engagement | Signature Events & Conferences | Financial News & Wire Services | CRM | Adobe Suite | PressKit | Vendor Management | Public Speaking | M&A Announcements | Diversity & Inclusion

## EMPLOYMENT EXPERIENCE

### 1. Recent Experience |

Account Executive & Dan's Career Breaker, Communication Groups

California State University, Los Angeles | Los Angeles, CA  
June 2013 - Present

- Reported to the Dean of the College of Arts & Letters on 10 strategic initiatives annually.
- Courses include COMM 452 (Public Relations & Marketing) and COMM 457 (Crisis Management).
- Given credit upon for contribution to university branding strategy and [signature speaking engagements](#).
- Innovative professional development focus where student learned needed capacity each quarter.
- Retain high profile industry guest speakers to university, including public dignitaries & corporate executives.
- Emphasis on business, financial communication and new media tools while exploring current marketing tactics and trends in various regional, industries and sectors.

Marketing Assistant

Atwater Strategies | Beverly Hills, CA

- Founder of management consulting firm with public relations, marketing creative and diversity strategies.
- Industry sectors include clients in financial services, technology, natural resources, media and academia.
- Roughly 300+ growth in revenues projected from FY 2012 to FY 2014.

Senior Account Executive

The Pollack PR Marketing Group | Los Angeles, CA

- Reported directly to the CEO, President & CTO amid [day-to-day management of the agency's financial services practice](#); additional exposure to related industries of real estate, retail, e-commerce & technology.
- Achieved 100% year-over-year increase in overcoming client bounce metrics in the high net worth financial services business.
- Retention and management of partnerships with the Associated Press, New York Times and Wall Street Journal, retaining clients, front page company profile and marketplace data coverage.
- Solo manager level member of the agency's exclusively partner level new business team, including CRM.

March 2011 - June 2012

day-to-day management of the agency's financial

- Pitched, secured and manage 10-year anniversary program and reporting to client board with executives at fortune 500 and other multi-sector organizations
- Increased social media influencer profile 250+% to "Klout.com specialist" with thought leadership focus

## **FACILITIES (ASSET) MANAGER**

### **Combined Properties, Incorporated Beverly Hills, CA**

**July 2007-May 2009**

- Collaborative achievement of more than \$400K in property tax reassessment appeals for CY 2008
- Proactively assisted in management of 18 California commercial retail and mix-use properties
- Participated in award-winning real estate asset management, leasing, due diligence, and development projects (e.g. Lincoln and Rose Shopping Center)

## **REAL ESTATE ASSET MANAGEMENT**

### **City of Los Angeles, GSD, Asset Management Division | Los Angeles, CA**

**July 2005-June 2007**

- Responsible for General Manager and former Los Angeles Mayor Antonio Villaraigosa RE presentations
- Managed and oversaw the City of Los Angeles' surplus & residential properties, including external vendors
- Facilitated surplus property sales via Chicago Title market research, buyer presentation materials, etc.

## **| ADDITIONAL EXPERIENCE |**

## **SPECIAL ADVISOR TO THE BOARD**

### **The Kposowa Foundation | Los Angeles, CA**

**May 2010 – March 2015**

- Partnership manager for a mobile technology solar energy project in collaboration with SunEdison founder, Jigar Shah
- Management of board advancement committee for the 2013-2018 Foundation Advancement Program
- Secured and oversaw a high profile grant from Malaak Compton-Rock for a land-use reconstruction project
- Partnership management with The Oakwood School and The Berkeley Carroll School for multinational programs

## **OFFICE OF PROVOST, GLOBALIZATION INITIATIONS**

### **University of Southern California | Los Angeles, CA**

**September 2009 – May 2010**

- Construction and administration of social media websites for projects in Africa, Latin America, and Asia
- Initiated and conducted field investigation of Mexico City office for strategic direction in Latin America
- Prepared and directed website enhancement strategy for the Vice Provost of Globalization

## **EDUCATION**

### **MASTER OF COMMUNICATION MANAGEMENT (M.C.M.) | EMPHASIS: INTERNATIONAL BUSINESS**

*University of Southern California, Annenberg School for Communication and Journalism*

*Thesis: Understanding Sustainable Business Models*

### **BACHELOR OF ARTS (B.A.) | EMPHASIS: FINANCIAL COMMUNICATION & PUBLIC RELATIONS**

*California State University, Los Angeles, Department of Communication Studies*

*Thesis: A Study of "How Things Get Done" in the City of Los Angeles' Real Estate Division*

## **MEMBERSHIPS, ASSOCIATIONS & AWARDS**

- ❑ 2016 USC Alumni Leadership Conference | Committee Member
- ❑ 2015-2016 National Investor Relations Institute | National and Los Angeles Chapter Member
- ❑ 2011-2016 USC Alumni Association, Black Advisory Council | Board Member & Marketing Chair
- ❑ 2014-2016 Young Professionals in Energy | Los Angeles Member
- ❑ 2010-2016 Toastmaster's International | Member
- ❑ 2010-2016 Los Angeles World Affairs Council | Former YP Board Member & Current Member
- ❑ 2010 University of Southern California | 'Man of Troy 2010' Award
- ❑ 2008-2010 USC Black Alumni Association Scholarship Award, recipient, 3-years consecutively
- ❑ 2008-2009 International Council of Shopping Centers, Member

## **Keywords:**

Management Consulting, Corporate Communication and Marketing, Diversity & Inclusion, Business Development, Investor Relations, NIRI, Public Relations, Integrated PR & Marketing, Social Media, Energy, Water, REIT's, Real Estate Investment Trust, Oil and Gas, Renewable Energy, Public Speaking, International Business, Diversity, Inclusion, USC, CSULA, Global, Education, Adjunct Professor, Los Angeles, California, United States, Africa, Latin America, Heritage & Legacy, Intergenerational Wealth Transfer, High Net Worth

**\*Note:** Blue underlined text signifies a hyperlink is embedded.

