

MICHAEL M. SHADE

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PROFESSIONAL SKILLS

Hospitality Industry Management and Consulting - Sales (Direct and Business-to-Business)
Operations - Marketing - Project Management - Sales Team Director and Manager

EXPERIENCE

MOMENTUM INVESTMENT GROUP

General Manager and Marketing Consultant

(August 2011 – Present)

Cross-functional emphasis on marketing, productivity, development, team management, staffing, and negotiation of vendor contracts within the hospitality industry. Overall trouble shooting for optimization of growth to achieve profit and value for future sales. Oversee all operations and day-to-day functionality. Hiring of management, kitchen, and service staff. Development, implementation, and promotion of marketing materials. Strong emphasis on the expansion of successful new locations.

ASTON MARKETING GROUP

Director of Marketing and Operations

(May 2008 – July 2010)

Spearheaded all aspects of on-going direct mail marketing programs. Responsible for market analysis, content, and vendor negotiations resulting in an overall 40% savings to organization as compared to outsourcing. Utilized leadership skills to train and manage call center staff in development of sales and marketing skills. Worked closely with principals to monitor effectiveness of marketing programs and enhancement of brand management.

SYNERGY DIRECT RESPONSE

Senior Account Manager

(April 2006 – May 2007)

Business-to-business sales of direct mail marketing on a national level. Managed the development, implementation, and tracking for all aspects of client's marketing campaigns. Consistently analyzed and researched current marketing trends to ensure best possible return on investment. Strong focus on customer service and maintaining relationships. Expanded base of new client base through research, cold calling and closing prospects.

NETWORK, INC.

Senior Account Manager

(August 2000 – October 2001)

Direct sales of structured computer integration, telecommunications, and riser-management services to major commercial accounts. Consistently sustained an average operating cost of 54%, resulting in average net profits of 46%. Utilized real estate knowledge to create a strategic alignment with property management and leasing agents. Effectively managed a customer base in over 2.5 million square feet of commercial property within The Irvine Company portfolio.

IKON OFFICE SOLUTIONS

Account Executive

(September 1997 – February 2000)

Sales of document services business-to-business in Orange County. Consistently met multiple client deadlines and achieved company revenue goals in a fast-paced, highly competitive and quality-driven industry. Successfully expanded client base through direct cold calls and creative marketing strategies. Increased sales revenue and maintained existing accounts by defining and prioritizing short and long-term objectives. Increased total territory sales by more than 70%.

EDUCATION

UNIVERSITY OF SOUTHERN CALIFORNIA

B.S. Business Administration, 1997

U.S.C. Marshall School of Business, Entrepreneur Program

State of California Real Estate Salesperson License (active)

Bartenders Test

Score / 35

Multiple Choice (6 points)

- B 1) Carbonation _____ the rate of intoxication.
a) Slows down
b) Speeds up
c) Does nothing to
- B 2) What are the six most commonly used spirits?
a) Sweet and Sour, Triple Sec, Grenadine, Midori, Lime Juice and Cranberry Juice
b) Vodka, Whiskey, Gin, Bourbon, Rum and Tequila
c) Chardonnay, Cabernet Sauvignon, Champagne, Merlot, Sauvignon Blanc, Zinfandel
d) Kahlua, Vodka, Frangelico, Gin, Tequila, Spiced Rum
- B 3) You can accept an expired ID as long as all other information is correct.
a) True
b) False
- B 4) If someone has had too much to drink, serving them coffee will help sober them up.
a) True
b) False
- D 5) What are the acceptable forms of ID for Alcohol Consumption?
a) State or Government Issued ID Card or Drivers License
b) Passport or Passport ID Card (as long as it lists the person's date of birth)
c) School ID or Birth Certificate
d) A & B
e) A, B & C
- B 6) If there is no shaker tin available to scoop ice for a drink, it is okay to use a glass.
a) True
b) False

Vocabulary (9 points)

Match the word to its definition

C "Straight Up"

F Shaker Tin

I "Neat"

A Muddler

B Strainer

E Jigger

G Bar Mat

D "Float"

H "Back"

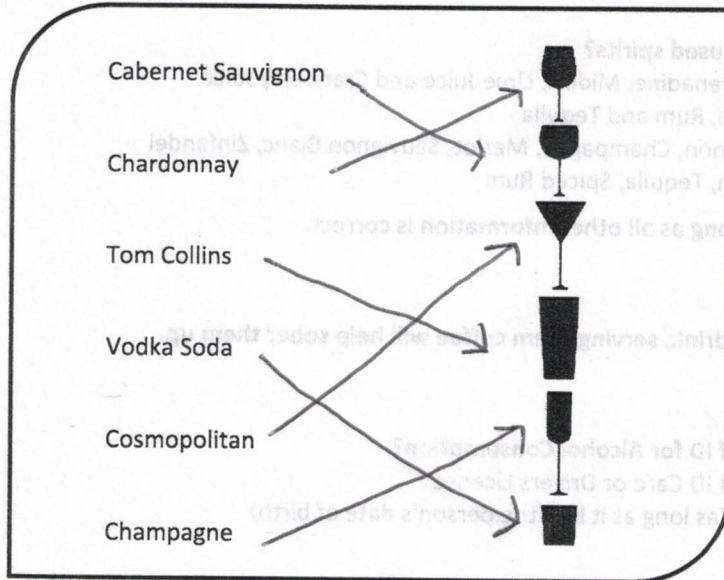
- a.) Used to crush fruits and herbs for craft cocktail making
- b.) Used with the Shaker Tin to prevent solid material from entering a cocktail glass when poured
- c.) To serve chilled liquor in a chilled stemmed cocktail glass with no ice
- d.) To pour ½ oz of a liquor on top
- e.) Used to measure the alcohol and mixer for a drink
- f.) Used to mix cocktails along with a pint glass and ice
- g.) Used on the bar top to gather spills
- h.) Requesting a separate glass of another drink
- i.) Means to serve spirit room temperature in a rocks glass with no ice

Bartenders Test

Score / 35

Glassware (6 points)

Match the correct glass to the drink



Answer and Question (14 points)

Provide examples of 3 brand name "top shelf" spirits (3 points): Grey Goose, Johnny Walker Blue Label, Jose Cuervo 1800

What are the ingredients in a Manhattan? ice, Bourbon, Sweet Vermouth, Cherry

What are the ingredients in a Cosmopolitan? Vodka, triple sec, cranberry, lime/lime juice
(give to chill in shaker)

What are the ingredients in a Long Island Iced Tea? All clear well liquor (vodka, rum, sometimes tequila)

What makes a margarita a "Cadillac"? Jose Cuervo 1800
Sweet & sour splash of 7-

What is simple syrup? sugar + water

Is it legal to pour liquor from one bottle into another? What is this called? (2 points)

No! "Marrying"

What should you do if you break a glass in the ice? burn the ice, clean out glass pieces, clean bin, replace

When is it OK to have an alcoholic beverage while working? never

What does it mean when a customer orders their cocktail "dirty"? slightly change color or taste of a drink, dirty
add a splash of 7-

What are the ingredients in a Margarita? on the rocks with or without salt = ice, tequila, Triple Sec, lime, lime juice, some people add sweet & sour

Name Mike

Servers Test

Score / 35

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

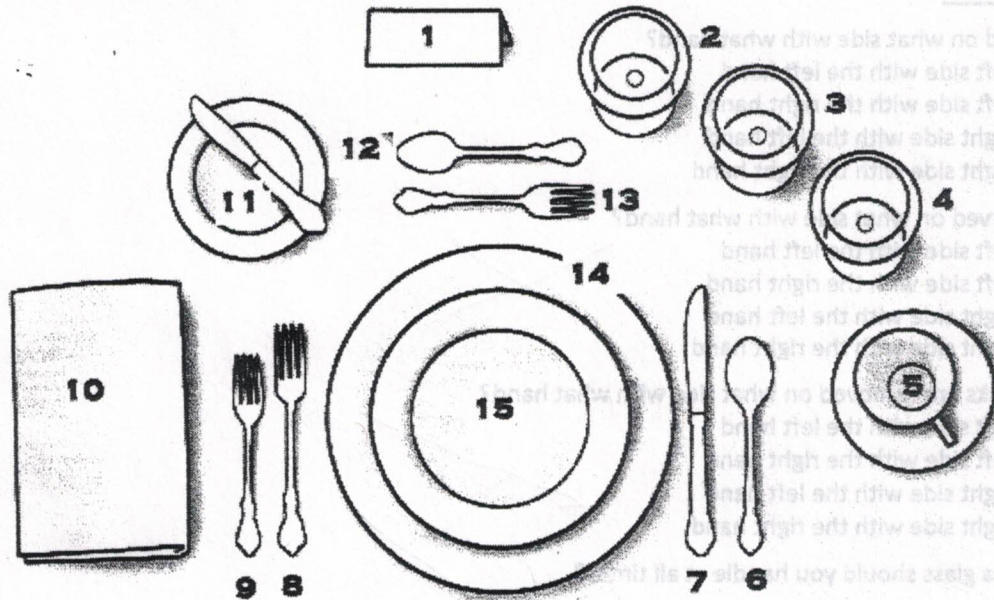
Match the Correct Vocabulary

- | | |
|--------------------------|---|
| <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 Michael Shade

Servers Test

Score / 35



Match the Number to the Correct Vocabulary

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

Fill in the Blank

- The utensils are placed 3 inch (es) from the edge of the table.
- Coffee and Tea service should be accompanied by what extras? sugar, sugar substitute, cream
- Synchronized service is when: food is coming out in order, correct temp, flowing
- What is generally indicated on the name placard other than the name? type of meal, event
- 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 that you will get them one (if one is available).
Ask them to elaborate on "specialty."