



The Restaurant Manager's Guide

**Foodservice University
in a Binder**

"The Ultimate Certification Study Guide"

By Edward H. Manley, MCFE, CHM, CPFM

This book is divided into two sections.

Section 1 is for **CFM**

Section 2 is for **CFE, MCFE and CFBE** (starts on page 22)

If you seek to be a CFM, just study Section 1 for now.

If you seek to be a CFE, MCFE, CFBE, or any other food service management certification, you need to study the entire book!

Links

This book is available on a CD with direct links to related information on the Web. Thus some words may appear underlined in print, but in the electronic version they are direct links.

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Introduction

Think of this book like the many books that help people pass the examinations for their profession

– the Bar Exam, CPA exam, college entrance exams, High School Regent’s exams, government jobs, etc. In those cases, they wouldn’t know what is on the next exam, they are teaching you from subject matter on prior exams.

In the same manner, I am using **knowledge based on years in and around certification examinations, including development work on some of them, and from that knowledge I have put together these ideas.**

Some things I put in just because I thought they are good things to know to manage a food service operation. The exams with which I am familiar are very restaurant oriented and thus this book is as well. Additionally, I teach about 25 classes per year on this material, with 1000++ students over the years, and so from their questions, comments and discussions after the exams, I have a good sense of what people struggle with.

I have to say that the exams I am familiar with are difficult, but **they ask questions about things you need to know to run a restaurant (or other food service operation).** So if the test is too hard, well, running a restaurant is too hard. **It takes a wide array of skills, talents, interests, education, experience – perhaps one of the most difficult professions on earth.**

While I have tried to provide some rhyme and reason to the layout of the book, the subject matter just doesn’t lend itself to reading like a story book, with a beginning, a middle and an end. **It jumps from one**

thing you need to know to another thing you need to know. That drove the graphic artist nuts, but hopefully not you.

The book, like my classes, is intended for a broad audience – people with 40 years in the biz are

reminded of things they forgot, and learn a few new things; students and those newer to the industry learn more of course; military learn civilian terms and skills they’ve not experienced. NO

ONE does all of these things every day, so we all need help passing the tests. Or maybe you do it, but didn’t know it is called Russian service.

I describe the tests I am most familiar with as being Easy (CFM), Hard (CFE) and Holy Crap (MCFE/CFBE). People usually leave the 200 question MCFE exam muttering, “Holy Crap, that was hard.” Lots of math, lots of questions. **With my book, you will hopefully be able to add to that**

From
Ed Manley



statement, “I can’t believe I passed it.”

There is an excellent and more complete study guide available from the American Hotel and Lodging Association’s Education Institute (AH&LA EI). I recommend this 3-volume set most highly for individual, corporate or unit libraries. I honestly believe you could start from no knowledge, study those books carefully, and both do well with your management duties and also with tests. So even though you already have this more condensed version, I commend this to your consideration for purchase for your general knowledge, as well as to help you pass the IFSEA Master Certified Food Executive or Certified Food Executive, or the AH&LA’s Certified Food and Beverage Executive certification exams. **The MCFE and CFBE exams are exactly the same at this time.** If you pass it with one organization then you don’t need to retake it with the other organization, you just need to comply with such other rules and fees as might apply.

At the time of this publication, information on the study guide from the American Hotel and Lodging Association is as follows:

Three Volume Study Guide Available. The American Hotel and Lodging Association publishes a comprehensive study guide which covers in great detail the body of knowledge required to pass the test.

Order the **CFBE Study Guide (Code 894K)** by calling **800-752-4567**, ask for Tracy Howard, tell her you were sent by IFSEA. **Cost is \$100 plus shipping of about \$7.** This is also a wonderful resource for your library and perfect for someone fairly new to the industry who could use a more in-depth study.

“Foodservice University”

... in a Binder

“Ed Manley has presented this as a study guide for the various IFSEA certification tests ... and it is all that, of course. But I think he has short-changed himself. The ultimate value of this book may be as a step-by-step training guide for new managers (and an excellent refresher course for your current leadership group).

“The book outlines the key bits of knowledge that a modern food-service manager needs to be successful on the job. Ed doesn't pretend to cover everything there is to know about foodservice, but all the major topics are here ... along with prompts to additional resources should you wish to go further. It is Foodservice University in a binder!”

*Bill Marvin
The Restaurant Doctor
Gig Harbor, WA*

"Bill's review opened my eyes to what may be the greatest value of this book. Since the tests cover the key things you need to know in any food-service operation, with a special concentration on restaurants, it does provide knowledge that will ensure success of yourself and your operation. Thus, I changed the title to reflect the more diversified value of the book than I had originally envisioned."

The Author



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