



Education

BS, Purdue University
Restaurant, Hotel and
Institutional Management;
Business Option

University of Perkins
General Manager Program
Wisconsin Restaurant Manager
Certification

State of Wisconsin Management
Leadership Program
Personnel Administration
Program

Affiliations

National Association of College &
University Food Services
(NACUFS)
Member Midwest Region
Education Committee

NACUFS Vice President
Region VI

NACUFS National
Member Chair

Awards

Director of the Month
Food Service Director Magazine
November 2012



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Joie Schoonover

Principal, Management Consulting

Joie has over 30 years of progressive experience in the college and university market. She has served in leadership positions at schools ranging in size from 1,200 to over 40,000 students including the University of Iowa, University of Missouri-Columbia, Knox College, University of Wisconsin-Platteville, and University of Wisconsin-Madison. Throughout her career, she has reorganized staff structures, implemented and/or redefined use of software and other systems to improve efficiencies as facilities have been built or remodeled. She understands that strong relationships are the key to positive successful changes in organizations.

Facilities

Served on design teams for new-build and renovation teams for dining facilities at multiple universities on projects from \$30K to over \$45M

Opened three of four new/remodeling projects in 10 months; combined total over \$125M
Collaborated with local and national architectural teams, national food service consultants

Sales and Food Cost

Increased food sales by 40% in a 7-year period with minimal increases passed on to customers
Decreased food cost from 46% to a low of 34% during 7-year tenure

Labor

Oversaw reorganization of dining management team; worked with consultants to maximize organizational structure and strengths of management team

Reorganized full-time hourly staff throughout the department to maximize promotional opportunities as new marketplace operations were opened

Culinary Direction

Created executive chef position to move the culinary direction of the department forward
Implemented cook-chill method of centralized food production

Revised cold food production methods including increased centralized grab and go offerings
Increased variety of menu offerings at stations vs straight line service

Systems

Led review and/or purchase of food management systems software.

Purchased software modules to replace homegrown software or manual systems in areas of menu management, purchasing, nutritional information, ordering via vendor software, weekly inventory, auto-reporting, point-of-customer signage, and back-of-house labeling

Point of Sale System(s)

Implemented two POS systems within in a 3-year time frame

Increased utilization of POS for more accurate tracking of sales and guest counts

Purchasing

Worked with other dining entities to combine contracts for cost savings throughout campus
Implemented cost plus prime vendor contract with rebates for 2.5% savings in food cost from mark-up

Realized 35% savings in first year produce contract by changing from fixed price to cost plus
Increased store sales by collaborating with c-store vendor on product recommendations

Collaborated on purchasing contract review team that wrote, scored, and determined award for contracts to new vendors

Evaluated warehouse operation for efficiencies

Meal Plans

Oversaw, multiple types of meal plans including traditional board plans, block plans, a la carte plans, and off-campus meal plans