**Robert Schoene- Owner and Operator of Great Beginnings Cafe and B&B Cafe**

**Key Points From Talk:**

* About His Life:
  + Felt the need to bring son (2 yrs old) to New York to see relatives
    - Went and saw them and then came home and continued with life
  + Lived in California
  + Opportunity to purchase Great Beginnings Cafe-2007
    - Needs 40,000 dollars for a deposit to get money from the bank
      * Asks dad for help and word spreads around the whole family
        + Because he came out to visit family on a whim, he got the money without having to pay it back
        + EXAMPLE of God’s plans, he didn’t know why he needed to go to New York, but later he figure it out
  + Purchased restaurant in 2010
    - Soon stock market crash
      * Total profit of $4,292.27 in the year of 2008
  + B&B Cafe open to purchase
    - Went to the bank and asked for money
      * Turned him down
    - Got the money eventually
* How do you put a price on a business?
  + How much you pay sets up your financial well being for the future
  + Sell- 5 times your profit
  + Bought Great Beginnings for 250,000 dollars (too much)
* Believes God wanted to teach him a lesson about propriety
  + John 4:24
    - What you see may not be what’s going on behind the scenes
    - Excited to see what his third project is
  + Luke 19
    - The Lord gave him money through other people, he did not do it alone
    - Has an opportunity to operate the restaurants, but will not be able to someday
* Running a restaurant
  + What your guests expect and matching or beating them while making a profit
    - Do it through other people
      * Managing people to get the job done
        + Hiring, training, firing, and building a team
* Contracts and paying for everything
* How to deal with angry customers
  + Happens on any given day
  + Empathize with guests
  + Be honest with guests and apologize
  + Do not communicate that your problem is now theirs- take ownership
  + Cursing- You’re not paid enough to take it (employees)
    - Remove the guest from everyone else so it’s not contagious
    - Put yourself in their shoes
  + If you are feeling stressed, you don’t want to show it because other people will feed off of it
  + Skills from restaurant industry will transfer to life
* Hiring:
  + Do research of atmosphere of company
  + Attitude: represents company (everything else is teachable)
  + Trainable the way they do it
  + Confidence- comes with experience
  + Interview
    - Tell me a little about yourself
  + Do you know anything about what we do
  + What can you add to the business
* Being your own boss/self-ownership:
  + When you are starting out, learn on someone else’s dollar
    - Get experiences with other levels of jobs and how things work before jumping into it
  + Your ultimate goal is to be totally dispensable.
    - Surround yourself with people who do things better than you

**Reflection:​**

Mr. Schoene is someone who has been through a lot of different experiences. He has come up with solutions to the different problems he has faced. He taught us not only about owning restaurants, but also about how God has a plan for our lives and how things you learn in this restaurant industry can also apply to everyday life. For example, dealing with angry guests. This skill can come in handy when approaching people throughout your life. Mr. Scheone told us that he didn't understand why he felt the need to go to New York, but he later learned why. This happens often in our lives. He also talked about the interview process and gave us some tips on how to handle this situation. This topic specifically helped me because I am starting to apply for summer jobs. Everything he taught us was very applicable to my life and it helped me to see a different perspective of eating out.