

ChooseKindness.com Career Description	
Career	Vegetarian Restaurant Proprietor/Owner
Your Name	Mickey Hornick
Business Name	The Chicago Diner
Street Address	3411 N. Halsted
City	Chicago
State	Illinois
Zip	60657
Phone	773 935 6696
E-mail Address	chicagodiner@sbcglobal.net
Website Address	Veggediner.com
What training is needed to work in this field?	Business management schooling & hands on experience in the food service industry is preferable. A financial background with profit & loss expertise sure is helpful. You can hire qualified individuals in most all areas particularly a Chef manager... labor management skills are important. You can learn on the job if you have endless fortitude & enough cash flow while you are learning.
What is a typical week like or what do you spend most of your time doing in your job?	Weeks are not always typical in a small enterprise. Priorities can & do change all the time. Organizing your daily & weekly/monthly to do lists & then delegating to key personnel is important to me. Marketing is an area I am in charge of in our company along with cash flow management... projects & events also are on my desk. Our facility is in an 1897 building so keeping the physical plant is a constant need. I enjoy my macintosh for communication, graphics, scheduling, bookkeeping & emailing and start and end my day at my desk at my home office. Keeping my key employees motivated, challenged & appreciated takes up much of my time. You cannot run a restaurant all by yourself... a good concept.... good location.... very good food.... friendly efficient service.... enticing atmosphere... knowing your labor costs, food costs, peripheal costs.....projecting sales... all important... but PEOPLE are the key! Managing them with respect, letting them go to shine with their talents, supporting them with energy, good salaries and positive demeanor & at the Diner with a good dose of humor has been our formula. Be a clear boss... let your staff know you are serious when it comes to your expectations of their job performance.
What is the job outlook for this field?	There will be numerous openings in management of a veggie restaurant... front of house & kitchen & Chef... as more people are interested in healthier eating. The key is profitability... as more money can be made in this field more capital will flow to holistic food service. We recently have posted help wanted ads on Craigs list for management positions & have a healthy response...it seems many people would like to work in a veggie

	environment. In the Midwest the labor pool is quite competitive for management positions. Now there is always room for another owner who comes up with the startup capital.
What are the benefits of working in this field?	It feeds your soul... using one's abilities while promoting a compassionate diet... working with creative hard working people while serving the public our modern menu... constantly being challenged with a medley of problems while serving our community a healthy meal... sure has kept me going for over 20 years. A great way to live one's life! Frustrating... tiring...stressful... 70 to 80 hour plus work weeks at times... but very fulfilling. Great experience in managing & working closely with people.
What advice or other information do you want to share with someone considering this field?	Experience with some of the larger sharp food service companies will come in handy. Schooling thru universities & or cooking schools helps too. In my case perseverance might have been a key. Learning hands on... working hard and at times even smart. Having a passion for your area of talent... whether cooking or accounting or salesmanship... while hiring the others to create a team effort and never ever giving up. Best wishes in your endeavor.