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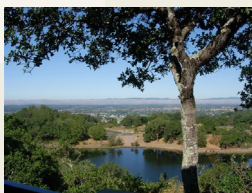
*Kimberley Fetzer,*  
Dining Services Manager



## VARENNA, OAKMONT SENIOR LIVING

Santa Rosa, California

Varenna is a premier retirement community situated on a 29-acre campus in Santa Rosa, California. Developed by Oakmont Senior Living, a recognized leader in the retirement industry, Varenna provides superior quality, comfort and a continuum of care with five-star services and amenities, including a variety of on-premise private dining events, classes, activities, and off-premise excursions for its more than 240 residents. Varenna uses ReServe Interactive’s Catering & Event Management software to efficiently book, coordinate and execute its private dining events and resident activities.



### CHALLENGE

Previously, Varenna used computerized spreadsheets to track reservations for on-site activities and off-premise excursions, as well as to book and manage private dining events. This method made it difficult to capture event and reservation details or set-up and service parameters. The computerized spreadsheets were not linked to other software systems and users had to assign events to a Microsoft® Outlook calendar where they were easily bumped, changed or double-booked. Implementing ReServe’s Catering & Event Management software allowed dining services manager, Kimberley Fetzer, and activities director, Anna Grant, to quickly and easily create event orders and accurately capture activity reservations while eliminating double-bookings, improving communication and ensuring accountability.



## SOLUTION

Kimberley Fetzter, dining services manager at Vareenna, uses ReServe's Catering & Event Management software to book and manage on-premise private dining events and small dinner parties in private residences. ReServe allows Fetzter to quickly and easily check availability, create event orders with set-up and service requirements and custom menus, as well as track those event orders throughout the event lifecycle. With the flexibility of ReServe, Fetzter can assign these private residence dinner parties as off-premise events rather than book them to an on-premise venue ensuring that space availability in ReServe is accurate.

"Both our business manager and I had prior experience with ReServe and we believed, hands down, that it was the right product for us," says Fetzter.

Anna Grant, activities director at Vareenna, and her team, use ReServe's Event with Reservations feature to sign up residents for on-site activities and classes, as well as off-site excursions such as shopping trips, scenic drives and symphonies. Grant pulls alphabetical reservation lists from ReServe for each activity that includes resident contact and medical information. As Grant organizes several repeat activities every month, the ability to copy an existing event saves her time and makes her job much easier.

ReServe allows both the dining services and resident activities teams to review all upcoming events and activities, as well as make and communicate changes to event details. The concierge desk also uses ReServe to book reservations, check room availability and confirm event start times for residents. In addition, ReServe is accessible to the marketing department and upper level management who can check availability and review event information. ReServe facilitates accurate communication between team members and departments, keeping them accountable to one another as all event information is captured and tracked. As a web-based system, both Fetzter and Grant take advantage of the ability to access ReServe remotely when last minute adjustments or bookings need to be made.

"ReServe is an event order generating machine," explains Fetzter. "In four clicks, I can create an event order while I'm on the phone with a guest and send it to them for review right away. ReServe is so easy and efficient."



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Lakeview Village / Moorings Park / Falcons Landing Military Retirement Community  
WindsorMeade of Williamsburg / Horizon House