

UCLA Extension

23RD ANNUAL

RESTAURANT INDUSTRY CONFERENCE

THURSDAY, APRIL 25, 2019, COVEL COMMONS, UCLA

THINGS ARE GREAT!

(...the end is near.)



WELCOME

UCLA Extension is proud to present the 23rd Annual Restaurant Industry Conference. This year's focus is on Things are Great! (...the end is near.). Unemployment is trending down, there's no inflation (to speak of, anyway ... right?), restaurant and beverage revenues are climbing, AND minimum wages are moving to \$15/hour. Trade wars promise higher materials/packaging costs, local regulations are increasing restaurant waste related expenses, and nationally, food prepared away from home significantly exceeds food prepared at home (the home delivery business is "main stream" vs. "nice to have"?).

Our industry board members, through significant time commitments, make this conference possible in many ways: selection and development of "hot" topics, identification of leading practitioners for our presentations and panels, and nomination and selection of our award winners. In addition, we thank our sponsors for their financial, product, and media support, and we encourage you to also express your gratitude to them.

This year we honor Julie Fels Masino, President of Taco Bell, North America. Under Julie's leadership, the Taco Bell brand, by most any measure, ranks at the food services top of the pyramid in customer respect and quality recognition.

We are excited to welcome Valorie Kondos Field ("Miss Val"), named Coach of the Century, for her work building the winningest Women's Gymnastics Teams for UCLA. By her own admission, Miss Val was not a gymnast, yet she achieved success and global recognition by bringing out the best performances from her athletes year after year despite continually rebuilding her team due to graduating athletes (which is not unlike the challenge our industry faces as many food service workers are transitory requiring the best in retention and training to exceed in customer service).

This year we honor Daryl Ansel with UCLA Extension's Foodmanitarian™ Award for his leadership in the University of California Global Food Initiative touching many thousands of our students, as well as his work with L.A. Kitchen providing food to many less fortunate Angelenos. You're our hero, Daryl!

UCLA Extension serves approximately 40,000 students annually through our Westwood, Downtown Los Angeles, and Woodland Hills campuses along with a global offering of online courses and certificate programs (we annually reach students resident in more than 100 countries). Our students



Roger Torneden

Director, Department of Business, Management & Legal Programs, UCLA Extension

typically already have degrees and years of experience but are seeking enhanced or new careers. Our instructors are "best-in-breed" practitioners approved by UCLA's campus Schools for academic and teaching qualifications. In the Business, Management & Legal Programs Department, we focus on certificate programs and courses across industries (e.g., web analytics and social media marketing, small business management, credit analysis, finance, accounting, leadership) as well as specific industries (hospitality, financial services, consulting, security, real estate, etc.). We thank you for joining us this year and look forward to seeing you again in future years!

We encourage you and your employees to take advantage of some of the thousands of professional development and continuing education courses UCLA Extension has to offer (www.uclaextension.edu).

A handwritten signature in black ink that reads "Roger Torneden".

A MESSAGE FROM THE CHAIR

THINGS ARE GREAT! (...the end is near.)

Is it the best of times, or the worst of times? Depending on the statistic you're reviewing, it could be either. The labor market is tight. Margins are thin. Competition is stiff. Regulation is increasing, as are labor costs. But the overall economy is up and the outlook is healthy. Consumers have more discretionary cash. The number of meals not prepared at home continues to grow. Food costs are reasonable. Quick casual concepts continue to thrive. Many publicly-traded restaurant companies had double digit-stock price growth over the past 12 months. Other restaurant chains shuttered locations or filed for bankruptcy.

Our Conference is designed to provide guidance across the full spectrum. The good and the bad. The light and the dark. The risks and the opportunities. We will look at the evolving state of the industry and analyze current trends and seismic shifts. Our keynote speaker, "Miss Val" Kondos Field, the former Head Coach of the seven-time NCAA Champion UCLA Women's Gymnastics team, was voted Pac-12 Coach of the Century. She deeply understands how to make teams work and will share her insights. My friend Daryl Ansel is our Foodmanitarian™ Award winner this year. Daryl has spent much of his life searching for ways to combat homelessness and food insecurity and you will be amazed by the creative approaches he's taken.

Wally Doolin will review the state of the industry. Several panels will discuss how successful concepts have differentiated themselves, built a following, and grown market share. We'll look at the guest experience through each phase of customer engagement: before, during, and after a meal; discover "personalized nutrition" and other rapidly-evolving trends; and explore employee engagement as an antidote to high turnover and poor guest experiences.

This year our Innovation Award is presented to Julie Fels Masino, President—North America, Taco Bell. Taco Bell is an astonishing success, built in part on masterful product innovation, highly effective social media campaigns and perfectly targeted marketing, and a sincere commitment to diversity, inclusion, and listening to every part of the team. A health-conscious product line? Alcoholic beverage service at polished casual locations? A vegetarian and vegan-friendly menu? Voted America's No. 1 favorite Mexican restaurant? Taco Bell? Yes!

This is our 23rd Conference and I am extremely proud of that. We've assembled a remarkable group of people, both on the stage and behind the scenes. I am extremely honored to serve



Anna M. Graves

Conference Chair; Partner & Co-Leader of the Restaurant, Food & Beverage Industry Group, Pillsbury Winthrop Shaw Pittman LLP

Anna Graves is Co-Leader of Pillsbury's Restaurant, Food & Beverage Industry Group and a partner in the firm's Corporate and Securities practice. Ms. Graves has broad experience in mergers and acquisitions, private offerings, joint ventures, brand licensing, and start-up structuring and finance. Ms. Graves' clients include major national and international restaurant chains, early-stage restaurant ventures, food and beverage manufacturers and distributors, and consumer and retail companies. Increasingly, Ms. Graves advises global operators as they bring their brands to the U.S. or invest in existing U.S. companies. Selected by the Los Angeles Business Journal as one of Southern California's Most Influential Women Lawyers in April 2019, and voted by her peers as one of Southern California's "Super Lawyers," Ms. Graves also advises on restaurant management agreements, brand licenses and extensions, and supply and distribution agreements for restaurant and retail companies.

as Chair of the conference, and very grateful to the members of our Advisory Board and the educators at UCLA Extension for designing our outstanding and ambitious program. I am also incredibly grateful to our sponsors. Finally, thanks to you for attending. I invite you and your company to become more involved with the Conference by contacting me at anna.graves@pillsburylaw.com.

A handwritten signature in blue ink, appearing to read "Anna M. Graves".

AGENDA

7:30A.M.–8:30A.M.

Registration & Continental Breakfast

8:30A.M.–8:50A.M.

Welcome & Program Overview

Roger Torneden, Director, Department of Business, Management, and Legal Programs, UCLA Extension

Anna M. Graves, Partner and Co-Leader of the Restaurant, Food & Beverage Industry Group, Pillsbury Winthrop Shaw Pittman LLP, Conference Chair

8:50A.M.–9:55A.M.

A two-part session answering two questions every operator wants to know.

Industry Update—Is It Me or the Market?

Wally Doolin

Chairman and Co-Founder of TDn2K

The Best and the Rest: Key Differentiators of Restaurant Performance

Best-in-class brands are able to achieve positive sales and traffic. TDn2K's extensive research on Best-in-Class Performance connects the dots of financial performance and execution in the workplace and marketplace. This panel of TDn2K's 2019 Global Best Practice award nominees and winners will reveal what their companies do differently to win market share in a commodity environment.

MODERATOR

Wally Doolin, Chairman and Co-Founder of TDn2K

PANELISTS

Mike Colonna, President, Norms Restaurants, LLC

Cheryl Thompson, Director of Learning & Development, The Habit Restaurants, LLC

9:55A.M.–10:15A.M.

Networking Break

10:15A.M.–11:00A.M.

One Concept's Distress is Another's Opportunity

Every year, some operators and concepts struggle, while others catch fire. For those struggling, shedding locations and equipment quickly can be a saving grace. For those on fire, cost-effective acquisition of locations and equipment can provide funds for growth. Our panelists help both kinds of companies, speeding up the process and enabling them to focus more on their core operations.

MODERATOR

Bob Woolway, Managing Director, FocalPoint

PANELISTS

Navin Nagrani, Executive Vice President, Partner, Hilco Real Estate

Neal Sherman, Founder & President, TAGeX Brands

11:00A.M.–11:50A.M.

The Light in the Darkness Of High Wages and Turnover

High employee turnover does not have to be accepted as a given. Focusing on employee engagement—the emotional connection between employers and employees—leads to increased productivity, longer tenure and better financial performance.

This panel features a productivity expert focused on physical throughput, an operator wrestling with these issues, and an innovative new company using technology to connect with the millennial workforce.

MODERATOR

Fred LeFranc, CEO & Chaos Strategist, Results Thru Strategy

PANELISTS

Kam Desai, Co-Founder & CEO, ShiftOne

Paul Potvin, CFO, California Fish Grill

Rick Shoffstall, CEO & Founder, The Productivity Advantage LLC

11:50A.M.–12:00P.M.

Break

Walk to Carnesale Commons, Pacific Palisades Ballroom

12:00P.M.–12:35P.M.

Luncheon

12:35P.M.–1:00P.M.

FOODMANITARIAN™ AWARD PRESENTED TO DARYL ANSEL

FOODMANITARIAN AWARD RECIPIENT



Daryl Ansel

Associate Dean of Students and Executive Director of the ASUC Student Union on the UC Berkeley campus

Mr. Ansel's interest in finding solutions for homelessness and food insecurity started at an early age and throughout his career. He has engaged heavily in volunteer work, cooking and serving in shelters, volunteering in pantries, and engaging co-workers to assist. He has had a long association with Share Our Strength. In 2010, as Director of Dining Services for UCLA, Mr. Ansel helped a highly motivated group of students develop an organization called "Swipes for the Homeless," which solicited donations from students of unused meal plan credits that UCLA then converted to product inventory for the on-campus Food Pantry and into meal vouchers for students in need. The initiative won a Presidential Award. This organization is now called "Swipe out Hunger," and has over 50 participating schools across the country.

In 2015, Mr. Ansel helped start L.A. Kitchen, a nonprofit community kitchen program which provided job training and placement for formerly incarcerated or homeless individuals, and delivered prepared meals made from recovered foods to food insecure populations. L.A. Kitchen positively impacted the lives of thousands of L.A. residents from marginalized communities.

In his current position at UC Berkeley, Mr. Ansel led the implementation of an innovative social enterprise food program. Traditional contract food operators have been replaced with mission-driven non-profit operators that the Berkeley community has embraced. Mr. Ansel also helps address social justice through his food-based community service. Most recently working with the Berkeley Student Food Collective to create a student campus kitchen program which will recover prepared foods, and re-purpose these excess foods into individually packaged meals available to students in need. (See "Advisory Board" page for full bio.)

INTERVIEWER



Teresa Siriani-Sarinsky

Blissfully Giving Back

Teresa Siriani-Sarinsky is devoted to the people of our industry and to ensuring "No Kid Hungry" becomes a reality. A graduate of UCLA, Ms. Siriani-Sarinsky has worked in leadership positions at Restaurants Unlimited, Peasant Restaurants, Wolfgang Puck, and People Report. Today she devotes herself to philanthropy including Share Our Strength, the nation's leading anti-hunger organization, where she serves as chair for the Taste of the Nation-Laguna Beach. Ms. Siriani-Sarinsky knows that together we can end childhood hunger!

1:00P.M.–1:15P.M.

Break

Walk back to Covel Commons, Grand Horizon Ballroom

1:15P.M.–2:00P.M.

Breakout Brands—These Brands Are Eating Our Lunch!

The Breakout Brands panel highlights rising stars and forward thinkers in the restaurant industry. How do you differentiate, build brand, and manage rapid growth in an increasingly competitive landscape? Company leaders will share their business insights regarding menu offerings, customer experience, economic models, and company culture and, importantly, discuss what they are doing to give themselves the best chance at long-term success.

MODERATOR

Anton Nicholas, Partner, ICR

PANELISTS

Patrik Hellstrand, CEO, by CHLOE

Meenakshi Nagarajan, VP of Marketing, Sweetgreen

Atul Sood, Chief Business Officer, Kitchen United

Robert Thompson, Founder & CEO, Punch Bowl Social

2:00P.M.–2:15P.M.

Break

2:15P.M.–3:00P.M.

Lifestyle and Tech Trends: Are You Ready?

“Personalized Nutrition” was recently named one of the top eight global wellness trends by 650 wellness experts from 50 nations at the Global Wellness Summit. Is your restaurant ready to adapt to lifestyle, personalization, and technology movements and fast-evolving food trends? This panel explores changes to how people are eating—from increasing focus on food quality, health benefits, and sustainability—to trends like genomic testing, wearables, and food tracking. Panelists will discuss where they are now and how they are getting ready for these fast-evolving trends spanning Gen Z to Boomers.

MODERATOR

Anita Jones-Mueller, Founder and CEO, Healthy Dining

PANELISTS

Karen Eadon, President/Chief Operating Officer, Farmer Boys Food, Inc.

Chas Hermann, Chief Brand Officer, Noodles & Company

Maria Pourteymour, Co-Founder and Chief Culinary Officer, Luna Grill

Stacey Sultar, SVP of Marketing, Rubio’s Coastal Grill

3:00P.M.–3:45P.M.

Engaging your Customer Door to Door

This panel will guide you through each phase of customer engagement: before, during, and after an on-premise and off-premise meal.

MODERATOR

Mike Church, Managing Director, Deloitte Digital

PANELISTS

Zach Goldstein, Founder and CEO, Thanx

Sonny Mayugba, Chief Marketing Officer, Waitr Holdings, Inc.

Joel Yashinsky, SVP, Chief Marketing Officer, Applebee’s

3:45P.M.–4:00P.M.

Break



4:00P.M.–4:45P.M.

“LIFE IS SHORT, DON’T WAIT TO DANCE” AFTERNOON KEYNOTE ADDRESS

KEYNOTE SPEAKER



Valorie “Miss Val” Kondos Field

UCLA Women’s Gymnastics Head Coach

Observations and advice from a seven-time NCAA Championship Coach, UCLA Hall of Fame Inductee, and Pac-12 Coach of the Century.

Valorie Kondos Field is the recently retired head coach of the seven-time NCAA Champion, 22-time Regional and 18-time Pac-12 Champion UCLA Women’s Gymnastics team. One of only two active coaches to be inducted into the UCLA Athletic Hall of Fame in 2010, the four-time “National Coach of the Year” was recently named “West Region Coach” of the Year and Pac-12 “Coach of the Century” for her solid track record as a preeminent coach.

Affectionately known by her gymnasts as “Miss Val,” her reputation is only one reason that 46 former U.S. national team members have come through her program and why half of the last two Olympic teams have committed to UCLA. Valorie’s coaching success is due to her extraordinary leadership and mentorship of young student-athletes, and the way in which she uses gymnastics as an avenue through which to teach valuable life lessons, while encouraging individuality and joy. Something Valorie learned from the late John Wooden, the legendary and most successful collegiate basketball coach of all time, who was one of her biggest inspirations, as well as a close mentor and friend.

Valorie began her career as a professional ballet dancer and choreographer for the Washington D.C. and Sacramento Ballet Companies. Although never a gymnast herself, she’s transferred to her student-athletes all she learned in the

world of classical dance. The result of which has been nearly three decades of coaching one of the premier athletic programs in any sport, mentoring hundreds of elite athletes, including Olympic champions Simone Biles, Jordan Wieber, Kyla Ross, Madison Kocian, Laurie Hernandez, and Nastia Liukin.

Also known as the nation’s foremost gymnastics choreographer, Miss Val’s many credits include choreographing and directing a myriad of live variety shows, such as the NCAA Opening Ceremonies for Women’s Basketball, a Kareem Abdul-Jabbar roast, CBS’s “Jump, Jive & Thrive” Breast Cancer Research Foundation benefit, and 26 years of cirque-type shows for SeaWorld’s Summer Nights and the San Diego Zoo. Current projects include additional live stage shows, TV specials, events and the development of a theatrical musical. She is also a dynamic and charismatic speaker with an extensive schedule of “Corporate Coaching” events for national companies including JP Morgan Chase.

As a recent breast cancer survivor, Valorie’s positive outlook and hope filled message is impactful. She empowers her athletes to use their voices, to celebrate themselves, and to enjoy the elite sport that has damaged so many in the past. She is thrilled to have the opportunity to share motivating and inspirational messages with the world, with her book, *Life Is Short, Don’t Wait to Dance: Advice and Inspiration from the UCLA Athletic Hall of Fame Coach of 7 NCAA Championship Teams*, which was released in Fall 2018 by the Hachette Book Group. It expounds on her life philosophy: “Don’t wait to see what life is going to hand you, take control of your life and design ~ choreograph it exactly how you want it to turn out.”



4:45P.M.–5:45P.M.

INNOVATION AWARD AND ARMCHAIR CONVERSATION

INNOVATION AWARD RECIPIENT



Julie Felss Masino

President—North America, Taco Bell

Our Innovation Award is presented to industry leaders who have created the most notable ideas and most significant trends in the restaurant business: the visionaries, the role models, the mentors. This year we are excited to recognize Julie Felss Masino, the President of Taco Bell, North America, a brand which is far outperforming its peers by essentially every measure.

As President of Taco Bell North America, Julie Felss Masino leads the team that's made Taco Bell America's favorite Mexican restaurant.* She is responsible for delivering a unique (and delicious) experience to more than half the U.S. population every year with nearly 7,000 restaurants and over \$10 billion in annual sales.

From breakfast to late night, Julie ensures customers always get great value and craveable innovation. Under her leadership, Taco Bell launched Nacho Fries—the most successful product launch to date. But craveable food is just one part of the job. Julie helped catapult the brand's "all access" technology strategy that ensures customers have easy and frictionless access to Taco Bell, when and how they want it, including the national launch of Taco Bell delivery in partnership with Grubhub at over 4,000 restaurants.

Above all, Julie believes that people are #1 and that the customer experience will never exceed the team member experience. She is a champion of the recognition culture that is in Taco Bell's DNA. Under her leadership, Taco Bell Foundation raised over \$10 million dollars for youth education in 2018 and has awarded over 650 Live Mas scholarships to date.

*Harris Poll EquiTrend Study, May 2018

INTERVIEWER



Nancy Luna

Senior Editor and Tech Editor, Nation's Restaurant News

Nancy covers the industry's largest and most talked about fast-food brands including McDonald's, Starbucks, Chipotle Mexican Grill, Taco Bell, Pizza Hut, KFC, and Subway. She is an award-winning journalist with more than 25 years reporting experience. As a veteran business reporter based in Southern California, Nancy has covered some of the country's most beloved food and retail brands including In-N-Out, Taco Bell, Trader Joe's, Aldi, Whole Foods Market, Target, and Costco. Luna is a graduate of Cal State Fullerton. When she's not digging for news on her beat, you can find Nancy regaling her fans about her latest dining adventures on her Fast Food Maven social media channels.

Contact nancy.luna@knect365.com or follow her on Twitter @fastfoodmaven

5:45P.M.–7:00P.M.

Evening Reception & Book Signing with Keynote Speaker Miss Val

SPEAKERS



Mike Church, Managing Director, Deloitte Digital

Mike is a Managing Director within Deloitte Digital. He is a seasoned technology leader with over 23 years of experience guiding

business transformation across the restaurant, hospitality, technology, media and CPG industries. With expertise in brand strategy, digital marketing, CRM, loyalty program development, and guest-facing digital technologies, Mike has launched successful strategic growth initiatives at companies such as Google, Darden Restaurants, Diageo, DineEquity, and Universal Studios.



Mike Colonna, President, Norms Restaurants, LLC

Mike Colonna is the President of Norms Restaurants, an iconic, Southern California-based diner that is celebrating its 70th

year in business. Before joining Norms, Mike served as Chief Operating Officer and Chief Development Officer for a wide range of award winning, nationally recognized brands. His experience in Operations, Training, and Concept Development spans over 35 years in the restaurant industry, including seven years as a restaurant owner. His expertise is in restaurant turnarounds within the foodservice space and has consistently delivered best in class results.



Kam Desai, CEO, Co-Founder, ShiftOne

Kam is a serial entrepreneur, previously co-founding newBrandAnalytics (acquired by Sprinklr), a social listening tool that helps brands like McDonald's, Hyatt, and Dick's

Sporting Goods to gather social mentions and turn them into location-specific, operational feedback. ShiftOne, Kam's most recent venture, is a mobile app that reduces restaurant turnover, drives incremental revenue, and makes work a better place for hourly employees and managers.



Wallace Doolin, Chairman and Co- Founder, TDn2K (Transforming Data into Knowledge)

Wally is chairman and co-founder of TDn2K™. Doolin is a widely recognized and respected entrepreneur and leader within the global hospitality industry. Doolin's broad experience as a Chairman, CEO, and Board Member of multiple restaurant brands coupled with his experience as an innovator and investor in information and technology, has positioned him uniquely as an industry expert. He has led multiple concepts on a

global basis in a range of circumstances from turnaround, startup, high growth, public and private ownership. Doolin has staunchly committed to the foodservice industry and its diverse workforce and has consistently been regarded as a trusted, competent and esteemed thought leader.



Karen Eadon, President/Chief Operating Officer, Farmer Boys Food, Inc.

Karen is a seasoned executive with over 40 years of hands-on experience and success with leading retail restaurant chains and consumer packaged goods brands. She has a track record of success in business revitalization, brand building and strategy innovation. Karen is currently President and Chief Operating officer for Farmer Boys Food, a 92-unit farm-to-table fast casual restaurant concept with locations in California and Nevada. In her career, Karen has held executive positions with Mimi's Café, El Pollo Loco, McDonalds, Applebee's and Taco Bell.



Zach Goldstein, Founder and CEO, Thaxn

Zach Goldstein is the founder and CEO of Thaxn, an automated customer engagement platform that helps merchants identify, reward and retain their best customers through automated campaigns that drive incremental revenue. Previously, Zach worked with retail and tech giants at Bain and Company, where he focused on customer satisfaction and retention. Zach is a sought after expert in retail customer satisfaction, engagement and loyalty, working with startups through global enterprises to build meaningful connections with customers in a way that grows the business. He received his MBA from Stanford and shivered his way to a BA at Dartmouth.



Patrik Hellstrand, CEO, by CHLOE.

Patrik is the CEO of by CHLOE., a plant-based fast-casual restaurant brand based in New York, NY. Having built his career in Hospitality, Consulting, Fitness, and Food & Beverage, Patrik has the unique advantage of being able to envision growth strategies and affect success by influencing his teams to mature beyond their traditional silos. As a leader, he cross-pollinates experiences from multiple industries and combines knowledge, expertise, and creativity to solve unpredictable, complex, and multi-dimensional challenges. Patrik is also the founder and author of thrivewired (thrivewired.co), an original and curated content-driven site offering advice on tackling the challenges of excelling in a growing business while achieving a thriving life.

**Chas Hermann, Chief Brand Officer,
Noodles & Company**

Chas is a passionate brand marketing leader with 25 years of experience working with brands in the retail, entertainment and

financial services industries. Chas joined the Noodles team in March 2018 as Chief Brand Officer. Prior to Noodles, Chas was the principal at Chas Hermann Consulting, partnering with executives and leadership teams on key business strategies that position products, services, and operations to build a memorable brand experience. Chas has worked at Paramount Pictures, The Walt Disney Company, Universal Studios, Starbucks, Commerce Bank and The Coffee Bean & Tea Leaf.

**Anita Jones-Mueller, Founder and CEO,
Healthy Dining**

Anita Jones-Mueller is a nationally known market innovator, thought leader, and strategist in the healthy eating landscape.

Healthy Dining is the world's most experienced nutrition services provider for the restaurant industry, comprised of a "think tank" of registered dietitians supporting 250+ restaurant brands in providing their guests with accurate nutrition, allergen, and sustainability information. Healthy Dining has recently launched MyMenu®, a responsive digital platform designed to offer restaurant guests unprecedented personalization matching menu items with health and lifestyle preferences.

**Fred LeFranc, CEO & Chaos Strategist,
Results Thru Strategy**

(See "Advisory Board" page for full bio.)

**Nancy Luna, Senior Editor and Tech
Editor, Nation's Restaurant News**
(See "Innovation Award and Armchair Conversation" page for full bio.)**Sonny Mayugba, Chief Marketing
Officer, Waitr Holdings, Inc.**

Sonny is Chief Marketing Officer of Waitr Holdings (Nasdaq:WTRH), the highly successful mobile on-demand restaurant ordering and delivery company. Sonny has been instrumental in positioning Waitr, which became a public company in late 2018, for the national stage, and led all communications efforts surrounding Waitr's recent acquisition of Bite Squad, a Minneapolis-based online restaurant food delivery service. Stewarding the Waitr brand, user acquisition, activation, and retention and company revenue growth, Sonny has helped Waitr grow to serve cities in 22 states across the U.S. Sonny joined Waitr through the acquisition of the company he founded, Requested, a venture-funded software platform that enabled diners to name their own price at restaurants that Inc. Magazine named one of the top eight startups to

watch for in 2015. He has a passion for local food, which he embraces as the Founder/Owner of the popular Red Rabbit Kitchen and Bar in California. Throughout his career, Sonny has built impactful business strategies for global commodities, NASDAQ-traded retailers, and top-tier lifestyle brands.

**Navin Nagrani, Executive Vice President,
Partner, Hilco Real Estate**

Navin is a central deal maker in many of Hilco's largest principal and advisory-related transactions. He has led several key strategic initiatives for the firm, including shaping real estate business development strategy and execution. Navin serves on the Executive Board of Directors for REIA and National Board of Trustees for TMA. Named to the "40 Under 40" list of top executive leaders by both M&A Advisors and Commercial Finance Association.

**Anton Nicholas, Partner, ICR**

Anton has over 20 years of communications experience advising C-level executives, directors and board members on high-level strategic programs with the financial community, media and other key constituents. As a Partner in ICR's Public Relations practice, Mr. Nicholas oversees several of the firm's corporate communications industry verticals, including restaurants, retail and apparel, food/beverage, healthy living and clean-tech. In addition, Mr. Nicholas oversees the firm's consumer and brand public relations practice, the ICR Lifestyle Lab.

**Paul Potvin, CFO, California Fish Grill**

Paul is the Chief Financial Officer for California Fish Grill, a 26-unit expanding fast casual seafood chain based in Irvine, CA.

Paul has been involved in finance in the restaurant industry for over 20 years for Acapulco, El Torito, Patina Group, and Elephant Bar Restaurants, with over 17 of those years as a Chief Financial Officer. Prior to the restaurant industry, Paul worked in the Worldwide Consolidation group of Mattel, Inc, and was an auditor for Deloitte & Touche. Paul is a CPA and obtained his MBA from Loyola Marymount University.

**Maria Trakas Pourteymour, Founder
and Chief Culinary Officer, Luna Grill
Restaurants**

Maria leads Luna Grill's mission to inspire others to feel good by eating real food, crafted with care. Maria's passion is showcased through Luna Grill's recipes and the establishment of ingredient quality standards to achieve full freshness and outstanding taste. She worked in her family's restaurant, where she learned that quality cuisine and the enjoyment of a tasty, nutritious meal is one of life's precious delights.



Neal Sherman, Founder & President, TAGeX Brands
Neal, founder & President of TAGeX Brands, a global firm managing Facility Closures and Equipment Liquidation.

TAGeX's decades of success in the food industry has led to expansion in multiple sectors. He is active in Young President's Organization and a Fellow of the Culinary Institute of America. Prior to TAGeX Sherman held roles in brand management at Kraft-General Foods. He graduated from American University and received his MBA from NYU's Stern School of Business.



Rick Shoffstall, CEO & Founder, The Productivity Advantage LLC

As CEO and founder of The Productivity Advantage, Rick is a well-established expert in the application of industrial engineering techniques in the foodservice industry. For over 23 years, he has used his detailed, systematic problem-solving approach to make a significant impact on a wide variety of more than 100 food service concepts. Rick has repeatedly demonstrated his ability to integrate client relationship skills with engineering expertise to deliver quantifiable results in labor management, process engineering, and facilities design.



Teresa Siriani-Sarinsky, Blissfully Giving Back
(See "Foodmanitarian Award" page for full bio.)



Atul Sood, Chief Business Officer, Kitchen United

Atul is the Chief Business Officer for Kitchen United and is responsible for spearheading strategic partnerships along with administrative and financial management. Prior to his role with Kitchen United, Atul was the Director of Business Development for McDonald's Global Digital organization, where he was responsible for launching and managing McDonald's food delivery partnerships. Atul began his career in investment banking and has, amongst other roles, founded, grown, and sold his own start-up in the sales technology space.



Stacey Sultar, Senior Vice President, Marketing, Rubio's Coastal Grill

Stacey is responsible for Rubio's strategic marketing efforts. Prior to Rubio's, Stacey was President of Think Big Marketing, where she provided companies with a range of marketing services including corporate branding, website development, digital marketing and market research. She also held marketing positions with Lightspan, Clorox and Taco Bell. Stacey received an undergraduate degree from Duke University and an MBA from Stanford University.



Cheryl Thompson, Director of Learning & Development, The Habit Restaurants, LLC
Cheryl has been in the restaurant industry for over 12 years. She has extensive experience in curriculum and course development as

well as training execution. Sheryl's passionate about creative learning and development solutions that empower and motivate new hires, continuing team members, and trainers. At The Habit, she has been excited to create and implement a custom-built learning management system to support the growth of both the team members and the company.



Robert Thompson, Founder & CEO, Punch Bowl Social

With nearly three decades in the food and beverage industry, Robert Thompson is changing the game with Punch Bowl Social. Since founding the experiential food and beverage concept in Denver in 2012, Robert has opened 16 locations across the country, with more to come. Robert was named a 2017 EY Entrepreneur of The Year® and Punch Bowl Social has received many awards including Fast Company's Top 50 Most Innovative Companies in the World 2019 and named a 2018 Nation's Restaurant News Hot Concept.



Robert Woolway, Managing Director, FocalPoint Partners, LLC

Robert has been a successful investment banker for more than 30 years and has executed M&A and financing transactions totaling approximately \$15 billion. He has worked on numerous restaurant transactions such as Norms Restaurants, Shakey's Pizza, RedBrick Pizza and numerous franchisees. Previously, Robert was a senior investment banker at J.P. Morgan, Merrill Lynch and Salomon Brothers. He graduated from Harvard University with honors and Stanford University's Graduate School of Business where he was an Arjay Miller Scholar.



Joel Yashinsky, Senior Vice President, Chief Marketing Officer, Applebee's Neighborhood Grill + Bar

As Senior Vice President and Chief Marketing Officer for Applebee's Neighborhood Grill + Bar, Joel leads all marketing efforts for the iconic American brand. He also serves as the brand lead on the Franchise Marketing Committee. Prior to joining Applebee's in January 2018, Joel was an 18-year veteran of McDonald's, most recently serving as Brand and Marketing Vice President for McDonald's USA, where he was responsible for the U.S. marketing calendar, promotions, advertising, and sponsorships, in partnership with franchisees. Prior to joining McDonald's in 1998, he held marketing positions with Georgia-Pacific Corporation and Southwest Airlines. Joel has been an active board member, including roles on boards for the Ronald McDonald House of Detroit and the Leukemia & Lymphoma Society of North Carolina. He is a graduate of Bowling Green State University in Ohio.

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Dine Brands Global is one of the world's largest full-service dining companies and franchisor of Applebee's Grill + Bar and IHOP, two of America's most iconic and enduring brands. With approximately 3,700 locations in 18 countries, DINE empowers, supports and grows the world's most-loved restaurant brands because we believe community happens when people eat together.



MOSSADAMS

More than 100 restaurant concepts and franchises across the United States—both private and publicly traded—turn to Moss Adams for assurance, tax, and advisory services. Our clients range in size from new concepts to well-established restaurants. As a result, we know their challenges and opportunities firsthand—knowledge we readily lend to help them make smart, informed business decisions and find innovative solutions that drive growth and reduce risk.



Nation's Restaurant News continues to serve the information needs of foodservice professionals. Today, offering integrated media solutions for changing times, NRN is the media brand more than 500,000 professionals turn to every month to help them tackle the challenges facing the foodservice industry. For operators, NRN provides a one-stop resource for complete industry coverage in whatever formats they prefer, whether magazine, digital resources, or mobile. For suppliers, NRN's audience-rich portfolio of print, digital, and live-event products provides the reach, access, and flexibility needed to open doors and grow business.



Pillsbury Winthrop Shaw Pittman LLP is a full-service law firm that offers depth of knowledge in core industry sectors, including groups focusing on Restaurant, Food, and Beverage; Consumer and Retail; and Wine, Beer, and Spirits. Our RF&B industry group provides guidance to restaurant operators, food and beverage companies, wineries, breweries, and their investors, on mergers and acquisitions, gift card law, alcoholic beverage licensing and regulation, trademark and trade dress protection, brand licensing and extensions, franchising, litigation, employment matters, capital raises, class actions, and more. We work in multidisciplinary teams that allow us to anticipate trends and bring a 360-degree perspective to complex business and legal issues—helping clients take greater advantage of new opportunities and better mitigate risk.

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Bank of America



Working with Bank of America Merrill Lynch, you have access to the comprehensive integrated capabilities of one of the world's largest financial institutions. Our Restaurant Finance Group has served up creative, forward-thinking solutions to operating companies, franchisors and franchisees since 1984—from advising on the capital structure of acquisitions to remodeling facilities, providing specialized knowledge across a broad spectrum of products and services, and investing billions of dollars in the restaurant space along the way. Our client relationships are day-to-day, ongoing partnerships customized to help you be successful over the long term.

capitalspring

Dedicated Restaurant Investors

CapitalSpring is a private investment firm dedicated exclusively to the branded restaurant sector. Since 2005, we have supported proven management teams with structured capital solutions to accelerate growth, facilitate recapitalizations, and navigate complex financing dynamics. We pride ourselves on our integrity, structuring flexibility, relationship-driven approach, and deep restaurant industry knowledge.

Deloitte.

Deloitte is recognized as one of the leading advisors to the restaurant industry, serving 95 percent of the Fortune 500 food services companies. Deloitte leverages the specialized range of its service capabilities, including accounting, tax, human capital consulting, internal audit, and risk advisory. In the United States, Deloitte LLP and its subsidiaries have an estimated 57,000 professionals with a single focus: serving our clients and helping them solve their toughest problems. Visit www.deloitte.com/us/restaurants for our latest insights.

FOCAL POINT Investment Banking

FocalPoint is an investment banking firm that specializes in mergers and acquisitions, private placements (both debt and equity), and financial restructurings. The firm's primary focus is on middle-market companies. A sampling of recent California-area restaurant clients includes Pinkberry, John's Incredible Pizza, Round Table Pizza, and Daphne's. For more information visit focalpointllc.com.

Gallagher

Insurance | Risk Management | Consulting

Gallagher Hospitality and Restaurant Group is a leading practice within Gallagher Benefit Services. We understand that restaurants seeking to provide attractive yet cost-effective employee benefit programs face complex issues, including a highly diverse workforce; a significant number of part-time workers, unionized employees, or non-union employees; high turnover and the need for benchmarking tools to stay competitive and retain employees; and more. Addressing these difficult issues and implementing smart solutions can be time consuming. That's why so many restaurants turn to GBS. We provide the full breadth of expertise in employee benefits, compensation, property casualty, and risk management to meet the ever-changing needs of our current and prospective clients.

Morgan Stanley

Morgan Stanley is a global financial services firm that maintains significant market positions in each of its business segments—institutional securities, wealth management, and investment management. The company, through its subsidiaries and affiliates, provides its products and services to a large and diversified group of clients and customers, including corporations, governments, financial institutions, and individuals.

PiperJaffray

Piper Jaffray is a leading investment bank and asset management firm serving clients in the U.S. and internationally. At Piper Jaffray, we help clients Realize the Power of Partnership®. Through a distinct combination of independent thinking, candid counsel, focused expertise and empowered employees, we deliver integrity, insight and impact to each and every relationship. Our proven advisory teams combine deep product and sector expertise with ready access to global capital. Founded in 1895, the firm is headquartered in Minneapolis with offices across the United States and in Hong Kong, Aberdeen and London.

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Plate IQ automates the accounts payable process by digitizing paper invoices and automatically map individual line items to the proper General Ledger codes within your accounting software. This eliminates manual data entry and allows you to have fast, actionable insights into your daily spend. With Plate IQ you can also reconcile your vendor statements and pay each invoice in just a few clicks.

RESULTS THRU STRATEGY

Results Thru Strategy is a strategic advisory firm dedicated to unleashing potential. We specialize in restaurants, hotels, and technology companies that service the hospitality industry. Our team has major league, major chain and entrepreneurial experience. Many are former CEOs, so we know what it's like to face difficult challenges. RTS has served a broad range of clients, including Boston Market, Which Wich, Freshi, Domino's, Garden Fresh, Friendly's and Johnny Rockets. We have also worked with many technology brands, including PAR, CTUIT, XPIENT and Fishbowl Marketing. Our expertise also extends to hotel brands, such as Doubletree, Hilton and HEI. Even the most knowledgeable business leaders are constantly looking for a competitive edge. But most discover that there's no silver bullet. It often takes an outside perspective. That's why people call Results thru Strategy. Also since our ROI is so consistent—they call us repeatedly. Whether a brand is new, growing, stagnating, or in need of renewal, RTS delivers a performance boost to move it in the right direction. We hope you'll consider allowing us to assess your organization. Because knowing all the right answers isn't nearly as effective as asking all the right questions.



We're At Every Table—Your Partner in the Business of Food. From the corner diner to the five-star steakhouse, US Foods has helped shape how people eat in America for more than five generations. With a team of more than 25,000 people spanning 60 locations nationwide, we serve independent and multi-unit foodservice operations including healthcare, hospitality, government and educational institutions. Our product lineup spans more than 350,000 items, including our exclusive Chef's Line brand, and Rykoff Sexton: a premium line of specialty ingredients sourced from around the world.

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Created by Oscar Farinetti, Eataly is a vibrant Italian marketplace interspersed with restaurants, counters, and a cooking school. The unique environment invites guests to "eat, shop, and learn" about high-quality Italian food and drink as they taste dishes, find ingredients, and take classes. Since Eataly Torino first opened in 2007, this philosophy has spread with 40 locations across the world, including in the U.S. with our flagship NYC Flatiron, Chicago, NYC Downtown, Boston, and L.A.



Gorilla Marketing has grown to become one of the largest promotional firms in America. Our staff works together, pooling our many years of experience to manage each order efficiently and effectively. Our expertise lies not only in the products we produce, but also in the marketing of each product we deliver. We understand that promotional products can play many roles in your company's marketing plan and we deliver creativity that highlights your brand and message.



The Los Angeles International Wine Competition is celebrating its 80th year! Showcasing the finest domestic and international vintages through a competition considered to be one of the most prestigious in the United States. An esteemed panel of judges use a blind-tasting method, maintaining the highest standards of integrity and professionalism. The competition is the platform for a wine education program available to 1.3 million visitors at the annual LA County Fair. The Fair's wine education center features consumer-driven classes, tastings, and displays of the award-winning wines.



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Daryl Ansel
Executive Director,
Associate Dean of Students
ASUC Student Union, UC Berkeley
Daryl oversees a wide array of services, programs, and activities that promote community, individual growth, responsible citizenship, and a global leadership to enhance the co-curricular experience for UC Berkeley students. Previously, Mr. Ansel was chief operating officer of L.A. Kitchen, an innovative social enterprise utilizing food to empower, engage, and nourish the L.A. community. Mr. Ansel's 20-plus years of experience includes executive-level positions in both operations and finance at a diverse and prestigious group of organizations, including UCLA Dining Services, the Starr Restaurant Organization, Grill Concepts, and Universal Studios Hollywood.



Lynda Boyer
Vice President, CBRE, Inc.
Since 1982, Lynda Boyer has been a trusted advisor to restaurateurs across the country. She has successfully represented restaurant owners, operators, chefs, developers, landlords, shopping centers, and investors in the acquisition, disposition, development, and leasing of restaurant-related real estate. Ms. Boyer received her undergraduate degree in finance from UC Berkeley's Haas Business School. She also worked as a professional development officer for UCLA, raising unrestricted funds for the university for 15 years. Ms. Boyer is also a member of the C5 Youth Foundation Board of Directors.



Karla Cameron



Huntley Castner
Chief Financial Officer,
Farmer Boys Restaurants

Huntley Castner currently serves as the Chief Financial Officer of Farmer Boys restaurants. Prior to that role, he served as strategic Chief Financial Officer of Lemonade Restaurant Group for three years. Prior to Lemonade, Huntley served as Chief Executive Officer and concurrently as Chief Operating Officer and Chief Financial Officer of Yogurtland Franchising, Inc. Prior to his role at Yogurtland, Huntley was a member of Panda

Restaurant Group's Senior Team where he served as the company's Vice President of Strategy & Finance. Prior to joining Panda, Huntley worked at several strategy consulting firms including Swander Pace & Company, Kurt Salmon Associates, and LEK Consulting. Huntley also founded and operated the San Francisco-based WA-HA-KA Mexican Grill and Baton Rouge Cajun Roadhouse. He received the Phi Beta Kappa academic honor from Stanford University in 1985 and a master's degree in business from the Anderson School of Management at UCLA in 1989.



Damon S. Chandik
Managing Director,
Global Head of Consumer Investment Banking, Piper Jaffray & Co.
Damon Chandik is head of the Consumer

Group and leads Restaurant Investment Banking at Piper Jaffray. He is focused on providing investment banking, mergers & acquisitions, and debt advisory services to consumer companies. He has more than 20 years of investment banking experience. Mr. Chandik was named one of the top 50 most influential people in the restaurant industry by Nation's Restaurant News. Recent transactions include: Zoe's sale to CAVA, Del Frisco's acquisition of Barteca, Sullivan's sale to Macaroni Grill, Bravo Brio sale to GP Investments, Upward Projects investment from Brentwood Associates, Café Rio sale to Freeman Spogli, Checker's sale to Oak Hill, Intelligentsia sale to JAB, The Habit IPO, Portillo Restaurant Group sale to Berkshire Partners, Zoës Kitchen IPO, TGI Friday's sale to Sentinel Capital.



Kurt M. Cross
Managing Director, Global Head of Restaurants, Morgan Stanley

Mr. Cross provides investment banking and mergers and acquisitions advisory services to restaurant companies. He has more than 13 years of experience in the industry. Relevant transactions include advising Panera Bread on its sale to JAB Holding Company and Cheddar's Scratch Kitchen's sale to Darden Restaurants, IPOs of Sushiro, Wingstop, Shake Shack, Skylark Restaurants, El Pollo Loco, Noodles & Company, the recapitalization of Jack in the Box, and advising on the privatization of CKE restaurants.

**Liz DiTrapano****Senior Vice President, ICR**

Liz works on the restaurant team at ICR, a strategic communications firm, where she advises and guides restaurant operators

and restaurant technology companies on corporate visibility programs that advance their business goals. With more than 15 years of experience spearheading media relations efforts, thought leadership and executive visibility campaigns, Liz has led strategic communications for companies at all stages of growth and through a wide range of scenarios, including dozens of IPOs, go-private transactions, M&A, and crisis work.

**David E. Goldstein****Vice President & COO,****Sharky's Woodfired Mexican Grill**

David Goldstein joined Sharky's Wood-fired Mexican Grill as vice president and chief operating officer in 2007. Mr. Goldstein brings his extensive background in the fast casual sector to Sharky's. He is a restaurant industry veteran with more than 25 years of progressive management, operations, and R&D experience. He has been involved at the executive level in the expansion of three chain restaurants with more than 200 locations nationwide.

**Anna M. Graves****Conference Chair; Partner & Co-Leader of the Restaurant, Food & Beverage Industry Group, Pillsbury Winthrop Shaw Pittman LLP**

(See "A Message from the Chair" page for full bio.)

**Sarah Grover****President, Sarah Grover, Inc.**

Sarah is a restaurant industry veteran with deep experience leading brand, marketing communications, and consumer packaged goods strategies for global restaurant chains. Ms. Grover spent 25 years with California Pizza Kitchen as one of the longest tenured senior executives. She was directly involved with several change-of-control transactions, CPK's IPO and secondary offerings, and its going-private sale. Sarah was Co-Chair and Board Member of the NRA Marketing Executives Group and has been recognized twice by *Ad Age Magazine's* top 100 marketers in the U.S.

**Rod Guinn****Managing Director, FocalPoint Partners LLC; Board Advisor, FohBoh, Inc. and Orderscape.com; Past Director, Anthony's Coal Fired Pizza**

Before FocalPoint, Mr. Guinn led Wells Fargo Foothill's Restaurant and Hospitality business. Several years before this, he led FleetBoston Financial's Restaurant, Food & Beverage Group. Mr. Guinn has spoken at numerous events. He writes an occasional blog on restaurant finance and related topics

available on FohBoh and other sites. Mr. Guinn holds a Master in Business Administration from Dartmouth's Amos Tuck School of Business Administration and a bachelor's degree from the University of New Mexico.

**Justine Hunter****Partner, National Practice Leader, Restaurants, Moss Adams, LLP**

Justine is a Coordinating Audit Partner and has served the restaurant industry for over 34 years. Her background includes extensive experience in public and private clients, including audit and tax services and assistance in purchase price allocations and interpreting the accounting for transactions with private equity firms. She works with many first-time startup restaurants to get them ready for private Equity funding.

**Lisa Jennings****Executive Editor, Restaurant Hospitality; Senior Editor, Nation's Restaurant News**

Lisa Jennings is executive editor of *Restaurant Hospitality*, a B2B publication dedicated to independent restaurant operators across the U.S. She is also senior editor of sister brand *Nation's Restaurant News*, the leading trade publication for chain restaurants, where she has worked for nearly 15 years. A veteran journalist, Ms. Jennings has been a reporter and editor at *The Commercial Appeal* in Memphis, Tenn., and the *Washington Business Journal* and *UPI* in Washington, D.C.

**Fred LeFranc****President, CEO, Chaos Strategist, Results Thru Strategy, Inc.**

In a fast-paced restaurant industry with new technology, competition, and laws changing the game each day, Fred brings order to disorder and helps businesses thrive. He is a well-respected industry veteran who has advised many of the industry's most significant executives and companies—from startups to billion-dollar global chains—to deliver long term sustainable success. Currently, Fred holds the position of CEO & Chaos Strategist with Results Thru Strategy, a restaurant consulting company he founded in 2006.

**Janet Lowder****President,****Restaurant Management Services**

Janet Lowder heads a Los Angeles-based restaurant and foodservice consulting firm, specializing in strategic planning, business valuations, site analysis, market research, concept evaluations, litigation consulting, and expert witness testimony. During the past 24 years, Ms. Lowder has been a UCLA Extension instructor, teaching courses such as *The Restaurant Industry—Survey of Operations & Management*, *Starting Your Own Restaurant*, and *Restaurant Controls for Profit Improvement*.



Laurel Mintz
CEO, Elevate My Brand/Digital Strategy
and Events

With a JD/MBA from Rutgers University, Laurel's background has uniquely prepared her to run a successful marketing agency serving both startups and blue chip global brands like Black Angus, Facebook, Verizon Digital Media Group, PAW Patrol and Zendesk. Laurel sits on the Board of Directors for NFTE (Network for Teaching Leadership), is a mentor for The Women's Global Leaders Initiative and a partner to Women's Founders Network, and advises LAVA (Los Angeles Venture Association). Laurel writes a weekly Inc. Magazine column appropriately entitled "On Brand". Her published work can be found in Entrepreneur, USA Today, The American Marketing Association and C-Suite Quarterly Magazine. Laurel and the agency have recently won the W3 Silver Award, the 2017 Patrick Soon-Shiong Innovation Award, the LABJ Women in Business Award, Comerica and LA Lakers' Women's Business Award, amongst others.



Michael Patrick
CEBS, Client Executive & Private Equity
Practice Leader

Michael Patrick serves as a client executive and Private Equity Practice Leader for Marsh & McLennan Agency (MMA). He brings with him more than 15 years of experience focusing on transactional diligence, human capital, risk analysis, and employment benefits strategies. Michael is responsible for analyzing clients' risk exposures and providing tailored risk management and human capital solutions. In addition to overseeing his clients' programs, Michael deploys in-house risk and loss and claims management resources, and ensures exceptional day-to-day service for the clients he manages. Before coming to MMA, Michael was an Executive Director at Crystal & Company and the Managing Director for Gallagher Equity Advisors at Arthur J. Gallagher, where he advised on more than \$7 billion in transactions. Michael received his Bachelor of Arts in comparative literature from Brown University.



Lauralynn Rogers
Executive Director, Internal Audit, Dine
Brands Global Inc. Franchisor of IHOP
& Applebee's

Lauralynn leads the internal audit function that delivers financial, operational, SOX and IT audit services. In addition, she oversees the company's franchise sales reporting audit program. To enhance the internal audit process, her team identifies and executes audit innovation opportunities, including automation and audit analytics. Ms. Rogers makes regular presentations to the Audit and Finance Committee of the Dine Brands Board of Directors. Ms. Rogers has over 20 years of auditing and consulting experience and began her career in the audit practice at Ernst & Young.



Teresa Siriani-Sarinsky
Blissfully Giving Back
(See "Foodmanitarian Award" page for full bio.)



Darren Tristano
CEO, Foodservice Results

Darren is Founder and CEO for Foodservice Results. A trend expert in the foodservice industry, he provides industry insights and perspectives on consumer and menu trends, restaurant chain and concept growth and market performance and intelligence. Darren co-founded Technomic Information Services with Ron Paul and held the title of Chief Insights Officer at Technomic, Inc. Since 1993, he has also served as President, Chief Financial Officer, and Executive Vice President leading the development and growth of Technomic's Information Services division, while also serving in a strategic capacity directing multiple aspects of Technomic's ongoing operations.



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