



FOODSERVICE NEWS  
**RESTAURANT  
BUSINESS  
CONFERENCE**

**OCTOBER 30, 2006**

HOTEL SOFITEL  
BLOOMINGTON, MN

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LITTLER MENDELSON, P.C.  
THE NATIONAL EMPLOYMENT & LABOR LAW FIRM™



**THE RESTAURANT BUSINESS  
CONFERENCE BRINGS TOGETHER THE TOP  
RESTAURANT OPERATORS, CHEFS AND  
BUSINESS MINDS TO EXCHANGE IDEAS  
AND IMPROVE YOUR OPERATION.**

Mail, phone, fax or e-mail your registration

**FOODSERVICE NEWS**

2808 Anthony Lane S., Minneapolis, MN 55418  
(612) 767-3200 • Fax (612) 767-3230  
e-mail: [info@foodserviceneeds.net](mailto:info@foodserviceneeds.net)

When registering 2 or more people - please make a copy of this form for each attendee

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

The seminar fee is \$65. For parties of two or more from the same company, the fee is \$50 each.  
Fed I.D. 41-1649668.

Enclosed is my check for \$ \_\_\_\_\_ payable to Foodservice News.

Charge my (circle one) American Express / MasterCard / VISA / Discover

Acct. #: \_\_\_\_\_ Exp. date: \_\_\_\_\_

Check here if you are a restaurant operator.



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# FOODSERVICE NEWS RESTAURANT BUSINESS CONFERENCE

- 9:00 - 10:00 A.M.** **CONTINENTAL BREAKFAST, REGISTRATION AND VENDOR FAIR**
- 10:00 A.M.** **WELCOME**  
Mike Mitchelson, Editor, Foodservice News
- 10:05 - 10:40 A.M.** **TRANSFORM YOUR SERVERS INTO A SALES TEAM: 20 GREAT IDEAS TO DRIVE RESTAURANT SALES**  
Stuart Gray, President, 4Remarkable Service
- 10:40 - 11:15 A.M.** **INTERNET AND LOYALTY MARKETING: BUILDING CUSTOMER LOYALTY WHILE INCREASING YOUR SALES**  
Scott Shaw, President, Fishbowl Marketing
- 11:15 - 12:10 P.M.** **THE BEST SALES-BUILDING IDEAS FROM THE TOP TWIN CITY OPERATORS**  
Phil Roberts, Parasole Restaurant Holdings  
Kieren Folliard, Kieren's Irish Pub, The Local, The Liffy  
Patti Soskin, Yum! Kitchen & Bakery  
Jennifer Jackson-King, Prima, Three Fish & Big Buck Roadhouse
- 12:15 - 1:30 P.M.** **LUNCHEON AND KEYNOTE SPEAKER**  
Andrew Zimmern: What's hot, what's not, and thoughts from travels abroad
- 1:30 - 2:05 P.M.** **GROWING YOUR RESTAURANT WITH RPM: THE SECRETS OF RELENTLESS PROMOTIONAL MARKETING**  
Sean Kelly, President, IdeaFarm
- 2:05 - 3:00 P.M.** **MORE SALES BUILDING IDEAS FROM TOP RESTAURANT OPERATORS**  
Moderator: Pat Lindquist, FSN Columnist  
Aaron Johnson & Tim Niver, Town Talk Diner  
Heidi & Stewart Woodman, Five Restaurant & Street Lounge  
Vincent Francoual, Vincent: A Restaurant
- 3:00 - 4:00 P.M.** **COMPLIMENTARY COCKTAIL RECEPTION AND VENDOR FAIR**  
Continue the day's discussion with the speakers, sponsors and other attendees—an excellent opportunity to have questions answered and make valuable contacts.

# IT'S ALL ABOUT BUILDING SALES IN YOUR RESTAURANT!

**Sales make everything happen!**



## ANDREW ZIMMERN, KEYNOTE SPEAKER

Andrew Zimmern is a renowned chef, television personality, food writer and the food features reporter for Fox 9 Morning News. He is also an associate editor, food critic and restaurant columnist for *Minneapolis-St Paul Magazine*. His television show, *Bizarre Foods!*, will air on the Travel Channel in early 2007.



## SCOTT SHAW, FISHBOWL MARKETING

Scott Shaw is the president and CEO of Fishbowl Marketing, the industry leader in email marketing, loyalty programs, and customer relationship management for the restaurant industry.



## PHIL ROBERTS

Phil Roberts has created several successful restaurant concepts and co-founded the Minneapolis-based restaurant development company, Parasole Restaurant Holdings, Inc., as well as idein ... a consulting group to the hospitality industry.



## VINCENT FRANCOUAL

Vincent Francoual opened his namesake restaurant five years ago to great acclaim. He is recognized as one of the Twin Cities best chefs and for being active within the community.



## STUART GRAY, 4REMARKABLE SERVICE

Stuart Gray is a hospitality enthusiast. He has been in the business of serving others since 1978. Stuart launched 4Remarkable Service in May 2005. They are in the business of helping people succeed and grow in the food service industry.



## SEAN KELLY, IDEAFARM

Sean Kelly is the president of IdeaFarm which specializes in helping companies supercharge their growth. He is also the publisher of the online *FranchiseMarketing.Com* newsletter and Internet magazine *FranBest Journal*.



## KIERAN FOLLIARD

Kieran Folliard brought an authentic taste of his homeland to the Twin Cities. He owns Kieren's Irish Pub and The Local in Minneapolis, and The Liffey in St. Paul.



## JENNIFER JACKSON-KING

Jennifer Jackson-King and her husband Eliot King have three successful restaurants under their belts—Prima, Three Fish and Big Buck Roadhouse.

## ABOUT THE CONFERENCE

**THE RESTAURANT BUSINESS CAN BE TOUGH AND DEMANDING. COMPETITION IS KEEN AND ONLY THE STRONG MARKETERS WILL SURVIVE!**

You must clear your calendar immediately and attend Foodservice News' 5th Annual Minnesota Restaurant Business Conference on October 30 to learn how successful restaurant owners and operators—chains and independents—keep filling their tables month after month, in good times and bad.

You will learn from three national restaurant marketing experts about what it takes to build sales in a crowded media marketplace. You will also hear from a number of well-known restaurant company owners who operate successful establishments in Minnesota. These individuals will inspire and motivate attendees with first-hand accounts of their challenges and accomplishments that have led them to master the restaurant business. Take a day away from your business and learn how savvy restaurateurs build sales even when competition is tough.

**THIS FOODSERVICE NEWS RESTAURANT SALES-BUILDING SEMINAR WILL GIVE YOU THE TOOLS TO BE SUCCESSFUL IN YOUR RESTAURANT OPERATION. DURING THE CONFERENCE, LEARN HOW TO:**

- Keep your restaurant fresh year after year as new competition heats up the marketplace.
- Identify local consumer trends that affect dining-out habits.
- Meet day-to-day challenges in the current restaurant environment—top operators will tell you how they do it.
- Motivate your staff to think like an owner when it comes to building sales.
- Use the Internet to market to new and old customers.
- Attract press coverage and local notoriety long after your restaurant opens.
- Market your restaurant night after night in order to fill those seats.
- Increase sales through promotional marketing.
- Implement “can't miss” restaurant promotions that will work in your restaurant.

**OCTOBER 30, 2006 • 9:00 A.M. TO 4:00 P.M. • HOTEL SOFITEL • 5601 WEST 78TH STREET • BLOOMINGTON, MN 55439 • REGISTRATION FEE IS \$65 FOR THIS ALL-DAY SEMINAR (INCLUDES BREAKFAST, LUNCH, RECEPTION AND SEMINAR WORKBOOK)**

**WHO SHOULD ATTEND:** Restaurant owners and operators interested in building sales in their restaurant – and who isn't interested in that? Our experts can give you the tips you need to survive in today's restaurant market.