

ABOUT THE CONFERENCE

THE RESTAURANT BUSINESS CONFERENCE BRINGS TOGETHER THE TOP RESTAURANT OPERATORS, CHEFS AND BUSINESS MINDS TO EXCHANGE IDEAS, NETWORK AND INCREASE YOUR BOTTOM LINE!

Clear your calendar on September 24th to attend Foodservice News' 6th Annual Minnesota Restaurant Business Conference. At this event, you will get in on the latest trends in the restaurant and foodservice scene in the Midwest—from state-of-the-art design and cutting edge marketing ideas to securing sustainable products and the finding the latest environmental platforms for your operation.

You will also hear from an outstanding line-up of restaurant owners and chefs who cover the gamut from small, independent restaurants to the large multi-unit operations. These food operators will inspire and motivate you with first-hand accounts of their challenges and accomplishments as they take on the tough food business. Spend a day away from your business—re-charge your professional batteries—and learn how savvy owners succeed in their business in many different ways.

SEPTEMBER 24, 2007 • 9:00 A.M. TO 4:00 P.M. • DOUBLE TREE PARK PLACE HOTEL • 1500 PARK PLACE BLVD. • ST. LOUIS PARK, MN 55416 • REGISTRATION FEE IS ONLY \$65 FOR THIS ALL-DAY SEMINAR AND INCLUDES BREAKFAST, LUNCH, SODA BREAKS AND POST-CONFERENCE RECEPTION

WHO SHOULD ATTEND: Restaurant and foodservice owners interested in improving their bottom lines and learning the latest industry trends.

CONFERENCE AGENDA

9:00 – 10:00 A.M. CONTINENTAL BREAKFAST AND VENDOR FAIR

10:00 A.M. INTRODUCTION

Mike Mitchelson, Editor, Foodservice News

10:05 - 10:40 A.M. RESTAURANT DESIGN TRENDS: GET THE BEST ROI FROM A RESTAURANT FACELIFT

David Shea, CEO, Shea, Inc.

10:45 - 11:30 A.M. SELLING SUSTAINABILITY: BOOST YOUR BUSINESS WITH LOCALLY GROWN, NATURAL PRODUCTS

Lenny Russo, Chef/Owner, Heartland

Philip Dorwart, Chef/Owner, Create Catering/Consulting

Todd Churchill, Founder/CEO, Thousand Hills Cattle Co.

11:30 - 12:15 P.M. THE MEDIA: ITS IMPACT, AND HOW TO BUILD YOUR BUSINESS WITH IT

Kim Ode, Writer, Star Tribune

Nancy Ngo, Restaurant Columnist, St. Paul Pioneer Press

Peter Lilienthal, Food Critic, Mpls/St.Paul Magazine

Sue Zelickson, WCCO Radio

**12:15 - 1:30 P.M. LUNCH AND KEYNOTE ENTERTAINMENT
The Amazing Hondo**



The Amazing Hondo is an internationally acclaimed magician, humorist, and motivational entertainer. Hondo's carefully customized presentation of "Magic with a Message" has inspired and entertained millions at corporate meetings, conferences, and special events around the world. With a quick wit, engaging style, and plenty of audience participation, Hondo addresses the magic of change, innovation, performance improvement, and building better customer and employee relationships.

1:30 - 1:45 P.M. BREAK/VENDOR FAIR

1:45 – 2:15 P.M. BUILDING GREEN TO EARN MORE GREEN

Kim Bartmann, Owner, Bryant Lake Bowl, The Red Stag Supperclub, Barbette

Rachelle Schoessler Lynn, Partner, Studio 2030 Inc.

**2:15 – 3:00 P.M. SUCCESSFUL MULTI-UNIT OPERATIONS:
THE ART OF BUILDING HIGH-PERFORMANCE RESTAURANT COMPANIES**

Lee Engler, President, Border Foods

Dave Glodowski, Partner, MRG Management

Tony Sutton, CEO, Baja Sol Restaurants Group

Alysia Adamidis, Owner, Dino's Franchise Corp.

3:00 – 4:00 P.M. RECEPTION AND VENDOR FAIR

KEYNOTE SPEAKERS



**Philip Dorwart,
Create Catering & Consulting**

Philip Dorwart gained Twin Cities fame as chef at Table of Contents in Minneapolis. He and his wife, Desiree, who is also a chef, farm organic vegetables for their own catering business as well as selling them to TC restaurants.



**Nancy Ngo,
Pioneer Press**

Nancy Ngo is a reporter and columnist covering food and restaurants at the St. Paul Pioneer Press.



**David A. Shea,
Shea, Inc.**

David Shea has played an influential role in developing major architectural designs locally and abroad during his career—he has been directly involved in the design of more than 400 retail and hospitality projects in his firm's nearly 30 year history.



**Lee Engler,
Border Foods Companies**

Lee Engler has enjoyed a 28-year career in the quick-service restaurant industry, and currently is the CEO of Border Foods Companies, a franchisee of Taco Bell, Pizza Hut, KFC, Au Bon Pain and Sonic.



**Sue Zelickson,
WCCO Radio**

Sue Zelickson shares her "Great Tastes"—news and her views on the restaurant scene—during the noontime WCCO Radio news, and her "Food For Thought" is heard Wednesdays at 3:50 p.m.



**Lenny Russo,
Heartland**

Lenny Russo is the chef and owner of the acclaimed Heartland restaurant in St. Paul, and was the opening executive chef for the new Guthrie's foodservice operations.



**Tony Sutton,
Baja Sol Restaurants Group**

Tony Sutton is CEO of Baja Sol Restaurants Group, which he and his wife Bridget purchased with partners in October 2006.



**Todd Churchill,
Thousand Hills Cattle Company**

Todd Churchill, CEO, founded Thousand Hills Cattle Company, a grass-fed-only beef producer. Many of the Twin Cities' most acclaimed chefs use his company's product.

REGISTRATION INFO

**Mail, phone, fax or e-mail
your registration to:**

FOODSERVICE NEWS

**2808 Anthony Lane S.,
Minneapolis, MN 55418
(612) 767-3200 • Fax (612) 767-3230
e-mail: info@foodservicenews.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.

RESTAURANT BUSINESS CONFERENCE



**ATTEND THE
MINNESOTA
RESTAURANT
EVENT
OF THE
YEAR!**

- **TURN KEY MARKET AND TREND INFORMATION INTO INCREASED SALES**
- **HEAR FROM SOME OF MINNESOTA'S MOST SUCCESSFUL OPERATORS**
- **RE-CHARGE YOUR PROFESSIONAL BATTERIES**
- **MAKE VALUABLE CONTACTS AND MORE!**

6TH ANNUAL FOODSERVICE NEWS

**RESTAURANT BUSINESS
CONFERENCE**

SEPTEMBER 24TH, 2007
DOUBLE TREE PARK PLACE HOTEL
ST. LOUIS PARK, MN

**A ONE-DAY SEMINAR
REGISTER TODAY (612) 767-3200**



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