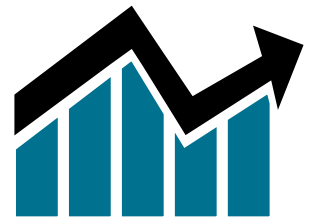


RESTAURANT FINANCE MONITOR'S

# RESTAURANT FINANCE & DEVELOPMENT CONFERENCE



22ND ANNUAL EVENT NOVEMBER 7-9, 2011 WYNN LAS VEGAS



**Dr. Arthur Laffer**  
Economist and former member of the President's Economic Policy Advisory Board



**Aron Ralston**  
Mountain climber and adventurer was the inspiration for the Academy Award Nominated film "127 Hours"



**Michael Abrashoff**  
Former Navy Commander, management expert & author, "It's Your Ship"



**Joel Kotkin**  
Nationally recognized expert on social trends and author, "The Next Hundred Million: America in 2050"



**Lets Make A Deal!**  
The restaurant industry's finance and dealmaking event of the year can't be missed



**Wynn Las Vegas**  
A Forbes 5-Star award winner and ranked one of the finest hotels in the world.

## ATTEND THE RESTAURANT DEALMAKING EVENT OF THE YEAR!

- Network with lenders & investors
- Buy and sell restaurants & real estate
- Hear expert financial speakers
- Turn vital economic and operating information into a winning strategy
- Receive continuing education credits
- Make valuable contacts and more
- Register now. Last year's event sold out!
- [www.restfinance.com](http://www.restfinance.com)



**CAPITAL • CONTACTS • GROWTH**

# About the Conference

The Restaurant Finance Monitor's annual **Restaurant Finance & Development Conference** is the restaurant industry's premier executive conference for growth-minded restaurant company owners, operators and financial executives.

Attendees have the opportunity to meet representatives of banks, finance companies, investment banks, private equity firms, merger and acquisition specialists, private investors, real estate developers, sale-leaseback funds, analysts, consultants, business brokers and other financial intermediaries to find financing, buy or sell restaurant businesses and real estate, or locate new business opportunities.

Conference attendees will also gain key financial, economic and operating insights by attending important workshop and general session seminars covering a wide variety of financial, economic, accounting and restaurant business topics.

The conference provides attendees with an unparalleled opportunity to broaden their financial contacts and get "up-to-speed" on what's happening in the restaurant business and capital markets.

The **Restaurant Finance & Development Conference** is all about the business side of the restaurant business. Plus, the networking is best in class. It's important to be there. Don't pass up your opportunity.

## Who should attend?

Owners, operators, and executives of multi-unit restaurant companies—both franchised, non-franchised—and independent restaurant groups send multiple representatives to the conference each year. Attendees include executives in finance, accounting, development, legal, real estate and franchising. Also invited are consultants, private and public equity investors, lenders, brokers, bankers, developers, accountants, attorneys and financial dealmakers who serve the restaurant industry.

Your Name  
Your Company

### Bring Plenty of Business Cards

*The networking is the absolute best in the restaurant business!*

## This Year's Highlights



### Dr. Arthur Laffer

*The economist and former presidential advisor will provide an exclusive national economic briefing to attendees.*

*Sponsored by Jefferies & Company*



### Aron Ralston

*Attendees will hear Ralston's incredible life-altering adventure and inspirational will to survive.*



### Attend Top Financial Workshops

*Financial and capital market experts provide vital market and operating data to conference attendees.*



### Finance & Development Mall

*Network with top restaurant lenders and investors. Secure growth financing for your restaurant company.*



### Restaurant *Pitch Sessions*

*An opportunity to pitch your restaurant concept to potential investors in this all-new capital raising session.*



### Michael Abrashoff

*The former Navy captain and the Author of "It's Your Ship," will help attendees with their "grassroots" leadership skills.*

*Sponsored by Monroe Moxness Berg*



### Expanding to Canada

*Attend a special workshop and reception highlighting expansion opportunities in Canada.*



### Great Networking

*The Wynn Hotel provides expanded meeting space for private meetings. Book appointments in advance!*



### New! Conference Mobile App

*Optimize your conference experience with your iPad, iPhone, Android or other mobile device.*

*Sponsored by Deloitte & Touche & Cole Real Estate Investments*

# Finance & Development Mall: Make Things Happen!

The **Finance & Development Mall** at the **Restaurant Finance & Development Conference** is the place to be in November. The Mall provides an outstanding venue for restaurant operators to gain new financial contacts and forge existing business relationships.

The Mall is the only venue of its kind in the restaurant industry where attendees can find financing, meet new growth and development contacts, network for buyers or sellers, find important financial services, or simply talk business strategy. Attendees can also shop for multi-unit franchise territories, co-branding alliances, international development opportunities, restaurant sites, or find other chains and independents available for purchase.

The conference is a dealmaker's event and all of the attendees come with their "business face" on. There is no other Mall quite like this one in the restaurant business. You won't believe the networking and deal possibilities at the **Restaurant Finance & Development Conference!**



## A Variety of Financing Sources!

Here are just a few of the financing options represented at the conference during the Finance & Development Mall:

- Bank Syndications
- Build-to-Suit Development
- Business Acquisition Loans
- Buy-Out Funds
- Construction Loans
- Equipment Leasing
- Equipment Loans
- Franchisor-Sponsored Financing Programs
- Hedge Fund Financing
- IPOs
- Leasehold Loans
- Mezzanine Loans
- Private Placements
- Real Estate Loans
- Recapitalizations
- Sale-Leasebacks
- SBA 7(a) and 504 Loans
- Start-Up Capital

A ONE-STOP SHOP FOR CAPITAL!

## Keynote Speakers



### **Dr. Arthur Laffer—Economist**

Arthur Laffer is a world-recognized economist. He focuses his research on the interconnecting macroeconomic, political and demographic changes affecting global financial markets. Dr. Laffer was a member of President Reagan's Economic Policy Advisory Board for both of his terms in office. Don't miss this special economic briefing at 2:00 PM on Monday, November 7th. *Sponsored by Jefferies & Company*



### **Aron Ralston—Adventurer and Author**

After being pinned for nearly a week in a remote three-foot-wide canyon in southern Utah, Aron Ralston narrowly escaped death by severing his right forearm with a dull pocketknife. After applying a tourniquet, he hiked and rappelled for five hours before searchers miraculously rescued him. His inspirational story was documented in his best-selling book, *Between a Rock and a Hard Place*, and was adapted into the movie "127 Hours". Ralston will speak during the luncheon on Tuesday, November 8th.



### **Joel Kotkin—Author, "The Next Hundred Million: America in 2050"**

A keen-eyed authority on economic, political, and social trends, Joel Kotkin applies his knowledge to the vital issues facing regions, major cities and countries including planning for economic revitalization, the future of the middle class, and the role that resources play in the rise of regions and countries. Kotkin provides his analysis on Tuesday, November 8th.



### **Michael Abrashoff—Former Navy Ship Captain and Author**

At the age of 36, Michael was selected Commander of the U.S.S. Benfold. The challenges he found were staggering, including exceptionally low morale and poor performance results. Few thought that his ship could improve. By instilling a sense of urgency and by creating an atmosphere of commitment to excellence, the Benfold became the best performing ship in the Pacific Fleet. *Abrashoff's management tips will be given during the Success Breakfast on November 9th. Sponsored by Monroe Moxness Berg.*

## Restaurant Industry Speakers and Panel Members



### **Kevin Brown, CEO Lettuce Entertain You Enterprises**

Kevin's emphasis on continuing the trend toward innovation and creation of new concepts is one of the driving forces of his company—a multi-unit, multi-concept leader.



### **Christopher Muller, PhD, Dean Boston University**

Chris is recognized as a global thought leader in hospitality management education and research, executive education and development with extensive entrepreneurial and management experience in the food service industry.



### **Nick Cole, Exec. Vice President, Wells Fargo Restaurant Finance**

Nick is an experienced restaurant lender and heads up Wells Fargo's restaurant financing arm that provides capital to owners of multi-unit branded retail businesses in the restaurant sector.



### **Rachael Rothman, Analyst Susquehanna Financial Group**

Rachael covers the restaurant, gaming, lodging, and leisure industries. She has more than a decade of direct operational experience in the hospitality industry with 11 years of experience in equity research.



### **Greg Creed, CEO Taco Bell Corp.**

Greg has been CEO of Taco Bell since 2001. He has more than 30 years experience in marketing and operations with leading packaged goods and restaurant brands.



### **David Swinghamer, CEO Shake Shack**

David is the CEO of Union Square Hospitality Group's (USHG) Shake Shack concept and has been a senior partner of USHG since 1997. He is in charge of leading the Shake Shack business as it expands nationally and internationally.



### **W. Douglas Benn, CFO The Cheesecake Factory, Inc.**

Doug joined The Cheesecake Factory in 2009 after serving in the same capacity at Rare Hospitality prior to its acquisition in 2008 by Darden Restaurants.



### **Steve West, Analyst Stifel Nicolaus**

Steve joined Stifel Nicolaus in 2007 as the restaurant analyst. Before joining the firm, he was an analyst for A.G. Edwards and Procter & Gamble. Steve also served as a Surface Warfare Officer in the United States Navy.

# Restaurant Industry Speakers and Panel Members



## **Trey Brown, Sr. Managing Director GE Capital, Franchise Finance**

Trey is senior managing director and commercial leader at GE Capital, Franchise Finance, which provides access to capital and industry expertise to multi-store restaurant operators.



## **Bill Palmer, CEO AppleCreek Management Co.**

Bill was one of the founders of the Applebee's concept in 1980. He is now an Applebee's franchisee with 40 restaurants in the Atlanta area.



## **Bob Bielinski, Managing Director CIT Group**

Bob leads the restaurant industry practice within corporate finance at CIT Group. He brings more than 20 years of restaurant and retail financial management, investment banking and transactions experience to CIT.



## **Dennis Lombardi, EVP Foodservice Strategies, WD Partners**

As one of the most highly respected leaders in the foodservice industry, Dennis is known for his critical insights into "what works" for consumers and foodservice chains.



## **Steve Brake, CFO Del Taco LLC**

Steve has been with Del Taco Holdings since 2003. He was actively involved in the acquisition of Del Taco during 2006 and led the May 2010 recapitalization of the company.



## **Nick Marsh, Venture Partner FirstMark Capital**

Nick is focused on financing early stage restaurant concepts such as Chop't Creative Salad Company and Mendocino Farms. He has also built an operating team which plays an active role in supporting these companies.



## **Kevin Burke, Managing Director Trinity Capital LLC**

Kevin is managing director of Trinity Capital, a boutique investment bank specializing in restaurants and the food industry.



## **Bill McClave, Partner Birchwood Resultants, LLC**

Bill is an expert in restaurant real estate modeling and helps clients raise their new store success rates, sales and returns. Prior to founding Birchwood, he held senior executive roles in marketing with Applebee's.



## **Wally Butkus, Partner Restaurant Research LLC**

Wally co-founded Restaurant Research in 2000. He has more than 14 years experience analyzing restaurant industry and concept trends to provide investors and managers with key unit-level benchmarking intelligence.



## **Dennis Monroe, Chair Monroe Moxness Berg PA**

Dennis is chair of Monroe Moxness Berg PA. A pioneer in the retail and franchise area, Dennis has developed a broad network of finance contacts and clients. He also serves as CEO of Parasole Restaurant Holdings, a multi-concept restaurant company.



## **Kevin Dunn, President Dunn Enterprises**

Kevin coaches and consults with CEOs. He was previously the president of McDonald's Great Lakes Division that encompassed 525 franchisees and over 2,600 restaurants.



## **Mark Kelnhofer, CEO Return on Ingredients LLC**

Mark has more than 17 years of experience in bottom line-boosting restaurant accounting with a specialty of accurate recipe costing, menu engineering and improving profitability.



## **Michael Gottlieb, Americas Leader, Ernst & Young**

Michael manages services, including assurance, advisory, real estate, human resources, and operational services to restaurant clients ranging from quick-service restaurants to full-service dinner houses.



## **Michael Kelter Restaurant Analyst Goldman Sachs Group**

Michael works on the Goldman Sachs consumer and retail research team as the firm's lead restaurant analyst.



## **Aziz Hashim, CEO NRD Holdings**

Aziz founded the company in 1996 with one QSR location and has grown the company to over 60 restaurants, including high-profile brands like Popeyes, Domino's Pizza and Checkers/Rally's Drive-In Restaurants.



## **Brad Swanson, Managing Director, KeyBanc Capital Markets**

Brad is the head of restaurant investment banking at KeyBanc Capital Markets. He has executed M&A, equity and debt transactions for clients such as RARE Hospitality, Buffalo Wild Wings, Wendy's and McDonald's.

# General Sessions & Workshops

## Finance • Economics • Mergers • Buyouts • Raising Capital • Growth

### Dr. Arthur Laffer: The Economic Outlook for Business

*This exclusive economic briefing is sponsored by Jefferies & Company*

### The Next Hundred Million: America in 2050

Joel Kotkin, Distinguished Presidential Fellow in Urban Futures  
Chapman University

### What To Expect From The Capital Markets In 2012?

Mary Jo Larson, Vice President/Publisher  
Franchise Times Corp.

David Farwell, SVP, Managing Director  
RBS Citizens Franchise Finance

Randy Schultz, Managing Director  
Regions Bank

Nick Cole, Exec. Vice President  
Wells Fargo Restaurant Finance

Jim Ellis, Vice President  
CapitalSpring

William Johnson, Senior VP of Sales and Business Development  
United Capital Business Lending

Trey Brown, Senior Managing Director  
GE Capital, Franchise Finance

### Wall Street's Outlook for Restaurants in 2012

Bob Bielinski, Managing Director  
CIT Group

Steve West, Director, Equity Research  
Investment Technology Group

Rachael Rothman, Analyst  
Susquehanna Int'l Group

Michael Kelter, Global Investment Research  
Goldman Sachs Group

### Jamba Juice Case Study: How to Get a Refranchising Deal Done in a Tough Finance Market

Gene Cerrotti, CEO  
Praetorian Group

Michael Fox, SVP/General Counsel  
Jamba Juice Company

Dale Goss, VP Development  
Jamba Juice Company

### "Over-The-Top" Ideas From The Trendmakers

Dennis Monroe, Chair  
Monroe Moxness Berg PA

Kevin Brown, President & CEO  
Lettuce Entertain You Enterprises

David Swinghamer, CEO  
Shake Shack

Bill Palmer, CEO  
AppleCreek Management Co.  
(Applebee's Franchisee)

### How to Find Growth Opportunities In Distressed Restaurants and Bank-Owned Assets

Navin Nagrani, Senior Vice President  
Hilco Real Estate, LLC

John Metz, CEO/Chairman  
Meyer Metz Capital Partners, LLC

Michael Eagen, Director  
Tavistock Group

Hazem Ouf, CEO  
American Blue Ribbon Holdings, LLC

Glenn Kindred, Managing Director  
GE Capital, Franchise Finance

### Report From The Field: Real Estate Opportunities And Analysis

Members of the Council Of International Restaurant Real Estate Brokers (CIRB) will analyze the real estate markets.

### M&A Trends & Valuations: How Can Strategic Buyers Compete With Private Equity in 2012

David Farkas, Columnist  
Restaurant Finance Monitor

Damon Chandik, Managing Director  
Piper Jaffray

Brad Swanson, Managing Director  
KeyBanc Capital Markets

Craig Weichmann, Partner  
Meyer Metz Capital Partners, LLC

### What Happens After "What Comes Next?" How the Coming Changes Will Impact Your Brand

Dennis Lombardi  
Executive Vice President  
WD Partners

Christopher Muller, Dean  
School of Hospitality Administration  
Boston University

Wally Butkus, Partner  
Restaurant Research LLC

Bill McClave, Managing Partner  
Birchwood Resultants, LLC

### Raising Capital For Emerging Growth Concepts

Jeff Kolton, Principal  
Franchise Market Ventures

Nick Marsh, Venture Partner  
FirstMark Capital

Gary Levy, Partner  
J.H. Cohn LLP

Ron Feldman, CEO  
Franchise America Finance LLC

### Solving the Cap-X Dilemma: How to Revitalize the Brand And Reignite Growth:

Kevin Burke, Managing Director  
Trinity Capital LLC

Greg Creed, CEO  
Taco Bell Corporation

Robert Lustig, VP-Operations  
Panda Restaurant Group

Erik Morris, Managing Director  
Roark Capital Group

Aziz Hashim, President/CEO  
NRD Holdings, LLC

### Stop Selling On Price: Improve Consumer Value Perception And Drive Profits

Allan Hickok, Senior Advisor  
The Boston Consulting Group

Dylan Bolden, Partner  
The Boston Consulting Group

John Budd, Partner  
The Boston Consulting Group

Tom Lutz, Senior Partner  
The Boston Consulting Group

## Accounting • P & L Controls • Real Estate • Franchising • Turnarounds

### CFO Series: Still Managing the Margin With Options for Growth

Michael Gottlieb, Partner - Global Leader  
Restaurant Services  
Ernst & Young

W. Douglas Benn  
Exec. Vice President & CFO  
The Cheesecake Factory

Steve Brake, CFO  
Del Taco

Ron DiNella, CFO  
Morton's Restaurant Group

Keith Kinsey, COO/CFO  
Noodles & Company

### Occupancy Costs: When Is Rent Too High and What Can I Do About It?

Tom Mullaney, Partner  
Huntley Mullaney Spargo & Sullivan

Don Breen, CFO  
Cheddar's Casual Cafe

Brad Lis, VP Global Corporate Services  
Carlson Restaurants Worldwide

### Commodities: How to Incorporate Hedging Tactics to Control The Upward Trend In Unit Costs

David Maloni, President & Chief  
Commodity Strategist  
American Restaurant Association Inc.

Mark Spurgin, Vice President Supply  
Chain  
OSI Restaurant Partners (Outback)

Mike Irgang, Senior Director, Financial  
Risk Management  
McDonald's Corporation

### How Prepared Are You to Deal With the New FASB and IASB Lease Standards?

Steve Steinhauser, Director  
Deloitte & Touche, LLP

Jeffrey Nickell, Partner  
Deloitte & Touche, LLP

David Landsberg, CFO  
Panda Restaurant Group

Josh Leonard, Partner  
Deloitte & Touche, LLP

Reese Stewart  
CKE Restaurants, Inc.

### Evaluating Your Existing Markets: How to Decide Whether to Open, Relocate, Remodel or Simply Close the Store

Paul Sill, Principal  
Forum Analytics

Mark Whittle, Chief Development Officer  
Huddle House

Michael Atwell, VP Real Estate  
Little Caesar Enterprises

Mike Rotondo, COO  
Tropical Smoothie Cafe

### Turnarounds: Best Case Examples of Bringing New Life To An Established Chain

Jonathan Maze, Reporter/Editor  
Restaurant Finance Monitor

Kevin Dunn, President  
Dunn Enterprises

Kerry Kramp, CEO  
Sizzler USA

Carl Howard, CEO  
Fazoli's

Sam Borgese, Executive Chairman  
of the Board  
El Pollo Loco

### How Bravo Brio Lowered Food Costs By Menu Engineering And Accurate Recipe Costing

Mark Kelnhofner, President & CEO  
Return On Ingredients LLC

Debbie Tricknor, Controller  
Bravo Brio Restaurant Group

### The Best Tax And Financial Tips From Top CPAs In The Restaurant Business

Brad Saltz, Director  
SS&G

Richard Gralitzer, CPA, Principal  
Mayer Hoffman McCann P.C.

Annette Gomez, President  
National Franchise Financial Services

Nicholas Florio, Partner  
Citrin Cooperman & Co.

Todd Lifson, Partner  
Lurie Besikof Lapidus & Co.

Craig Daniel, Partner  
Baker Tilly Virchow Krause

### Success Breakfast

Michael Abrashoff, Former Navy  
Commander and Author

*Sponsored by Monroe Moxness Berg PA*

## Doing Business Profitably In Canada: Forum & Reception



**Tuesday, November 8, 2011**

Expanding to Canada – Is Now The Time? – 4:30–5:30 p.m.  
Reception – 5:30 p.m.–6:30 p.m.

**Moderator:** Larry Weinberg, Partner, Cassels Brock & Blackwell LLP

#### Panel Members:

Bruce Dimyatosh, President, Prism Hospitality  
F. Paul daSilva, Director - Franchise Markets, RBC Royal Bank  
Sam Winberg, Principal/Broker, Northwest Atlantic (Canada) Inc.  
Andrew Reback, Partner, Cassels Brock & Blackwell LLP

#### Sponsored by:



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(CANADA) INC. BROKERAGE



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# Conference Sponsors

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# Exhibiting Finance & Development Companies

## Lenders, finance sources, real estate and other financial services

- ADP
- Advanced Restaurant Sales
- Altametrics (e\*Restaurant)
- Alteryx, Inc.
- ANXeBusiness Corp.
- Auspex Capital
- Baker Tilly Virchow Krause, LLP
- Bank of America Merrill Lynch
- Birchwood Resultants LLC
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- Boston Consulting Group
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- Capital Access Network, Inc.
- Capital Growth Advisors
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- Compeat Restaurant Mgmt Systems
- The Council of International Restaurant Real Estate Brokers (CIRB)
- CRG Partners
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- CtuIt Software
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- Deloitte & Touche, LLP
- Direct Capital Franchise Group
- DJM Realty
- DRDA, PLLC
- Duff & Phelps
- Excess Space Retail Services
- Ernst & Young LLP
- Evergreen Development
- FC Dadson SIB
- First Data Merchant Cash Advance
- First Franchise Capital Corp.
- Forum Analytics
- Franchise America Finance
- Franchise Business Review
- Franchise Capital Advisors
- FRANdata
- Funding Solutions, LLC
- GE Capital, Franchise Finance
- Harbour Capital
- Hilco Real Estate
- Hopkins Appraisal Services
- HotSchedules, Inc.
- Huntley Mullaney Spargo & Sullivan
- Hylant Group
- Infinity Franchise Capital
- InfoSync
- Innovation Capital, LLC
- International Franchise Association
- IQ Back Office
- Javelin Solutions
- Jefferies & Co.
- KeyBanc Capital Markets
- MarshallMorgan, LLC
- McGladrey
- Mercantile Capital Corporation
- Merchant Cash and Capital, LLC
- Mirus Restaurant Solutions
- Modern Business Associates
- Monroe Moxness Berg PA
- N3 Real Estate
- National Franchise Sales
- National Restaurant Brokers
- National Retail Properties
- New Dirt.com
- The Nisbet Group
- NNN Retail Investment Group, LLC
- North American Corporate Advisors
- Northwest Atlantic (Canada) Inc.
- Oasis Outsourcing
- Partner Engineering and Science, Inc.
- Paysolve, LLC
- Paytime for Restaurants
- Pinnacle Commercial Capital
- Piper Jaffray
- Praetorian Group
- Prism Hospitality
- Property Works
- Quattro FPO Solutions
- RBS Citizens Franchise Finance
- Realty Income Corporation
- Regions Bank
- Restaurant Magic Software
- The Restaurant Management Group
- ROI Processing Solutions
- Royal Bank of Canada (RBC)
- Schreiner Business Partners
- SecureConnect Inc.
- SIB Development & Consulting
- Spirit Finance
- SS&G
- STNL Advisory
- STORE Capital
- Syrus Restaurant Information Services
- TCF Equipment Finance
- Technomic, Inc.
- Trade Area Systems, Inc.
- Trinity Capital
- United Capital Business Lending
- Vantiv
- Vend Lease Company, Inc.
- Verdad Real Estate
- WAND Corporation
- Wells Fargo

## Featured Multi-Unit Opportunities

- American Blue Ribbon Holdings
- Arby's
- Baja Fresh
- bd's Mongolian Grill
- Belgian Beer Cafe
- Bojangles'
- BP
- Bruegger's
- Burger 21
- Burger King
- Capriotti's
- Choice Hotels
- Church's Chicken
- CiCi's Pizza
- CKE Restaurants
- Copeland's
- Craftworks
- Del Taco
- Denny's
- Donatos Pizza
- Dunkin' Brands
- East Coast Wings & Grill
- Einstein Bros. Bagels
- Erbert & Gerbert's
- 5 & Diner
- Fannie May Fine Chocolates
- Fatburger
- Fazoli's
- Firehouse Subs
- First Watch Restaurants
- Fresh To Order
- Genghis Grill
- Golden Corral
- Gyu-Kaku Japanese BBQ
- Hurricane Grill & Wings
- Jack in the Box
- Jersey Mike's Subs
- McAlister's Deli
- Milio's Sandwiches
- Newk's Express Cafe
- Noodles & Company
- Pancho's
- Pie Five Pizza
- Popeye's
- Qdoba
- Quaker Steak & Lube
- Schlotzsky's
- Shakey's USA
- Sizzler
- Steak 'n Shake
- TGI Fridays
- Twin Peaks
- Zaxby's

### Make appointments in advance!

Make the most of your conference attendance and plan all of your meetings in advance. Paid attendees have online access to the registered attendee list in order to schedule appointments.

As of October 10, 2011

## Registration Info

**The advance conference registration fee is only \$795 per person. For restaurant operators who register two or more attendees from the same company at the same time, before the cut-off date, the price per attendee is just \$695.**

The registration fee includes all of the following:

- Attendance to all conference sessions and workshops, and admittance to the Finance & Development Mall
- All conference-related meals—breakfasts, lunches, breaks and receptions
- Advance registration list online so you can book meetings and preserve valuable time at the event
- Valuable conference manual containing detailed speaker and lender profiles, workshop outlines in hard copy or CD format, and a complete attendee list for follow-up networking
- Networking reception on Monday night during the Finance & Development Mall
- Networking luncheon on Tuesday featuring mountain climber/adventurer **Aron Ralston**
- Dealmakers reception on Tuesday night in the Finance & Development Mall
- Wednesday's Success Breakfast featuring **Michael Abrashoff, Author, "It's Your Ship"**  
*Sponsored by Monroe Moxness Berg PA*
- Coffee and soda breaks throughout the conference *sponsored by CIT Group Inc. & Infinity Franchise Capital*
- Continuing education credit is available in Accounting (CPE), Real Estate and Franchising (CFE Credits)
- A one-year paid subscription to the **Restaurant Finance Monitor** is included with every registration. The Monitor is the industry's only source for restaurant financing and development info. Also included is a subscription to **Franchise Times magazine**, the news and information source for franchising. These complimentary subscriptions represent a \$330 annual value!

## CPE Credit

The conference producer is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be addressed to the National Registry of CPE Sponsors, 150 Fourth Avenue North, Suite 700, Nashville, TN, 37219-2417. Web site: [www.nasba.org](http://www.nasba.org).



### Earn Up to 15 CPE Credits

Program Level: Basic

Delivery Method: Group-Live

Prerequisites: None

### Accounting Learning Objectives:

- Discover the types of lending programs available
- Find accurate financial, economic and operating information
- Network with lenders and dealmakers
- Hear from national restaurant industry speakers
- Recognize the economic forecast

**FRANCHISING:** The conference is approved by the Institute of Certified Franchise Executives (ICFE) for 300 credits towards the Certified Franchise Executive (CFE) Program.



**REAL ESTATE AND LEGAL:** CPE credit may also be available for real estate and law licensees. Each attendee is responsible for submitting conference materials to their respective states. **Some states require prior-approval.**

## AGENDA AT-A-GLANCE

### Monday, November 7, 2011

- **Registration** begins at 11:00 a.m.
- **Economic Outlook: Dr. Arthur Laffer**—Begins at 2:00 pm.
- **General Session**—3:00 pm.
- **Finance & Development Mall and Reception**  
4:00–7:00 p.m. Reception begins at 5:30 p.m.

### Tuesday, November 8, 2011

- **Continental Breakfast**—7:00–8:00 a.m.
- **General Session and Workshops**—8:00 a.m.–5:30 p.m.
- **Luncheon Featuring Aron Ralston**—12:00–2:00 p.m.
- **Finance & Development Mall and Dealmakers Reception**  
2:30–7:00 p.m. Reception begins at 5:30 p.m.
- **Doing Business Profitably in Canada: Forum & Reception**  
4:30–5:30 p.m.

### Wednesday, November 9, 2011

- **Success Breakfast: Michael Abrashoff**—7:00–9:00 a.m.
- **Finance Workshops**—9:00 a.m.–12:00 p.m.

*The conference will conclude at approximately 12:00 p.m.*

# Registration

Mail, phone, fax or e-mail your registration.

Restaurant Finance Monitor  
2808 Anthony Lane South  
Minneapolis, MN 55418

Phone: (612) 767-3200 • Fax: (612) 767-3230 • E-mail: [info@restfinance.com](mailto:info@restfinance.com)

**Registration and Information:**  
**1-800-528-3296 • [www.restfinance.com](http://www.restfinance.com)**



For Smartphone users - scan to access registration

If you need to register more than one person, please make a copy of this form.

Name \_\_\_\_\_

Title \_\_\_\_\_ Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Cell Number \_\_\_\_\_

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

(Required for pre-conference updates and to receive preliminary agenda. We will not share it unless you request that we do so)

No, please do not share my e-mail with other attendees

Check here if you are a restaurant operator. Concept(s) \_\_\_\_\_

Check here if you are a lender, financial consultant, advisor. Please list what type (i.e. debt financing, attorney, etc.):  
\_\_\_\_\_

I would like to receive the conference manual as a  hard copy  CD (Choose one)

Enclosed is my check for \$795 per person payable to the Restaurant Finance Monitor. Restaurant operators who register 2 or more attendees at the same time, from the same restaurant company before the cutoff date below, the price per attendee is only \$695 each. (Note that for payments received after October 28, 2011, the fee is \$895 per person.) Fed I.D. 41-1649668

Charge my American Express/MasterCard/VISA/Discover

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Please register me and send an invoice.

Only registered attendees will be admitted to the conference sessions, meal functions and the Finance & Development Mall. No one will be admitted to any conference session without proper registration credentials.

Policies: With written cancellation notice, received by October 28, 2011 you will receive a refund (credit card payments will be subject to a \$50 administrative charge on cancellations). Cancellations after October 28, 2011 are non-refundable. Notices of cancellation must be faxed to the Restaurant Finance Monitor office at (612) 767-3230. No-shows will not receive refunds. Substitution of enrolled attendees is permitted. For more information regarding administrative policies such as complaint and refund, please contact our offices at 800-528-3296.

Wynn, Las Vegas – 866-770-7555. **The conference room block is currently sold out - but they may have some availability. We have also found good hotel rates in Las Vegas at [HOTELS.COM](http://HOTELS.COM)**

**Restaurant Finance Monitor**  
2808 Anthony Lane South  
Minneapolis, MN 55418

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