

## 2010 Restaurant Finance & Development Conference – Agenda-At-A-Glance

MONDAY	November 8, 2010	Speaker	Room
12:00 pm	<b>Registration Opens</b>		
2:00–2:50 pm	<b>Restaurant Finance Availability, Rates, Terms And Who Qualifies In 2011</b>	John Hamburger Dennis Monroe Trey Brown Nick Cole Jim Ellis Ron Feldman Ted Lynch	Raphael Ballroom
2:50–3:30 pm	<b>Meet The Restaurant Lenders &amp; Dealmakers</b> <i>Your opportunity to hear from the lenders, financial intermediaries, real estate executives, consultants and dealmakers exhibiting or sponsoring at the conference.</i>		Raphael Ballroom
3:30–4:30 pm	<b>Alternative Financing Ideas For Growing Restaurant Companies</b>	Mary Jo Larson Mark Challis Jerry Darnell Chris Hurn Gary Lentz	Raphael Ballroom
3:30–5:00 pm	<b>Why A Rule Of Thumb Might Undervalue Your Company....And Nine Other Restaurant Valuation Facts You Must Know Before You Buy Or Sell</b>	Ed Moran John Hall	Davinci 2
4:00–7:00 pm 5:30–7:00 pm	<b>Finance &amp; Development Mall</b> Networking Reception		Tower Ballroom
TUESDAY	November 9, 2010		
7:00–8:00 am	<b>Continental Breakfast</b>		Monet Ballroom 4
8:00–8:10 am	<b>Opening Remarks</b>	Mary Jo Larson John Hamburger	Grand Ballroom
8:10–9:00 am	<b>Boom And Bust Cycles In Commercial Real Estate: Is It Time To Lock In New Leases for Expansion?</b>	Dr. Victor Calanog, PhD <i>Reis, Inc</i>	Grand Ballroom
9:00–9:50 am	<b>How The New Political Landscape Changes The Outlook For American Business</b> <i>Sponsored by Jefferies &amp; Company</i>	Michael Barone <i>Washington Examiner</i>	Grand Ballroom
9:50–10:15 am	<b>Coffee &amp; Soda Break</b>		Foyer
10:15–11:15 am	<b>The Market And Macro Outlook In 3D: Deleveraging, Demographics, Deflation</b> <i>Sponsored by CIT Group</i>	David Rosenberg <i>Gluskin Sheff</i>	Grand Ballroom
11:15 am–12:00 pm	<b>How We Sold Donatos Pizza To McDonald's, What We Learned From Them And How We Bought It Back</b>	Jim Grote <i>Donatos Pizza</i>	Grand Ballroom
12:15–2:00 pm	<b>Luncheon and Special Guest</b>	Frank Caliendo	Grand Ballroom
2:30–7:00 pm	<b>Finance &amp; Development Mall</b>		Tower Ballroom
2:30–3:30 pm	<b>CFO Series: Topics Include Unit Expansion, Operating Margins, Outsourcing, Return On Capital And The Current Financing Environment</b>	Michael Gottlieb Joel Aaseby Jack Hartung Peter Hanson Diana Purcel	Raphael Ballroom
3:30–4:30 pm	<b>Restaurant Merger And Acquisition Trends: Valuations, Distressed Sales, Financing Hurdles And What You Need To Know To Get A Deal Done</b>	Kevin Burke David Jacquin Nick Peters Jerry Thissen	Raphael Ballroom

<b>TUESDAY</b>	<b>November 9, 2010, cont.</b>		
4:30–5:30 pm	<b>The Business Behind The Celebrity Chefs: How An Independent Brand Can Grow And Prosper</b>	Gary Levy Laurence Kretchmer Sam Nazarian Andrew Salmon	Raphael Ballroom
5:30–7:00 pm	<b>Dealmakers Reception</b>		Tower Ballroom
<b>WEDNESDAY</b>	<b>November 10, 2010</b>		
7:00–8:00 am	<b>Success Breakfast</b> <i>(served from 7:00–8:00 am)</i>	Dennis Monroe	Tower Ballroom 1-2
8:00–9:00 am	<b>Keynote Speaker: Pat Williams, Orlando Magic Finding The Will To Win</b> <i>Sponsored by Monroe Moxness Berg P.A</i>	Pat Williams	
9:10–10:00 am	<b>Beyond The Low Hanging Fruit: Where To Find More Cost Savings On The Restaurant P &amp; L</b>	Gene Baldwin Todd Lindsey Louie Psallidas Mike Selker	Tower Ballroom 8
9:10–10:00 am	<b>Financing Across Multiple Brands: How To Finance A Multi-Concept, Multi-Branded Restaurant Business</b>	Lou Katz Russell N. Stein Bruce Koch David Joaquin Barbara Marshall	Tower Ballroom 3
9:10–10:00 am	<b>Restaurant Real Estate Update: A Region-By-Region Update Of The Best Opportunities For Acquisition Or Conversion</b>	Jerry Herman John Evans Scott Griffin Rick Hurst Chuck Pazman	Raphael Ballroom 1
10:00–10:10 am	<b>Coffee &amp; Soda Break</b>		Renaissance Foyer
10:10–11:00 am	<b>Health Care Reform: What Does It Mean To Your Bottom Line?</b>	Gary Shamis Scott Defife	Tower Ballroom 8
10:10–11:00 am	<b>Private Equity And Restaurants: New Ways In For Some; What's The Way Out?</b>	Rod Guinn Bob Bielinski Joe Ferreira Erik Morris	Tower Ballroom 3
10:10–11:00 am	<b>Five Key Steps We Took To Reduce Our Occupancy Expense And Improve The Bottom Line</b>	Paul Kinney Rick Burke Glenn Inanaga Vikki Scholten-Reeves	Raphael Ballroom 1
11:10 am–12:00 pm	<b>Inside The Restaurant Credit Decision: Understanding The Latest Ratios And Formulas And How To Improve Your Chances Of An Improved Credit Agreement</b>	Alex Burke David Farwell Tim Loyd	Tower Ballroom 8
11:10 am–12:00 pm	<b>Financing Opportunities In Government Guaranteed Loans: SBA And USDA Rural Development Loans</b>	Bob Coleman Judith Canales Stephen Olear	Tower Ballroom 3
11:10 am–12:00 pm	<b>How Thoughtful Succession Planning Protects Families, Business Partners And Even Franchisors.....And Avoids The Horror Story</b>	John Berg John Geenen Scott Husaby Todd Lifson	Raphael Ballroom 1
12:00 pm	<b>The Conference Will Adjourn At 12:00 PM</b>		