

2011 Restaurant Finance & Development Conference – Agenda-At-A-Glance

MONDAY	November 7, 2011	Speaker	Room
2:00–2:05 pm	Opening Remarks <i>Audio Visual Sponsored by ANXeBusiness</i>	Mary Jo Larson, John Hamburger	Latour
2:05–3:00 pm	Exclusive Economic Briefing <i>Sponsored by Jefferies & Company</i>	Dr. Arthur Laffer	Latour
3:00–3:45 pm	What Restaurants Can Expect In The Capital Markets In 2012	Mary Jo Larson, Trey Brown, Nick Cole, Jim Ellis, David Farwell, William Johnson, Randy Schultz	Latour
3:45–4:30 pm	What Happens After What Comes Next: How The Coming Changes Will Impact The Success Of Your Brand	Dennis Lombardi, Chris Muller, Wally Butkus, Bill McClave	Latour
4:00–7:00 pm	Finance & Development Mall Networking Reception (5:30-7:00 pm)		Lafite
TUESDAY	November 8, 2011		
7:00–8:00 am	Continental Breakfast		Foyer
8:00–8:05 am	Opening Remarks <i>Audio Visual Sponsored by ANXeBusiness</i>	Mary Jo Larson, John Hamburger	Latour
8:05–8:50 am	Wall Street’s Outlook For The Restaurant Business	Bob Bielinski, Michael Kelter, Steve West, Rachael Rothman	Latour
8:50–9:45 am	The Next Hundred Million: America In 2050	Joel Kotkin	Latour
9:45–10:30 am	CFO Series: Still Managing On The Margin With Options For Growth	Michael Gottlieb, Steve Brake, W. Douglas Benn, Ron DiNella, Keith Kinsey	Latour
10:30–11:00 am	Coffee & Soda Break <i>Sponsored by CIT Group & Infinity Franchise Capital</i>		Foyer
11:00–12:00 pm	“Over-The-Top” Ideas From The Restaurant Trendmakers	Dennis Monroe, Kevin Brown, David Swinghamer, Bill Palmer	Margaux
11:00–12:00 pm	Report From The Field: Real Estate Opportunities And Analysis	Richard Lackey, John Evans, David Wright, Jerry Herman Marty Kotis	Lafleur
12:15–2:00 pm	Luncheon and Special Guest Speaker	Aron Ralston	Latour
2:30–7:00 pm	Finance & Development Mall Networking Reception (5:30-7:00 pm)		Lafite
2:30–3:30 pm	Solving The CapX Dilemma: How To Revitalize The Brand And Reignite Growth	Kevin Burke, Robert Lustig, Erik Morris, Aziz Hashim	Lafleur
2:30–3:30 pm	Raising Capital For Emerging Growth Concepts	Jeff Kolton, Nick Marsh, Gary Levy, Ron Feldman	Margaux 1
3:30–4:30 pm	How Prepared Are You To Deal With The New FASB and IASB Lease Standards	Steve Steinhauser, Jeff Nickell, Josh Leonard, David Landsberg, Reese Stewart	Margaux 2
3:30–4:30 pm	Jamba Juice Case Study	Gene Cerrotti, Michael Fox, Dale Goss	Margaux 1

TUESDAY	November 8, 2011, cont.	Speaker	Room
4:30–5:30 pm	Expanding To Canada – Is Now The Time? Networking Reception (5:30-6:30 pm) <i>Sponsored by: Cassels Brock & Blackwell LLP, Prism Hospitality, RBC Royal Bank & Northwest Atlantic (Canada) Inc.</i>	Larry Weinberg, F. Paul daSilva, Sam Winberg, Bruce Dimytosh Andrew Reback	Margaux 1
4:30–5:30 pm	Restaurant Pitch Session		Margaux 2
5:30–7:00 pm	Dealmakers Reception In The Finance & Development Mall		Lafite
WEDNESDAY	November 9, 2011		
7:00–8:00 am	Success Breakfast (served from 7:00–8:00 am)	Michael Abrashoff	Lafite 5
8:00–9:00 am	Guest Speaker: Michael Abrashoff <i>Sponsored by Monroe Moxness Berg P.A</i>		
9:10–10:00 am	2012 Tax And Financial Tips From The Top CPAs In The Restaurant Business	Brad Saltz, Richard Gralitzer, Annette Gomez, Nick Florio Todd Lifson, Craig Daniel	Margaux 2
9:10–10:00 am	Stop Selling On Price: Improve Consumer Value Perception And Drive Profits	Allan Hickok, Tom Lutz, Dylan Bolden, John Budd	Lafleur 1
9:10–10:00 am	Occupancy Expenses: When Is Rent Too High And What Can I Do About It?"	Tom Mullaney, Brad Lis, Don Breen, Tabbassum Mumtaz	Lafleur 2
10:00–10:10 am	Coffee & Soda Break <i>Sponsored by CIT Group & Infinity Franchise Capital</i>		Foyer
10:10–11:00 am	M & A Trends, Valuations And How Strategic Buyers Can Compete With Financial Buyers In 2012	David Farkas, Craig Weichmann, Damon Chandik, Brad Swanson	Margaux 2
10:10–11:00 am	How Bravo Brio Lowered Food Costs By Menu Engineering And Accurate Recipe Costing	Mark Kelnhofer, Debbie Tricknor	Lafleur 1
10:10–11:00 am	Taking Advantage Of Distressed Restaurant & Real Estate Opportunities	Navin Nagrani, Michael Eagen, John Metz, Hazem Ouf Glenn Kindred	Lafleur 2
11:10 am–12:00 pm	Evaluating Your Existing Markets: How To Decide Whether To Open, Relocate, Remodel Or Simply Close The Store	Paul Sill, Mark Whittle, Michael Atwell, Mike Rotondo	Margaux 2
11:10 am–12:00 pm	Commodities: How To Incorporate Hedging Tactics To Control The Upward Trend In Unit Costs	David Maloni, Mark Spurgin, Mike Irgang	Lafleur 1
11:10 am–12:00 pm	Bringing New Life To The Established Enterprise	Jonathan Maze, Sam Borgese, Kevin Dunn, Kerry Kramp Carl Howard	Lafleur 2
12:00 pm	The Conference Will Adjourn At 12:00 PM <i>Safe Travels!</i>		