

Agenda at a Glance

Wednesday, Oct. 28

- 3:00 **Welcome**
- 3:10-3:30 **Consumer Research:** *R&I Consumers' Choice in Chains*
Presented by Kate Leahy, Restaurants & Institutions Senior Associate Editor
- 3:30-4:15 **Emerging Chains:** Panel of hot, new chains focuses on how to grow a popular concept into a "chainable" one
Moderated by David Farkas, Chain Leader Senior Editor
- Ron Lynch, Tilted Kilt
 - Richard Satnick, Laughing Planet Café
 - Dean Loring, Burger Lounge
 - Bill Post, Roti Mediterranean Grill
- 4:15-5:00 **Keynote Speaker:** Pete Coors, MillerCoors
- 5:30-7:30 **Local Heroes:** Denver-based concepts share their signature menu items

Thursday, Oct. 29

- 7:30-8:30 **Breakfast**
- 8:30-9:30 **Marketing:** Case Studies and Panel Discussion—Re-branding/refreshing the brand
Moderated by Karen Brennan, Brandscapes LLC
- Carl Howard, Fazoli's
 - John Ludwig, Push
 - Tim Taft, Souper Salad
 - Terri Snyder, Checkers
- 9:30-9:45 **Technology:** Case Study—Promotion management
- Mike Ochs, International Dairy Queen
- 9:45-10:10 **Networking break**
- 10:10-10:40 **Technology:** Panel discussion on customer-facing technology
Moderated by Mary Boltz Chapman, Chain Leader Editor-in-Chief
- Mike Ochs, International Dairy Queen
 - Paul Carolan, Einstein Noah Restaurant Group
 - Al Newman, Hungry Howie's

- 10:40-11:00 **Cost Control:** Case Study—Cost savings without affecting the customer experience
- Steve Wagenheim, Granite City Food & Brewery
- 11:00-12:00 **Breakout Sessions:** Highly interactive roundtable discussions:
- Getting the most from social media
 - Measuring and growing leadership
 - Finance panel
- 12:00-2:00 **Sponsor Networking Lunch**
- 2:00-2:15 **Menu Development:** An executive chef describes how she used current ingredients and equipment to roll out new menu items
- Sylvia Matzke-Hill, Buffalo Wild Wings
- 2:15-3:00 **Panel Discussion:** Chain chefs describe how they balance costs and innovation, and work smarter with suppliers
- Moderated by Kate Leahy, Restaurants & Institutions Senior Associate Editor*
- Sylvia Matzke-Hill, Buffalo Wild Wings
 - Jim Doak, Culver's
 - Aric Nissen, Famous Dave's
 - Ted Stoner, Qdoba Mexican Grill
- 3:00-3:30 **Exclusive Guest Speaker:** Denver Mayor John Hickenlooper
- 3:30-4:15 **Demonstration:** Popular local chef discusses flavor while attendees taste
- Elise Wiggins, Panzano
- 5:00-7:00 **Networking Cocktail Reception**

Friday, Oct. 30

- 7:30-8:30 **Breakfast**
- 8:30-9:15 **People Panel:** Panel discussion of human resources executives
- Moderated by Mary Boltz Chapman, Chain Leader Editor-in-Chief*
- Debra Fox, Palm Restaurant Group
 - Judy Irwin, Golden Corral
 - Jim Lynde, Sagittarius Brands
 - Rodney Morris, Raising Cane's
- 9:15-9:45 **Keynote Speaker:** Richard Snead, former president and CEO, Carlson Restaurants Worldwide
- 9:45-10:10 **Networking break**
- 10:10-10:55 **CEO Panel:** Closing discussion with chain leaders
- Moderated by David Farkas, Chain Leader Senior Editor*
- Mark Bartholomay, Kona Grill
 - Greg Dollarhyde, Zoës Kitchen
 - Jeffrey O'Neill, Einstein Noah Restaurant Group
 - Harsha Agadi, Church's Chicken
- 10:55-11:00 **Adjourn**