

AGENDA

Wednesday, October 24

- 4:00 **Welcome:** Patricia Dailey, Publisher
Driving Traffic: Editor-in-Chief Mary Boltz Chapman presents exclusive research on how chains attract more customers
Keynote Speaker: Scott Aylward, former chairman and CEO of Barkley Evergreen and Partners, and co-author of *Confessions from the Corner Office: 15 Instincts to Get You There*
- 5:30 **Wrapup**
- 6:00-7:30 **Local Heroes Reception:** Southern California operators share their food and concepts

Thursday, October 25

- 7:30-8:30 **Breakfast**
- 8:30 **Welcome:** Ray Herrmann, Associate Publisher
[Upstarts] Profiles of new chain contenders followed by an interactive panel discussion
 - Jim Frye, Italian Oven Cafe
 - Tanya Petrovna, Native Foods
 - Chris Simms, Lazy Dog Cafe
 - Barry Gutin, Cuba Libre**[Storyboard]** Presentations of a successful ad campaign by the chain and ad agency
 - Elaine Patel, Fatburger
 - Bil O'Neill, honestmechanics
 - Bruce Mayo, honestmechanics
 - Rick Thrasher, honestmechanics
- 10:00-10:30 Break
[Brand Tactics] Discussion on capitalizing on brand equity in the unit and other channels
 - Sean Dee, Hard Rock Cafe
 - Bob Duncan, Duncan/Channon**[Restauratour]** A tour of a revitalized concept led by the operator and designer
 - Erin Reckner, Max & Erma's
 - Lee Peterson, WD Partners**[Back of the House]** A tour of a revitalized kitchen
 - Kyle Smith, CiCi's Pizza
- 11:30-12:30 **Concurrent Interactive Breakout Sessions**
[Food Safety] Programs and training to keep your guests—and your brand—safe (*Cardiff Room*)
 - Dick Sveum, The Melting Pot
 - Brian Dixon, Taco John's
 - Hal King, Chick-fil-A**[Human Assets]** Recruiting, training and retaining the best employees (*Laguna/Sunset Room*)
 - Teresa Siriani, People Report, moderator
 - Jane Binzak, Buffets Inc.
 - P-Kay Wass, California Pizza Kitchen
 - Tom Norton, BJ's Restaurants

- [**Technology**] Innovative uses of technology and innovation in chains (*Del Mar Room*)
 - Mike Mason, Gold Star Chili
 - Nick Schaefer, Extreme Pita
- 12:30-1:45 **Lunch**
- 1:45 [**Idea to Rollout**] O'Charley's Stephen Bulgarelli discusses the development of one menu item start to finish
- [**Toque Of The Town**] An interactive panel discussion of corporate chefs
 - Ed Wilroy, Pick Up Stix
 - Kurt Hankins, Applebee's
 - Chad Thompson, Einstein Noah
 - Stephen Bulgarelli, O'Charley's
- [**World Partners**] Case study from an American chain on international franchising
 - Zack Kollias, Church's Chicken
- 3:15-3:30 **Break**
- 3:30-4:30 **Concurrent Interactive Breakout Sessions**
- [**On The Money**] Controlling costs, raising profits and pleasing stockholders
 - Steve Rockwell, private analyst
 - R. Wallace Hite, Strategic Advisory Partners
 - Manny Hilario, McCormick & Schmick's
- [**Menu Strategy**] Menu development from idea to execution, with key participants
 - Ross Kamens, Noodles & Co.
 - Dwayne Chambers, Noodles & Co.
 - David Theno, Jack in the Box
 - Robin Ahearn, Joe's Crab Shack
 - Bob Doyle, Cracker Barrel
- [**How To Grow To 100 Units**] Strategy and tactics for young chains (*Del Mar Room*)
 - Dwayne Northrop, Garlic Jim's Famous Gourmet Pizza
 - Kenny Lao, Rickshaw Dumpling Bar
 - Philip Gay, Grill Concepts
- 5:30-7:30 **Menu Engineering Reception:** Sponsors demonstrate innovative use of their products

Friday, October 26

- 7:30-8:30 **Breakfast**
- 8:30 **Welcome**
- [**Special Report**] Presentation from filmmaker and former waitress Patti DiVita
- [**Best Places To Work**] Recognition of companies featured in our special issue
- [**Thought Leaders**] Presentation of the *Chain Leader* Execution Awards
- 9:30-9:45 **Break**
- [**Cover Story**] Red Lobster President Kim Lopdrup provides a first-hand account of his success, leadership style and current business agenda
- [**Growth Strategy**] Lively interactive panel discussion on expansion with top executives
 - Steele Platt, Yard House
 - Michael Hislop, Il Fornaio
 - Steven Davis, Bob Evans Farms
 - Kim Lopdrup, Red Lobster
- 11:00 **Adjourn**