



chain leader[®] *LIVE!*



2008 EVENT PROGRAM



OCTOBER 28-30 — ATLANTA

*Thank you to the generous sponsors of
2008 Chain Leader LIVE*



YOU WON'T TASTE
A FRESHER TORTILLA



To learn how our sponsors can help your business, turn to page 10.

chain leader[®] *LIVE!*

*Bringing the insights, strategies and personalities of
Chain Leader to life.*

Welcome.

We're glad you have joined us in Atlanta to help us bring the magazine to life at *Chain Leader LIVE*. We hope you take full advantage of the general sessions, roundtable discussions and networking opportunities by asking questions and sharing ideas with the other restaurant industry executives in attendance. Your own level of participation will determine the return on investment of your valuable time.

If we may be of any assistance in making this the best possible experience, please do not hesitate to ask a member of the *Chain Leader* team. We are honored to be your hosts.

Enjoy the event and your stay in Atlanta!



Patricia B. Dailey
Publisher



Mary Boltz Chapman
Editor-in-Chief



Chain Leader

The leading source of strategic insight and business analysis for chain restaurant executives in print, online and in person.

www.chainleader.com

*Chain Leader LIVE!***Tuesday, October 28**3:00-5:00 **Welcome:** Patricia Dailey, Publisher

Driving Traffic: *Chain Leader* research reveals methods chain operators use to increase customer counts and which are most successful, presented by *Chain Leader* Editor-in-Chief Mary Boltz Chapman

Marketing Technology: Panel discussion on using Internet, e-mail, cell phones, texting, etc. to market to and enhance relationships with customers, moderated by *Chain Leader* Contributing Editor Margaret Littman

- Josh Kern, Vice President of Marketing, Vicorp Restaurants
- John Krings, Chief Operating Officer, Erbert & Gerbert's Franchise Systems
- Doug Thielan, Manager of Non-Traditional Marketing, Qdoba Restaurant Group

Keynote Speaker: Dave Balter, founder and CEO of BzzAgent Inc., and expert on word-of-mouth marketing

5:30-7:00 **Local Heroes:** Atlanta-based concepts share their signature tastes

- The Flying Biscuit Café
- Marlow's Tavern
- Rising Roll Gourmet
- Shane's Rib Shack
- Zaxby's

Wednesday, October 297:30-8:30 **Breakfast**8:30-11:15 **Global Franchising:** Mike Shattuck, Senior Vice President of International Operations for Focus Brands, shares a case study on the company's experience overseas

Upstarts: Panel of hot new chains focuses on how to grow a popular concept into a "chainable" one, with a look at developing a corporate infrastructure to enable expansion, moderated by *Chain Leader* Managing Editor Maya Norris

- Delia Champion, Founder, The Flying Biscuit Café
- Danny York, Chairman, Santa Fe Cattle Company
- Scott Crane, President, Smashburger
- Kelly Harris, Chief Empowerment Officer, Times Grill

Break

Going Green: Ted's Montana Grill President and CEO George McKerrow presents his company's successes and progress using sustainable practices, then leads a discussion on making the business case for going green

Substance and Style: Founder and President Matthew Corrin shares how he revamped the design and brand of his Canadian concept, Lettuce Eatery, into Freshii for growth in the United States

11:15-12:15 **Breakout Sessions:**

Each session will be highly interactive, beginning with a brief introduction and moving to roundtable discussions, a case study or exercise, facilitated by experts on each topic:

- **Menu engineering**, focusing on balancing innovation and customization with food costs, cross-utilizing ingredients and other efficiencies. Discussion leaders will include Barbara Valentino, Vice President of Marketing, Tropical Smoothie Café; and Daniel Barash, Director of Research & Development, Moe's Southwest Grill
- **Food safety**, focusing on preparing for and handling a crisis. Case study exercise presented by Director of Risk and Administration Patrick Sterling and Director of Public Relations Travis Doster, who work together at Texas Roadhouse
- **Human resources**, focusing on recruiting and retaining unit-level managers. A case study will provide a real-life situation for attendees to examine and solve together

*Wednesday, October 29 continued*12:15-1:30 **Lunch**

1:30-4:00 **Maintaining Margins:** *Chain Leader* blogger and former Brinker International executive Lane Cardwell leads a panel discussion on balancing menu prices with customer traffic and other cost and profit struggles

- Chris Tomasso, Chief Marketing Officer, First Watch
- John Metz, Jr., Chef-Owner, Marlow's Tavern
- John Scardapane, Founder, Chairman and CEO, Saladworks

Break

Menu Development: Andrew Dismore, Senior Director of Product Innovation at Denny's, presents the chain's All-Nighter menu, created with the help of rock 'n' roll bands, and T.G.I. Friday's Director of Culinary Operations Lori Primavera, spotlights the chain's Ultimate Recipe Showdown.

Followed by a panel discussion of chain chefs on the next menu trends.

- Andrew Dismore, Senior Director of Product Innovation, Denny's
- Dan Kish, Vice President of Food, Panera Bread Company
- Robin Stotter, Director of Culinary Research & Development, P.F. Chang's China Bistro
- Lori Primavera, Director of Culinary Operations, T.G.I. Friday's
- Chris Gatto, Vice President of Food & Beverage, Uno Chicago Grill

5:30-7:00 **Reception:** Sponsors serve up trend-focused new recipes

*Thursday, October 30*7:30-8:30 **Breakfast**

8:30-11:00 **Keynote Speaker:** Julia Stewart, Chairman and CEO of DineEquity (IHOP and Applebee's), shares leadership lessons at the company and industry level—and the personal level

Focus on People: People Report President Teresa Siriani presents research showing trends in people practices and solutions to keeping quality employees, then moderates a discussion on how the economy is impacting recruiting, retention and compensation

- Maggie DeCan, Vice President of Human Resources, HoneyBaked Ham
- Kat Cole, Vice President of Training and Development, Hooters of America Inc.
- Devona Haslam, Senior Director of Human Resources, Mazzio's Corp.

Break

Leadership Panel: A conversation with chain leaders brings the whole conference together.

Moderated by *Chain Leader* Senior Editor David Farkas

- Coby Brooks, President and CEO, Hooters of America
- Phil Greifeld, CEO, Huddle House
- Clay Dover, President and Chief Marketing Officer, Raising Cane's
- Daryl Dollinger, President, Raving Brands

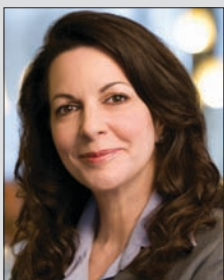
Adjourn

KEYNOTE SPEAKERS

*David Balter*

FOUNDER AND CHIEF EXECUTIVE OFFICER, BZZAGENT INC.

Balter launched BzzAgent Inc., the advertising industry's only cross-continental word-of-mouth media channel, in 2002, and today nearly 450,000 consumers have joined the company's network, which spans North America and the United Kingdom. Since its launch, BzzAgent has been featured everywhere from the *CBS Evening News* to the BBC to *The New York Times Sunday Magazine*. Balter co-founded the Word of Mouth Marketing Association and currently serves on its Executive Council and as Chair of the Association's International Committee. The author of two books on the subject, *Grapevine* and *The Word of Mouth Manual: Volume II*, Balter lectures around the world on trends in word of mouth and social media.

*Julia A. Stewart*

CHAIRMAN AND CEO, IHOP

A 35-year veteran of the foodservice industry, Stewart serves as chairman and CEO of DineEquity Inc., which franchises and operates Applebee's Neighborhood Grill & Bar and IHOP. In November 2007, she led DineEquity's acquisition of Applebee's International Inc. Stewart has implemented significant shifts in strategy that resulted in revitalizing the IHOP brand and improving the financial performance of the business since joining the company in December 2001. Prior to joining DineEquity, Stewart served as president of the domestic division of Applebee's International Inc., and before that held executive positions with Taco Bell Corporation, Stuart Anderson's Black Angus/Cattle Company Restaurants, Spoons Grill & Bar, Burger King Corp. and Carl's Jr. Restaurants. Stewart is the recipient of prestigious industry honors including the Elliot Leadership Institute's Mentor Award, and the Women's Foodservice Forum's Trailblazer Award.

*Daniel Barash*

DIRECTOR OF RESEARCH & DEVELOPMENT, MOE'S SOUTHWEST GRILL

Barash, who launched his restaurant career at the age of 13, is responsible for overseeing all menu and product development for the Moe's brand. He began working for Moe's in 2004 when it was owned by Raving Brands. Prior to joining Moe's, Barash was partner and executive chef at Roy's restaurant in Plano, Texas, and earlier served as executive chef at The Capital Grille.

*Coby Brooks*

PRESIDENT AND CHIEF EXECUTIVE OFFICER, HOOTERS OF AMERICA INC.

A native Atlantan and the son of industry pioneer Bob Brooks, Brooks has been around his father's Naturally Fresh Foods and Hooters Restaurant companies all his life, becoming president of Naturally Fresh in 1994, and president of Hooters of America in 2003. As president, Brooks led a restructuring of operations, a recommitment to the cornerstones of the Hooters Concept, and an evolution of the executive team.



F. Lane Cardwell, Jr.

INDUSTRY CONSULTANT AND BOARD MEMBER, P.F. CHANG'S CHINA BISTRO AND FAMOUS DAVE'S OF AMERICA

Cardwell has spent 30 years in the restaurant industry and has been associated with over 30 restaurant concepts. He is on the board of directors of P. F. Chang's China Bistro and Famous Dave's of America, both publicly traded, and serves on the boards of three privately held restaurants. Prior, Cardwell was CEO of Eatzi's Market and Bakery and held executive positions at Brinker International and S&A Restaurant Corp.



Delia Champion

FOUNDER, THE FLYING BISCUIT CAFÉ

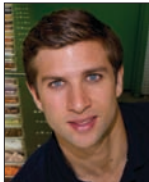
Champion founded The Flying Biscuit Café, an eclectic neighborhood restaurant, in 1993. She grew up in the restaurant business; her parents owned a New Jersey taproom, and she always enjoyed the energy and excitement of cooking for a crowd and dreamed of her own restaurant. Multiconcept company Raving Brands acquired the concept in 2006 and is working with Champion to replicate it.



Kat Cole

VICE PRESIDENT OF TRAINING AND DEVELOPMENT, HOOTERS OF AMERICA INC.

Cole reports directly to the CEO and has directed projects, departments and change management initiatives, contributing to growth of brand extensions and increasing restaurant units from 175 to 470+ in 29 countries. Cole has more than a decade of experience in change management, communications, service, and brand and organizational leadership. She sits on several industry boards and committees.



Matthew Corrin

FOUNDER AND CHIEF EXECUTIVE OFFICER, FRESHII INC.

Founder of Canadian quick-service salad concept Lettuce Eatery, Corrin brought the concept to the United States as Freshii. The concept specializes in custom-designed salads made from over 70 fresh ingredients. Corrin's resume includes almost three years working as the public relations and marketing manager for fashion icon Oscar de la Renta.



Scott Crane

PRESIDENT, SMASHBURGER

A 20-year industry veteran, Crane brings operations, real estate and development, and strategic planning expertise to Smashburger. He previously served as executive vice president of Kansas-based Fugate Enterprises, an operator of over 300 franchise restaurants including Taco Bell, Pizza Hut and Sonic. He has also served in operating and management roles at Lone Star, Amarillo Mesquite Grill and Houlihan's.



Maggie DeCan

VICE PRESIDENT OF HUMAN RESOURCES, THE ORIGINAL HONEY BAKED HAM CO.

DeCan has been with HoneyBaked Ham since 2002. Her key strategic priorities are partnering with the lines of business to provide timely and fluid organizational support, and she has a key role in executive coaching. Prior to HoneyBaked, DeCan served as the director of human resources for Circuit City Stores. Her resume also includes human resources positions at Belk Department Stores and Macy's.

Chain Leader LIVE!**Andrew Dismore**

SENIOR DIRECTOR, PRODUCT INNOVATION, DENNY'S CORPORATION

Dismore oversees Denny's culinary, food science and technology, and operational integration teams. Working jointly with the concept innovation and marketing teams, Dismore's team is responsible for the ideation and development of Denny's new Sizzling Skilllets, Late Night Menu and Rock Star Menu. Dismore joined Denny's in 2007. Prior, he was corporate executive chef at Noble.

**Daryl Dollinger**

PRESIDENT, RAVING BRANDS

Dollinger oversees the Raving Brands portfolio of six unique brands including Shane's Rib Shack, Planet Smoothie and The Flying Biscuit Café. He was one of a group several business leaders that included Raving Brands' CEO Martin Sprock who developed and launched the company's first portfolio success story, Planet Smoothie. Prior, Dollinger was owner and general manager of an Einstein's Bagels franchise.

**Travis Doster**

DIRECTOR OF PUBLIC RELATIONS, TEXAS ROADHOUSE

In addition to public relations, Doster is a member of the crisis management team and is actively involved in government relations for the Kentucky-based company, which owns and operates 310 restaurants in 44 states. He also serves on the board of the company's charitable foundation. Doster earned a degree in public relations from the University of Arkansas.

**Clayton M. Dover**

PRESIDENT AND CHIEF MARKETING OFFICER, RAISING CANE'S CHICKEN FINGERS

Dover joined Raising Cane's in July 2008 and works with founder and CEO Todd Graves to grow the company. Dover brings over 17 years of restaurant experience, most recently serving as president and CEO of Metromedia Restaurant Group. He was honored with *Chain Leader's* 2007 Protégé Award. Past experience includes marketing and management positions with Houlihan's, Chili's and Marie Callender's.

**Chris Gatto**

VICE PRESIDENT OF FOOD AND BEVERAGE, EXECUTIVE CHEF, UNO CHICAGO GRILL

Gatto is responsible for the wide variety of menu items at all Uno Chicago Grill restaurants. He oversees the test kitchen and leads all aspects of recipe development, including the sourcing of quality ingredients. Before joining Uno, Gatto held the position of executive chef in various restaurants, hotels and private clubs throughout the Boston area. He has over 30 years' experience in the foodservice industry.

No photo available

Phil Greifeld

CHIEF EXECUTIVE OFFICER, HUDDLE HOUSE INC.

Greifeld serves as the CEO for the Atlanta-based restaurant franchisor with approximately 420 franchised and company owned restaurants in 17 states. In prior positions with Huddle House, he served as senior vice president, president and chief administrative officer, and vice president of finance/administration. Greifeld started his career at Douglass & Waters Inc. and has 12 years of industry experience.

**Kelly Harris**

CHIEF EMPOWERMENT OFFICER, TIMES GRILL

Harris comes to Times Grill with more than 30 years of restaurant experience. He got his start at age 16, working various positions ranging from cook to bartender. After graduating college, Harris began a career in management with Denny Moran's. Since, he has held positions at Quincy's Family Steak House and Firehouse Restaurant Group Inc. Harris formed the Times Grill team in 2006.



Devona Haslam

SENIOR DIRECTOR OF HUMAN RESOURCES, MAZZIO'S CORPORATION

Haslam joined Mazzio's in January 2006. Her responsibilities span all of human resources, including recruitment, retention and morale, benefits and compensation strategy and administration, management development, payroll, workers compensation, and legal compliance. Prior to Mazzio's Haslam worked at both public and private companies human resources, training and development positions.



Josh Kern

VICE PRESIDENT OF MARKETING, VICORP RESTAURANTS INC..

Kern joined Vicorp, parent of Village Inn and Bakers Square, in 2007. With expertise in creative conception and execution, he currently leads Vicorp's rebranding efforts, product development and its unconventional grassroots marketing campaign. Prior, Kern held several marketing management positions with Quizno's, The Integer Group and J. Walter Thompson.



Dan Kish

VICE PRESIDENT OF FOOD, PANERA BREAD COMPANY

Kish is responsible for all dayparts of the café menu-everything — “non-bakery” — as well as the beverage category. After owning a few small businesses including a wine shop and a private catering company, Kish consulted for several major food corporations before joining Panera Bread.



John Krings

CHIEF OPERATING OFFICER, GENERAL COUNSEL, E&G FRANCHISE SYSTEMS INC.

Krings serves as principal of E&G Franchise Systems Inc., franchisor of Erbert & Gerbert's Subs & Clubs. He comes from the legal field, most recently practicing law for Gray Plant Mooty. Krings joined E&G Franchise Systems three-and-a-half years ago overseeing real-estate selection and new store construction. As chief operating officer, he is working to improve the decor, service and marketing at Erbert & Gerbert's.



George McKerrow Jr

PRESIDENT AND CHIEF EXECUTIVE OFFICER, TED'S MONTANA GRILL

McKerrow is a 42-year veteran of the restaurant business. After graduating university, he bought the Log Cabin Supper Club, then worked several years at Victoria's Station. He opened the first LongHorn as a neighborhood restaurant in 1981. In 1996 he co-founded We're Cookin' Inc., which operates two fine-dining restaurants in Atlanta: Aria and Canoe. With partner Ted Turner, McKerrow founded Ted's Montana Grill in January 2002.



John Metz

CHEF AND CO-OWNER, HI LIFE KITCHEN & COCKTAILS, AQUA BLUE RESTAURANT & BAR, AND MARLOW'S TAVERN

With a wealth of knowledge in the restaurant industry based on 24 years experience, Metz is currently a part of several successful ventures, a few of which plan to expand nationally. He also serves as an equity partner of Doc Chey's Restaurants along with fellow industry leader Dick Rivera. Metz is a graduate of The Culinary Institute of America and Penn State University and is heavily involved in the restaurant community.

*Chain Leader LIVE!*No photo
available*Lori Primavera*

DIRECTOR OF CULINARY OPERATIONS, T.G.I. FRIDAY'S USA

Primavera is responsible for leading food and beverage research and development projects. She began at T.G.I. Friday's in April 2006 and was promoted in October 2007 to her current position. Prior to joining Friday's, Primavera worked for LSG Sky Chefs, most recently leading menu design for leading airlines.

*John Scardapane*

FOUNDER, CHAIRMAN AND CHIEF EXECUTIVE OFFICER, SALADWORKS

Scardapane envisioned the Saladworks concept during his time as a gourmet chef at a prestigious New Jersey country club and opened the first unit in 1986. With 100 restaurants open, Saladworks is set to expand even further with a "turbo-charged" plan for over 1,000 stores by 2012.

*Mike Shattuck*

SENIOR VICE PRESIDENT OF INTERNATIONAL OPERATIONS, FOCUS BRANDS INC.

Shattuck has nearly 35 years of foodservice experience with multiple brands, with emphasis on the development and expansion of international operations for the last 25 years. His restaurant career started with Burger Chef in 1974 as a crew member. His resume also includes international franchise and development roles at Hardee's Food Systems, Popeye's Fried Chicken and Cinnabon.

*Teresa Siriani*

PRESIDENT, PEOPLE REPORT

Siriani brings passion, commitment and more than 15 years of operations and human resources experience to her work. Before joining People Report in July 2001, she served as vice president of human resources for Wolfgang Puck Food Company and held positions at Peasant Restaurants and Restaurants Unlimited. She is an active member of CHART and the Share Our Strength Los Angeles Leadership Council.

*Patrick Sterling*

DIRECTOR OF RISK AND ADMINISTRATION, TEXAS ROADHOUSE

A 20-year veteran of the restaurant industry, Sterling plans and directs risk management programs focused on loss prevention, claims management, crisis response and financial management/actuarial coordinations and reserving methodologies. Sterling, a graduate of Louisiana State University in Baton Rouge, earned his bachelor's degree in international trade and finance.

*Robin Stotter*

DIRECTOR OF CULINARY RESEARCH & DEVELOPMENT, P.F. CHANG'S CHINA BISTRO

Stotter joined P.F. Chang's in May 2008 and is responsible for creating dishes that maintain the integrity of Chinese cuisine, while introducing new flavors and presentations. He previously worked for E-Brands, operator of AquaKnox, Timpano Italian Chophouse and others, improving techniques and cooking methods. Stotter began his career working for his mother, Hollie Stotter, and her catering company, The Moveable Feast.

*Doug Thielan*

MANAGER OF NON-TRADITIONAL MARKETING AND PUBLIC RELATIONS, QDOBA MEXICAN GRILL

Theilan's responsibilities run the gamut from crisis communication to viral marketing. He oversees Qdoba's e-mail marketing program, loyalty program, national sponsorships, public relations programs and the maintenance of qdoba.com. He brings expertise from the field, having served as a regional marketing specialist and national franchise marketing manager. Prior, he worked in television and radio sales.

***Chris Tomasso***

CHIEF MARKETING OFFICER, FIRST WATCH RESTAURANTS INC.

Tomasso is responsible for the development and execution of First Watch's strategic marketing plans and oversees the company's marketing, public relations and culinary R&D, recently launching a complete rebranding effort. Prior to joining First Watch, Tomasso served as vice president of marketing for Cracker Barrel and spent more than 10 years in various roles with Hard Rock Café International.

***Barbara Valentino***

VICE PRESIDENT OF MARKETING, TROPICAL SMOOTHIE CAFE

Valentino is a marketing veteran with experience in the corporate sector as well as the franchise environment. She's been with Tropical Smoothie Café since June 2006, and is responsible for all national marketing, advertising and communications. Prior to that she was integral in rebranding and growing Cold Stone Creamery from 74 stores in 1999 to over 1200 when she left in 2005.

***Danny York***

CHAIRMAN, SANTA FE CATTLE CO. INC.

As president of Santa Fe Cattle Co. from 1996 to 2000, York grew the roadhouse concept to 15 units. After the company suffered financial troubles, he bought the remaining stores in 2003 and has been working to revitalize the chain. He also held leadership or ownership positions with Restaurant Management Group, Western Sizzlin and Shamrock Investments, and owns several single unit restaurant concepts.

Chain Leader LIVE!

Allens, Inc. (formerly Allen Canning Company) has supplied foodservice operators and retail grocers with an extensive line of premium canned beans and vegetables for more than 80 years. With the recent acquisition of several Birds Eye® frozen food facilities, Allens now offers customers both frozen and canned vegetables plus frozen breaded and battered items. Ever mindful of its role in business-building partnerships, Allens retains its commitment of excellence in menu development, research, agriculture, processing, distribution and operator marketing.

Allens, Inc.
Reagan Russell
Director, National Accounts
305 East Main St.
Siloam Springs, AR 72761
800-234-2553 Ext. 282
800-234-ALLEN
Fax: 479-524-5000
rrussell@allens.com
www.allens.com



The Beef Checkoff Program funds marketing programs featuring new casual theme applications of veal products from value added products to premium veal products like veal chops and cutlets. For more information about **Veal. Explore the Possibilities**, please contact Dean H. Conklin, CAE, National Cattlemen's Beef Association, Executive Director of Veal Marketing at dconklin@beef.org or 303-850-3387. Also visit our website at www.vealstore.com.

National Cattlemen's Beef Association
Dean H. Conklin
CAE, Executive Director of Veal Marketing
9110 E. Nichols Avenue
Centennial, CO 80112
303-850-3387
dconklin@beef.org
www.vealstore.com



With Brakebush, it's all chicken, all the time. Since 1925, Brakebush has been providing quality products and service to the foodservice industry. We will work with you to develop products that meet your specifications and opportunities. If you're looking for new ways to enhance your menu with innovative applications, we'd love to talk. At Brakebush, after 88 years, we are still "Making the Chicken that Makes Your Menu."

Brakebush
Steve Ross
Marketing Manager
N4993 6th Drive
Westfield, WI 53964
800-933-2121 Ext. 1260
Fax: 608-296-3192
steve.ross@brakebush.com
www.brakebush.com



Fishbowl is the leader in online marketing solutions for the restaurant industry, serving 1,000 restaurant companies and 29,000 locations in North America and Europe. Delivering e-mail marketing, mobile marketing, online ordering and other Web-based solutions to large enterprises, franchises and independent restaurants, Fishbowl makes it easy for our restaurant partners to deliver high quality online marketing campaigns to drive repeat visits and generate revenue.

Fishbowl
Scott Shaw
CEO
44 Canal Center Plaza, Suite 500
Alexandria, VA 22314
703-836-3421
Fax: 703-836-3422
sshaw@fishbowl.com
www.fishbowl.com



Olé Mexican Foods is the leading manufacturer of fresh tortilla products, the only company that provides and delivers made-to-order products nationwide. All our tortilla products are shelf stable dry storage, never frozen, never refrigerated. Zero trans fat and Kosher certified.

Olé Mexican Foods
Jose Castro
Vice President Foodservice Division
6585 Crescent Drive
Norcross, GA 30071
678-616-4785
jcastro@olemexicanfoods.net
www.olemexicanfoods.com



Service Management Group (SMG) is a leading research and consulting firm focused on loyalty research and service improvement. SMG is dedicated to one focus: measuring satisfaction for multi-unit companies. They assist a national client base of leading retail, restaurant and hospitality companies with unit-level customer and employee satisfaction measurement, analysis and service improvement.

Service Management Group
Jessica Hatcher
Marketing & Communications Project Manager
210 W. 19th Terrace
Kansas City, MO 64108
816-841-5655
Fax: 816-448-4599
jhatcher@servicemanagement.com
www.servicemanagement.com



At Simplot, we're not just on your side; we're in your shoes. For more than 65 years and counting, we're living the foodservice business side by side with operators. With a proven history of delivering innovative food products, we address your operational challenges, anticipate consumer trends, and provide operators with valuable culinary resources encompassing education, recipe applications and culinary science.

J.R. Simplot Company
Karin K. Hart, Senior Director
National Accounts Sales & Marketing
 6360 S. Federal Way
 Boise, ID 83716
 800-635-0408
 Fax: 208-384-8016
www.simplotfoods.com



Wasserstrom is the nation's leading distributor of foodservice smallwares and equipment. They offer a wide variety of products for both the front and back of the house, ranging from smallwares, supplies and maintenance products, to in-house manufacturing of custom stainless steel and millwork products, refrigeration and dining packages, as well as installation and logistics services. Wasserstrom operates over 10 facilities across the country and in Venezuela, supplying independent, single-unit operators to large multiunit chains.

The Wasserstrom Company
N. Wasserstrom & Sons
www.wasserstrom.com

Mark Thomas
The Wasserstrom Company
 Smallwares
 477 South Front St.
 Columbus, OH 43215
 800-999-9277, ext. 8265
markthomas@wasserstrom.com

Art Waters
N. Wasserstrom & Sons
 Equipment
 2300 Lockbourne Rd.
 Columbus, OH 43207
 800-444-4697, ext. 8515
artwaters@wasserstrom.com

chain leader



Patricia Dailey

PUBLISHER

Patricia Dailey is publisher and editorial director of *Restaurants & Institutions* and *Chain Leader* magazines. Dailey joined *R&I* in 1997 as managing editor, was named editor-in-chief in 1998 and publisher in 2007. Previously, Dailey was a reporter/writer for the *Chicago Tribune*. In addition, she regularly appeared on CLTV's *Good Eating* television show. Currently, Dailey serves as the vice chairman of the Women's Foodservice Forum's Nominating Committee and is a Fellow of The Culinary Institute of America. She has written four cookbooks and co-authored or contributed to numerous other books on food and cooking.



Ray Herrmann

ASSOCIATE PUBLISHER

During Herrmann's 35-year foodservice career, he has worked with major companies such as Turkey Store, Kraft Foodservice, International Multifoods and Stroh's Ice Cream Parlors. He has broad foodservice experience in general management, sales, marketing and operations in the areas of manufacturing, distribution, restaurant management and publishing. He has worked in foodservice publishing for the last 11 years and was publisher of *Chain Leader* since 1999; he was recently named associate publisher of *Chain Leader* and *Restaurants & Institutions*.



Mary Boltz Chapman

EDITOR-IN-CHIEF

A foodservice journalist for 18 years, Chapman oversees *Chain Leader's* award-winning editorial content. *Chain Leader* was named one of the Top 10 business, trade association magazines of the year in 2005 and 2006 by the American Society of Business Publication Editors. In 2004, Chapman was honored with the Jesse H. Neal Award. She joined the magazine in 1997 as managing editor and rose to editor-in-chief in 1999. Chapman holds a degree in journalism from the University of St. Francis.

chain leader



David Farkas

SENIOR EDITOR

Farkas has been writing about the restaurant industry since 1985. He has particular expertise covering full-service chains and has written extensively on emerging concepts. His work has earned him several awards from the American Society for Business Publication Editors and the attention of national media outlets such as NPR. Farkas has a master's degree in English from the University of Toledo.



Maya Norris

MANAGING EDITOR

Norris joined *Chain Leader* in 2003 and oversees the magazine's day-to-day operations and coordinates art and production. Norris also contributes many articles to the publication, specializing in emerging concepts. Prior to working for *Chain Leader*, she was director of publications at the American Association of Law Libraries. Norris holds a master's degree in journalism from Northwestern University and two bachelor's degrees from Boston University.



Margaret Littman

CONTRIBUTING EDITOR

Littman covers advertising and marketing for *Chain Leader's* Storyboard, Marketing and Brand Tactics features. A former staff reporter for the *Rochester Business Journal* and *Prepared Foods* magazine, Littman is a regular contributor to numerous publications including *Crain's Chicago Business* and *Wine Enthusiast*.



Monica Rogers

CONTRIBUTING EDITOR

Monica Rogers writes *Chain Leader's* various food and beverage features. She's a regular contributor to the *Chicago Tribune* specializing in food and home design. A former associate editor for *Restaurants & Institutions*, she has also written for *Crain's Chicago Business*, *Midwest Living*, *Chicago Social* and *Women's Wear Daily*.

A series of horizontal dotted lines for writing notes.

Chain Leader LIVE!

A series of horizontal dotted lines for writing notes.

*Thank you to the enthusiastic participants
of the Local Heroes reception*



Thank you for attending...

chain leader[®]
LIVE!

Stay tuned for details about 2009 Chain Leader LIVE!