

To Register or for more information

visit us at www.rtseminar.com
or call Anne Heyliger at (617) 426-7600
by May 1st. Registration fee is \$75

Light refreshments will be served

Parking and Transportation

Public Transportation

- Back Bay Station on the Orange Line
- Copley Square Station on the Green Line
- Arlington Street Station on the Green Line

Parking Garages

Validated parking is provided at the Garage
@ 100 Clarendon Street — one block from the
Back Bay Events Center.

Tickets must be presented to a Back Bay
Events Center staff member for validation.

Post-Seminar Networking

Please join us after the program for networking
and socializing at Cuffs located across the
street from the Back Bay Events Center,
in the Jurys Hotel.



RESTAURANT TRENDS



The purpose of our seminars is to provide programs of substantive issues that enhance the professionalism of the industry and provide meaningful information. Our primary goal is to help restaurant owners and operators to succeed in a very competitive market. We hope you enjoy the program.

Sponsored by:

THE BOSTON
RESTAURANT
GROUP, INC.

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 **BostonGlobeMedia**

RESTAURANT TRENDS

17th Annual Seminar



...The Tough Get Going

A discussion of issues and ideas
that can make a difference
in *your* restaurant's success

Tuesday, May 5, 2009

1:00 p.m. - 5:00 p.m.

Back Bay Events Center

Back Bay Grand room

180 Berkeley Street

(between Stuart and St. James Street)

Boston, MA 02116

Current Restaurant Trends

Charlie Perkins

The Boston Restaurant Group, Inc.

- New Trends — what's hot, what's not
- Boston's changing demographics
- Recent openings and closings
- Valuing a restaurant

Charles M. Perkins is the owner of The Boston Restaurant Group, Inc., a commercial real estate firm that specializes in selling restaurants, leasing restaurant space and restaurant appraisals.

Marketing to the 'Millennials'

Rachel Magni

WD Partners

- Defining this emerging demographic group
- Understanding their needs
- How to reach them

Rachel Magni manages strategic market research programs to support brand-right store innovations. As Director of Consumer Insights at WD Partners, her expertise in tapping into consumers' hearts and minds forms the company's brand and concept development programs—guiding and validating the repositioning of brands in the retail marketplace. Rachel has over a decade of experience in brand strategy, including managing qualitative and quantitative research. A skilled focus group moderator and ideation session leader with over 250 groups under her belt, Rachel also partners with clients on concept development, ethnography, creative/design validation, new product testing, menu optimization, and employee satisfaction. Rachel has led research efforts for numerous restaurant and retail clients, including Bob Evans Farms, Fazoli's, Joe's Crab Shack, Safeway, and Wal-Mart.

Technology & The Power of the Web

Cheryl Byrne

Consultant

- How to maximize your website
- How Social Networking can better your business

Cheryl Byrne has nearly 25 years experience in communications, media relations and government affairs. As an independent consultant, she is a seasoned communications professional with particular expertise in managing issues and reputations on the Web. The Internet has changed public relations and communications dramatically and Cheryl has significant experience in new media, including developing online public relations strategies that incorporate blogs, social networks, social bookmarking and multimedia. A sought-after authority on these issues, Cheryl has spoken about the internet's influence on issues and reputation. She has also trained clients to communicate in high-risk situations and on the how-to's of blogging, social networking and other online tools.

Tips From Tech-Savvy Operators

- Responding to online comments and questions
- Employing and motivating the Millennials
- New frontiers in cyber-marketing

Panelists:

Joanne Chang

Driven by a consuming passion for food, Joanne Chang left a career as a management consultant to enter the world of professional cooking. In September 2000, Joanne opened her first Flour Bakery + Café in the South End, and due to its enormous success she opened her second Flour location in January 2007 in the Fort Point Channel area. In Fall 2007, Joanne and her husband Christopher Myers opened Myers + Chang, putting their own creative spin on traditional Asian cuisine. She is currently working on a baking cookbook due to come out in Fall 2010.

Tips continued...

Tony Maws

Chef Tony Maws, James Beard Award Finalist for Best Chef, Northeast, combines "refined rusticity" with a passion for local, seasonal, and organic ingredients at his restaurant, Craigie on Main. Far from being an "executive chef", Tony works practically every night as a line cook. Additionally, he is one of the few chefs who is also his own wine director. Tony has been named as one of America's top 10 new chefs by *Food & Wine* magazine and Boston's best chef by *Boston Magazine*.

Jon Olinto

Jon is the co-founder of b.good, a 4-unit restaurant business that's on a quest to make fast-food "real". Before flipping burgers for a living, Jon spent three years working as a consultant at EMaven, a venture-backed Internet strategy consulting firm. In January 2004, along side his business partner and childhood best-friend, Jon opened the first b.good in Boston's Back Bay. Now, b.good has successful locations in Harvard Square, Brookline, and Newbury Street. And by Fall, plans to open two additional restaurants in Boston and Dedham.

John Pepper

John is the co-founder and CEO of Boloco, a 16-unit fast-casual Boston-based restaurant chain which opened its first location in 1997. Prior to founding Boloco, He spent four years in sales and marketing at Johnson & Johnson's Ethicon Endo-Surgery division. He then received his MBA from the Amos Tuck School of Business at Dartmouth College in (where the first Boloco business plan was written as part of his Entrepreneurship class). With locations open in Massachusetts, New Hampshire and Vermont, Boloco expects to have 20 company-owned units operating by year end 2009.