

## To Register or for more information

visit us at [www.rtseminar.com](http://www.rtseminar.com) or contact Anne Heyliger at (617) 426-7600 or [aheyliiger@cafcoconstruction.com](mailto:aheyliiger@cafcoconstruction.com) by May 7th. 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 Davio's Restaurant, located at 75 Arlington Street, across from the Park Plaza.



# 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.

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 **BostonGlobeMedia**

# RESTAURANT TRENDS

18th Annual Seminar



## Back to Business in 2010

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

Tuesday, May 11, 2010

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.

### The Business of Hospitality— what restaurants and hotels can learn from each other and how they can best work together

- Structuring the deal
- Best practices for serving the customer
- Maximizing revenues while maintaining quality
- Working with the hotels in the neighborhood

Panelists:

### Steve DiFillippo

Steve DiFillippo is the proprietor of the award-winning Davio's brand including Davio's Northern Italian Steakhouse (Boston, Foxborough and Philadelphia) and Avila, Modern Mediterranean Restaurant (Boston). After graduating from Boston University, he attended The Cambridge School of Culinary Arts to pursue his dream of becoming a chef. In 1985, DiFillippo purchased his first restaurant: an existing spot named Davio's. In 1990, he began operating Davio's at the Sonesta Hotel in Cambridge. Davio's Cambridge flourished

for 16 years, closing in December 2005 in anticipation of the Avila opening in Spring 2006. In 1999, DiFillippo opened Davio's Philadelphia. In the fall of 2008 DiFillippo was inducted into the Massachusetts Restaurant Hall of Fame. The newest DiFillippo venture at Phipp's Plaza in the Buckhead district of Atlanta, GA., Davio's Atlanta will open in August of 2010.

### John Hamilton

John Hamilton is the Senior Vice President of Business Development and Acquisitions for Pyramid Hotel Group and has 20 years of experience sourcing, evaluating, underwriting, and executing hospitality real estate and management transactions. He has been associated with such prominent firms as Promus Hotels, Carnival Hotels & Resorts, Doubletree Hotels, and Laventhol & Horwath. He is the former senior vice president, business development for Destination Hotels and Resorts (Lowe Hospitality Group).

### Moderated by Rachel Roginsky

Rachel J. Roginsky, ISHC, is a principal, owner, and founder of Pinnacle Advisory Group, a premier hotel consulting firm that has provided advisory services for the hospitality industry for almost 20 years, and a co-owner of Pinnacle Realty Investments, a full service transaction firm that specializes in selling hotels and sourcing both debt and equity for hotel assets. She is a graduate of and a regular guest lecturer at The School of Hotel Administration at Cornell University, is a board member of the Massachusetts Lodging Association, and the International Society of Hospitality Consultants.

## Back Bay Restaurant Group: Successfully operating multiple units and concepts

- BBRG history — the growth of multiple concepts/units
- Creating specialty concepts
- Leading and managing different concepts
- From private to public to privately held

Panelists:

### Richard P. Dalton,

Executive Vice President

Mr. Dalton has twenty-six years in the restaurant business, all with Back Bay Restaurant Group. He has also served as President and CEO of the Westwood Group, Inc., an affiliated company. Mr. Dalton has served in management positions for over thirty-three years, and is currently a member of the company's Executive Committee.

### Ann Marie Lagrotteria,

Senior Vice President

Ms. Lagrotteria has twenty-two years in the restaurant business. Ms. Lagrotteria has spent all of those at Back Bay Restaurant Group, Inc. Beginning her career as a restaurant manager, she has served in many positions within the company. Presently, as Senior Vice President, she creates, oversees and maintains all training and continual development programs, handles execution and roll out for new restaurants, and serves as a member of the Executive Committee.