

# 2006 *Executive Retreat*

A two-day conference to learn from successful industry leaders  
and discuss critical issues with your peers on:

- Leadership
- Managing Change
- Industry Trends

October 23 & 24, 2006

The Coonamessett Inn  
Falmouth, MA

PRESENTED BY THE MASSACHUSETTS RESTAURANT ASSOCIATION EDUCATIONAL FOUNDATION



## Executive Retreat

*For owners, operators, CEO's and key managers in the restaurant and foodservice industry*

Join us for a two-day conference that will bring you together with some of the most successful, creative and innovative people in the restaurant industry today. New ideas, active roundtable discussions and networking opportunities are waiting for you at the 2006 Executive Retreat, all in a beautiful fall setting at the Coonamessett Inn in Falmouth, MA.

**MONDAY, OCTOBER 23**

**10:00 AM - 4:30 PM (lunch: 12:30 - 1:30 PM)**

### Industry Trends with Bret Thorn

**Sponsored by American Express**

Brett Thorne, trained in traditional French cooking at Le Cordon Bleu in Paris, who writes the "Kitchen Dish" column for the New York Sun, and Food Editor of *Nation's Restaurant News*, will discuss what's happening in the restaurant industry today, the industry's projected growth, and emerging trends in Food, Concepts, and Menus & Service.

### Industry Trends with Hudson Riehle

**Restaurant Trends by the Numbers**

The "go to" expert on industry stats, Hudson Riehle, Senior Vice President of the Research & Information Services Division of the National Restaurant Association, is often cited by major media outlets. Directing the NRA's extensive research, information services, and library operations, he will provide an inside look at the national statistics and key economic indicators that will drive future industry decisions and growth.

### Compensation Is More Than Just Money

**How to retain good employees in a changing and demanding market**

**Panel: Sean Joyce, President & CEO of Margaritas; Manny Costa, CEO of Costa Fruit and Produce; and Bob Luz, Executive VP Human Resources & Training, Ninety-Nine Restaurants**

Keeping well trained and exceptional employees is a vital component to every successful restaurant and foodservice operation. In today's ultra-competitive marketplace, retaining good employees can make a huge impact on your bottom line. This industry panel will help you look outside of the compensation box with a discussion of their organization's process for employee retention and share their thoughts on some of the non-conventional methods and programs they have created to retain their most valued employees.

### Treating People Right

**Reflections from industry pioneer Chad Doe of the 99 Restaurants**

Chad Doe, formerly of the 99 Restaurants, will provide some insight and reflection on how he and his family built the very successful 99 Restaurants while keeping true to their personal goal to always "Treat People Right". This family mission statement enabled the 99 Restaurants to grow from one restaurant to many while keeping their long-time employees and building their loyal customer following. In today's often negative "dog-eat-dog" business climate, this true-life "nice guys can finish first" story will give you inspiration and new ideas you can enthusiastically take back to your business.

### Leadership Workshop:

This professionally facilitated workshop will help each attendee to focus on the success their organizations are having with retaining good employees, customer loyalty and managing the ever-changing factors of the workplace. After this workshop, you will be able to take what you already do right and expand it in new ways to increase your success in every area of your operation.

**MONDAY EVENING**

**6:00 - 7:00 PM Cocktail Reception**

**7:00 - 9:30 PM Dinner & Entertainment**

Enjoy a delicious dinner at the Coonamessett Inn along with an industry-inspired comedic theatrical performance by the Worcester Foothills Theatre Group.

#### The Coonamessett Inn



#### Falmouth, MA

Nestled in the sea-side village of Falmouth on Cape Cod and just minutes from nearby sandy beaches, picturesque harbors, galleries, antique shops and ferries to the islands. For more information visit: [www.capecodrestaurants.org](http://www.capecodrestaurants.org).

*Special Executive Retreat Rates are available. See registration form.*

#### Foothills Theatre Company



**Worcester Foothills Theatre presents a unique comedy about the restaurant business.**

**TUESDAY, OCTOBER 24**

**8:30 AM - 4:00 PM (lunch: 12:00 - 1:00 PM)**

## **Diversity in the Workplace:**

### ***Effectively Managing Today's Multicultural Workforce***

**Gerry Fernandez, President & Founder of the Multicultural Foodservice and Hospitality Alliance**

Workers today come from many different sets of cultural values and traditions. This seminar will provide insight on how to manage changing workforce diversity in a positive way to enhance employee performance and job satisfaction. Better understanding and communication between employers and employees leads to fewer mistakes, less turnover and a more harmonious work environment for everyone. Gerry Fernandez has served on the board of the NRA, the Compass Diversity Council, Women's Foodservice Forum, the American Culinary Federation, and is a founding member of the Research Chefs Association.

## **Marketing & Technology Panel:**

### ***Don't Be Left Behind, Be Cutting Edge!***

Data warehousing, customer relationship management (CRM), electronic reservation software...what does it all mean to your business? Your competitors may already know. Shouldn't you? Emerging technology applications like these have changed the way restaurants and businesses market themselves and will play a major role in determining your organization's long term success. This panel of marketing & technology experts will discuss the latest available techniques to bring you from "playing catch up" to "leader of the pack".

## **CEO Panel: Don't Just Follow the Leader, Be the Leader!**

When you look at the success of this distinguished panel of CEO's, do you think, "I'd like that kind of success, too"? Well here's your chance to learn the secrets of how to rise to the top and stay there from some of the industry's most successful insiders. They will discuss how you can navigate and champion emerging health trends, shifting demographics, economic unpredictability, evolving customer loyalty and how an established brand can stay on top. This panel of leaders has faced down every challenge to secure their places as CEO's, presidents and industry leaders.

### **John L. Cutter, President & CEO, Friendly's Corporation**

A solid decade of leadership serving as CEO and president of Friendly's, Boston Chicken, Nanco Restaurants, and Saga Corporation/American Restaurant Group, has given John Cutter a wealth of knowledge and expertise into what makes a brand stand out in the sea of chain choices today. Friendly's is a great example of a popular restaurant chain that has stayed in the game and is stronger than ever due to its innovative leadership's ability to reinvent and reinvigorate the Friendly's brand.

### **Frank Guidara, President & CEO, Uno Restaurant Corporation**

Frank Guidara has more than 30 years experience in the foodservice industry. He has led some of the most successful and dynamic national foodservice chains in the country, including Au Bon Pain and The Wolfgang Puck Food Company. He will discuss his present role of leading a dynamic chain, how he and his team are creating new and innovative ways to differentiate Uno's from the competition and keeping the brand cutting-edge and a continued leader in its market segment.

### **Kevin Harron, President & CEO, Burtons Grill**

Kevin Harron brings more than 25 years of restaurant experience to the panel. Starting as a Manager at Victoria Station, he learned and worked his way up through many well-known establishments. He excelled at Bennigan's Taverns, Legal Sea Foods, Carrabba's Italian Grill, Outback Steakhouse and Kelly's Roast Beef. In addition, in the late 90's, as the Managing Partner of Tedesco-KPH Partnership, he helped to develop 22 New England Outback franchise locations with annual sales of \$70 million dollars, which was later sold to Outback Steakhouse, Inc.



***Many thanks to  
our generous  
2006 MRAEF  
Executive Retreat  
Sponsors***



***Thank You, to the Executive Retreat Committee for helping make this program possible:***

Patrick Lee, Horseshoe Café; Manny Paula, Kelly's Roast Beef; Jim Rataj, Kelly's Roast Beef;  
Fred Smith, Wheelwright Consultants; William Zammer, Cape Cod Restaurants.

**Program Registration:**

By phone: 508.303.9905 • By fax: 508.303.9985

Online at: www.marestaurantassoc.org

By mail: send registration with check payable to:

**MRA Educational Foundation**

333 Turnpike Road, Suite 102

Southborough, MA 01772-1775

www.marestaurantassoc.org

**Cancellation policy:** \$75 fee applied after October 1, 2006

**Hotel Reservations:**

**Special Room Rate Thru October 1:**

Hotel rooms are available at three locations for a special rate of \$99 through October 1. After that date, the discount rate will not apply and availability is not guaranteed. For reservations, call

The Coonamessett Inn at 508.548.2300,

or the Falmouth Holiday Inn at 508.540.2000

or the Red Horse Inn at 800.628.3811

Mention the MRA when booking for the special rate.

**EXECUTIVE RETREAT - REGISTRATION FORM**

**October 23 & 24 • The Coonamessett Inn, Falmouth, MA**

Contact Name \_\_\_\_\_ Title \_\_\_\_\_

(All confirmation information will be sent to the Contact Person. Be sure to list contact name below if attending Retreat as well.)

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Tel \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_ Cell \_\_\_\_\_

Please list each registrant's name below.

1. \_\_\_\_\_ 4. \_\_\_\_\_

2. \_\_\_\_\_ 5. \_\_\_\_\_

3. \_\_\_\_\_ 6. \_\_\_\_\_

**PROGRAM REGISTRATION FEE** (Includes program materials & meals only. Hotel room is additional, see above.)

**•Member Rate (participating associations):**

**Through October 1**

Individual.....\$275pp

2 or more .....\$250pp

**After October 1** .....\$299pp

**•Non-Member Rate**.....\$350pp

**•Spouse/Guest Rate**-Monday Evening Dinner *only*.....\$ 50pp

**Name(s):** \_\_\_\_\_

**TOTAL DUE:**

# Attending Retreat: \_\_\_\_\_ x Cost \$ \_\_\_\_\_ pp = \_\_\_\_\_ \$ \_\_\_\_\_

# Spouse/Guest(s): \_\_\_\_\_ x Cost \$ \_\_\_\_\_ pp = \_\_\_\_\_ \$ \_\_\_\_\_

**Total Amount Due:** \$ \_\_\_\_\_

**PAYMENT METHOD:** (Payment must accompany registration.)

Check or money order enclosed (**payable to MRA Educational Foundation**)

Credit card payment, see below

Card Type \_\_\_\_\_ Name on Card \_\_\_\_\_

Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_

Signature \_\_\_\_\_