





Registration Information

To register or for more information, please visit our website at www.rtseminar.com or contact Anne Heyliger at (617) 426-7600 or aheylinger@cafcococonstruction.com

Registration fee is \$75

Light refreshments will be served

Parking and Transportation

-  Tufts Medical Center Station
-  Arlington Station
-  200 Stuart Street Garage
200 Stuart Street, Boston, MA 02116
-  Motor Mart Garage
201 Stuart Street, Boston, MA 02116

Post-Seminar Networking

Please join us after the program for networking and socializing in the Emerald Lounge at The Revere.

**Net proceeds will be donated to
The Greater Boston Food Bank.**

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 succeed in a very competitive market. We hope you enjoy the program.

Sponsored by:

THE BOSTON
RESTAURANT
GROUP, INC.

cafc
CONSTRUCTION MANAGEMENT

RIW
RUBERTO, ISRAEL & WEINER

USI
OFFICIAL INSURANCE BROKER

Boston Deals
boston.com/deals

The 20th Annual

RESTAURANT TRENDS SEMINAR



Ingredients for Success

*There's work to be done...
but plenty to celebrate*

Tuesday, May 15, 2012

1:30 p.m. - 5:00 p.m.

The Revere *(formerly Radisson Hotel)*

200 Stuart Street

Boston, MA 02116

Boston's Development and Economic Growth

Peter Meade

Director, Boston Redevelopment Authority

Peter Meade is the Chief Economic Development Officer for the City of Boston. The BRA is responsible for Boston's planning and economic development agenda.

- **Boston's development and economic growth**
- **Activity in the Fenway and the Innovation District**
- **Revitalization of Downtown Crossing and Dudley Square**

Current Restaurant Trends

Charlie Perkins

The Boston Restaurant Group, Inc.

Charlie 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.

- **Current Restaurant Trends**
- **Boston Fast Facts**
- **Industry Benchmarks**
- **Will the suburbs ever recover?**
- **Where is the next Legacy Place?**

The Developer's Perspective - Restaurant Deals

Moderator: Louisa Kasdon

Freelance Writer and Editor

Specializing in food, lifestyle, travel and health for regional, national, and international publications including Boston Globe, Boston Magazine, Ladies' Home Journal, Town & Country, Boston Phoenix, the Boston Globe Magazines, among others.

Panelists

Mark Roberts, WS Development

Senior Vice President of Leasing

Young Park, Berkeley Investments

President & Principal

- **Developments/tenant opportunities**
- **Selecting independent operators vs. chains**
- **The pros, cons and challenges of selecting independent operators**
- **Mixed use vs. retail developments**
- **Typical lease deal business points**

Lessons Learned in Operating Your Restaurant Business

Moderator: Dave Andelman

CEO, Phantom Gourmet

Dave Andelman serves as CEO of Phantom Gourmet, a food-related television and radio program with reviews of New England area restaurants from an anonymous critic. Dave is also the President of the Restaurant and Business Alliance.

Panelists

Anthony Ackil, b.good

CEO and Cofounder

Chris Schlesinger, East Coast Grill

CEO, past James Beard Award Winner

Steve Silverstein, Not Your Average Joe's

CEO and Founder

- **How to resolve the growth versus no-growth debate within your organization**
- **Financing strategy for a growing restaurant company**
- **Impact of social media on your business**
- **Operating in the city vs. suburbs**
- **What are you looking for in new lease deals**
- **Current restaurant consumer trends**