





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@cafcoconstruction.com

Registration fee is \$75

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 Foyer.

Net proceeds will be donated to:

**Future Chefs: Fueling Pathways for
Boston Teens**

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.

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The 22nd Annual

RESTAURANT TRENDS SEMINAR



Success Through Innovation

Monday, May 12, 2014

2:00 p.m. - 4:30 p.m.

Registration 2:00 p.m.

Networking Reception 4:30 p.m.

Revere Hotel Boston Common
Theatre 1

200 Stuart Street
Boston, MA 02116

Current Restaurant Trends

- **Who are the New Superstars**
- **Current Industry Benchmarks**
- **How does the Economy Impact the Industry**
- **Making the Numbers Work**
- **How much is my Restaurant Worth**

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.

Louisa Kasdon, Founder & CEO, Let's Talk About Food, LLC

Louisa Kasdon is a Boston based-journalist who has written hundreds of articles and several books on food, business and health for national, regional, and international publications. Most recently, Kasdon was the food editor-at-large for The Boston Phoenix, and food editor for Stuff Magazine. She has written for Cooking Light, Boston Magazine, Fortune, Town & Country, MORE, the Christian Science Monitor, and the Boston Globe and Boston Globe Magazine, and has covered health and food issues globally in locations as diverse as Rwanda, Zambia and Senegal. She co-wrote and published the biography of the founder of the Canyon Ranch, is the winner of the M.F.K. Fisher Prize for Excellence in Culinary Writing and a charter contributor to the website ZesterDaily.com.

Creating an Innovative Public Environment

- **New Administration's Perspective Regarding Boston's Development & Economic Growth**
- **Hospitality's Role in Realizing/Sustaining Desired Objectives**
- **Embracing Innovation and Technology to Enhance and Improve the City's Approval Process**

John Barros, Chief of Economic Development, City of Boston

Mayor Martin J. Walsh appointed John Barros Chief of Economic Development in February 2014. Before his appointment John served 13 years as Executive Director of the Dudley Street Neighborhood Initiative (DSNI) where a lead a successful neighborhood revitalization effort and the largest urban community land trust in the country, which was founded as a community wealth creation strategy including permanent affordable housing. Prior to DSNI, John worked at the Chubb Group of Insurance Companies, as an Executive Liability underwriter, providing insurance for initial public offerings for dot-com startups, including Priceline.com.

Karen Simao, Esq., McDermott, Quilty & Miller LLP

Karen D. Simao, Esq. is a Partner at McDermott, Quilty & Miller LLP in Boston, where she has successfully represented clients ranging from sole proprietors to nationally recognized publicly traded companies in thousands of business transactions requiring liquor licensing, zoning and permitting expertise.

Innovation in the Restaurant Industry

- **Cutting Edge Concepts Around the Country & Locally**
- **Technology Enhancements for your Business**
- **Understanding the On Line Review Process to Improve your Restaurants Ranking**
- **Making Farm to Table Restaurants a Reality**

Donna Hood Crecca, Senior Director at Technomic Inc.

Donna Hood Crecca is Senior Director at Technomic Inc. She is a veteran of the foodservice and retail industries, having written about beverage alcohol in on premise establishments and at retail for nearly two decades, as well as food and beverage in restaurants, convenience and grocery stores.

Shore Gregory, Partner, Row 34 Restaurant

Shore Gregory is a Partner of Boston's Island Creek Oyster Bar and Row 34 restaurants alongside Island Creek founder Skip Bennett, acclaimed Chef Jeremy Sewall and restaurateur Garrett Harker. Prior to joining the team, he was President of the Island Creek Oysters company, working closely with Skip to develop the Island Creek brand into what it is today.

Brian Payea, Head of Industry Relations, TripAdvisor

Brian Payea is the Head of Industry Relations for TripAdvisor, and is responsible for global educational and policy outreach to the travel industry. He focuses on strengthening the ties between TripAdvisor and the hospitality community. His department builds tools for hotel brand management, hoteliers and other hospitality professionals to leverage the insights available from the wealth of traveler-contributed information on TripAdvisor and other social media.