

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 [aheylinger@cafcoconstruction.com](mailto:aheylinger@cafcoconstruction.com)

Registration fee is \$75

Light refreshments will be served

### Parking and Transportation

- Government Center Stop on the Green and Blue Lines
- State Street Stop on the Orange Line
- Downtown Crossing Stop on the Red Line

Parking Garage located at 60 State Street  
Boston, MA 02109

### Post-Seminar Networking

Please join us after the program for networking and socializing at *Anthem Kitchen & Bar*  
101 South Market Street (Faneuil Hall)  
Boston, MA 02109



# 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  
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 **BostonGlobeMedia**

# RESTAURANT TRENDS

## 19th Annual Seminar



## Turning the Corner and Full Speed Ahead

Challenges – Opportunities – Success

Join us for a lively discussion  
of issues and ideas that can  
make the difference in  
*your* restaurant's success

Tuesday, May 3, 2011



1:00 p.m. – 5:00 p.m.  
60 State Street  
Boston, MA 02109

## Current Restaurant Trends in the Greater Boston Market

### Charlie Perkins

The Boston Restaurant Group, Inc.

Charles M. Perkins was a regional manager with Friendly Ice Cream and a former franchisee with Dunkin' Donuts. He is a frequent speaker on the subject of selling and appraising restaurants and has been published by John Wiley & Sons. He is the owner of *The Boston Restaurant Group, Inc.*, a commercial real estate firm that specializes in selling restaurants, leasing restaurant space and valuing restaurant businesses.

- Industry Update
- Representative Rents by Town
- New Concepts—What's hot
- Boston's Changing Demographics
- Recent Openings and Closings
- Current Restaurant Values
- The Power Centers
- Lease Negotiations
- Boston Stats
- What it was/What it is
- A Success Model
- New Development Projects
- What's Happening in the Back Bay
- What's Happening in the Burbs
- The Business Plan vs. the Real World

## How sustainable is enough? Drawing the Boundaries between Sustainability and Economics

### 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:

**Peter Davis**, Chef/Owner, *Henrietta's Table*, and Chef's Collaborative "Sustainer of the Year"

**Will Gilson**, Chef, *Garden at the Cellar*

**Garrett Harker**, Owner, *Eastern Standard/Island Creek Oyster Bar*

**Tony Maws**, Chef/Proprietor, *Craigie On Main*

- Food Issues
- Alternative Methods of Waste Disposal
- Energy Efficiency
- Sustainable Operating Practices

## Social Media Marketing: How to Embrace It, Employ It, and Measure It

### Moderator: Stacey Friends, Esq.

*Ruberto, Israel & Weiner*

### Panelists:

**Jody Adams**, Chef/Owner, *Rialto*

**Kipp Bodnar**, Inbound Marketing Manager, *Hubspot*

**Arik Keller**, Senior Director, Product Merchant Services, *Where.com*

**Aaron Cohen**, Founder, *Eat Boston*

- How restaurants use social media to bring in customers
- How the most common platforms work
- Laying the foundation for social media marketing
- The Panel's favorite techniques and up-and-coming strategies
- How to engage, listen to, and respond to consumers via social media
- How to foster brand ambassadors
- Tracking ROI