

From: info@acg101.org
Sent: Friday, October 31, 2014 6:16 AM
To: David Bonrouhi
Subject: Wednesday: ACG 101 Restaurant Industry Panel

ACG[®] 101 Corridor

Association for Corporate Growth

This Wednesday, November 5th, 2014
7:00 a.m. — 9:00 a.m.
The Westlake Village Inn
31943 Agoura Road, Westlake Village CA 91361

The Restaurant Industry: A Healthy Appetite for Growth

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Driven by a growing strength in the general economy and consumer spending, **restaurant industry** sales are expected to hit a record \$683 billion nationwide in 2014, and nearly **\$70 billion in California**. That would be the fifth straight year of growth in restaurant sales.

The is the nation's second-largest private sector employer, account for 13.5 million jobs nationwide and 1.5 million in California – about 10% of the state's employment.

But restaurant also operators face a range of **challenges**, from constantly changing **consumer tastes** to a scarcity of good **locations** and calls for a sharp increase in the **minimum wage**.

What is the **outlook** for this vitally important sector of the economy? Come hear a panel of restaurant industry professionals at the **November 5** breakfast meeting of ACG 101 at the Westlake Village Inn.

Topics they will discuss include **changes in consumer tastes**; how operators use **technologies** like social media and mobile apps; new concepts that help restaurants **differentiate** themselves from the competition; and issues such as **access to capital** and new locations.

Our **moderators** will be **David Bonrouhi**, Managing Director of **Calabasas Capital**, and **Justine Hunter**, a Partner with **Moss Adams LLP**.

Our **panelists** will be:



Mario Del Pero, CEO and Founder, **Mendocino Farms** and **Blue Cow Kitchen & Bar**. Mendocino Farms serves soups, salads and sandwiches in eight restaurants around Los Angeles, using locally sourced ingredients. Blue Cow, located in downtown Los Angeles, serves locally sourced foods, craft beers and seasonal cocktails in the upscale fast-casual restaurant.



Alan Jackson, Founder and Chef of **Lemonade**. Alan opened the first Lemonade cafeteria-style fast-casual restaurant in West Hollywood in 2007, and now has 13 more across the Los Angeles area and two in the Middle East. The private equity firm KKR recently acquired a minority stake.

Jim Mizes, President and COO of **Blaze Pizza**. Jim joined the company in mid-2013, the year after the first Blaze location was opened in Irvine by Rick and Elise Wetzel, founders of Wetzel's Pretzels. Today Blaze has 32 locations, most franchised, and plans to open 20 more in the next few months.



Erik Oberholtzer, Co-Founder of **Tender Greens**. Founded in 2006 to offer relaxed fine dining with an emphasis on fresh-picked produce and sustainability, the firm now has 17 locations, with more scheduled to open soon.

Paul Potvin, Chief Financial Officer for **California Fish Grill**. With nine Southern California locations, California Fish Grill has been serving quality seafood at affordable prices since 1998, including "the widest variety of fish tacos served anywhere." Based in Brea, the chain is backed by the private equity firm KarpReilly LLC.



Calabasas Capital is a boutique investment banking firm providing sellside and buy-side M&A advisory and private equity and debt capital raising services to lower-middle-market privately-held companies, with a significant focus on the food and restaurant industries.

Moss Adams provides assurance, tax, consulting, risk management and transaction and wealth services. Ms. Hunter has practiced public accounting since 1986, serving companies in the restaurant industry and other sectors.

Online registration is \$35 for ACG Members, \$65 for others. Registration at the door (if available) \$15 additional.

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