

THE 4TH ANNUAL

Golden Gate Restaurant Association Industry Conference

Presented by



April 9-10, 2018

**BENTLY RESERVE
301 BATTERY STREET
SAN FRANCISCO, CA**



Welcome

This last year has been turbulent, with many issues ranging from sexual harassment to immigration shaking up the industry. These larger social and political issues come at a time when labor is in short supply and costs are escalating, making the stakes very high. Political uncertainty at the national level further leads to local angst about the economy.

The theme of this year's industry conference is managing change in an evolving world. Interestingly enough for our industry, technology is not the major disruption that can upend the restaurant industry; instead, it's systemic issues that are bubbling to the surface. We will be examining these issues – from restaurants increasingly turning to delivery services to plant-based food reshaping restaurant menus, we'll be discussing trends and best practices from industry leaders who are thinking creatively about how they approach these areas.

We in the Bay Area have always been in an interesting position of being first on issues ranging from health care and paid sick leave to lactation accommodation. While these are all things to celebrate for workers' rights, it's sometimes a tough pill to swallow when trying to make the numbers work. Miraculously, new restaurants continue to open, giving us one of the most diverse and robust dining scenes we've ever had. San Francisco's restaurant industry boasts more than 64,000 workers, generating more than \$4.5 billion in taxable sales and representing 52 percent of the retail market.

Together we are powerful in our contribution to the local economy and solidifying San Francisco as one of the nation's top culinary destinations. With this power we have an opportunity to stand up for a more inclusive industry, where harassment and discrimination are not tolerated, and hospitality truly means being hospitable.

Over these two days, we hope you gain new insights and enjoy networking with your peers. Through our collective knowledge we can be the most innovative restaurant city in the world!



Best,

Gwyneth Borden | Executive Director
Golden Gate Restaurant Association

FOR PROOF ONLY 3.26.18

About GGRA

The Golden Gate Restaurant Association's mission is to celebrate and empower the restaurant community through advocacy, education, marketing, events, and training. Founded by restaurateurs in 1936 to give restaurants a collective voice, the GGRA has evolved to be a trusted resource, partner, and force multiplier for the restaurant industry in the Bay Area and beyond.

The GGRA exists to advocate for restaurants' unique interests. We do that within the corridors of city hall and through education and training programs. Our members are informed about and prepared for evolving legislation and can stay in compliance. At the GGRA, we celebrate and showcase our members through annual events like SF Restaurant Week, Eat Drink SF, and The Saucy Awards. Our member community includes restaurants of all sizes and profiles. We have a valuable network of resources to support them through all stages of growth and to offer personalized casework. We invite you to get to know us better and, if you aren't already part of our community, to join us.

FIND OUT MORE | www.ggra.org

LET'S KEEP THE CONVERSATION GOING!

 /GoldenGateRestaurantAssociation

 @GGRASF

 @ggrasf

#IndustryOnlyGGRA



Schedule

➔ Monday, April 9

- 9:00am **TRAINING** | Preventing and Remediating Workplace Harassment
to 11:00am 📍 Gateway Room
👤 Instructor: Kasia Nowak, *Fisher Phillips*
- 9:30am **MORNING REFRESHMENTS**
to 10:00am 📍 Banking Hall
Breakfast pastries by Noe Valley Bakery and coffee by Mr. Espresso
- 10:00am **OPENING KEYNOTE** | Public Policy Panel
to 11:15am 📍 Banking Hall
👤 Panelists: London Breed, *Board of Supervisors President*; Todd Rufo, *Office of Economic & Workforce Development, City & County of San Francisco*
- 11:30am **BREAKOUT #1** | Are You Being Delivered?
to 12:30pm 📍 Banking Hall
👤 Moderator: Ellen Fort, *Eater SF*
👤 Panelists: Joe Hargrave, *Tacolicious & MF Chicken*; Nick Adler, *Caviar*; Emily Kaplan, *Emmy's Spaghetti Shack*
- 11:30am **BREAKOUT #2** | Restaurant Acoustics: Can You Hear Your Neighbor?
to 12:30pm 📍 Conference Lounge
👤 Moderator: Jonathan Kaufman, *SF Chronicle*
👤 Panelists: Tony Marcell, *Wayfare Tavern*; Dr. Kelly Tremblay, *Lend An Ear*; Eric Yee, *Charles Salter Associates*; Anderson Pugash, *Serious Leisure*
- 11:30am **BREAKOUT #3** | Surviving As Costs Rise
to 12:30pm 📍 Gateway Room
👤 Moderator: Obadiah Ostergard, *Vine Dining*
👤 Panelists: Steve Zimmerman, *Restaurant Realty Company*; Steve Mayer, *SD Mayer & Associates LLP*; Will Pacio, *Spice Kit/Pared*; Craig Stoll, *Delfina Restaurant Group*

- 12:30pm **LUNCH**
to 1:25pm 📍 Banking Hall / Bently Kitchen
Please feel free to enjoy your lunch anywhere on the 1st or 2nd floor.
Special thanks to Ladle&Leaf and PepsiCo.
Be sure to visit the Bently Kitchen for a cheese tasting with Cheese Twin Michael Kalish!
- 1:30pm **BREAKOUT #1** | Can You Capture the Tourism Market?
to 2:30pm 📍 Conference Lounge
👤 Moderator: Todd O'Leary, *SF Travel*
👤 Panelists: Scott Jampol, *OpenTable*; Gayle Pirie, *Foreign Cinema*; Mariann Costello, *Scoma's*
- 1:30pm **BREAKOUT #2** | 2018 Compliance Updates
to 2:30pm 📍 Banking Hall
👤 Moderator: Katy Chamberlin, *The Stinking Rose*
👤 Panelists: Derek White, *OUM*; Marie Holvick, *Gordon & Rees*; Christopher Bialecki, *GoHealth Urgent Care*; Lori Fischler, *NFP*
- 1:30pm **BREAKOUT #3** | Vegan Options, Worth It?
to 2:30pm 📍 Gateway Room
👤 Moderator: Stacy Jed, *Bluestem Brasserie*
👤 Panelists: Rachel Aronow, *The Alembic*; Bryan Tublin, *Kitava*; Eric Tucker, *Millennium/Greenleaf*
- 2:45pm **CLOSING PANEL** | A Conversation with OpenTable CEO Christa Quarles
to 4:00pm 📍 Banking Hall
👤 Speaker: Christa Quarles, *OpenTable*
- 4:00pm **NETWORKING** | On-Site Networking Reception
to 7:00pm 📍 Mezzanine
👤 Presented by: BusinessBlocks

Schedule

➔ Tuesday, April 10

- 9:00am **TRAINING** | Preventing and Remediating Workplace Harassment
to 11:00am 📍 Location: Conference Lounge
👤 Instructor: Kasia Nowak, *Fisher Phillips*
- 9:00am **TRAINING** | Spanish Language Workplace Harassment Training
to 11:00am 📍 Gateway Room
👤 Instructor: Andrew Sommer, *Conn Maciel Carey*
- 9:30am **MORNING REFRESHMENTS**
to 10:00am 📍 Banking Hall
Breakfast pastries by Noe Valley Bakery and coffee by Mr. Espresso
- 10:00am **KEYNOTE/PANEL** | State of the Industry & State Legislative Updates
to 11:00am 📍 Banking Hall
👤 Speaker: Gwyneth Borden, *GGRA*; Matt Sutton, *California Restaurant Association*
- 11:15am **BREAKOUT #1** | The 420 on Cannabis & Restaurants
to 12:15pm 📍 Conference Lounge
👤 Moderator: Kimberly Belle, *Salt & Roe*;
👤 Panelists: Terrance Alan, *Flore & SF State Cannabis Legalization Taskforce*;
Rebecca Stamey-White, *Hinman & Carmichael*; Stephanie Hua, *Mellows*;
Michael Magallanes, *Opulent Chef*
- 11:15am **BREAKOUT #2** | Immigration Law 101
to 12:15pm 📍 Banking Hall
👤 Moderator: Gwyneth Borden, *GGRA*
👤 Speaker: Tobias Damm-Luhr, *Lawyers' Committee for Civil Rights*;
Adrienne Pon, *Office of Civic Engagement & Immigrant Affairs, City & County of San Francisco*; Nick Cobarruvias, *Son's Addition*
- 11:15am
to 12:15pm **BREAKOUT #3** | Influencers, Love Them or Leave Them?
📍 Gateway Room
👤 Moderator: Nish Nadaraja, *Rich Kid Cool*
👤 Panelists: Allie Tong, *Allie Eats*; Jacob Cross, *Back of the House*; Arnaud Goethals, *Vive La Tarte*; Caren Alpert, *Caren Alpert Photography*

- 12:30pm **LUNCH**
to 1:25pm 📍 Banking Hall/Bently Kitchen
Please feel free to enjoy your lunch anywhere on the 1st or 2nd floor.
Pop by the Bently Kitchen for a Gourmet Product Tasting + Table Top Showcase
Special thanks to Napa Farms Market, Taste on the Fly and PepsiCo
- 1:30pm **BREAKOUT #1** | Payment Processing
to 2:45pm 📍 Gateway Room
👤 Moderator: Erin Archuleta, *ICHI Sushi/Square*
👤 Speaker: Robert Lowe, *Heartland*; Hanson Li, *Salt Partners*; Khalid Mushasha, *Piri Pica*
- 1:30pm **BREAKOUT #2** | Training and Keeping Your Workforce
to 2:45pm 📍 Banking Hall
👤 Moderator: Justin Kulla, *BusinessBlocks*
👤 Panelists: Emma Rosenbush, *Cala*; Gabriel Barba, *Alta Group*; Justine Flynn, *Souvla*; Alison Arth, *Salt & Roe*; Sumir Meghani, *Instawork*
- 1:30pm **BREAKOUT #3** | What's on Tap
to 2:45pm 📍 Conference Lounge
👤 Moderator: Virginia Miller, *The Perfect Spot*
👤 Panelists: Joshua-Peter (JP) Smith, *Mourad*; Luigi di Ruocco, *Mr. Espresso*; Josh Harris, *BV Hospitality*; Kerri Cormican Kiyuna, *Wildhawk*
- 3:00 pm **CLOSING PANEL** | Creating a Harassment Free Environment
to 4:30pm 📍 Banking Hall
👤 Moderator: Gwyneth Borden, *GGRA*
👤 Panelists: Andrew Sommer, *Conn Maciel Carey*; Karen Leibowitz, *The Perennial*; Josey Baker, *The Mill*; Kasia Nowak, *Fisher Phillips*
- 5:00pm **NETWORKING** | Off-Site Networking Reception
to 7:00pm Tacolicious - 1548 Stockton Street, San Francisco, CA (between Green & Union)

Culinary Education Series

Presented by



➞ Monday, April 9

12:30pm **LUNCH & LEARN (+TASTING) WITH CHEESE TWIN MICHAEL KALISH**

📍 Bently Kitchen

👤 Host: Michael Kalish, internationally trained cheese expert, Cheese Twin, and winner of *Food Network's* Great Food Truck Race; co-owner of Food Safety Guides; consultant, FSPCA lead instructor, and SQF trainer

Say Cheese! Grab your lunch and join us in the 1st floor kitchen to learn about and taste trending cheeses. Michael will also cover pairings, tools and techniques for elevating (and accelerating) your cheese service and more. Not just for chefs! All are welcome!

➞ Tuesday, April 10

12:30pm **GOURMET PRODUCT TASTING + TABLE TOP SHOWCASE**

📍 Bently Kitchen

Stop by the first floor kitchen during the lunch break and taste a selection gourmet products. We will also have some new table top items to check out!

Presenters



NICK ADLER | *Head of Market Operations, Caviar*

Nick Adler is head of market operations for Caviar, Square's restaurant ordering company. Nick's teams oversee Caviar operations in over 20 cities, and partner with the best restaurants across the country. Nick got his start in the restaurant industry making pizza at Village Host Pizza when he was in high school; he is now also a founder and partner at Sammy G's Pizza in San Jose.

🐦 @trycaviar 📷 @trycaviar



TERRANCE ALAN | *Owner, Flore on Market*

Owner of Flore, Founding President SF Entertainment Commission, and Chair SF Cannabis Taskforce.

🐦 @terrancealan 📷 @flore415sf 📷 @tjoshuaalan 📷 @Flore



CAREN ALPERT | *Photographer, Caren Alpert Photography*

Caren Alpert is an award-winning SF-based photographer specializing in food, interiors, and portraits. Shooting for clients that range from national and international food magazines to PR firms that represent the most respected chefs/restaurants, design firms doing innovative branding and strategic campaigns, and cookbook publishers activating culinary trends, Caren can gracefully pivot between each.

🐦 @carenalpert 📷 @carenalpert

Presenters



ERIN ARCHULETA | *Co-owner, ICHI Sushi + Seller Advocate Lead, Square*

Erin Archuleta leads seller advocacy at Square, collaborating with community and educational partners across the United States. She owns Michelin-recommended, Zagat-rated ICHI Sushi with her husband, Tim, and is a recipient of a San Francisco Small Business Week Award (2014). She co-founded a San Francisco merchant association and collaborates on small business initiatives through board service.

🐦 @erinarchuleta 📷 @ichisushi 📷 @square



RACHEL ARONOW | *Executive Chef, The Alembic*

Rachel was raised on the West Coast where she was exposed to a style of cooking that fused unique Latin, Eastern European, Asian, and Middle Eastern cultures and cherished traditional American influences, as well as her Ashkanazi roots.

🐦 @alembicsf 📷 @raronow 📷 @alembicsf



ALISON ARTH | *Founder/Principal, Salt & Roe*

Alison Arth founded Salt & Roe in 2014 to help restaurateurs bring their dreams to life successfully and with their sanity intact. Today, Salt & Roe continues to partner with business leaders across the country to build long-term success by elevating the guest experience, implementing hospitality-first core values, creating operational systems, and prioritizing team training and retention.

📷 @saltandroe



JOSEY BAKER | *Josey Baker Bread/The Mill*

Josey was gifted a sourdough starter in 2010 from his childhood friend, George, baked his first loaf a few days later, and the rest is...well, time will tell what the rest of this crazy adventure is. Josey started baking so much bread that he couldn't eat it or store it in his freezer; he had to start giving it away. Then one day, a friend of his offered him some cash for this gift, and the light bulb went off. On Thanksgiving morning, 60 strangers showed up at Josey's door to buy loaves of bread. A few months later, Josey quit his day job and started baking full time, renting space from local pie bakery Mission Pie, and using the wood-fired oven at Oakland's Pizzaiolo to sell bread to his customers through his Community Supported Bread (CSB) program. That summer, he teamed up with Four Barrel Coffee to build a cafe/bakery, and in February of 2012 The Mill was born.

🐦 @joseybakerbread 📷 @joseybakerbread



GABRIEL BARBA | *Director of Training and Development, Alta Group*

In my career I found a passion for organizational behavior. I work to develop systems that will make our team members successful in the workplace regardless of their experience or background. We have worked closely with Restaurant Opportunities Center of the Bay Area to develop hiring and training systems that directly address inequities in our industry.

🐦 @alfredssteaks 📷 @kayaf1



KIMBERLY BELLE | *Hospitality Consultant, Salt & Roe*

Kimberly builds food and beverage brands she believes in. Starting with her work as chef/owner of The Dinner Belle catering company in NYC, she went on to work as a Bay Area retail executive developing winery, restaurant, and experiential lifestyle concepts at Restoration Hardware and Crate & Barrel before joining Salt & Roe as a hospitality consultant and crop-to-kitchen cannabis activist.

📷 @saltandroe

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Presenters



CHRISTOPHER BIALECKI | *Business Development Manager, Dignity Health-GoHealth Urgent Care Northern California*

Christopher Bialecki holds a decade of experience managing Michelin-starred restaurants in the Bay Area and New York including Spruce, Alexander's Steakhouse, NIX, and Madera at the Rosewood Hotel and Resort. He is an expert on HCSO compliance and currently oversees the Dignity Health-GoHealth HCSO program, consulting with San Francisco-based restaurants on their HCSO requirements and options.



KATY CHAMBERLIN | *HR Director, The Stinking Rose*

Nor Cal native Katy Chamberlin was raised in the restaurant industry. While great for her family to have a back-up dishwasher/host/server, etc., she had other plans and after working for the U.S. Congress, as an Executive Asst, and in HR...landed back home in hospitality. Katy is the HR Director for The Stinking Rose restaurant with 10 locations and 700 employees and no longer does the dishes.

@thestinkingrosesf



LONDON BREED | *President, Board of Supervisors, City and County of San Francisco*

London Breed is the current President of the Board of Supervisors, representing District 5. She is a San Francisco native who was raised by her grandmother in public housing in the Western Addition and attended Galileo High School. She has served as the Executive Director of the African American Art & Culture Complex, on the San Francisco Redevelopment Agency Commission, and on the San Francisco Fire Commission, and is now in her second term as Supervisor.

@LondonBreed @LondonBreed



NICK COBARRUVIAS | *Chef, Son's Addition*

Nick Cobarruvias is the Co-Owner/Chef of Son's Addition. He has worked with acclaimed chef, Traci Des Jardins, and served as the Executive Chef at The Farm of Beverly Hills in Los Angeles. Cobarruvias returned to San Francisco in 2016 as the Chef de Cuisine at Marlowe under acclaimed chef, Jennifer Puccio before opening Son's Addition in October 2017. --

@sonsaddition @chef_nickcobs @sonsaddition



GWYNETH BORDEN | *Executive Director, GGRA*

Gwyneth Borden joined the GGRA as the Executive Director in 2014. Previously, Borden spent 10 years at IBM as the Manager of Corporate Citizenship & Corporate Affairs. She is also a Director of the San Francisco Municipal Transportation Agency and Commissioner of the San Francisco Parking Authority, following six years of service as a Planning Commissioner for the city and county. Prior to IBM, Gwyneth was the Director of Government Relations for the San Francisco Chamber of Commerce, a legislative aide to then San Francisco Supervisor Gavin Newsom, and a staff assistant in US Senator Barbara Boxer's office.

@GGRASF @Gwynethb @ggrasf @Gwynethb73



MARIANN COSTELLO | *Vice President, Scoma's*

Mariann has over 30 years of restaurant and business experience. Mariann served as President of the Golden Gate Restaurant Association, President of the San Francisco Taxicab Commission, Chairwoman of the San Francisco Travel Association Board, and Chairwoman of the California Restaurant Association Board. In 2009, Mariann was named one of the Most Influential Women in Business in the Bay Area, and named the Forever Influential Honor Roll in 2010.

@scomassf

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Presenters



JACOB CROSS | *VP of Marketing/PR, Back of the House*

Cross brings more than 10 years of diverse marketing experience to Back of the House (BOH). At BOH, he has defined the messaging and values that comprise the corporate brand while overseeing all marketing and PR efforts for the group's 23 restaurants and 12 brands. In his 4 years with the company, he has reinforced its 7 existing brands, created 5 new brands, and opened 8 restaurants. Additionally, he has implemented new systems and processes, developed successful social media and press strategies, directed website development, and built key brand partnerships. Cross's leadership has been vital to the company's ability to maintain relevancy in San Francisco.

🐦 @boh_inc 📷 @jacobjohnncross 📷 @backofthehouseinc



LORI FISCHLER | *Benefits Compliance Counsel, NFP*

Lori works with clients and consultants on a wide range of benefits compliance issues with a particular focus on healthcare reform. Previously Lori worked in-house at Aetna and practiced law in private practice. She has a law degree from the Benjamin N. Cardozo School of Law, undergraduate degree from UCLA, and is a member of the State Bars of New York and California.

🐦 @nfp



TOBIAS DAMM-LUHR | *Staff Attorney, Legal Services for Entrepreneurs, Lawyers' Committee for Civil Rights of the San Francisco Bay Area*

As staff attorney for Legal Services for Entrepreneurs, Tobias provides transactional legal services to low-income and other small businesses, particularly serving communities of color. He also oversees coordination of small business legal clinics and workshops, and cultivates community partnerships. He previously worked as a business immigration attorney in New York City.

🐦 @tobiasfdl 🐦 @lccrbayarea



JUSTINE FLYNN | *Service Director, Souvla*

Justine oversees all daily operations of Souvla's restaurants, including the hiring and training of new managers and line-level employees, HR management, and business development. Originally hired onto Souvla's opening team as a counter server, her drive, passion, and commitment were evident from the start. She is an example of the talent Souvla's team seeks to develop from within the group.

🐦 @souvasf 📷 @stinkycheeses 📷 @souvasf



LUIGI DI RUOCO | *Vice President, Mr. Espresso*

Luigi is the Vice President at Mr. Espresso – a local, family-run coffee roasting institution known for its unique and Italian-inspired coffee, which is slow roasted over an oak wood fire.

🐦 @oakwoodroasted 📷 @luigidiruocco 📷 @oakwoodroasted



ELLEN FORT | *Editor, Eater SF*

Ellen is the editor of Eater SF, covering restaurants and chefs throughout the Bay Area.

🐦 @ellenfork 🐦 @eatersf 📷 @ellen_eats_sf 📷 @eater_sf

Presenters



ARNAUD GOETHALS | *Co-founder/CEO, Vive la tarte*

Arnaud is a food entrepreneur and the co-founder of Vive La Tarte, a groundbreaking neighborhood bakery that aims to create memorable and nourishing experiences. Recently, Vive La Tarte launched the TACRO, a taco-croissant hybrid, which became an Instagram sensation and received global media attention.

🐦 @tarte 📷 @vivelatarte



JOE HARGRAVE | *Founder + CEO, Tacolicious*

After 15 years of managing FOH operations at key SF restaurants – not to mention opening his first restaurant, Laiola – Joe decided to toss aside dining formalities for margaritas and tacos. (Forks, as he sees it, are overrated.) Today, Joe does the big stuff but also curates the T-lish playlist and keeps the office abreast on politics and baseball.

🐦 @tacolicious 📷 @josephargrave 📷 @tacolicioussf



JOSH HARRIS | *Founder, The Bon Vivants and BVHospitality*

San Francisco native Josh Harris is the founder of The Bon Vivants, BVHospitality, and the national philanthropic event series Pig & Punch. Josh is owner of the James Beard-nominated bar Trick Dog, which is ranked 26 on the World's 50 Best Bars list and was awarded World's Best Cocktail Menu at Tales of the Cocktail's Spirited Awards, as well as a new bar, Bon Voyage!, slated to open spring '18.

🐦 @bonvivants_sf / @trickdogbar 📷 @josh_the_bon_vivants
📷 @bvhospitality / @trickdogbar / @bonvoyagebar



MARIE HOLVICK | *Assistant Office Managing Partner, Gordon Rees Scully Mansukhani LLP*

Marie Holvick provides legal advice on employment and human resource issues. Ms. Holvick also defends restaurants in lawsuits involving claims such as sexual harassment, disability discrimination, wrongful termination, and wage-related claims. Ms. Holvick's experience includes the defense of high-profile sexual harassment lawsuits, class action wage and hour claims, and ADA access lawsuits.

🐦 @MTrimbs 🐦 @gordonreesllp 📷 @mtholvick



STEPHANIE HUA | *Founder + Chief Confectioner, Mellows*

Stephanie Hua is the founder and chief confectioner behind Mellows, gourmet cannabis-infused marshmallows handcrafted in San Francisco. She is the author of the forthcoming cookbook, *Edibles* (Chronicle Books, fall 2018). In addition to making tasty edibles, Stephanie has been a food writer, recipe developer and tester, and photographer for more than ten years.

🐦 @getmellows 📷 @getmellows



SCOTT JAMPOL | *SVP Marketing, OpenTable*

As SVP of Marketing, Scott is dedicated to helping local and traveling diners discover and book the perfect restaurant table and helping restaurants around the globe grow their businesses. Prior to OpenTable, Scott co-founded and served as Vice President of Marketing for Hark.com and spent five years at Yahoo!, including marketing director for Yahoo! Travel. Among his accomplishments, Scott helped grow Yahoo!'s user-generated review submissions and nurture a robust online travel community. Scott earned his BA at Bucknell University and his MBA at the Kellogg Graduate School of Management at Northwestern University.

🐦 @SJampol 🐦 @opentable 📷 @opentable

Presenters



STACY JED | Co-owner, *Bluestem Brasserie*

Stacy Jed is the co-founder for Amuse Management Group and Bluestem Brasserie. Stacy brings more than 20 years of business leadership in areas of marketing, design, and event management that span the restaurant, hotel, and tech industries. Stacy sits as VP on the board of the GGRA.

🐦 @bluestemsf 📷 @bluestemsf



KARRI KIYUNA | Head Bird, *Wildhawk*

Karri Kiyuna (née Cormican) is the Head Bird of Wildhawk in San Francisco's Mission District. She is an active member of the San Francisco bar and restaurant community. She holds the 2014 Miss Speed Rack San Francisco title, was named a 2015 Bar Star by the *San Francisco Chronicle*, and is a member of San Francisco's United States Bartenders' Guild.

🐦 karrime 📷 karri_sf 📷 wildhawk_sf



EMILY KAPLAN | CEO, *Emmy's Spaghetti Shack*

Emmy is the founder and owner operator of Emmy's Spaghetti Shack, located in The Mission/Bernal Heights since 2001.

🐦 @emmypaghetti 🐦 @emmypaghetti 📷 @emmyspaghettishack



JUSTIN KULLA | Founder + CEO, *BusinessBlocks*

Justin Kulla is the founder and CEO of BusinessBlocks, the leading education company for small businesses. Prior to BusinessBlocks, Justin was a founding member and principal at Weld North, a venture capital and growth equity firm focused on education and media investments. Justin is a Forbes Coaches Council contributor and writes a weekly "Main Street Fundamentals" column in *Inc.*

🐦 @justinnovation 🐦 @BusinessBlox 📷 businessblocks



JONATHAN KAUFFMAN | Staff Writer, *SF Chronicle*

Jonathan Kauffman is a James Beard Award-winning features writer with the food section at the *San Francisco Chronicle*, a former restaurant critic, and the author of *Hippie Food: How Back-to-the-Landers, Longhairs, and Revolutionaries Changed the Way We Eat*.

🐦 @jonkauffman 🐦 @sfc_foodhome 📷 @jonkauffman 📷 @sfchronicle_food



KAREN LEIBOWITZ | Co-founder, *The Perennial Restaurant*

Karen Leibowitz is a co-founder of The Perennial, Mission Chinese Food, and Commonwealth. She's also co-author of *Atelier Crenn: The Metamorphosis of Taste* (2015) and *Mission Street Food: Recipes and Ideas from an Improbable Restaurant* (2011). Her writing has been published by *Food & Wine*, *The New York Times*, *Lucky Peach*, *Modern Farmer*, *Cherry Bombe*, and other publications.

🐦 @farmivore 🐦 @theperennialsf 📷 @theperennialsf

Presenters



HANSON LI | *Founder + Managing Partner, Salt Partners Group*

Hanson and Salt Partners develop successful businesses with prominent culinary brands and talent. Their portfolio includes Humphry Slocombe, Crenn Dining Group, Horsefeather/Last Rites, LocoL, B-Side, Brown Sugar Kitchen, and two Texas concepts, Halcyon and Stella Public House. Prior to Salt Partners, Hanson was Managing Director at The Hina Group and graduated MBA, MA, and BA from Stanford.

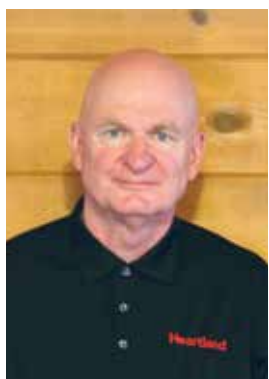
🐦 @chunkychi 📷 @chunkychi



TONY MARCELL | *Partner/Operator, Wayfare Tavern*

Tony is a lifetime industry veteran who started out managing kitchens. He still has a love for cooking and it's one of his main hobbies away from the restaurant. He moved to San Francisco 20 years ago. In that time he has worked with The Kimpton Group, Aqua, and Wayfare Tavern as General Manager. He has a wonderful wife, Michele Ronsen, and a 4-year-old daughter, Que.

🐦 @wayfaretavern 📷 @Wayfaretavern 📷 @wayfaretavern



ROBERT LOWE | *Vice President, POS Integration, Heartland Payments*

Bob has over 30 year experience in the development and delivery of technology solutions to the restaurant space. As VP of POS Integration at Heartland Payments, Bob runs oversees the introduction of new payment technology and is on his third EMV transition, having overseen it previously in UK and Canada.



STEVE MAYER | *Founder + Managing Partner, SD Mayer & Associates LLP*

Steve Mayer has over 40 years of professional experience working with individuals and public and private businesses. Steve was founder and CEO of Burr Pilger Mayer, one of the largest California-based accounting and consulting firms in the US. After 25 years at BPM, in 2012, he left and founded a new firm, SD Mayer & Associates, with a desire to focus on more than just accounting, but to help individuals and business owners find financial freedom through the business advisory and financial planning techniques he's developed over the course of his career. In the past five years, SD Mayer has grown from 7 staff members to nearly 40 and is recognized as one of the fastest growing companies in the Bay Area.

🐦 @SDMayerLLP 📷 @sdmayerllp



MICHAEL MAGALLANES | *Chef, Opulent Chef*

Michael Magallanes is the founder and executive chef of Opulent Chef, which specializes in cannabis pop-ups, workshops, and private events. He created The Hightened Series, an enhanced sensory experience combining cannabis and the art of fine dining.

📷 @opulentchef



SUMIR MEGHANI | *Co-founder + CEO, Instawork*

Sumir is co-founder and CEO of Instawork, a marketplace for local jobs used by over 2,000 Bay Area businesses. Some of his favorite restaurants are Arizmendi Bakery, Rose's Cafe, and Waterbar. He previously worked at Groupon and Yahoo! and grew up stocking shelves at his family's medical supply business in Detroit. Sumir is a graduate of Stanford University and Harvard Business School.

🐦 @sumirmeghani 📷 @instawork 📷 @instawork.jobs

Presenters



VIRGINIA MILLER | *Food/Drink Writer/Editor, The Perfect Spot/
Liquor.com/Time Out*

Since starting The Perfect Spot, Virginia Miller has been food and drink editor, writer and critic, locally and globally, at Liquor.com, Zagat, Table8, Time Out, *Bay Guardian*, *Distiller* and *Spirited* magazines, freelancing for over 50 publications, from Food Republic and Thrillist to *Whisky* and *Gin* magazines in the UK. She judges hundreds of competitions and appears on awards panels for spirits, dining, and cocktails.

🐦 @ThePerfectSpot 📷 @ThePerfectSpot



KASIA NOWAK | *Associate, Fisher Phillips*

Kasia Nowak is an associate in Fisher Phillips's San Francisco office. She advises employers on all aspects of the employment process, including hiring, developing policies and handbooks, and employee discipline and termination matters. Her practice also involves employment-related litigation, including defending employers against claims of discrimination, retaliation, and wrongful termination.

🐦 @labor_attorneys



KHALID MUSHASHA | *Owner, Piri Pica*

Khalid Mushasha got hooked on hospitality in his native England at the Malmaison Hotel in Oxford. From there he joined the Fairmont Hotel, running the legendary Tonga Room, which eventually led to the exceedingly popular Lolinda and El Techo. Khalid recently wrapped up his role as Operations Partner at Black Cat and is now back in the Mission for his newest fast-casual concept, Piri Pica.

🐦 @khalidmushasha 🐦 @piripica 📷 @khalidmushasha 📷 @piripica



TODD O'LEARY | *VP, Global Partnerships and Strategic Alliances,
San Francisco Travel Association*

Todd O'Leary is the VP of Global Partnerships and Strategic Alliances for the San Francisco Travel Association. In his role, he is responsible for developing and executing partnership strategies that connect SF Travel's 1,300+ partner businesses to San Francisco's #1 industry – tourism. 2017 saw total tourism expenditures in SF approach \$9.8 billion.

🐦 @onlyinsf 📷 @todd.oleary 📷 @onlyinsf



NISH NADARAJA | *Brand Consultant, Rich Kid Cool*

Nish was the 6th employee at Yelp, where he created the Yelp Elite Squad and other marketing programs from 2004 to 2010. He currently consults with startups, big brands, and some restaurants on marketing and branding. He also has come full circle as an investor in a handful of restaurants in San Francisco.

🐦 @nishrocks 📷 @nishisit



OBADIAH OSTERGARD | *CEO, Vine Dining*

Hospitality executive with diverse leadership experience as a top-performing entrepreneurial leader steering exceptional guest experience, business development, operational efficiencies, and strategic sales and marketing initiatives for restaurants ranging from owner-operated to multi-unit.

🐦 @doubleo821 🐦 @Left_Bank
📷 @double072 📷 @lbsteaksantanarow 📷 @leftbankbrasserie

Presenters



WILL PACIO | CEO/Co-founder, Pared; Founder, Spice Kit Restaurant

Will started Pared, a restaurant staffing marketplace, to solve his pain as a restaurant operator. Will is also the founder of Spice Kit restaurants, which he started in the Bay Area in 2010. Prior to that he worked as a cook at Per Se and The French Laundry. Will is a graduate of Stanford University and the French Culinary Institute in New York.

🐦 @getpared 📷 @getpared



ANDERSON PUGASH | CEO, Serious Leisure

Anderson Pugash is the co-founder and leader of Serious Leisure, a hospitality collective that includes Palm House, The Dorian, Audio, Bergerac, Fifty Cocktail Co. and Crossroads Nightlife.

📷 @Donpugashio



GAYLE PIRIE | Co-owner + Chef

Gayle Pirie is the chef/co-owner of Foreign Cinema, Laszlo, and a forthcoming wine bar in San Francisco's Mission District. She has been deeply involved in the competitive and innovative ferment of the Bay Area restaurant scene for more than two decades, including time at the legendary Zuni Café. Foreign Cinema's ever-changing California-Mediterranean influenced menu has earned the restaurant three stars from the *San Francisco Chronicle* and consistent "Top 100" rankings. From the daily changing menu featuring seasonal ingredients to the flowers, decor, cocktails, and film, Foreign Cinema is an ever-evolving sensual dining experience. Along with her partner John Clark, Gayle has co-authored two cookbooks and is working on a third.

🐦 @foreigncinemasf 📷 @foreigncinemasf



CHRISTA QUARLES | CEO, OpenTable

As Chief Executive Officer, Christa leads the global business strategy and vision for OpenTable. Prior to joining OpenTable, Christa served as the Chief Business Officer for Nextdoor where she oversaw finance, business intelligence, HR, business development, and legal. Previously, Christa served as the SVP and General Manager at Disney where she led the Mobile and Social Games divisions within Disney Interactive. Christa joined Disney in 2010 as part of the acquisition of Playdom, a leading social games developer, where she served as Chief Financial Officer. Earlier in her career, Christa spent 10 years as an equity research analyst covering the internet sector at Thomas Weisel Partners (now Stifel Financial). Christa holds an MBA from Harvard Business School and a BS from Carnegie Mellon University, where she was elected to Phi Beta Kappa.

🐦 @cquarles 🐦 @opentable



ADRIENNE PON | Executive Director, Office of Civic Engagement & Immigrant Affairs, City and County of San Francisco

Adrienne oversees innovative grantmaking and programs in citizenship, DACA, immigrant integration, language access, community safety, and census education. A native San Franciscan, she is committed to social justice and equity and brings seasoned tri-sector experience. She previously served as CEO at Zeum, ED at Asian Law Caucus, external affairs director at AT&T, and SF Civil Service Commission president.

🐦 @OCEIA_SF 📷 @sf_immigrants



EMMA ROSENBUSH | GM, Cala

Emma Rosenbush is the general manager at Cala Restaurant in San Francisco, which hires individuals with histories of conviction. Her experience working at the Prison Law Office inspired her years later when she partnered with Mexico City chef Gabriela Cámara to open Cala Restaurant. Together they have committed to providing second chances with a specific front-of-house focus.

📷 @calasf

Presenters



TODD RUFO | *Director, Office of Economic and Workforce Development*

Todd Rufo is the Director of the San Francisco Office of Economic and Workforce Development (OEWD), whose mission is to create shared prosperity for all San Franciscans by growing good jobs, training and connecting residents to those jobs, supporting our small businesses, creating great places to live and work, and helping constituents achieve economic self-sufficiency. Appointed by San Francisco Mayor Edwin M. Lee in 2012, Todd previously worked in economic development for the City of New York and San Jose.

@sfoewd



REBECCA STAMEY-WHITE | *Partner, Hinman & Carmichael*

Rebecca Stamey-White is a legal advocate, advisor, and strategist focusing her practice on the laws related to the sale, distribution, and marketing of alcoholic beverages and medical and adult use cannabis. She is a partner with Hinman & Carmichael LLP, a nationally recognized boutique law firm representing the alcoholic beverage, hospitality, and cannabis industries and their service providers.

@boozerules



JOSHUA-PETER (JP) SMITH | *Managing Bar Director, Mourad*

Barman JP Smith has 20+ years of experience behind the bar, spending most of it as either a bar lead, manager, or director. JP has won numerous USBG cocktail competitions at both state and national levels. He has taught seminars at many leading industry events such as TOTC, Aspen & Miami Food and Wine, Whiskey Live Global, Berlin Bar Convent in Germany, and Taiwan's Taipei Bartender Week.

#Thelibationliaison @mourad_sf



CRAIG STOLL | *Owner, Delfina Restaurant Group*

James Beard Award Winner and critically acclaimed chef Craig Stoll sparked his culinary journey into Italian cuisine during an externship at Tuscany's Michelin-star Da Delfina. In 1998, Craig and Annie Stoll opened Delfina, a bustling Italian trattoria in the Mission, proving upscale cuisine could be served in a warm, neighborhood atmosphere. In 2005, they opened Pizzeria Delfina next door, followed by a Pacific Heights location in 2009, then Burlingame and Palo Alto in 2013 and 2014. Craig has solidified his reputation as one of the country's most dynamic and influential chefs with Locanda, a Roman-inspired Osteria and Bar.

@pizzeriadelfina @pizzeriadelfina



ANDREW SOMMER | *Partner, Conn Maciel Carey LLP*

Andrew is a partner with the national Labor and Employment Practice at Conn Maciel Carey LLP, based in San Francisco. His practice is focused on representing employers in all aspects of the employment relationship.



MATT SUTTON | *Senior Vice President, Government Affairs & Public Policy*

Matt joined the CRA in March 2008. He oversees the CRA's Government Affairs & Public Policy department which includes an advocacy component with state and local lobbyists and a political affairs component that handles the CRA PAC and CRA Issues PAC. In addition to managing the department, he lobbies on issues at the state and local levels.

@calrestaurants @calrestaurants

Presenters



ALLIE TONG | *Social Media Manager/Content Creator, Allie Eats + AF&Co.*

Allie is a San Francisco Bay Area-based food blogger and influencer with a social media reach of 20,000+ followers. Named a 2017 Zagat Foodie Award recipient among the top 101 food Instagrammers in the US, Allie creates photo content and collaborates on campaigns for restaurants and brands of all types. Companies Allie has worked with include Peet's Coffee, P&G, and Tabasco, to name a few. Aside from her blog, Allie Eats, Allie works at af&co. full time to build out the agency's social media department and manages social media pages for multiple restaurant and hotel accounts.

@allie.eats @afandco



ERIC TUCKER | *Chef + Owner, Millennium Restaurant*

Chef-owner of Millennium, offering globally influenced plant-based cuisine with California sensibilities for 23 years.

@millenniumrestaurant



DR. KELLY TREMBLAY | *Professor/Founder, Lend An Ear*

Dr. Kelly Tremblay is a Professor of Speech and Hearing Sciences as well as the Founder of Lend An Ear, Inc. She gathers relevant insights from psychology, consumer technology, as well as the business sector to guide, serve, and inform all of us so that we can optimize the process of getting older. She will share examples of how incorporating a "social good lens" can be good for your business.

@ihear_u_citizens @ihear_u_app



DEREK WHITE | *Tax Manager, OUM & Co.*

Derek White has over 10 years of experience providing tax compliance and consulting services to restaurants and food and beverage companies, including multi-unit restaurants with foreign and out-of-state investors that have undergone major buildouts. He has consulted on tip compliance and gift card income deferral opportunities, among other technically relevant areas benefiting restaurants.

@OUMCPA



BRYAN TUBLIN | *Owner + Co-founder, Kitava*

Bryan is the owner and co-founder of Kitava, a health-conscious fast-casual restaurant based in San Francisco. He previously founded and grew a successful corporate catering business, after transitioning from a career in tech product management. Bryan holds a BBA from the University of Wisconsin-Madison, and studied holistic nutrition at Bauman College in Berkeley.

@btublin @kitavakitchen @bryantublin @kitavakitchen



ERIC YEE | *Vice President, Charles Salter Associates*

Eric Yee has been an acoustical consultant with Charles M. Salter Associates, Inc. since 1999. His areas of expertise include architectural noise control, mechanical system noise and vibration reduction, and environmental noise studies and vibration analyses. Typical projects include restaurants, wineries, hotels, and other hospitality facilities.

Steve started Restaurant Realty Company in 1996, has sold 1,000+ restaurants and 35 related commercial buildings, and completed 3,000+ restaurant valuations. Prior to RRC, Steve had 20+ years of restaurant experience was President/CEO of Zim's Restaurants ,one of the largest privately owned restaurant chains in SF Bay Area with 36 restaurants. Steve graduated from Cornell Hotel School and USF Business School.

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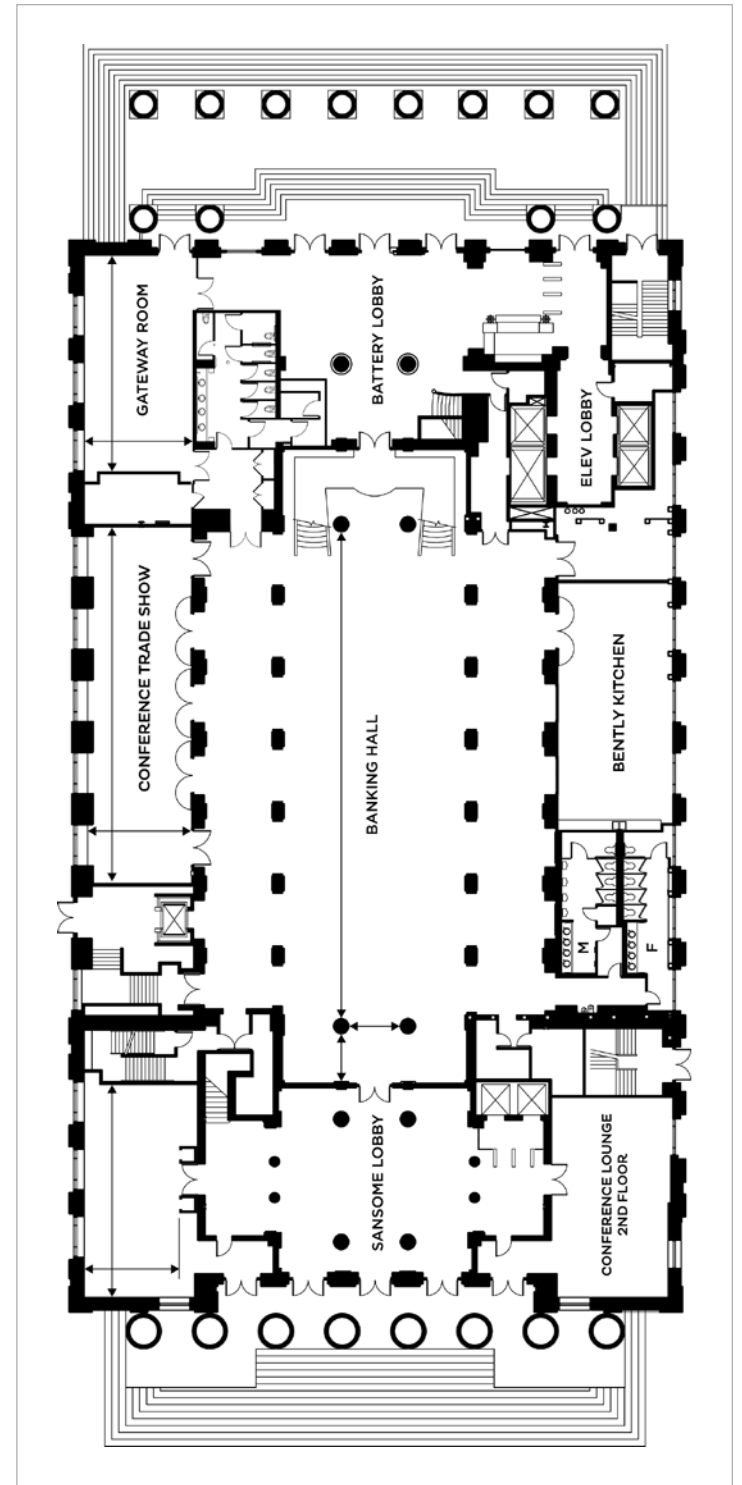
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