



FAST CASUAL  
EXECUTIVE SUMMIT

'09

> DALLAS | SEPTEMBER 14 - 15, 2009 <

CREATIVE.

SMART.

ATTENDEE  
PROSPECTUS

EFFECTIVE.

Presented by

**FASTCASUAL**  
.com

## GET CONNECTED TO THE FASTEST GROWING SEGMENT IN THE RESTAURANT INDUSTRY

### THE "UN-CONFERENCE"

The Fast Casual Executive Summit is a unique gathering that will bring together a select group of top executives from the restaurant industry for two days of networking, workgroup sessions and an exchange of ideas and innovations on the industry's top strategic issues. Unlike other conferences, we won't deliver boring speeches or Keynotes - instead you will be part of the action from minute one, make this as powerful for you as you want. This is your conference and Q&A will be the main collaboration for all sessions!

#### SELECTIVE

Participation is by invitation only for top-level restaurant executives -- leaders and innovators of the fast casual industry. Our goal is to bring together an experienced group of professionals whose common interests and concerns are brought to the table for open discussion.

#### INTIMATE

Limited space is available for participants. With this setting, each of the participants will have the opportunity to address topics from industry concerns to individual brand issues AND get answers and processes to take back with them.

#### INTERACTIVE

The meeting will be structured around a series of collaboratives. Each collaborative will last 90-minutes and consist of a presentation of a specific segment targeted by the benchmarking data, a small group discussion of related issues and a report back of key findings to the entire participant set.

#### Special BONUS for all Attendees

- > No cost to register (\$1000 value)!
- > Complimentary copy of the Annual Fast Casual State of the Industry Executive Summary AND get a 50% off discount for the full report (\$495 value)!



DON'T MISS OUT!

[www.fastcasualsummit.com](http://www.fastcasualsummit.com)

## PROGRAM AGENDA

### KEYNOTE & LUNCH (DAY ONE)

#### **Creative Minds Think Alike**

**September 14, Noon - 1:30 pm**

Thinking smart in today's world of too much input and too much choice is the key to success.

### KEYNOTE & BREAKFAST (DAY TWO)

#### **Getting Inside the Mind of the Savvy Consumer**

**September 15, 8:00 - 9:00 am**

Know when, how and why they buy.

### COLLABORATION MAIN SESSIONS

#### **Learning the New Financial Business Model for the Restaurant Industry**

**September 14, 2:00- 3:30 pm**

Ground up! This is not for the faint of heart. Massive changes are occurring in our society and economy. If you want to excel, you will need to be ready to break some rules.

#### **Brand Builders**

**September 14, 4:00- 5:30 pm**

Innovators talk on how the start-up brand should build or control its growth.

#### **Sustainability Takes New Track to the Profit Line**

**September 15, 1:30- 3:00 pm**

Learn how this component could break the bank or make your profits soar!

#### **CEO Roundtable**

**September 15, 3:30- 5:00 pm**

Fast casual CEO's share their stories and solutions of how they overcame their darkest hour.

### Q&A MAIN SESSIONS

#### **Fast Casual Brain Exchange**

**September 15, 9:00 - 10:00 am**

Brain Exchange session, executives talk with others based on topics of interest – Award winning ideas for multiple topics.

#### **Internet Marketing Real-Time Workshop**

**September 15, 10:30 - 11:30 am**

Build your brand via Blog, New Media and Social Networks.

#### **Culinary Experience for the Innovators**

**September 15, 11:30 - 12:30 am**

Live workshop with executive chef and food science experts.

### POWER INFO SESSIONS

Topics based on 15-minute video interview Q&A with sponsors and attendees. During Break program throughout the event.

### CULINARY EVENTS

#### **Think Genius Breaks**

#### **It's Not Just Lunch!**

**September 15, 12:30 - 1:30 pm**

#### **Fast Casual Alliance Breakfast**

#### **Fast Casual Alliance Dinner Party**

**September 14, 6:30 - 9:30 pm**



REQUEST YOUR INVITATION TODAY!

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## TESTIMONIALS FROM PAST PARTICIPANTS

*“Being new to the category, it gave me an opportunity to better understand the landscape of the space.”*

- Russ Bendel, CEO,  
Habit Restaurants, LLC

*“It was a great conference.”*

- Matt Andrew, CEO, Integrity Brands

*“I really thought it was done very well and I was able to pick up a lot of great ideas while I was there.”*

- Richard Babboni, CEO, Franktitude

*“I was energized by the entrepreneurial spirit of the group and the innovation. The fast casual concepts are really pioneering and it was great just hearing about how people are approaching their businesses.”*

- Marilyn Davenport, VP Marketing,  
Spicy Pickle Franchising, Inc.

*“Great opportunity to mingle with people who are leaders in Fast Casual, to learn, to study...great panelists and great speakers. You really have a chance to share ideas...it's an opportunity to discuss with other experienced folks what kinds of issues they're going through.”*

- Larry Reinstein, President & CEO, Fresh City

*“Thank you for a great conference. I had a great time and enjoyed the format. The back and forth discussion was great.”*

- Ed Frechette, Marketing Director,  
Au Bon Pain

*“The meeting was outstanding, well planned and nicely executed. The topics were informative and educational”*

- Mehdi Zarhloul, CEO, Saladworks

*“We love coming here. It's all about relationships that we can forge here at the conference with all the folks that come across the country, and learn ...it's a great fraternity of folks in this really cool sector trying to help each other and it's all about those relationships that will hopefully last for years.”*

- Michael Busley, President, Grand Traverse Pie Company

*“The Fast Casual Executive Summit is a 'must attend' event for businesses wanting to learn more about how to successfully meet the needs of the Fast Casual restaurant industry.”*

- Cheri Degerness, Sales & Marketing,  
Lloyd Industries, Inc.

*“I enjoyed the session and the networking opportunities, and I look forward to next year's conference.”*

- Tom Townsend,  
President & CEO,  
Scooter's Coffee

*“Thank you for the excellent conference. From my perspective, it was impactful and provided information that can be put to use immediately. Kudos to your entire team.”*

- Paul Steck, President, Saladworks

*“Once again, thank you for the excellent conference. From my perspective, it was impactful and provided information that can be put to use immediately. Kudos to your entire team.”*

- Paul Steck, President, Saladworks

*“You put on a wonderful Summit. I think it's one of the best I've attended. The format is unique and definitely beneficial.”*

- Kenneth Clark, President, Farmer Boys

DON'T MISS OUT!

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The Hotel Palomar, an over the top luxury urban resort near downtown Dallas, will provide an inspirational and creative venue for what is sure to be the gathering of the year in the fast casual world!

Hotel Palomar Dallas makes the art of travel effortless. A destination in and of itself, Hotel Palomar Dallas is surrounded by all the vibrant goings-on of its Park Cities neighborhood and the energetic activity of the city of Dallas, where the motto is to “Live Large. Think Big.”

## ARTFUL SERVICES AND AMENITIES

The moment you arrive at Hotel Palomar, a luxury hotel, you'll find inspiration in the stylish décor, rich colors and fabrics, and the sophisticated style throughout. The services and amenities at Hotel Palomar Dallas have been artfully thought out to provide the perfect balance between must-haves and indulgences.

In keeping with the four star level, here are some of the services and amenities guests enjoy:

- + Smoke free establishment
- + Personalized room preferences
- + Complimentary wired and wireless high-speed Internet access
- + Hosted evening “Wines Around the World” wine reception in the living room of the hotel (5–6 p.m.)
- + Complimentary morning newspaper (including the Wall Street Journal)

- + Complimentary overnight shoeshine
- + Valet/laundry service
- + Concierge services
- + Limousine service
- + Onsite 24-hour business center includes copier, fax, high-speed Internet access via center's PC and Mac (which include all Microsoft Office programs), printers, and support for technical issues

- + Exhale, a mind body spa, the renowned full-service spa, located adjacent to hotel
- + Infinity-edged pool
- + Complimentary 24-hour on-site fitness facility, with access to cardio, core, weight and endurance equipment and personal training



FAST CASUAL  
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Participation to the Fast Casual Executive Summit is by invitation only for a limited number of top-level restaurant executives. Request your invitation early to secure your seat.

Request your invitation at  
[www.fastcasualsummit.com/attend](http://www.fastcasualsummit.com/attend)

For more information about the  
Fast Casual Executive Summit, please contact:

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Visit our website at [www.fastcasualsummit.com](http://www.fastcasualsummit.com)

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REQUEST YOUR INVITATION TODAY!