



www.theelliotgroup.com



*Elliot Connect :
For Growing and Emerging Companies*

Thursday, December 1, 2011

*The Gansevoort Park Avenue
420 Park Avenue South
New York City*



Elliot Connect Agenda

Keynote Speaker

Mats Lederhausen

Founder & President, BeCause

Culture

Moderated by:

Russ Bendel

President & Chief Executive Officer

The Habit Restaurants, LLC.

Panelists:

Burton Heiss

Managing Director, Nando's Peri-Peri

Karen Kelley

President, DryBar

Jon Schlegel

Host/Owner, Snooze Eatery

Global Update

Geoffrey Colvin

Senior Editor at Large, FORBUNE

Elliot Reception Immediately to Follow

Fred Klashman • Co-Publisher • Total Food Service



For the past 20 years, Fred Klashman has been the co-publisher of TFS—TOTAL FOOD SERVICE. The monthly publication is the voice of Metro New York's foodservice community. Fred has managed marketing and sales for B2B restaurant and foodservice trade publication and its web sites. In 2010, he spearheaded the firm's entry into video production and social media.

The Newton, Massachusetts native is involved in many facets of the foodservice industry. He serves on a number of industry charity boards including the American Jewish Committee, appointed to the Culinary Institute of America's Society of Fellows. Fred has an extensive background in advertising sales, including positions with CBS Radio and ABC TV. Working at ABC, he handled sales of television time to local and national advertisers and marketed and closed specialty sponsorships for sports and documentaries. While at CBS, he was responsible for sales of commercial time on 16 radio stations to major national advertisers and their agencies.

Fred began his career in sports public relations including professional hockey and soccer, and traveled the world covering tennis. He attended Colorado College where he played hockey. He has proudly worked side by side with his wife Leslie for some 30 years. They have a daughter who works and resides in Manhattan.

For more information, please visit www.totalfood.com.

Founder Profiles

Alice Elliot • Founder & CEO • The Elliot Group



Recognized nationally as one of the foremost advisors in executive search, service, human resources and leadership, Alice Elliot is a highly sought executive for her insight and advice on industry trends and human capital issues. She is the founder and CEO of The Elliot Group, consisting of Elliot Associates Inc., Elliot Executive Source, Ltd., and Elliot Productions Inc. For over 25 years, the Elliot name has been universally known as a premier retained search and consulting organization focused within the consumer, hospitality, foodservice, manufacturing, retail and service industries.

Recently, Alice was inducted into the National Restaurant Association Educational Foundations 'College of Diplomats.' In 2003, Alice co-founded The Elliot Leadership Institute, a not-for-profit organization dedicated to executive leadership advancement in the foodservice and hospitality industries, and the 'next generation of leadership.' Alice, the Institute's namesake, is co-chair of the Advisory Council. She is a member and sponsor of many prestigious associations including the Women's Foodservice Forum and the Multicultural Foodservice and Hospitality Alliance, where the Elliot Group was a founding member. She is the 2001 recipient of the Women's Foodservice Forum coveted "Trailblazer" award, and also the 1991 recipient of the esteemed Roundtable for Women in Foodservice "Pacesetter Award." She is a designated Certified Personnel Consultant of the National Association of Personnel Consultants.

Alice graduated magna cum laude from the University of Colorado at Boulder with a Bachelor of Arts degree. She resides with her family in Westchester County, New York.

For more information, please visit www.theelliottgroup.com.

December 1, 2011

Welcome,

It is with great pleasure that we welcome you to Elliot Connect 2011! This event is specifically designed to give you an interactive and educational opportunity to meet, share, and exchange ideas with other expanding businesses from the hospitality, retail, and service sectors. We are proud to focus on bringing together iconic brands that are eager to maximize their own social conscience and mission. Our program this evening honors "Best of Class" thinking, execution, creativity, drive, and passion for success. We are confident that our panelists and special presentations will inspire you in both new ways of thinking and your desire to continue elevating your own game. We hope this event will serve as the basis for creating an exclusive network of leaders and decision-makers who can make an indelible impact on the hospitality, retail, and service industries.

We express our deepest gratitude to our wonderful co-hosts who have put an enormous amount of time, energy, and financial resources into making this event memorable.

Ultimately, we encourage you to continue raising the bar, asking questions, taking risks, and becoming activists in inspiring your own great organization!

Thank you for joining us.

Sincerely,

Alice Elliot

Fred Klashman

Speaker Profiles

Russ Bendel • President & CEO • The Habit Restaurants



In June of 2008, Russ Bendel was appointed to Chief Executive Officer of The Habit Burger Grill. Prior to working for The Habit, Russ joined The Cheesecake Factory, in July of 2007, as President and Chief Operating Officer. Beginning June of 2001, Russ worked at Mimi's Cafe as President and CEO. Prior to joining Mimi's Cafe he was President of Roy's Restaurants, a joint venture between Outback Steakhouse and Roy Yamaguchi, noted celebrity chef from Hawaii in 1999. From 1995 until June of 1999 Russ was a Partner in the Outback Steakhouse franchise group in California. He

holds a Bachelor of Science degree in Hotel Administration from Florida International University. He currently is on the Board of Directors for the California Restaurant Association and serves as Chairman. In 2003, Russ received the honor of Operator of the Year from MUFSC. Russ was also recognized in 2004 as the Restaurateur of the Year in Orange County, California and was given the Creative Partnership Award in 2005 from UCLA. He serves on the board of the Culinary School for the Art Institute of Los Angeles Orange County. Russ, also, is on the Board of Advisors for the Collins School of Hospitality Management, at California State Polytechnic University.

Geoffrey Colvin • Senior Editor at Large • FORBUNE



Geoff Colvin is an award-winning thinker, author, broadcaster, and speaker on today's most significant trends in business. As a longtime editor and columnist for FORBUNE, he has become one of America's sharpest and most respected commentators on leadership, globalization, wealth creation, the infotech revolution, and related issues. As anchor of *Wall Street Week with FORBUNE* on PBS, he spoke each week to the largest audience reached by any business television program in America. Geoff's groundbreaking bestseller *Talent Is Overrated: What Really Separates*

World-Class Performers From Everybody Else received the Harold A. Longman Award for Best Business Book of 2009. Geoff's book *The Upside of the Downturn: Ten Management Strategies to Prevail in the Recession and Thrive in the Aftermath* was named the best management book of 2009 by *Strategy + Business* magazine. *Directorship* magazine has named Geoff one of the 100 most influential figures in corporate governance. Geoff is one of America's



Ecolab is one of the world's leading providers of cleaning, food safety and infection prevention products and services. It helps customers in the foodservice, hospitality, healthcare, food and beverage and other sectors protect public locations. With 27,000 employees worldwide, Ecolab serves customers in over 160 countries and recorded sales of \$6.1 billion in 2010, half of which came from outside the U.S.

Ecolab serves its customers through comprehensive solutions, uncompromised service, and geographic reach and consistency. It offers a broad portfolio of innovative solutions based on the latest cleaning and sanitizing technologies. Sustainability is central to its "total impact" approach to innovation. By partnering with customers wherever needed, Ecolab helps keep their operations clean and safe, ensures that their businesses perform well and enables them to make the world better.

For more information, please visit www.ecolab.com.



BevIntel is the leading provider of inventory and profit enhancement services for the hospitality industry. We are a 25 year old franchise based company, with over 700 representatives in the field. We understand the science of running a bar and work with thousands of restaurants, hotels, bars and sports venues to streamline their operations and improve their overall profitability. We have been offering our flagship service known as Bevinco Prime for years. Using our proprietary software we reconcile exactly how much alcohol is used and compare it to what is sold, uncovering specifically how much is unaccounted for. Our sister product, Intelitap, does essentially the same thing, but with beer. With Intelitap we also monitor the keg lines for freshness and train staff on how to pour the perfect pint.

For more information, please visit <http://bevinintel.com>



PepsiCo offers the world's largest portfolio of billion-dollar food and beverage brands, including 19 different product lines that generate more than \$1 billion in annual retail sales each. Our main businesses -- Quaker, Tropicana, Gatorade, Frito-Lay, and Pepsi Cola -- also make hundreds of other enjoyable and wholesome foods and beverages that are respected household names throughout the world. With net revenues of approximately \$60 billion, PepsiCo's people are united by our unique commitment to sustainable growth by investing in a healthier future for people and our planet, which we believe also means a more successful future for PepsiCo. We call this commitment Performance with Purpose: PepsiCo's promise to provide a wide range of foods and beverages for local tastes; to find innovative ways to minimize our impact on the environment, including by conserving energy and water usage, and reducing packaging volume; to provide a great workplace for our associates; and to respect, support, and invest in the local communities where we operate.

For more information, please visit www.pepsico.com.



Ste. Michelle Wine Estates produces and markets a broad portfolio of premium wines from acclaimed vineyards around the world. It was first introduced in 1967, and has since expanded its vineyard holdings to over 5,000 acres in Washington and California.

With annual productions of over 600,000 cases a year, it is the world leading producer of Riesling wine. The winery owns several estate vineyards including Columbia Crest, Domaine Ste. Michelle, Conn Creek, Villa Mt. Eden, Antica Napa Valley, and many more. Ste. Michelle also produces the award winning Eroica Riesling in partnership with the Mosel's Ernest Loosen, and Col Solare in partnership with Tuscany's Marchesi Antinori collaborating with Chateau Ste. Michelle winemakers.

For more information, please visit www.smuw.com.

preeminent business broadcasters. He has appeared on *Today*, *The O'Reilly Factor*, *Good Morning America*, *CBS This Morning*, *ABC's World News*, *CNN*, *CNBC*, *PBS's Nightly Business Report*, and dozens of other programs. A native of Vermillion, South Dakota, Geoff is an honors graduate of Harvard with a degree in economics and has an M.B.A. from New York University.

Burton Heiss • Managing Director • Nando's Peri-Peri



Burton Heiss, Managing Director of Nando's Peri-Peri USA, grew up in the restaurant industry – watching his father open more than 40 hotels and restaurants. This unique upbringing gave Burton the opportunity to not only see restaurants from behind-the-scenes, but to also work in them. That's why, whether as a cook, waiter, busboy or manager, Burton can say "been there, done that!" After graduating from Pepperdine University in 1991, with a bachelor's degree in communication, Burton joined La Casa

Sena – an acclaimed fine dining restaurant, starting as dining room manager, and concluding as general manager. This was just the beginning of his career in the restaurant business. Burton has opened and operated a wide variety of concepts from brew pubs, to dinner theatres for Santa Fe Dining Inc; led Pasta Pomodoro to 400% growth in 2 years; and as West Coast Regional Vice President for Baja Fresh, been responsible for 175 company and franchise restaurants. In 2009 he was drawn to Nando's and the world of flame-grilled Peri-Peri chicken. His role? To lead a team of passionate and talented Nandocas in their mission to change the way Americans think about chicken! Burton lives in Washington DC with his wife and 2 daughters.

Karen Kelley • President • DryBar



Karen Kelley is the President & Chief Operating Officer of Drybar, joining the team in August 2011. Kelley is responsible for leading the strategic growth of the Drybar brand as the company rolls out new locations across the country with an emphasis on developing a strong employee team environment and building upon the customer experience. Kelley has more than 20

years of restaurant experience helping to build and expand brands such as Pinkberry, Jamba Juice, Taco Bell and Boston Market. Prior to joining Drybar, Kelley served as Vice President of store operations and people at Pinkberry, Inc. From 1998 to 2008 Kelley held a series of positions for Jamba,

Inc., and its subsidiary, Jamba Juice Company including Senior Vice President of Human Resources and Senior Vice President of Operations. Prior to that, Kelley worked for Boston Market, managing operations for the Northern California region from 1994-1998.

Mats Lederhausen • Founder & President • BeCause



After a long career both as a Joint Venture Partner and as a senior executive of McDonald's Corporation, Mats Lederhausen formed his own company in early 2007, BeCause. The company is focused on building businesses with a "purpose bigger than their products®" Prior to forming BE-CAUSE, Mats served as Managing Director of McDonald's Ventures. McDonald's Ventures managed the investments McDonald's held in future oriented growth initiatives including Chipotle Mexican Grill, Boston Market, RedBox DVD and Pret A Manger. Mats joined McDonald's Corporation in 1999 as head of global strategy. Born in Stockholm, Sweden, Mats began his 26 year career with McDonald's in 1979 as a part time crew member. Mats was named one of Crain's Chicago Business' "40 under 40" to watch in 1999 and the World Economic Forum honored him as a "Global Leader of Tomorrow" in 2000. Mats is currently a special partner to Sterling Partners as well as CUE BALL. Mats serves as Chairman of the board of ROSTI Mediterranean Grill and Educate Inc (Sylvan Learning). Mats also serves on the board of Strim and Cue Ball. Mats serves as Chairman of the board for the not-for-profit Business for Social Responsibility and serves on the board of trustees of Ronald McDonald House Charities. Mats received a Master's degree from Stockholm School of Economics in 1988. He lives in Chicago with his wife, Dr. Jessica Lederhausen and their 4 children.

Jon Schlegel • Host/Owner • Snooze Eatery



Jon Schlegel started his magical restaurant tour over 20 years ago, and has since then traveled through one of the nations most prestigious Hotel and Restaurant Programs (Univ of Denver '97); intensive corporate style training (Hyatt Management); throughout the So Cal and then Vegas scenes; most recently, Jon worked in some of the finer dining and drinking establishments in our fine city, including The Sushi Den, Denver Chop House and Monarch Martini Lounge. As true then and is true now, Jon continually travels and studies his passion through the fork, bringing together years of industry and personal study to his first entrepreneurial venue. And it's great.



Please Join Us in Saluting and Thanking our Co-Hosts for Elliot Connect

