

# FOODSERVICE NEWS

## SPRING RESTAURANT BUSINESS SUMMIT

### LORING SOCIAL

1629 Hennepin Ave. • Minneapolis, MN

TUESDAY, MAY 9 - 8 A.M.-NOON

#### 8-9 a.m. Networking Breakfast

#### 9-9:10 a.m. Welcome

Laura Michaels, Managing Editor; Greg DeMarco, Advertising Sales, Foodservice News

#### 9:10-9:30 a.m. Industry Legislative Update

Dan McElroy, Executive Vice President, Minnesota Restaurant Association

#### 9:30-10:15 a.m. Show Me The Money—Or At Least Where To Find It

How do restaurateurs convince bankers that they aren't risky businesses? Are there well-heeled investors out there who might fund a talented chef's dream of owning a restaurant? This panel will address banks, angels, crowdfunding and where the money for equipment leasing is hiding.

#### 10:15-10:30 a.m. Networking and Coffee Break

#### 10:30-11:15 a.m. Moving Restaurants Outside Their Four Walls

Pop-up eateries and one-time events can help a restaurant stand out in this competitive market and build excitement before an opening. But is there real money to be made? And how can chefs/operators balance the need to seat customers in their restaurants, while being seen and having their food tasted at the numerous culinary events in town?

#### 11:15 a.m.-Noon Restaurants Raise Their Collective Voice

In this new political environment, restaurant and bar owners are becoming less shy about vocalizing their views and supporting causes or issues that align with their own values and, increasingly, with their brands. What's the impact of taking a stand, and how should owners handle both good and bad public reaction?

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