



New Jersey Restaurant Association Presents:

# Restaurant Operators Conference Networking, Seminars & Board Meeting

Monday April 19, 2010 McLoone's Pier House, Long Branch • 9:45 AM – 5:00 PM

The ROC Program is geared to owners, operators, general managers, executive chefs, bar managers, food & beverage directors, & people in charge of full-service restaurants, catering facilities, taverns, pubs, diner restaurants, country clubs, hotels, coffee shops, limited and quick service restaurants, delis, pizzerias, brew pubs and institutional feeders. Attire: Resort Business Casual, Directions: Visit [www.njra.org](http://www.njra.org) Questions: Call 800.848.6368

9:45 AM to 10:00 AM	<b>Registration</b>	12:45 PM to 1:30 PM	<b>POWER NETWORKING SESSION:</b> Power Networking Tips & Buffet Lunch Speakers: <i>Miles Notar, Golf Pro &amp; Robert Putt, Hospitality Network</i>
10:00 AM to 10:55 AM	<b>RESTAURANT HIRING &amp; MANAGEMENT: Identifying &amp; Developing Restaurant Management Talent from the Ranks:</b> Speaker: <i>Marilyn Moats Kennedy, Moats Kennedy Inc.</i>	1:30 PM to 2:30 PM	<b>RESTAURANT TRENDS &amp; ECONOMICS:</b> Restaurant Industry 2010 and Beyond Speaker: <i>B. Hudson Riehle, Senior VP - Research &amp; Knowledge Group, National Restaurant Association</i>
10:55 AM to 11:05 AM	<b>Break</b>	2:30 PM to 3:15 PM	<b>RESTAURANT BUSINESS PLANNING:</b> Critical Personnel & Partnership Issues Speaker: <i>Gary Young, Herrick, Feinstein LLP</i>
11:05 AM to 12 Noon	<b>RESTAURANT MARKETING &amp; SALES:</b> Satisfaction vs. Service Speaker: <i>Marilyn Moats Kennedy, Moats Kennedy Inc.</i>	3:00 PM to 3:30 PM	<b>Break</b>
12 Noon to 12:45 PM	<b>FOOD DEMOS WITH WINE PAIRINGS</b> Moderator: <i>Chef Robert Conti, Performance Foodservice</i> Speakers: <i>Brian Donalan, Certified Angus Beef &amp; Chef Tony Merola, Performance Foodservice</i> Wine Donations by: <i>Allied Beverage Group, LLC &amp; R&amp;R Marketing/The Charmer Sunbelt Group</i>	3:30 PM to 4:00 PM	<b>RESTAURANT PUBLIC RELATIONS:</b> Driving Restaurant Sales through PR & Social Networking
		4:00 PM to 5:00 PM	<b>BUSINESS MEETING &amp; LEGISLATIVE UPDATE</b> NJRA Board of Directors Meeting

We thank our 2010 Super Allied Partners for their generous support in making this event a success: Performance Foodservice, Heartland Payment Systems, Herrick, Feinstein, LLP, Pan Gregorian Enterprises, Allied Beverage Group, LLC, American BD Company, American Express, Delaware Valley Purchasing Group, Discover Financial Services, Ecolab, Fedway Associates, Great Eastern Energy, Lauber Selections, Micros Retail Systems, NJRA Temporary Disability Benefits Plan, Pepsi Bottling Group, Restaurant Renovation & Design, R&R Marketing/The Charmer Sunbelt Group & Sea Breeze



## RSVP Registration Form

Restaurant Operators Conference (ROC), April 19, 2010  
McLoone's Pier House, Long Branch, NJ  
Networking, Seminars & Board Meeting

Names of Guests Participating

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\_\_\_\_\_  
\_\_\_\_\_

### ROC PRICING:

NJRA Members: \$39 per person

Non-Members: \$49 per person

### Method of Payment for the Restaurant Operators Conference

Check     Credit Card     AE     V     MC     D

Amount: \$ \_\_\_\_\_ Billing Zip Code: \_\_\_\_\_

Name on Card: \_\_\_\_\_

Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

### Where should we send your confirmation?

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Fax: \_\_\_\_\_

Email: \_\_\_\_\_



Mail Reservation & Payment to or Fax to 609.599.3340  
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800.848.6368 • [info@njra.org](mailto:info@njra.org)  
[www.njra.org](http://www.njra.org) - Click Calendar & Seminars & April 19th for directions

