

SUMMIT AGENDA

Registration 8:00am

Welcome 9:00am - 9:30am *Speaker: Bob Luz & Jen Almeida*

SESSION 1 KEYNOTE 9:30am - 11:00am **BrandBites: 7 Game-Changing Strategies to Building Best-Selling Brands in Today's Ever-Changing Competitive Landscape**

Keynote Speaker: **Larry Gullko** (*Harvard Business School*)

Larry's Keynote focuses on truly game-changing ideas and strategies to build best-selling brands, create and dominate product categories, enhance customer loyalty, and drive brand performance and business growth to the next level. He share's his nuggets of wisdom, insight on the paramount importance to embrace a bold and disruptive thinking mindset to compete in today's ever-changing and rapidly evolving business landscape.

'Do not go where the path may lead; go instead where there is no path and leave a trail.' Ralph Waldo Emerson's famous mantra serves as the inspiration for Larry's fascinating presentation designed to inspire you to take a fresh look at your brand, 'own something special' in the consumer's mind, and to authentically differentiate your brand to ensure consumers perceive your brand unlike any other in your space.

SESSION 2 11:15am - 12:15pm **Around the Restaurant Industry in 60 Minutes**

Speakers to include:

Karen Coleman, *Vice President, ARF Financial*

Steve Clark, *Vice President, Government Affairs, MRA*

Al DeNapoli, *Member, Tarlow, Breed, Hart & Rodgers, P.C*

Alex Weiss, *Wealth Manager, US Wealth Management*

Mark Kashgegian, *Partner, Antares Group*

Lunch 12:15pm - 1:15pm *****

SESSION 3 1:15pm - 2:15pm **What will the restaurant experience look like in 2025?**

The restaurant experience is transforming at warp speed with the launch of new technology and services for every aspect of the business. How will off-premise, labor, and reservations change to better accommodate the needs of customers and employees? Hear from high-growth tech startup entrepreneurs and representatives on what they are building and what they envision for the future of the industry.

Speakers to include:

Nick Belsito, *Founder, Open City*

Derek Canton, *Founder and CEO, Paer Pay*

Timothy Riedel, *Vice President of Marketing, EzCater*

Moderator: Lauren Abda, *Founder and CEO, Branch Foods*

SESSION 4 2:15pm - 3:15pm **Tech Breakout - What Tech will you need in 2025?**

An open discussion for restaurateurs to address the needs of their restaurant with our panel members.

SESSION 5 KEYNOTE 3:30pm - 4:30pm **Small Business Challenges, Entrepreneurship and Being a Female Business Owner.**

Keynote Speaker: **Rhonda Kallman**, *Boston Harbor Distillery*

Rhonda Kallman is a forced to be reckoned with in the hospitality industry. Her journey began in 1984. Little did she know then that she would become a household name in craft beer. After 25 years with Sam Adam's, Rhonda opened her own "little" distillery, Boston Harbor Distillery. She has a passion for the spirits industry that is prevalent in every aspect of her work. Join us to hear her story and learn what it takes to become a woman of power in the hospitality industry.

Cocktail Hour 5:00pm - 6:00pm *****

(Cocktail hour with cash bar is from 5pm - 6pm. There will be a tasting from Boston Harbor Distillery, which is included in event price.)

REGISTER HERE!