



December 6, 2010

### **Arby's Names Diana Petrovich-Tao Chief Operating Officer to Help Drive Brand Turnaround**

Arby's Restaurant Group, Inc., a subsidiary of Wendy's/Arby's Group, Inc. announced that Diana Petrovich-Tao has been named Chief Operating Officer. A capable, proven leader, Petrovich-Tao brings years of restaurant operations and franchise support experience to her new position with Arby's, including service with Burger King Corporation, Mrs. Fields Brands and other well-known brands. "This appointment is a key component of our turnaround plan, as we work to grow sales and profits by enhancing the Arby's customer experience through exceptional service in our restaurants," said Arby's President Hala Moddelmog. "Diana has an impressive track record developing strong, effective teams; building a positive, motivating culture; and executing innovative sales and business development programs." Petrovich-Tao worked at Burger King Corp. from 2003 until earlier this year – as Division Vice President, Mountain States, and, most recently, Vice President, Global Training and Development with responsibility for operational training initiatives in the U.S. and 70 countries.

Source: Arby's Restaurant Group, Inc.

### **California Pizza Kitchen Continues Expansion in Mexico City**

California Pizza Kitchen, Inc. announced the opening of its ninth restaurant in Mexico. Opened by CPK franchise partner Grupo Calpik, S.A.P.I. de C.V., the new full-service restaurant is located in the Jardines del Pedregal neighborhood of Mexico City. The 6,400 square-foot CPK seats approximately 210 people and is located on the second floor of the Terraza Pedregal business center. Tastefully decorated with warm colors and rich textures, the restaurant will open Monday through Thursday from 1:00 p.m. to 11:00 p.m., Friday through Sunday from 12:00 p.m. to 12:00 a.m. Guests can dine inside, on the large outdoor patio or place a take-out order. The menu will feature all of the popular CPK favorites including everything from the Original BBQ Chicken Pizza and Waldorf Chicken Salad to the Kung Pao Spaghetti and Avocado Egg Rolls. The new restaurant will also feature an extensive beverage menu from its full bar, including the CPK Ultimate Margarita and other signature favorites such as the Original Recipe Mojitos. Additional CPK restaurants are located in Guadalajara, Cancun and the following suburbs of Mexico City: Lomas Verdes, Bosques de Las Lomas, Polanco District, Santa Fe, Coyoacán and Satellite.

Source: California Pizza Kitchen, Inc.

### **Starbucks Looking Abroad to Grow Operation. CEO Schultz Says Coffee Giant Appears to Have Weathered the Downturn**

Starbucks Corp. is looking beyond its cafes for growth in coming years. The coffee giant outlined plans at its investor conference to triple the number of its cafes in China, offer more products in grocery stores and open new kinds of stores to build on its recent recovery. Starbucks has done well this year after being battered at the start of

the recession. The company responded by limiting new store openings, cutting costs including some jobs and closing hundreds of underperforming stores. In recent quarters, traffic in its stores has risen, along with revenue and profitability. "No one at Starbucks is doing a victory lap," Starbucks CEO Howard Schultz told investors at the meeting in New York, which was webcast. "We are still dealing with a very fragile economic situation. (But) we are as hungry and as motivated as any other time in our history to win." Company leaders said they are not abandoning Starbucks' focus on retail but plan to use the strength from that core business to support new plans including ambitious international growth. Starbucks has increased its presence in Canada, Japan and emerging markets such as China, Brazil, India and Russia. The company said it hopes to have 1,500 stores on the mainland of China by 2015. Starbucks said it also plans to improve its U.S. retail operations by adding mobile payment options and improving the way it serves customers during peak hours. The company is also looking at opening smaller cafes and being choosier about when and where it opens new stores. Starbucks leaders said they will keep considering acquisitions — big and small — that could help the company develop more products to sell through other retailers. "Starbucks has reached a critical juncture as we move from a high-unit-growth specialty retailer focused on coffee in our stores to a global consumer company with diversified growth platforms across multiple channels," Starbucks Chief Financial Officer Troy Alstead said. "We are intent on capturing a larger share of coffee consumption, reaching consumers wherever and whenever they want great coffee."

Source: MSNBC/The Associated Press

### **Texan Ups McCormick & Schmick's Stake**

Texas restaurant magnate Tilman J. Fertitta took a break from his recent restaurant-buying spree to add 150,248 shares of Portland-based McCormick & Schmick's Seafood Restaurants Inc. to his stock portfolio. The latest move bolsters speculation the colorful Fertitta may be interested in acquiring the 96-unit chain for his Landry's Restaurants Inc., which is based in Houston. With his latest share purchase, Fertitta now owns 1,476,281 shares, or 9.9 percent of MSSR's outstanding stock. He is by far its largest single individual investor. Fertitta disclosed his latest acquisition the day before Thanksgiving in filings with the U.S. Securities and Exchange Commission. Publicly, Fertitta has given little indication of his plans regarding McCormick & Schmick's, which chiefly operates upscale seafood restaurants in the U.S. and Canada. Here in Portland, company executives say they don't comment on investors. Privately, they met to discuss the situation when Fertitta first began accumulating shares. Last year, Fertitta told reporters in his home town of Houston that he could become a more active owner in the future. It's unclear if that's happened. But unlikely given the pace of deals he's been working on in the intervening months:

- On Oct. 6, Fertitta completed a \$1.4 billion merger agreement to take Landry's Restaurants Inc. private after a protected battle with shareholders. Fertitta formed Landry's, a national chain with more than 200 restaurants operating under the names Rainforest Cafe, Saltgrass Steak House, Landry's Seafood house, Charley's Crab and more.
- On Oct. 29, Landry's acquired Claim Jumper Restaurants LLC, a 42-unit Irvine, Calif.-based chain, for a reported \$43.9 million in a bankruptcy auction.
- On Nov. 8, Landry's acquired Bubba Gump Shrimp Co. for a reported \$120 million. Bubba Gump is a 32-unit chain with casual dining seafood restaurants in tourist destinations around the world. Privately, analysts tell me it's worth paying attention to the situation. Fertitta now leads a private company which gives him more flexibility to pursue new business.

Source: Portland Business Journal

### **Panera Bakes up First Brooklyn Outpost**

Panera Bread is opening a new restaurant in downtown Brooklyn in the chain's first foray into that borough. The bakery and café outfit has signed a 15-year lease for 4,500 square feet at 345 Adams St. The asking rent wasn't disclosed. Located a block from Borough Hall and Fulton Street and steps from a big Marriott hotel, Panera will be able to take advantage of the highly trafficked area when it opens in the spring. Panera's other neighbors will include a Morton's The Steakhouse next door and a Shake Shack across the street. "We're starting construction on the façade soon," said Jeff Kay, senior vice president at Muss Development, which owns the 40,000 square feet on the first two floors of the 14-story building. Muss purchased the floors as a condo interest two years ago from the city, which still owns the remainder of the office building. The 29-year-old chain boasts 26 locations in Long Island,

Queens and Staten Island but none in Manhattan. All told, it has more than 1,400 company-owned and franchise-operated locations in 40 states and in Ontario.

Source: Crain's New York Business

### **Golden Chick After Five Decades, Chicken Chain is Still Flying High with Fried Chicken in Texas and Oklahoma, and Soon in China.**

Golden Chick, with stores in Texas and Oklahoma, maintains a philosophy of controlled, concentric, regional growth—except for one very big exception. “We should see our first unit in China open sometime next year,” says Golden Chick president Mark Parmerlee. Golden Chick minority partner Allen Tharp, a restaurant industry veteran and owner of the Lion and Rose chain of British restaurants in Texas, secured the rights to open Golden Chick restaurants in 10 Asian countries. “Allen has a very capable team with chicken experience in Asia,” Parmerlee says. “It’s more of a licensing fee than a true franchising situation.” So while Tharp handles Golden Chick development in Asia, Parmerlee continues the work he and his team began in 1989 when they took over the then-struggling chicken chain that started in a small central Texas town in 1967. “It was started as Golden Fried Chicken by Howard Walker, who worked for a national chicken franchisor and thought he could do it better,” Parmerlee says. “But like Ray Kroc, he got started later in life and when someone came along and offered to buy, he accepted.” The new ownership group took over in the early '80s, right before the Texas economy hit the skids. The chain ended up in bankruptcy. And Parmerlee and his partners bought Golden Fried Chicken, which consisted of 63 units, in 1989. “We saw a good product; high-quality food with a lot of attention to fresh preparation and a lot of small operators who were very involved in their units and had a great customer base in small towns,” Parmerlee says. “About 70 percent of Golden Chick business is drive thru,” Parmerlee says. “People buying for the whole family.” Parmerlee says the lure of fried chicken and the challenge of making it at home should drive continued growth for Golden Chick at a controlled rate for several years in its home region of Texas and Oklahoma. “At some point we will step out and expand our boundaries,” he says. “But we’d probably want to do it with two or three stores in an area, almost like a hub.”

Source: Golden Chick/QSR



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### **Outback Co-Founder Chris Sullivan Involved in New Mediterranean-Style café**

Chris Sullivan, a leading figure in the Tampa Bay restaurant scene and a founder of Outback Steakhouse, is part of a group behind a new Clearwater restaurant. Carmel Café & Wine Bar opened recently at 2548 McMullen Booth Road in Clearwater. It serves Mediterranean-style food from countries such as Italy, France, Greece, Spain and Morocco in small and large plates. Its menu, which can be seen at [www.carmelcafe.com](http://www.carmelcafe.com), includes items such as edamame hummus, shrimp ceviche and grilled lamb and veal sliders. It also serves 60 varieties of wine by the glass and bottle. Local chef Steve Cook created many of its flavors, according to a news release. Florida corporation records indicate Sullivan is one of its officers. It wasn't clear Thursday where the name Carmel Café came from, but Sullivan is known to have a home in or near Carmel, Calif., and the Pebble Beach Golf Links.

Source: The Tampa Tribune

### **Dickey's Barbecue Pit to Open Three Restaurants in North Carolina**

Dickey's Barbecue Pit, a Dallas-based restaurant chain, will open three new locations in North Carolina in Raleigh, Southern Pines, and Winston-Salem. Dickey's now has 134 locations in 32 states. The Raleigh location will open on 1 December. This Dickey's is located at 170 East Davie Street. The Southern Pines will open on 2 December at 10564 S. US Highway 15/501. The Winston-Salem Dickey's will open on 3 December at 615 Jonestown Road. Raleigh is a third location for GMW Carolina. Ronald Bridges and Gloria Perez are franchisees of the Southern Pines Location. Tom Moore is the franchisee of the Dickey's in Winston-Salem. Raleigh location franchisee Greg Woloszczuk said that several customers at the new locations have been to other Dickey's and are very happy the company has brought one to their neighborhood. Woloszczuk is also an area developer for Dickey's. The business man and his partner Maureen are set to open 60 locations in the next 10 years. Dickey's Barbecue Restaurants president Roland Dickey Jr said that the company's progress is surprising to a lot of folks, but it makes sense to it. "Our Owner/Operators are making a wise investment with us. These people will be successful whether they are in Dallas, in Alaska or in California and the owners in North Carolina are perfect examples," Dickey said. The first Dickey's Barbecue opened in 1941 in Dallas, Texas. The original location is still open for business and Dickey's Barbecue is still owned and operated by the Dickey Family.

Source: Food Business Review

### **Joe's Crab Shack Launching Eat-At-Home Entrees**

Joe's Crab Shack has partnered with Gourmet Express to introduce a new line of steamed, eat-at-home meals. The initial product launch includes four seafood entrees that steam in the microwave in less than 10 minutes. Each meal serves two people. The meals are made with "simple" ingredients and no fillers or additives, according to Joe's Crab Shack. Additionally, the meals contain zero trans fat, are rich in omega oils, and three of the four meals are gluten-free. "Today's consumers are strapped for time, but looking for quality, affordable, healthy mealtime solutions," said Robin Ahearn, senior vice-president of marketing and menu for Ignite Restaurant Group, parent company of Joe's Crab Shack. "Joe's Crab Shack Eat-at-Home Meals for 2 provide quick and flavorful cuisine. Through our partnership with Gourmet Express, we're able to offer Joe's Crab Shack fans an opportunity to further enjoy our cuisine from home, while introducing our brand to new market segments." Brad Jackson, chief operating officer of Gourmet Express, said the company was looking for a partner "to help us provide imaginative, healthy and convenient meals to consumers. "No one delivers beach-inspired fun and seafood flavor better than Joe's Crab Shack, and we're thrilled to be partnering with this brand," Mr. Jackson said.

Source: FoodBusinessNews.net

### **Snapfinger Expands Restaurant Coverage: Adds More Than 700 Bob Evans® Restaurants & Mimi's Cafe Locations Nationwide**

Snapfinger has added two leading restaurant chains with more than 700 locations combined to its proprietary online and mobile ordering platform. Bob Evans and Mimi's Cafe now join the growing network of restaurants that offer online and mobile ordering through Snapfinger. Consumers can order and pay for food at [www.snapfinger.com](http://www.snapfinger.com) (also accessible from any mobile browser) or by using one of the free mobile apps designed for iPhone and Android devices. These additions extend Snapfinger's reach to more than 2,200 cities across the United States and Canada. "Snapfinger gives consumers more food choices than any other restaurant portal, from an array of dining establishments," said Jim Garrett, CEO of Snapfinger. "No matter what city you are in or what kind of food you are looking for, Snapfinger makes it easy to find, order and pay for your meal." Snapfinger goes beyond basic restaurant search, connecting users to interactive menus via a simple interface where consumers can place an order and process the payment in a matter of minutes. Customers can also view past orders and quickly re-order in one easy step, or place orders for pick-up at a future date and time. Snapfinger is the exclusive provider of Web and mobile ordering for Bob Evans 569 Restaurants, which operate in 18 states across the U.S, primarily in the Midwest, Mid-Atlantic and Southeast regions.

Source: Snapfinger

### **Illy's Hotel Business Serves Up Challenge to Starbucks**

IllyCaffé SpA, the upscale Italian coffee company, hopes to make further inroads onto Starbucks Corp.'s turf by serving coffee to well-heeled travelers in upscale hotels. For the past two years, Illy has been signing contracts with U.S. cafés that agree to serve its brand exclusively. Now, it's aggressively pursuing business at hotels around the world. The JW Marriott Marquis Miami, an upscale Marriott International Inc. hotel that opened in October, serves Illy coffee in a pool-side cabana, at an Illy-branded coffee bar in the lobby that Illy helped design, and in its restaurants and banquet rooms. The coffee company sent its top barista from Italy to train the hotel's employees on proper coffee-making methods. In addition, the hotel's guest rooms are outfitted with Illy espresso machines. "Other brands have become so populated in little hotel coffee bars that it's become mundane," says Paul Pebley, the Miami hotel's director of sales and marketing. "Illy provides a differentiation and uniqueness." Andrea Illy, chief executive of the closely held Trieste, Italy, concern, says he isn't taking aim at Starbucks, just trying to build his business by being in more of the places frequented by coffee connoisseurs. Illy coffee is now served in 2,000 hotels around the world, up from about 700 five years ago, and Mr. Illy says he plans to double the brand's hotel business in the next five years.

Source: The Wall Street Journal

### **Restaurant Veteran Joins Baristas as COO**

Baristas Coffee Company, Inc. announced that veteran restaurant executive, Thomas E. Metzger has joined Baristas as its Chief Operating Officer. Mr. Metzger has also been appointed to the board of directors and will be focusing on expanding the Baristas business model and brand throughout North America. "Of all of the Companies and concepts I have been involved with, I feel that Baristas has the greatest potential for growth given today's business environment; I look forward to growing Baristas into a nationally recognized brand," stated Thomas E. Metzger, COO of Baristas Coffee Company. "The experience and knowledge that Thomas brings to the table will dramatically increase our ability to develop our brand by avoiding the pitfalls associated with rapid expansion. Mr. Metzger brings a tremendous amount of guidance and insight into the refinement of our processes, management directives, revenues and profits," stated Barry Henthorn, Baristas CEO. Thomas E. Metzger brings broad and unique qualifications to Baristas Coffee Company. Mr. Metzger has served as Chief Executive Officer / President / Chief Operating Officer for numerous restaurants, notably Wolfgang Puck, Sizzler Steakhouses, Boston Market, and Kenny Rogers Roasters. His experience also includes the development of many national food service brands such as Cinnabon and Wendy's International.

Source: Baristas Coffee Company



### **CPK Opens First Company-Owned Restaurant in China**

California Pizza Kitchen has opened its first company-owned and operated restaurant in Shanghai, China. The company has opened its first international office that will assist CPK franchise partners in addition to supporting the

company growth in China. These initiatives are part of a long-term expansion strategy to broaden the company's presence in Asia. The new CPK, located in the Sinan Mansions' commercial area of the LuWan District, will have an open-exhibition kitchen that allows guests to watch many of the restaurant's items prepared in addition to several new dishes created to suit local tastes such as Red Curry Duck Pizza and Spicy Voodoo Vodka Fettuccine. CPK co-founder and co-CEO Rick Rosenfield said the company has been well received internationally, and it sees a great opportunity to further expand the brand in one of the most robust economies in the world. "The presence of company-owned restaurants and an international office will allow us to provide better support for our franchise partners in India, Malaysia, Dubai, and the rest of the Asia-Pacific region," Rosenfield said. CPK co-founder and co-CEO Larry Flax the company is very excited about the new items it has created for the Shanghai menu and it looks forward to introducing some of these items on its US menu in the future. There are 267 California Pizza Kitchen locations system-wide including 211 company-owned locations. Franchised or licensed units include 31 international locations in China, Japan, Philippines, Malaysia, Singapore, India, Mexico, South Korea, Guam, Indonesia and UAE as well as 26 units that operate domestically at airports, college campuses, travel plazas, Dodger Stadium, Angel Stadium of Anaheim and STAPLES Center.

Source: Food Business Review

### **Tossed Signs International Expansion Deal**

Tossed has announced its first expansion outside the United States via a new franchise agreement with Jeff Potoroka, an entrepreneur from Abbotsford, British Columbia. Following an initial store opening planned for the first quarter of 2011, Tossed will work closely with Potoroka to develop up to three additional Tossed locations in and around the Vancouver Island region in the coming year. Potoroka is an experienced home appraiser, having been in the field for the past 18 years. Since 2003, he has operated his own home appraisal company, with staff appraisers positioned throughout the Lower Mainland. Earlier in his career he also operated his own pizza business. Since the Tossed concept is designed for both full-service and kiosk locations, Potoroka is investigating office building, food court and quay locations. The company worked with The Carriage Works to develop the kiosk. The units include an updated POS system and took more than a year to develop. Other operational changes include the use of non-hood cooking equipment, the outsourcing of Tossed's salad dressings and the scaling down of the menu. The kiosks can be assembled in about eight weeks and require a lower capital investment for franchisees. "Literally, all you need to do is be able to run water and electricity to the unit. It's like a restaurant on wheels," said Tossed president Eric Clark. "We're very happy with the finished, clean contemporary look that the kiosks have because that's the way our food is." Potoroka's stores will reflect the new design; he also will work with area food suppliers to source local products. "British Columbia has a reputation for environmental sustainability and healthy living. Tossed plans to work with the communities and local farmers throughout the Vancouver region to bring fresh and locally produced food products to Tossed's new customers," said Eric Schmitt, Tossed CEO. Since signing a franchise partnership with Fransmart, Tossed has signed development deals for Washington, D.C., and Southern California. The agreements will bring up to 50 locations throughout both regions.

Source: FastCasual.com

### **Groupon Announces Continued Expansion in Asia**

Acquisition of leading local deal sites widens global footprint, services offered. Groupon has announced the launch of Groupon Hong Kong, Groupon Singapore and Groupon Philippines and Groupon Taiwan via acquisition of daily deal sites uBuyiBuy, Beeconomic and Atlaspost, respectively. Terms of the deals were not disclosed. "We're excited to leverage an incredibly Internet-savvy customer base to generate increased sales for local merchants." The acquisitions extend Groupon's reach across East and Southeast Asia, joining Groupon Japan, which launched in August 2010. Both uBuyiBuy and Beeconomic are widely recognized as dominant players in the local collective buying space, setting industry standards for quality of merchants featured and customer experience. Atlaspost, a popular location-based social networking site with more than 1.2 million users in Taiwan, became an overnight force in daily deal services when it launched its group buying platform in August 2010. All three sites will transition to the Groupon brand name and site design in coming months. "We see enormous potential in the Asian marketplace, and the expansion of Groupon to Hong Kong, Singapore, the Philippines and Taiwan is an important next step," said Rob Solomon, president and chief operating officer of Groupon. "We're excited to leverage an

incredibly Internet-savvy customer base to generate increased sales for local merchants.” Groupon Hong Kong, Groupon Singapore, Groupon Philippines and Groupon Taiwan will join Groupon’s global network, offering unbeatable deals to 33 million subscribers in 35 countries and saving hundreds of millions of dollars for consumers since the site’s launch in November 2008. Groupon employs more than 3,000 people worldwide.

Source: Groupon

### **Boston Pizza International CFO to Step Down**

Boston Pizza International said that Mark Powell will step down as chief financial officer of the company and will be leaving as of 15 December 2010. In conjunction with this departure, Powell will also resign as director and CFO of Boston Pizza GP, managing general partner of Boston Pizza Royalties Limited Partnership (BPRLP), administrator of the Boston Pizza Royalties Income Fund. Mark Powell joined BPI in 2001 as chief financial officer and has been a director and CFO of Boston Pizza GP. since its inception in 2002. BPI co-chairman and owner George Melville said Mark has made significant contributions during his 9 years with the company including his leadership role in initiating the income fund and in helping to make Boston Pizza Canada's #1 casual dining brand with more than 340 locations coast-to-coast. Wes Bews, vice president of Finance for BPI, will replace Mark Powell on an interim basis as CFO of BPI and will also be appointed as a director and CFO of Boston Pizza GP on an interim basis with effect 16 December 2010.

Source: Food Business Review



### **Nine New Subway Outlets in Saudi Arabia; Target is 43 Outlets by the End of 2010**

Shamel Food, master franchisee and operator of Subway in the Kingdom of Saudi Arabia, part of the world's largest submarine sandwich franchise, today announced it has opened nine new outlets this year, and has two more scheduled for opening before the end of the year, bringing the total number of outlets in the Kingdom to 43 in addition to four mobile-cart outlets distributed between Riyadh, Dammam, Al Khobar, Jubail, Jeddah, Al Madinah, Rabigh, Taif, Abha, Khamis Mushayt, Qasim, Jizan and Tabuk. The expansion of Subway in KSA is a response to the growing demand for healthy foods in the Kingdom, where awareness about bad eating habits and the negative effects of 'junk' food is increasing. This has enticed people to adopt healthy lifestyles and pay attention to their eating habits, making the food options provided by Subway idea, being a healthy alternative to fast food high in saturated fat and calories. Mohsen Mousa, Managing Director of Shamel Food, franchisee and operator of Subway in KSA, said: "This year has witnessed the largest expansion of the Subway restaurants in the Kingdom of Saudi Arabia. We are looking forward to capping an extraordinary year with the opening of these additional outlets, marking the most successful year for the restaurant chain." Shamel Food Company, pioneers in introducing the Subway brand to the Middle East, is credited with achieving year-on-year success for the restaurant since winning the master franchise for Saudi Arabia in January 1992. KSA was the first country to operate Subway in the Middle East after Bahrain, as the first restaurant branch opened in Al Olayya district at Al Olayya street north of Prince Abdulla road at the beginning of 1992 on a space of 2,450 sq meters. The second outlet opened by mid-1994 on Al Ihsa street, leading the way to the current count of 41 restaurants in KSA. The Subway restaurant chain, with its increased popularity within the Saudi society, serves as a case in point in promoting healthy eating habits. 'Balanced

Diet' is a key area that Subway continues to focus in all its campaigns as an integral part of its day-to-day operations. It also encourages patrons to choose the ingredients specifying even the amount of calories, in addition to offering them the option to customize their meals to suit personal tastes. A customer can pick and choose the cheese and veggie toppings for a sandwich to suit the calorie requirement. Subway has received the Healthy Food Ambassador Award 2009 from the Ministry of Health in Saudi Arabia and the Health Awareness Ambassador Award from the Riyadh chapter of World Health Organisation (WHO). Both awards were presented to Subway in recognition of its active role in raising awareness on healthy food options. Subway is planning to expand its operations and open 1,000 outlets by 2015 in the Middle East and African markets.

Source: AME Info.com (United Arab Emirates)

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