



MARK DYM — Marco's Coal Fired Pizza, Denver
How to Build Your Lunch Business
 (Tuesday, 4 p.m.)

How many pizzeria operators give the lunch daypart the attention it deserves? Mark Dym, now the owner of two Marco's stores in the Denver area, has found ways to double midday sales and he'll share them with you in this session. Some of the keys he'll discuss: lunch specials (including drinks) that remain priced at below \$10, an emphasis on delivery to large groups, 30-minutes-or-less table-turns, and more. Mark opened his first Denver location in 2008, entering the restaurant business after 25 years in start-ups and financial sales.



TOM LEHMANN — Time With the Dough Doctor
 (Tuesday, 4 p.m.)

Bring your dough questions and problems to the Dough Doctor and he's guaranteed to diagnose them and suggest the proper cure. The Pizza Today columnist and fixture at the American Institute of Baking is the recognized authority on pizza dough, and every one of his sessions is loaded with insights on how to deal with common crust issues. Even if you have no pressing problems, hearing the Dough Doc tackle questions from the audience may give you the knowledge you need to apply your own preventative medicine.



KEITH COFFMAN — Lost River Pizza Co.,
 Bowling Green, Ky.
**From Great Idea to Great Independent
 Restaurant (Tuesday, 4 p.m.)**

Keith Coffman opened his pizzeria four years ago and in a short period of time has grown it into a destination pizza and craft beer restaurant in his southern Kentucky city. He'll take you step-by-step through the process of planning and launching your own store—covering everything from feasibility studies to developing recipes, acquiring financing, building out your space and planning a grand opening. Keith brought a passion for cooking to his current endeavor, along with prior business experience in sales, management and marketing.



RICK DRURY — Precinct Pizza, Tampa
Sales Building at the Unit Level
 (Tuesday, 4 p.m.)

A one-time employee at a Domino's franchise, Rick Drury was hired away to join that chain's corporate office to work with underperforming Domino's-owned stores, where he repaired problems and built sales so that the units could be sold at a profit to franchisees. He also was a multi-unit franchisee and trainer at Domino's before leaving to become a New York City paramedic in 2001. Now he operates a successful, eight year-old independent pizzeria in Florida with sales expected to exceed \$2 million in 2014—with no advertising. He'll discuss ways to grow sales at the store level based on nearly 25 years of pizza industry experience.



JOHN FARRELL AND JEFF MEASE
 - Farrell's Wood Fire Pizza,
 Tacoma, Wash.
 - Pizza X, Bloomington, Ind.

Wages and Benefits: What's Fair and Affordable?
 (Tuesday, 4 p.m.)

Should you hire at minimum wage or set the bar higher? What benefits, including health care coverage, should you offer, and to which employees? Pizza entrepreneurs John Farrell and Jeff Mease have managed multiple units and concepts in very different labor markets. They'll discuss the strategies they've used to compensate employees while protecting the profit-making potential of their companies. Topics will include full- versus part-time employees, menu pricing as a driver of employee benefits, staff retention and other pertinent issues.



PANEL DISCUSSION

— Farrell's Wood Fire Pizza, Tacoma, Wash.
Working With Family (Tuesday, 4 p.m.)

A multi-generational panel from family-owned Farrell's will discuss the pros and cons of 30 years in business together. They'll share the family covenant that guides decision-making at the nine-unit pizzeria company, relive some of the highs and lows of working side-by-side and open the floor for questions about navigating inter-family issues as well as setting up staff and operations policies that are fair to all. Moderated by Jacquie Farrell, the panel will feature John Farrell, Ann Farrell, Madison Soelling and Michael Rutledge.



**DEBBIE GOLDBERG AND
 MORGAN REMMERS**

- Fresh Brothers, Los Angeles
- Yelp Manager of Local Business Outreach

Make Yelp Work for You, Not Against You (Tuesday, 4 p.m.)

Yelp is a top-of-mind resource for many consumers as they make dining decisions, and often a bad review or two left unattended on this website can lose you potential business. Debbie Goldberg, co-founder and chief marketing officer of the fast-growing Fresh Brothers chain, will show you how to optimize your Yelp business account with key words and photos, prevent good reviews from being filtered out, spot fake reviews and respond effectively to negative ones. She'll be joined by Morgan Remmers, manager of local business outreach at Yelp, who'll join the discussion of how to use Yelp's business tools and data metrics.



DAN COLLIER

— PizzaMan Dan's, Ventura County, Calif.
Phone Centers That Build Sales, Part II
 (Tuesday, 4 p.m.)

This seminar is Part Two of 2014's Phone Center presentation. Part I featured phone scripts, training, scheduling, and suggestive selling. Although materials will be provided from Part I, Part II will focus on how to set up your own Phone Center—including POS systems, phone stations and telephone systems, as well as online and mobile ordering. All information will be applicable to owners and operators of between one and 20 pizzerias. Dan Collier has designed and run pizzeria Phone Centers of 10 seats to 30 seats. He owns and operates four PizzaMan Dan's locations in Southern California.