



**Creative Hospitality**  
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www.chaconsulting.net

## CHANGING THE FUTURE...

**Creative Hospitality (CH)** is a full-service hospitality consulting firm with a proven track record of providing concept development, growth and expansion for restaurants, hotels, clubs, multi-unit operations and gaming ventures. We partner with clients to deliver real world experiences and creative solutions for long term success. Our extensive experience and commitment to excellence have earned us the reputation as the best in its class in the hospitality industry.

**CH** has been serving the Chicagoland business community since 1995, with our many years of collective management, development, building, marketing and operations experience, **CH's** knowledge spans the hospitality, food service, sports and entertainment, product distribution and real estate industries.

**CH** is in the business of helping companies reach their goals and we do that by applying our past experiences to their present focuses. **CH** will work with you to identify your needs, organize your goals, solve your critical problems in the time frame required by your business and improve your bottom-line performance.

- *The biggest single value of consultants is fresh thinking. Consulting is a win-win situation for all concerned. The use of consultants has become popular with organizations that need to conduct a variety of business without unnecessarily expanding the number of employees or by placing unreasonable demands on current staff capabilities.*
- ***Creative Hospitality** is responding to the specific need for skills and knowledge in an ever-changing market place. We provide clients with decisive and straightforward methods of solving problems and improving performance.*
- *"We will meet the needs of every project through hands-on involvement, thoughtful analysis and timely action."*



## Our Values...



**Leadership:** At **CH**, you receive the kind of quality and service you expect from a leader. **CH** is always evolving as the needs of our clients change and as new opportunities are created in the market place. You can rest assured that, working with **CH**, you will enjoy the latest services, technology and developments in the industry.

**Teamwork:** We make it our responsibility to know you and your business. We work closely with you to ensure that the solutions we provide are tailored to meet your unique needs and challenges. We are committed to your success.

**Client Relations:** At **CH**, our highest priority is to satisfy our clients. You are important to us and you can expect us to go the extra mile for your business. Superior client service is the hallmark of **CH**. We are proud to serve you and we work hard to earn your business. Our staff and consulting affiliates offer exceptional quality, reliable services and products you can rely on. In addition, our passionate, friendly and professional staff is here to answer any questions you may have, at any time. At **CH**, our goal is to provide you with courteous, expedient, professional service of the highest caliber.

## CHA'S SERVICES & SOLUTIONS...

Below are some of services and solutions **Creative Hospitality** provides. **CH** has effectively been servicing the hospitality industry for nearly two decades and provides the same convenient quality for our new clientele that has made us a leader in our field. The mission of **CH** is to understand your goals and objectives and provide you with customized services that enable you to get the most from your operation.

**CH** is an attractive solution to your operational needs; it allows you to overcome your time constraints, lack of resources, or need for specific expertise. Getting the right advice is critical. We have excelled in making our customers successful by capitalizing on your core values and our key strengths!

## Turnaround & Crisis Management:

**CH** specializes in the rejuvenation of distressed or challenged brands; our comprehensive approach involves all aspects of the restaurant, from administrative to operational, identifying specific areas of opportunity and developing efficient and cost-effective strategies to maximize margins, reduce costs and improve profitability.



**CH** provides operational and turnaround management services to a diverse group of concepts encompassing all factions of the hospitality industry.

## Restaurant Operations Review (ROR):

This will entail an objective review of the present operating procedures and standards as it relates to the operation. The analysis will address multiple areas of both front and back of the house operations. The completion of **CH's** Operation's Review with respect to present operations will include recommendations based upon the results of this report; In order to assess your needs and to best help you in your growth plans this report will assist you in identifying the areas of opportunity and exposure. **CH** will make recommendations on an appropriate course of action. Our group's recommendations will help in re-defining any possible changes in operation.

Additionally, this review will address Revenue Capture, which is based on "catching people" doing things right, so that they will do the right things better and more often. **CH** will focus on helping your operation grow and ultimately enable the facility to reach a higher level of service and culinary skill so that the guests will return more often and tell others about their great dining experience. This part of the report includes an overview of the operation, quantitative and qualitative analysis and a unit to unit comparison matrix.

## Concept Development:



**CH's** consulting and design teams will develop a general project overview, preliminary project direction, theme, stylistic direction, menu direction, price points, and required support services. We utilize information obtained from meeting with clients concerning their ideas, desires and ambitions for the business.

Based upon these discussions and our analysis of the market, concepts for service style, menu formats and ambiance will be developed. Many critical operating components are considered for optimum appeal within defined cost limitations. Consideration is given to theme, price points, menu and required support services.

Emphasis is on presentation, entertainment value, quality food, retail sales within the space, and service suitable for the concept. We also complete a basic menu profile to facilitate the programming of the kitchen and storage areas. The information derived from this step will be essential for guiding the interior design and food facilities design process as it will be used to create a verbal description of the intended facility.

The interior design and ambiance that is created within this space is essential to the financial success and overall image of the business. When all the elements discussed in this phase are completed, they are organized into a comprehensive presentation to the client. Discussions and recommendations are encouraged, and modifications made.

## Feasibility Analysis:

Because a feasibility study serves as the foundation for the Business Plan, we cannot develop a Business Plan for a project unless we have conducted a feasibility study. On occasion, we can use feasibility data compiled by the client or another party, however we always must supplement the information we are provided. As specialists in the hospitality industry with years of focused education and experience, our feasibility studies are comprehensive and more reliable than those produced by generalists.



We document all our work in a written report then present our findings and recommendations to the client.

### **Business Plan Development:**



Business Plan is a description of your business that includes your product, your market, your organization and people, and financial needs and objectives. A well-prepared plan serves a dual role as it defines your goals and objectives and serves as a tool for management. Moreover, it is a vital sales tool used in soliciting capital. Using the information **CH** gathers in a feasibility study we prepare a comprehensive Business Plan that achieves these goals and will be suitable for use as a Private Placement Offering or other means of financing.

### **Competitive Intelligence:**

In short, competitive intelligence (CI) is the purposeful and coordinated monitoring of your competitor(s), wherever and whoever they may be, within a specific marketplace... Your "competitors" are those foodservice operations which you consider rivals in business, and with whom you compete for market share. CI also has to do with determining what your business rivals WILL DO before they do it.



Strategically, to gain foreknowledge of your competitor's plans and to plan your business strategy to countervail their plans. As you might expect, this will involve many methods at the tactical collection level, but it will also require integration into your existing information infrastructure, analysis and distribution of the information, and finally, the calculation of business decisions on the grounds of that information and the analysis of same. This is the "intelligence" part of the formula.

## Design Programming:



Using information on the desired concept, we prepare a written program outlining the desired facility. The program: defines the goals and objectives for the design; describes the operational and functional characteristics; evaluates and confirms spatial requirements and relationships; further describes menu profiles and serving methods; establishes seating type, arrangement, and required seating capacity; and creates a preliminary list of equipment.

Additional services that can be provided include artistic presentation renderings of the conceptual design for the facility as well as preparation of dimension mechanical, electrical, and plumbing utility rough-in drawings to indicate the utility installation locations for each item of bar and foodservice equipment. Although these drawings are usually provided by the successful equipment contractor, a project's construction schedule frequently requires that they be provided in advance of the equipment contractor's selection.

## Operational Programming:

**Creative Hospitality** has the capability to perform the services necessary to detail the entire operational plan for the facility. It is essential that the organization structure be well planned and flexible as you establish your new business. The objectives of our operational planning will be to:



- 1. Identify the physical and managerial tasks that need to be done;*
- 2. Group jobs that can be done well together and assign responsibility for their completion; this means to arrange the responsibilities and functions throughout the facility;*
- 3. Provide employees at all levels with information and resources necessary to do their jobs in the most effective manner, including monitoring their actual job performance; create job performance measurement standards that are compatible with your organization's objectives and goals;*

*and create incentive-based budgeting objectives to motivate your management to perform as well as they can.* In order to accomplish the three organizational objectives listed above, the following steps will be taken:

- a. *Decision-flow analysis: identification of decisions that should be made by management;*
- b. *Modeling each managerial decision where possible;*
- c. *Determination of the information required for each decision and design of a management information system that will fulfill these requirements this will lead to POS (Point of Sale) selection for restaurants or PMS selection (Property Management System) for hotels.*
- d. *Design of jobs: grouping decisions into job descriptions, assigning responsibility for them, identifying those decisions that are to be made by groups, and specifying the organization of group decision making process; and development of: measures of performance, procedures for making the measurements, and disseminating and using the results, and incentive systems for motivating personnel to perform as well as they can.*

To achieve the above objectives, we work with clients closely in the development of all objectives, utilizing our experience in the hospitality industry.

## **Development of Operational Systems & Procedures:**



During this phase of our assignment, we look to create guidelines and systems that will promote and enhance an efficient and profitable operation. Management systems will be designed to utilize point-of sale (POS) and other computer systems and any other information available to produce a streamlined system for producing operational objectives as well as providing timely reporting to owners and investors. We make recommendations regarding the organization and the management structure of the operation. Administrative policies are documented to provide a basis for efficient and productive management of the facility.

## Staffing Requirements:

**Creative Hospitality** will determine appropriate staffing levels for each shift based on anticipated business, hours of operation, and desired method for service.

All work schedules for each department are included. Staffing requirements include recommended pay scales for all departments in accordance with desired payroll cost targets. We can assist in the selection of management personnel as well as in the hiring and training of all employees, depending upon your needs.



## Menu Development & Engineering:



Using the generic menu creation in previous phases, a specific menu is written. The menu considers all parameters beginning with the market, proposed production capability, service style, product merchandising and plating requirements. In addition to an initial menu for opening, a menu plan is developed that specifies the timing of menu changes due to either seasonal or price influences and include the use of daily specials. We will also work with graphic designers on the formatting to be used as well as the layout and design.





## Recipe Standardization, Costing & Pricing:

Upon completion of the previous step, we prepare all product specifications for purchasing along with standardized recipes that are representative of an efficient production system. A product specifications manual is created to facilitate the bidding and selection of purveyors for the major product categories.



The recipes are documented and contained in a three-ring binder for use by management and staff. Recipes consider ease of preparation, simplification of training, maintenance of accepted quality standards, and control of waste. Recipes are costed, taking into account food prices and market conditions in order to price the menus and achieve the project's targeted food cost. During this phase we consider the following:

- *Implementation of the training process for production and preparation personnel;*
- *Ease of preparation in order to reduce labor expense and skill requirements of staff;*
- *An efficient format for kitchen staff;*
- *Maintenance of a specified target raw cost of goods percentage;*
- *Control of waste and spoilage in addition to maximizing use of product through effective daily production practices;*
- *And Efficiency in the use of production and preparation equipment.*

## Purchasing Protocols:



A sound purchasing system begins with sound policies implemented through systematic procedures. Careful planning, strong internal controls and cost-efficient practices such as bulk purchasing and price/bid solicitation provide the framework for the efficient procurement of goods and services.

An effective purchasing system allows a foodservice operation to provide quality food, beverages, materials, supplies, and equipment in the right quantity in a timely, cost-effective manner.

Purchasing includes those activities involved in the identification and purchase of supplies, equipment and services needed by the operation, as well as the storage and distribution of goods. Goods and services must be obtained according to the specifications of the users; at the lowest possible cost.

This module focuses on the overall purchasing system including purchase order procedures, storage procedures, sanitation standards, bidding practices, internal controls, warehousing, integration of systems and if applicable a recommendation of a Prime Vendor Program.

### **Development of Operating Manuals:**

Operations and Control Manuals, suitable for the operation, are prepared and submitted as part of the final package. The control manuals address the following areas:

- *Administration*
- *Staffing*
- *Inventory Control*
- *Production and Service Systems*
- *Cash Control Procedures*
- *Personnel Policies and Procedures*
- *Management Information Systems*
- *Sanitation, Safety and Maintenance*



These tools provide a comprehensive, consistent source of reference for operating policies and procedures. The manuals provide management with tools to ensure continuity as the operation grows.

## Training Program Development:

A detailed training program which is both reasonable and effective is developed. The major emphasis is placed on developing a positive attitude among those individuals who are in the public view. Training systems are written to accommodate the average skill level of the line employee.



Training systems are written to accommodate the average skill level of the line employee. The training program includes all topics required for the various positions in both the front-of-the-house (Dining room & Lounge) as well as the back-of-the-house (Kitchen and Service area), from dishwasher to manager, in a step-by- step training method.

Topics are broken into discrete learning blocks and are reinforced, where possible, by testing. Topics addressed in this training program include:

- *Food service techniques*
- *Beverage service techniques*
- *Suggestive selling techniques*
- *Food handling and preparation*
- *Dining room service duties*
- *Dish and pot-washing*
- *Personal hygiene*
- *Food merchandising*
- *Sanitation and Safety*
- *Cash handling responsibilities and techniques*

Management techniques including operation of POS systems, income, inventory and cash controls, accounting procedures, and all facets of operation contained in the manuals and new employee indoctrination or handbook.

It is essential to building a high-quality staff that you provide employees with the knowledge they require by teaching them the skills demanded by the position and creating a positive attitude. Our basic training approach is to: Define training needs; Plan training process; Prepare employees;



Conduct training; Evaluate trainees; and Provide management with follow-through techniques.

Additionally, we prepare: Job lists for each position in the restaurant; Job breakdowns for each task assigned to the job lists; Job descriptions for each position; and Job performance standards to be used in evaluations.



The net result of this phase will be the creation of job training booklets, tests, and answers to tests in a programmed learning format. Where appropriate, audiovisual aids may be used consisting of slides or taped presentations showing workers in the environment in which they will be placed.

This is to assure that the training program will be geared to all levels of employees in the most effective format. Also, employee handbooks will be useful in orientating new personnel to the policies and procedures and will be an outgrowth of this work.

### Tabletop & Small-wares Selection:

**Creative Hospitality** will work with you to review the selection of furnishings, tabletop service wares, small wares, and cooking utensils. Our interest is to make



sure costs are kept within your capital budget, that materials and finishes are practical from a maintenance standpoint, and that selections made do not adversely affect the day-to-day operations, particularly in the area of staffing and payroll costs. An effective and workable control system will be developed for the restaurant.

### POS & PMS System Selection:

Appropriate point-of-sale systems will be evaluated and recommendations, as well as Property Management Systems will be made to ensure that the control functions are accomplished. We provide a written





specification for the system that most suits the project's needs. We solicit and present proposals from company's representative of state-of-the-art systems meeting the requirements of the facility. In addition, we assist in implementing the training of employees on the selected system during pre-opening.

### **Uniforms Selection:**



Our staff can assist in selecting uniforms for all service staff in coordination with graphic designers. We make specific recommendations regarding appropriate dress for employees in both the front and back of- the-house and establish policies with regard to the cost to be incurred by the restaurant as well as the employees.

### **Executive Search:**

We can provide you with resumes of suitable candidates to fill your management positions. We then arrange and participate in an interview process making recommendations to you on the candidates that best suit your needs. We advise you on suitable compensation and benefit packages that fit within your projected budget and meet the needs of the individual skills displayed by each candidate.



Our search effort will be on a global level utilizing our contacts and affiliations in the hospitality industry. You receive from our initial search resumes and references along with a written report outlining the strengths and weaknesses of each candidate presented. We can also assist in the selection of a management company through a thorough a request for proposal process.

## Pre-Opening & Opening Services:



We can work with you to develop a pre-opening plan for the opening of your facility. This plan will include a pre-opening schedule, providing a time line of events that must take place up until the time of opening. This plan will assign responsibilities to the individuals participating in the opening. We also create necessary budgets for pre-opening hiring and training, inventories, promotion and marketing, and soft opening as well as grand opening festivities.

## Staff Hiring, Training & Development:

We assist in hiring and training of all personnel. Additionally, we include preparation of job descriptions and profiles, development of staffing charts, preparation of payroll cost budgets, hiring schedules, and assistance in recruitment.

Our search effort will be on a global level utilizing our contacts and affiliations in the hospitality industry. We will present you with candidates for each management position that must be filled.



You receive from our initial search resumes and references along with a written report outlining the strengths and weaknesses of each candidate presented. We can also assist in the selection of a management company through a thorough a request for proposal process.

## Supervision of Opening Activities:



**CH** will schedule and supervise all pre-opening activities such as staff training and "soft" openings. We also will provide "hands on" supervision of all opening activities to ensure that management, staff and all operations are working effectively.

## Marketing, Communications & Public Relations:

**Creative Hospitality** will develop a marketing and communications program that will draw attention and customers to your restaurant. Our services includes researching effective marketing strategies and channels for your geographic area, budgeting, development of a written marketing plan, and assisting management in its implementation. Key marketing channels include public relations and advertising. We also can create a World-Wide-Web site that contains information on your restaurant, its location, menus, pictures and planned special events.



## Follow-up Monitoring Services:



**Creative Hospitality** can provide follow up services to ensure that your business maintains a course of profitability. Services include operations audits and overviews; cost reviews, analysis of ratios to industry standards, and monthly financial reporting and analysis. As an integral part of the initial implementation, we can establish a plan to meet with you each subsequent month to critique the operating statements during the period.

In addition, through our Continuing Management Assistance program, we provide you with information and recommendations on a continuing basis in the areas of operations, reporting and controls, organization, personnel, and planning. Within these areas, we apply our knowledge, skills, and experience to your specific situation.

During this activity, we actively participate in the implementation of new systems and procedures by becoming part-time members of your management team. Our expertise to implement and "fine tune" the operating systems enable us to make the systems more productive, effective and financially rewarding for you. This service allows you to have a multifaceted management team without adding additional full-time personnel to your staff.

The Continuing Management Review is designed to provide your organization with expertise in the operation of the food and beverage facilities during the crucial, initial 12-month period following opening. This program is designed to take the



policies and procedures developed and implemented in this proposal and monitor them in three ways:

**1. Weekly Review:** During the first month of operation, we will be in contact with the operation, monitoring all the systems and procedures that we have established. We assist your manager and other management personnel with any problems that can be solved.

**2. Monthly Review:** Copies of certain management reports established as part of the operating system are forwarded to our offices for review and comment. This procedure begins with the first month of operation.

**3. Quarterly Review:** Every three months, members of our professional staff make a physical inspection of the food and beverage facilities, review reports and records, and furnish your organization with a written evaluation of our observations with recommendations of the course of action required. This is particularly important following the initial month where weekly reviews are being conducted.





## ABOUT US...

***We are proud of our staff consultants & strategic partners, many of whom are leaders in their field"***

In facing the challenges and demands of the foodservice industry and management we recognize that it is people who drive excellence above all else - their particular skills and what they bring to the organization and projects.

Our people are our greatest asset - whether training, operations, engineering, architecture, management, property consulting, planning, and many others - they all contribute to our success.

## Principals:

### **Brian Margulis, MCFE**

#### **Principal Partner**

A member of the International Foodservice Executives Association and Chapter President for the Illinois Restaurant Association, Margulis is an operations specialist with extensive experience in single and multi-unit management. Margulis has been a valuable resource to organizations looking for turnaround, sales improvement, growth and expansion and new business development.

After several years with Chicago's Levy Restaurants, he became V.P./Director of Operations for Chicago Dining Authority, where he helped develop and grow the operations of Harry Caray's, the Hyatt Prairie, and Burhop's Restaurant.

Margulis utilizes real and practical operations systems, cutting edge developments and proven professional talent to craft programs tailored to each client's needs.

Margulis is a University of Illinois graduate and holds a Masters in Hospitality Management and Tourism from Roosevelt University. He is an adjunct Professor of Hospitality Management at Roosevelt University. Margulis is also a BASSET Certified



Instructor and hold an Illinois Sanitation Certified License. His expertise includes operation's analysis, internal controls and management development.

Along with Chuck Hamburg, Brian was the General Partner of Flatlander's Restaurant & Brewery in Lincolnshire Illinois before selling the restaurant in March of 2007.

## **Eric Feltman, CFE, FMP**

### **Principal Partner**

With over 30 years of experience, Eric Feltman brings a wide range of talents to Creative Hospitality. He has extensive knowledge of operational excellence in both bar and food environments and has used this experience to grow the business of small and large establishments alike.

Mr. Feltman often takes on the role of Project Manager and is significantly skilled in turn-around crisis management, concept development, dining room and kitchen design, culinary, beverage, menu development and execution, human resources, training, marketing, brand enhancement and franchising.

Mr. Feltman apprenticed with iconic Chicago chefs, including Patrick Collins of the Racquet Club and went on to be named Executive Chef for the Green Room at the Lyric Opera of Chicago where he presided for many years over memorable events for local and visiting dignitaries, celebrities and Fortune 500 companies.

He has worked with corporate icons, (Wendy's International, Cracker Barrel, Krispy Kream and Bloomingdale's) immersed in the operational training of successful management team members inclusive of expanded profitability and controls.

As a consultant, Mr. Feltman has been instrumental in the development and turnaround of numerous food service establishments since 1986 and joined Creative Hospitality in 2004.

Mr. Feltman was the General Manager of Flatlander's Restaurant & Brewery in Lincolnshire Illinois before selling the restaurant in March of 2007.



## Affiliate Consultants

**CH** has a vast assembly of hospitality professionals available for your specific project. We assure that our staff integrates seamlessly into your operation, providing immediate impact with our actionable solutions.

## CLIENTS, PAST & PRESENT...

**Creative Hospitality** has had the privilege of serving some of the leading hospitality/foodservice companies in the United States, and the world. We consider the strength of our client relationships to be one of our most important assets. This understanding informs every **CH** consultant and support professional as we strive to meet the needs of our clients every day.

### CORPORATE

- Anheuser-Busch
- Arthur Hill & Company
- Benninson Capital
- Bortz Media & Sports Group, Inc
- BP Amoco/Wild Bean Café
- CB Richard Ellis
- Dunkin' Donuts
- Exxon Mobil Corporation
- Hyatt Gaming
- Lettuce Entertain You
- Levy Restaurants
- Pepsi Corporation
- Pizza Hut Corporation
- Road Ranger
- Senior Lifestyle Corporation
- Starbucks Corporation
- Technomics Inc.
- Tishman-Speyer
- Miller/Coors

### LITIGATION WITNESS

The Law Offices of  
Charles Tate Esq.

The Law Offices of  
Lockey, Mobley & Doyle

The Law Offices of  
Robert Weber Esq.



## HOTELS

- Crowne Plaza
- Hilton Corporation
- Holiday Inn Corporation
- Hotel Orrington
- Hyatt Corporation
- The Public Hotel
- Marriott Corporation
- Montreux Palace
- Peninsula Hotel
- Sofitel Hotel
- The Kessler Collection
- The Waldorf Astoria

## CATERING

- Avalon Banquets
- Calahan Catering
- Victoria Banquets
  - The Pavilion

## THEMED

- Atomic Leisure
- Lambs Farm
- Rink Side Sports
  - ZAO Island

## COUNTRY CLUBS

- Fox Valley Park District
- Ravinia Green Country Club
- Seven Bridges Country Club
- Glen Flora in Waukegan
- Naperville Park District
- Byron Forest Preserve

## RESTAURANTS & BARS

- Ada's Market & Deli
- Las Tablas Columbian Restaurants
- Authentico Mexican Restaurant
- Vora Asian Restaurant
- Omega Restaurant
- Bar Chicago
- Artist Café
- Biaggi's
- Biagio's
- Bistro Bella Vista
- Boston Blackie's
- Boss Bar
- Burrito Buggy
- Carmichael's Steakhouse
- Carnivale
- Claddagh Irish Pubs
- Coaches Corner
- Crazy Horse
- Fit n' Fresh
- Gibson's Steakhouse
- Hi-Fi Roadhouse
- Hugo's Frog Bar
- Joe's place
- Natabellas
- Niche Restaurant - Geneva
- Old Town Ale House
- Papa Milanos
- Patrick's Tavern & Grille
- Pazzo
- Pollo Rey Restaurant
- Red, Hot and Blue Memphis BBQ
- Republic
- Ruby Tuesday
- Rumba
- Tenuta's Restaurants
- The Cubby Bear
- The Parthenon
- The Peacock Indian Cuisine
- The Publican
- TRAX- Deerfield



- Greek Islands
- Harold's Fried Chicken
- Harry's Bar- Montreux Switzerland
- Heartland Café
- Heroes & Legends
- Founders Hill Restaurant and Brewery
- University Plaza (NIU)
- Flatlander's Restaurant and Brewery
- Vincenzo's Pizzeria & Sports Bar
- Mariah's Restaurant, Buckhead Café & Bakery-Bowling Green, Ky.

## CASINOS

- Grand Victoria, Elgin, Ill.
- Grand Victoria, Rising Sun, Indiana
- Hyatt Gaming Corporation
- Falls Casino, Niagara Falls, Canada
- Majestic Star, Indiana
- Casino DeMonaco
- Casino De Evian

## REFERENCES...

**Creative Hospitality** has been involved in various projects. Included in those projects are services rendered for operation's consultation: including training, leadership workshops, food and beverage menu development, marketing and branding, new operations development and existing operations evaluation. Our team is made up of experienced professionals whose understanding of the hospitality industry encompasses the various disciplines to bring about success.

We have included a list of varied contacts who our firm has been involved with on a variety of different projects. Please feel free to contact any one of these contacts if you have any questions in addition to any additional information.



**Mr. Dan Garvy, Director of Parks & Recreation**

Lisle Park District  
1825 Short Street  
Lisle, Illinois  
Phone: (630) 964-3410 Ext. 4310  
[dgarvy@lisleparkdistrict.org](mailto:dgarvy@lisleparkdistrict.org)

Scope: **Creative Hospitality** was initially hired to perform an onsite assessment of the Lisle park District's food and beverage operations at The View Restaurant & Bar including the restaurant's F&B service, banquets and catering. **CH** conducted an operation's review and has been retained to develop a new concept complete with menu offerings in addition to programs and development of both front and back of the house standard operating procedures. **CH** has continued to work on this project overseeing the restaurant's F&B menu training, recipe standardization and steps of service

**Ms. Soraya Campos, Owner**

Las Tablas Restaurants  
2942 North Lincoln, 4920 W. Irving Park Road  
Chicago, Illinois  
T: 773-905-8885,  
[soraya@lastablas.com](mailto:soraya@lastablas.com)

Scope: **Creative Hospitality** was initially hired to perform an onsite assessment of the hotel's food and beverage operations including the hotel restaurant, room service, banquets and catering departments. **CH** was retained to develop new menu offerings, a CMP (Complete Meeting Package) program and developed both front and back of the house standard operating procedures. **CH** continued on a retainer basis overseeing the hotel's F&B menu training, recipe standardization and steps of service.



**Mr. Richard Nelson, Atty ,**  
Trustee for Claddagh Irish Pubs  
Cohen, Todd, Kite & Stanford  
250 East Fifth Street  
Cincinnati, Ohio  
Direct Line: 513-333-5255  
[ricknelson@CTKS.acom](mailto:ricknelson@CTKS.acom)

Scope: **Creative Hospitality** was interviewed and hired by the US Trustee's office to oversee and manage the day to day operations of a 17-unit Irish Pub Chain which was in bankruptcy. **CH** served as the management company, placed a CEO, CFO and Director of Operations who continued to guide the chain from bankruptcy to sales worthy. **CH's** management team was responsible for developing new strategic and operating plans while continuing with oversight and on-going maintenance of all the operations.

**Mr. Donald M. Kurdziel**  
Lincoln Property Company  
120 North LaSalle  
Suite 1755  
Chicago, Illinois 60606  
Phone: 312-315-8780  
[dkurdziel@lpc.com](mailto:dkurdziel@lpc.com)

Scope: **Creative Hospitality** was hired to perform an assessment & review of a business plan of a potential client for Lincoln Properties at 100 south Wacker in Chicago, Illinois. This client was negotiating with a restaurateur for nearly 18,000 sq ft of space. **CH** made recommendations on the plan & subsequently assisted in lease negotiation, layout & design, and a financial analysis of the project. After modifications were made, Lincoln Properties signed a lease with Bottleneck Management and their new project opened in Spring 2011.

Lincoln Properties has continued to use **CH** for consultation and assessment of other owned locations.



## Trade references:

### **Jim Lencioni, President & Principal**

ARIA Group Architects, Inc  
830 North Boulevard  
Oak park, Illinois 60301  
Phone: 708-445-8400  
[jlencioni@ariainc.com](mailto:jlencioni@ariainc.com)  
[www.arainc.com](http://www.arainc.com)

Aria Group Architects provide professional services in the disciplines of architecture, planning and interior design. They are committed to providing a high level of service to clients during all project development phases which can include pre-design, schematic design, design development, construction documentation, bidding/negotiation and construction administration. Delineation and presentation of all design concepts are completed in-house using a number of rendering techniques selected especially for the task at hand. In addition, Aria Group can assist clients in developing lighting, landscape design, signage, and assist in furniture, art and artifact selection/purchasing. Aria Group Architects has completed projects both large and small in 42 states, Europe, Mexico, Middle East, Canada and South America.

### **Mark Losurdo, President, Owner**

Losurdo Inc  
220 East Lake Street  
Suite 220  
Addison, IL 60101  
Phone: (630) 833 - 2828  
Fax: (630) 833 - 3999

Losurdo, Inc. offers complete food service facilities planning and design services, integrating both "front and back of the house," into a total concept solution. The final result is an efficient and effective project, on time and within budget.

**CH** has worked exclusively with Losurdo and collaborated on the following services:

Meetings as required to ascertain the requirements of the project. Schematic drawings showing space allocated for the kitchen and dining areas based on client's menu, budget, and building parameters. Development of preliminary floor plans





and/or preliminary interior pencil sketches and, upon approval, the final floor plans and/or final interior pencil sketches.

Mechanical and electrical rough-in plans for all kitchen equipment. Complete kitchen equipment specifications and bidding documents. Submission of equipment brochure books and plans to client, governing health authorities, and mechanical trades for approval.

Purchase, consolidation, delivery and installation of all kitchen equipment and fixtures-furnishings, including approval of shop drawings and coordination with field conditions.

Periodic visits to the site to determine the progress and quality of the work for compliance with specifications. A complete list of all service agencies for kitchen and dining room equipment submitted at the completion of each project. Customer Service & Support. The scope of services and fees will be outlined in writing at the beginning of each project.