



## People are talking.

It's not a NY restaurant show. It's THE NY restaurant show.

### International Restaurant & Food Service Show of New York

JOIN the Food & Beverage Association of America  
at the Jacob K. JAVITS Convention Center  
Monday, March 10<sup>th</sup> 2008 at 3:30 PM to 5:00PM

**The International Restaurant Show Panel Topic:  
Sex in the Restaurant World**

**The Food  
and  
Beverage  
Association  
of America**

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A group of industry specialists and members of the **Food & Beverage Association of America** discuss how-to navigate the onslaught of:

**Sex and The Restaurant World** – Restaurant operators offer deliciously formulated menus, served by well-trained, seductive staffs, in costly manipulated ambience. Is sex a major product too? Can a savvy operator understand how to manage the human attraction factor with all of its appeals, subtleties, hazards, consequences and legalities?

Do Restaurant and Food Business owners and operators really understand the implications of sex appeal and relationships on the dining experience, or are these primarily reserved for the liquor oriented Club Scene?

Here is an element of the food business that may involve almost all aspects:

- Are looks qualifications for a position at a business, and is it a Bona Fide Occupational Qualification?
- Does direct Sex Appeal result in higher salaries and better tips?
- Do attractive people really bring in more business?
- Is front-of-the-house staff trained to be friendly? Can they be too friendly?
- Employees are trained to form teams, and are often encouraged to be friends at work and away. Can this go too far?
- Do the design, décor and uniforms of the servers engineer and influence sex appeal?
- Does Advertising and Marketing reflect a sexual positioning of the business?
- Are operators aware of the legalities and challenges associated with using sex as a direct and indirect tool?

All of the topics and more will be discussed by the panel of experts` at the International Restaurant and Foodservice Show of New York.

## THE OUTSTANDING PANEL INCLUDES:

STEPHEN ZAGOR has over 25 years of experience in various aspects of the hospitality industry and has extensive financial experience in the planning, development and management of a wide variety of leisure time industry projects with particular emphasis on the multiple aspects of the food service industry. Mr. Zagor's background includes diversified experience in food and beverage operations and hotels. He developed and owned a multi-concept restaurant/retail/club group, was the General Manager of a \$10 million restaurant, and owned and operated an award winning limited service restaurant and retail marketplace. He has a Masters Degree from the Cornell School of Hotel Administration and was the Manager of Hospitality Consulting for ten years for Laventhol & Horwath and later for Coopers and Lybrand. He is currently The Director of Management Programs at the **Institute of Culinary Education in New York City, and a Clinical Assistant Professor in the Department of Food Studies at New York University**. He has performed numerous operational, market analyses and strategic financial position studies for a variety of operations from small and large independent restaurants to chain operations and large complexes. Mr. Zagor's varied experience allows him to combine theoretical know how with practical knowledge and solutions. His clients are public corporations and private companies, and include developers, bankers, lawyers, owners, landlords, operators, entrepreneurs, managers and dreamers. He has been quoted in major publications such as *Forbes*, *The New York Times*, *Crain's New York Business* and *The New York Post*. Mr. Zagor also appeared as an expert on New York's *UPN 11 News* and *The Food Network's Recipes For Success*.

MARK MAYNARD-PARISI is the **Managing Partner of Union Square Hospitality Group's groundbreaking barbecue restaurant Blue Smoke and its sister jazz club Jazz Standard**. As a founding member of the team, Mark has been involved in every aspect of the restaurant and helped build it from concept to reality. In addition to directing all day-to-day operations of both establishments, Mark has been a leader in the community, conceiving and helping to implement two important charity initiatives:

- A partnership with the Jacob Perlow Hospice Unit at Beth Israel - Every Wednesday night, the staff at one of Danny Meyer's restaurants cooks and delivers a meal to hospice patients and their families; the volunteer spends time with the family, bringing with them what might be the last great meal of the patient's life, as well as warmth and comfort.
- Jazz Standard Jazz for Kids Program - Every Sunday during the school year, Jazz Standard Youth Orchestra performs for kids aged four and up. The young audience members have the opportunity to learn about jazz and interact with the musicians. The program benefits the Jazz Standard Discovery Program, whose mission is to foster a connection between schoolchildren and the jazz art form.

A Connecticut native, Mark did not originally plan to work in the restaurant industry. After graduating from Cornell University in 1990 with a degree in landscape architecture, Mark received a grant to study and work with landscape architects in Europe and Australia. After traveling around the world, he finally settled in New York City. Mark took a job as a reservationist at Union Square Cafe. He quickly rose through the ranks of the beloved restaurant, voted NYC's Most Popular by Zagat Survey, becoming Assistant General Manager in 1997 and General Manager in 2000, until he left in 2001 to join Blue Smoke as the founding General Manager. In 2005, Mark became Managing Partner. In addition to his work with USHG, Mark is a lecturer at The Institute of Culinary Education.

DR. NEAL BERMAS brings extensive experience from a global cross section of enterprises in both the public and private sectors. Previously, he was the National Director of Planning and Organization Services with Ernst and Young, and more recently a Director with the international consulting and financial services firm, Coopers & Lybrand (now PricewaterhouseCoopers).

Dr. Bermas has concentrated on designing, planning and implementing business diversification, organization analyses, operational improvements and innovative concept development and management strategies for an array of hospitality, restaurant, food, entertainment, fashion, and real estate companies.

Representative corporate clients include The Walt Disney Company, Bogner of America, Sheraton Hotels and Le Meridien Hotels. Dr. Bermas is also recognized as an expert in economic development, gaming, hospitality and land use planning for various Native American Indian tribes. Currently he is engaged with a 4 star boutique resort property in Southeast Asia.

In the food service industry he has worked with a variety of independent restaurant operators in New York and across the country. He has significant hands-on experience as a primary developer and owner of the award winning New York City based "NewsBar" coffee cafes. He is also an operating partner in a Colorado resort steakhouse, twice cited in the National Geographic publication, "Fifty Best Little Bars and Restaurants in the US."

Dr. Bermas graduated from the University of Miami and has a Ph.D. from Brandeis University in Boston. He has lectured at UCLA and the University of Southern California. He is on the faculty at New York University's Food Studies and Food Management Program and The Institute of Culinary Education. He was selected as an advisor to the White House Conference on Productivity.

He has published extensively in professional and lay publications. Recent publications in the food service industry include, "Sympathy For The Devil? Guest Relations Still The Key to Success In the Restaurant Industry," (Modern Food Service), "The Relationship Between Acculturation and Job Satisfaction Among Chinese Immigrants in the Restaurant Business," (The International Migration Review), and "Attitudes of Foodservice Staff Toward Older Workers," (Journal of the American Dietetic Association).

Dr. Bermas is a founding board member of KOTO, USA; a non-profit organization that supports hospitality and culinary training for homeless and disadvantaged young adults in Hanoi, Vietnam. He was a founding board member of the Wellness Community, a cancer health center. He is a member of the Council on Hotel, Restaurant and Institutional Education, The American Hotel and Lodging Association, and The American Psychological Association.

JASON M. APFELBAUM is President & CEO of Chef & Company, LLC. Chef & Company is NYC's premier corporate and fine dining catering / event company. Chef & Company currently employs over 350 employees and executes over 2000 events a year. Their clientele includes Nike, Giorgio Armani, Google, St. John, Merrill Lynch, Steelcase, Coach, & President Bill Clinton. Chef & Company has been featured in the NY Times, NY Magazine, Avenue, Gotham, The Discovery Channel, Crains, Daily News.

In 1996, Mr. Apfelbaum started A & J publishing (DBA "The Renter"). The Renter was a monthly real estate publication based in southern California. In 1999, The Renter was purchased by the Los Angeles Times.

Mr. Apfelbaum attended the communication school @ Ithaca College and currently resides in Manhattan.

TERESA M. HOLLAND is a member of the firm of Epstein Becker & Green, in the Labor and Employment practice in the firm's New York office. Prior to joining EBG, she was a senior corporate executive for the largest Fortune pharmaceutical company and headed a 28-member employment law group. As a result of this experience, Ms. Holland has extensive functional, strategic and advisory legal experience as well as extensive litigation experience in virtually every aspect of employment law in the federal and state courts.

Ms. Holland represents the interests of employers exclusively in sexual harassment, sex discrimination and other employment-related matters, including litigation in various state and federal courts. She advises management on a diverse range of issues, including wage and hour issues, employee terminations, disability discrimination and accommodation, and reductions in force

Ms. Holland was also an attorney for the Civil Rights Division of the U.S. Department of Justice, where she was responsible for the representation of the Office of Federal Contract Compliance Programs (OFCCP), the prosecution of Title VII actions against public sector employers, and the implementation of the nationwide Steel Industry consent decree.