

As Vice President, **Michael Reick** leads all of Charmer's Suppliers on-premise operations and programs, sales and marketing development, and channel management. In 1996, Michael successfully developed and launched Park Avenue Merchants, an exclusive selling division targeted at New York's highest profile accounts. Starting in 2000 Michael moved to Standard Wine and Liquor and began the process of re-organizing the division's structure, developing an innovative two-tiered sales concept, and using a segmentation approach to the discipline of supplier programming. Now Michael spearheads both on-premise divisions, with a total account and supplier base responsibilities, applying the knowledge gained from specific market-place surveys to better meet the sales goals of the Charmer supplier network. Charmer has developed a culture that prides itself on developing a strong bench from which to draw upon for the future leadership of the organization. Michael has been major contributor to this process and to the overall success of the organization

Michael's winning sales planning philosophy is a direct result of experiencing the days of the "fire drill". He has committed his efforts to developing a refined, strategic approach of long-range programming with a heavy emphasis on qualitative achievement, focused on quality service. With Charmer since 1996, Michael has served as Vice President of Sales, Standard Wine & Liquor as well as General Sales Manager, PAM Division On-Premise. Prior to that, he served as New York State manager Metro New York manager and Account Development Manager for Schieffelin & Somerset,. Before coming to New York, Mr. Rieck worked in sales for Margolis Wines & Spirits in Pennsylvania. In his early career, Michael spent over five years in the hotel and restaurant industry and today is a Masters of Business Administration (MBA) candidate at the University of Connecticut.

In 2003, Michael was honored as Man of the Year by the Long Island Salesmen's Association and the Association for the help of Retarded Children and in 2005 he was named the Purveyor of the Year by the Food & Beverage Association. **Beth Grant Scott** joined Loews Hotels in May 2002 as Corporate Director of Food & Beverage and was named Vice President in 2004 as part of a corporate strategy to enhance food and beverage operations for Loews Hotels. In her position, Beth works with Loews' 18 hotels, ensuring the Loews philosophies and brand principles are properly represented in all food & beverage operations. She is actively involved in ensuring that each new Loews property showcases dining venues that are fresh, fashionable and fill a gap in their market.

Prior to joining Loews Hotels, Beth was Director of Operations for The Olive Group Management, a Boston based company owned by celebrity chef Todd English. In her position for The Olive Group Management, Grant successfully opened eight Todd English restaurants in six cities. She was responsible for all aspects of the business, from concept and site selection to post-opening management, including developing and implementing operating procedures and overseeing the restaurants' combined 750 employees and annual sales in excess of \$50 million. Prior to this, Beth was General Manager of House of Blues Entertainment, Inc., overseeing all aspects of the \$20 million Los Angeles venue. Grant began her hospitality industry career with Planet Hollywood, assisting in launching what would become one of the most successful new concept restaurants of the 1990's.

Robert N. Swetnick, Esq., Attorney-at-Law, graduated from George Washington University and Brooklyn Law School. He has been practicing law in New York and Washington D.C. for more than 30 years. He has numerous clients in the hospitality industry, including restaurants, wholesalers, clubs, and retail liquor stores. He represents these entities in a myriad of administrative matters before agencies of the City and the State of New York, including the Liquor Authority, as well as in court proceedings relating to issues of licensing and enforcement.

Also on the program at the NY State Restaurant Show

Dr. Lalia Rach, Associate Dean, New York University Preston Robert Tisch Center for Hospitality, Tourism & Sports Management & HVS International Chair, as well as Food & Beverage Association Member and frequently invited guest speaker will be presenting at the Expo also on Monday, March 6th at 2.30 pm. You don't want to miss her insights into changes in marketing trends today and marketing to today's savvy consumers.