

## MONDAY - March 8, 2010

11:00 AM-11:50 AM	<b>Music &amp; Sensory Branding in Hospitality</b> Joshua Katz Room N237	<b>Powerhouse Management Performance</b> Walter Sasiadek Room N238	<b>Hand Crafted Sodas to Unique Alcohol-Free Cocktails</b> Kathy Casey, Jeff Ruth & Alex Velez Room N241	<b>CATERING ALERT! Are You Making the Most of Your Beverage Program?</b> Byron Vaughan & Panel Room N233	<b>Improving Supply Chain Capabilities to Deliver Better Business Outcomes</b> Walt Sheffler & Tim Clarke Room N235	<i>*BOH + Workshops Separate registration is required &amp; additional fees apply.</i>	
1:00 PM-2:00 PM	<b>SUPER SESSION: Top Tips EVERY Restaurateur Should Know to Ensure Longevity</b> Chris Weinberg, CEO/President, BarFly Group Room N242			<b>SUPER SESSION: Increase Food &amp; Beverage Sales Without Raising the Price</b> Izzy Kharasch, President, Hospitality Works, Inc. Room N234			
2:15 PM-3:15 PM	<b>SUPER SESSION: Run a SMART Operation</b> T.J. Schier, President and Founder, Incentivize Solutions and SMART Restaurant Group Room N242		<b>WORKSHOP*: P&amp;L Management Made Easy*</b> Chris Weinberg, CEO & President, BarFly Group Room N237 2:00 - 5:00 PM	<b>Serving Nostalgia: The Origins of American Comfort Food</b> Mark McWilliams Room N233	<b>The Service Experience: What It Really Takes to be Different and Better</b> Corey Nyman, Robert Nyman, & Andrew Economon Room N234	<b>WORKSHOP*: Creative Approaches to Catering Sales*</b> Ned Barker, President, Grill Ventures Consulting, Inc. Room N235 2:00 - 5:00 PM	<b>BACK OF HOUSE (BOH) TOUR*</b>  Mandalay Bay 2:00 - 5:00 PM
3:30 PM-4:20 PM	<b>Developing a Luxury Brand Program</b> Byron Vaughan & Panel Room N238	<b>Recipe Costing: How Small Independent Restaurants Maneuver Deadly Economic Terrain</b> Chef Mark Graham Room N241		<b>Top On-Premise Trends</b> David Henkes & Tim Powell Room N242	<b>Creating Synergy Between In-House Restaurant and In-Room Dining</b> Dominique Crenn Room N233	<b>Give Hotel Guests What They Want: An Opportunity to Spend More Money in Your Hotel!</b> Izzy Kharasch Room N234	

## TUESDAY - March 9, 2010

10:00 AM-11:00 AM	<b>SUPERSESSION: Finders Keepers: How to Recruit, Engage and Retain a Top Team</b>			Tim Kirkland, CEO, Renegade Hospitality Group Room N242		
11:15 AM-12:00 PM	<b>SUPERSESSION: The Latest Culinary Trends: Brand New Ideas to Dazzle and Delight</b>			Presented by Nevada Restaurant Association Room N242		
NOON	<b>EXHIBIT HALL OPENS</b>			<b>EXHIBIT HALL OPENS</b>		
1:00 PM-1:50 PM	<b>SUPER SESSION: Five Steps to Building a Food &amp; Beverage Sales Machine</b> Jon Taffer, President, Nightclub & Bar Media Group Room N242			<b>Room Service in the 21st Century: Can It Be Profitable?</b> Ned Barker Room N233	<b>Making Your Hotel Restaurant A Great Local Destination</b> Ray Burton Room N235	
2:00 PM-2:50 PM	<b>How to CHARGE in any Economy</b> Dave Magrogan Room N237	<b>10 Systems for Small Restaurant Bar Operators to Find More Profits</b> David Scott Peters & Fred Langley Room N238	<b>Dynamic Menu Designs Increase Profits!</b> Izzy Kharasch Room N241	<b>SUPER SESSION: Session title unavailable at press time. Please refer to addendum.</b> Paul Snyder, VP of Portfolio Operations, InterContinental Hotels Group Room N233		
3:00 PM-3:50 PM	<b>Serving Up A Better FOH-BOH</b> Mathew Loney & John Rutledge Room N237	<b>Online Marketing Strategies to Increase Guest Frequency and Sales</b> Rolf Gehring Room N238	<b>Wing Central's Roadhouse Grill Menu Makeover</b> Mark Laux & Jim Rowe Room N241	<b>Moving Employees from 'Whatever' to 'Whatever it Takes'</b> T.J. Schier Room N233	<b>Think like a Restaurateur: Repositioning Hotel Restaurants to Expand Target Audiences and Improve Revenue Performance</b> Jennifer Johanson & Guy Rigby Room N235	
4:00 PM-4:50 PM	<b>Serving Nostalgia: The Origins of American Comfort Food</b> Mark McWilliams Room N237	<b>Going Green</b> Presented by Nevada Restaurant Association Room N238	<b>Perfect Pairings</b> Jason Doyle & Richard Pignetti Room N241	<b>The Top 10 Control Processes for Banquet &amp; Room Service F&amp;B Operations</b> Paul Snyder Room N233	<b>Economical &amp; Innovative Approches to Themed Events</b> Brit Bertino Room N235	

*NEW FOR 2010  
All International Restaurant Show registrants can participate in HotelWorld Food & Beverage sessions at no additional cost!  
(And vice versa)*

## WEDNESDAY - March 10, 2010

11:15 AM-12:00 PM	<b>KEYNOTE ADDRESS: From Busting Ghosts to Building Brands: An Interview with Dan Aykroyd</b>			Hosted by: Kevin Brauch, The Thirsty Traveler and Field Reporter, Iron Chef America Room N112		
NOON	<b>EXHIBIT HALL OPENS</b>			<b>EXHIBIT HALL OPENS</b>		
1:00 PM-1:50 PM	<b>Increasing Profits with Cutting-Edge, Innovative Wine Programs</b> Jonathan Newman Room N238	<b>Equipment 101: How Design and Re-Use Can Save You a Ton!</b> Fred Phillips Room N241		<b>Maximizing RevPOR with Proven Zone Marketing Programs</b> Ray Burton Room N233	<b>Pricing &amp; Discounting Strategies</b> Tammy Posten & Dirk Van Renesse Room N235	
2:00 PM-2:50 PM	<b>Direct Wine Sourcing: New Channels for Improved Profit, Differentiation and Control</b> D. Clay Wallin Room N238	<b>Employee Free Choice Act Workshop</b> Gordon Jackson & William Wooten Room N241		<b>Found Money Through Innovative Beverage Programs</b> Room N233	<b>Sustainable F&amp;B: A National Standard For "Green" Food Service Operations</b> Mark Petrucci Room N235	
3:00 PM-3:50 PM	<b>Responsible Alcohol Service</b>			Organized by Nevada Restaurant Association Room N238		

*All IRS & HW F&B registered attendees receive FREE conference education!*