

How to Successfully Market A Restaurant in New York

The panel will share the secrets of their success and discuss tricks of the trade on how to make your restaurant business grow.

Tracy J. Nieporent
Director of Marketing
and Partner
Myriad Restaurant Group

Penny Port Glazier
Principal
The Glazier Group

Jon Bloostein
Owner
Heartland Brewery

Dante Boccuzzi
Executive Chef
Aureole

Tuesday, May 23rd
9:00 - 10:30 AM

THE CAPITAL GRILLE
155 East 42nd Street
Continental Breakfast will be served

Limited to CEO's, Presidents and Senior Executives.
These events are exclusive senior level networking opportunities.

Space is limited!

RSVP to: **Janet Barbash** 212-315-0800 x 254

Email to: **jbarbash@davlermedia.com**

Register online: **www.davlermedia.com**

\$75; \$225 for full series



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To learn more about Davler Media Group contact:
Janet Z. Barbash at **jbarbash@davlermedia.com**



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DMG

Davler Media Group, LLC

Presents

Why Marketing Matters Executive Seminars

How to Successfully Market A Restaurant in New York



Tracy J. Nieporent
Director of Marketing and Partner
Myriad Restaurant Group

Tracy Nieporent is Director of Marketing and Partner, with responsibility for public relations and communications, promotion, advertising and charitable events for the ever-expanding Myriad Restaurant Group, whose members now include Montrachet, Tribeca Grill, Nobu, Nobu London, Next Door Nobu, Nobu 57, Centrico, Rubicon (San Francisco), Pulse at the LA/SportsClub (Rockefeller Center), The Coach House (Martha's Vineyard), and Proof on Main (Louisville).

Nieporent joined Myriad officially in 1991 when the group consisted of just two restaurants but was poised for growth. He implemented programs that added clarity, focus and direction to Myriad's marketing program and heightened attention and publicity in all media. Tracy also plays prominent roles in hundreds of charitable events, and since 2004, he has served as the Chairman of the Restaurant Committee of NYC & Co. that conceptualizes and operates the heralded New York Restaurant Week.



Jon Bloostein
Owner
Heartland Brewery

Jon Bloostein, owner of six Heartland Brewery locations, has had a colorful professional life. After years spent toiling as a retailer, a car wash owner, an ice cream vendor (he was the first person in New York City to sell Ben & Jerry's ice cream), the Long Island

native obtained his MBA from New York's Fordham University, and spent several years on Wall Street working on mergers and acquisitions, where he evaluated consumer products and retail businesses.

Bloostein's consulting took him often to the Pacific Northwest, where he fell in love with the region's local brewpubs, savoring each new subtle interpretation of these meeting places. Finding nothing comparable upon returning home, he realized that New York was an untapped market. This ignited his entrepreneurial fire and inspired him to establish his own concept of the brewpub.

The discipline and knowledge Bloostein gained throughout this varied career was key in establishing his thriving brewpub business.



Penny Port Glazier
Principal
The Glazier Group

As a principal of The Glazier Group, Penny Glazier oversees all marketing, public relations, retail, design, special events and overall imagery of all the Glazier properties: Monkey Bar, Michael Jordan's The Steak House N.Y.C., Strip House NY, NJ, TX and FL; as well as Twenty Four Fifth, Bridgewater and Westminster Hotel.

Penny Glazier's knowledge of the culinary industry, décor and furnishings is prominently reflected in all of the Glazier properties. In addition, Penny has designed the many unusual and custom-made tabletop items in the restaurants and has worked to develop a line of products exclusive to the Glazier Group, including Strip House Steak Sauce, Michael Jordan's Steak Sauce and 23 Spice Rub, steak knives and tabletop design. She developed a marketing strategy for Strip House 24 Layer Chocolate Cake with Neiman Marcus.

Peter and Penny Glazier have been named one of the top 50 Taste Makers in Nation's Restaurant News, New York's Top Business People of the Year in The Resident and were among an exclusive list of Hamptons "Movers and Shakers" in Hamptons Magazine.



Dante Boccuzzi
EXECUTIVE CHEF
Aureole

Dante Boccuzzi is a self-proclaimed Charlie Palmer protégé, his talents celebrated both in the United States and abroad. Currently in his second run at Aureole, he is one chef who has literally come full circle.

After graduating from the Culinary Institute of America, Boccuzzi began his career at the famed Upper East Side townhouse, where for two years he gained extensive experience in all aspects of the kitchen under Palmer's eye. Recognizing the young chef's talents, the renowned chef and owner encouraged Boccuzzi to spread his wings and further his training elsewhere.

Boccuzzi worked in Italy, France, England, Hong Kong and Taiwan, before returning to Aureole. Now as executive chef, he has been inspired to create such deliciously unique dishes as piña colada fluke sashimi- with pineapple carpaccio, jalepeno vinaigrette and coconut essence, as well as roasted sea scallops and unagi with sake braised cucumbers and coriander-toasted basmati rice.

Why Marketing Matters! Executive Series

Event Schedule

Marketing Your Business Online (July 2006)

Sean Finnegan
U.S. Director of OMD Digital

Building a Web site is just the beginning. How do you get customers to log on and on and on? Sean Finnegan will help attendees to make their businesses' Web site more effective. In his role at OMD, Finnegan stewards an innovative team of media experts who concentrate on top brands such as Dell, McDonald's, Pepsi and United Airlines.

Exploring the NYC Media Landscape (September 2006)

Wondering what New Yorkers are reading, watching and listening to? An executive from a leading media planning and buying company will offer fresh analysis on how to maximize your advertising dollars. They will also discuss the state of the media industry in NYC, and provide an overview of the New York print, broadcast and online media mix.

Marketing to the New York Visitors (Nov 2006)

Cristyne L. Nicholas
NYC & Company President and CEO

Under the leadership of Cristyne L. Nicholas New York City's tourism industry has been revitalized. Nicholas, who has spearheaded numerous tourism initiatives, will share the secrets of her success and will offer information on how to get a larger share of the \$32 billion NYC tourism market.