

Managers on the move

Briad Restaurants New at...

...Wendy's
Edward Dion... Jackie Dupree... David Figueroa...
Norma Fullmer... Antwon Hamilton...
Christal Harding... Peter Hines...
Abraham Oliveros... Dipak Sharma...
Irven Simpkins III... Ronald Solon

...T.G.I. Friday's
Gary Adelman... Christina Bayak...
Jeremy Birmingham... Robert S. Conlon...
Erick Dundy... John Easter... Kristin Geary...
John Golub... Mohammed H. Hosseini...
Mitchell Jamnik... Martin Jones... Robert Kennedy...
Vivianne Lee... Kevin Martinez... Thomas Messina...
Gregory B. Miller... Douglas Mindek...
Steve Musso... Greg Newhouse... Terri Payne...
Felicia Ruberto... Patrick Russel...
Josef G. Siddons... Kenneth T. Smith...
Michael Szabo... Naim Tahir...
Christopher Thompson... Russell Uematsu...
Santos A. Vazquez... Nora Vogelsang...
Robert Walsh... Peter Weeden...
Richard Wetzel... Dawn Wilson

...Construction Services
Eric Cherry... Peter Caravusanos... Juan Rios

...Corporate Offices
Miroslav Beronja... Destinee Coury...
Donna Ferragamo... Colleen Fisher...
Gustavo Gutierrez... Tanasha Horie...
Sandra Kantor... Tiffany Sebeth... Celia Waddington

Bob Belmont, Director of Operations
Deb Metz, Payroll Manager
John Pappas, Director of Operations
Liz Sanchez, Director of Operations
David Wallace, VP Operations T.G.I. Friday's (West)
Kelly Zolad, Manager of Recruiting (East)

Promotions at...

...Wendy's
to District Manager: Nabeel Chihadeh
to General Manager: Peter Hines... Suzzan Kirkley...
Thomas Mahon... Karim Mohammed...
John Murphy... Sergio Norena...

to Manager: Siobhan Dawkins... Angel Lopez...
Leticia Reyes

...T.G.I. Friday's
to General Manager: Robert Frazier...
Rory Giacomarro... John Huber... Nick Pinon...
Nelson Tejada... Gerardo Vidauri...

to Manager: Noe Avelar... Robert Brunelle...
Brian C. Buczacki... Rebecca N. Duane...
Christopher M. Egnatowicz... Shannon M. Ellerd...
Nicole Fisher... Kimberly D. Flores...
Michael P. Hackney... Wisdom Pierre...
Stephen M. Robbins...Rick T. Sebring...
Trisha Thorne

Briad Lodging New at...

Rene Pattwell, AGM, Wall Township Courtyard
Joe Sirianni, Lead GM, Wall Township Courtyard
Kathy Tartaglia, GM, Egg Harbor Residence Inn
Matt Winter, Sales Manager, Egg Harbor Residence Inn

Promotions at...

π...Hilton
Homewood Suites
Chris Hickey from Ops. Manager to
Asst. General Manager, Bethlehem
Elisa Nelson from Guest Care Agent to
Ops. Supervisor, Bethlehem









...Marriott
Residence Inn
Damien Capresecco from Ops. Manager, Mt. Laurel to
Asst. General Manager, Egg Harbor
Lauren Jurski from Guest Care Agent to
Ops. Supervisor, Neptune
Maher Kobeissi from Ops. Supervisor to
Ops. Manager, Mt. Laurel

Courtyard
Tara Sullivan from Ops. Manager to
Sales Manager, Wall Township
as of 6/12/08

Innovation on the Front Lines continued from P.1

tasty samples of Spin Dip and Sicilian Quesadillas. "We also handed out over 250 free appetizer/dessert cards," said GM Anthony Raucci, "and we've already seen about 50 come back!"

"It was a terrific way to get the Friday's brand out into the neighborhood," says Tom McEvoy, VP, Operations, T.G.I. Friday's (East). Driving sales at the local level by creating local initiatives or participating in events that attract people to our restaurants is a powerful tool that can make a very positive difference.

BOX SCORE			
BRIAD Restaurants	Current	Under Construction	Pending
	43	0	0
	70	6	3
BRIAD Lodging			
	1	0	0
	0	0	1
	3	0	1
	0	1	0
	1	1	3
	0	0	1

VISION

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THE BRIAD GROUP

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VISION

Observations In Good Company



Rick Barbrick
President and
Chief Operating Officer

Our business is to deliver an outstanding guest experience every time, and while great looking buildings and superior locations make a difference, in our highly competitive environment it is the people who deliver on that promise that will determine our success.

Since joining The Briad Group in January, I've crisscrossed the country, visiting all but a handful of our restaurants and hotels. (By the time you read this, I hope to have reached them all.) While I'm impressed with our brands, locations, and the general condition of our business units, I am simply blown away by the dedication, enthusiasm and positive attitude displayed by our managers and teammates. Each and every day, you go out of your way to exceed our guest's expectations, and I appreciate your outstanding effort.

I want to especially thank you all for welcoming me into the Briad family. I have spoken to hundreds of Briad team members, and your candid conversation and desire to be the best have greatly helped me and other senior managers focus on strategies and tactics that will ensure that we all succeed together.

Recently, a Presidential Leadership Council was created for our T.G.I. Friday's division (one for Wendy's will soon follow). The Council meets with me quarterly and is made up of General Managers, one from each district, elected for a one-year term. There is no restriction on what is discussed; Council members give feedback, both positive and negative, in an effort to improve our top line sales, profitability and our commitment to our people.

Many of our managers have moved up through the ranks and understand and respect the hard work generated by our teammates each and every day. They are committed to maintaining and developing a diverse work force and creating opportunity for all by improving our training programs and offering a path into our management ranks for qualified people who desire to do so.

It's no secret that the economy is not in the best of shape and as we look to the future there is much uncertainty. Having lived through several downturns I do know this: it will get better, and when it does, hospitality companies that have stayed focused on the guest experience will come out on top. In this tough environment, our T.G.I. Friday's and Wendy's have broken daily and weekly sales records, and our Marriott and Hilton hotel brands are also high achievers (see Bravo in this issue). Being financially sound and having an exceptionally good workforce is enabling Briad to grow while many others are shrinking or closing.

Often people think of a corporation as a "thing," a fixed object. In truth, it's a living, breathing entity capable of change and growth. After all, it's called a "company," which literally means a group of people or organizations working together toward a common goal. Each Briad crewmember and manager is a

Innovation on the Front Lines

Newington Drives Sales at the Community Level

Getting our name into the community



In a neat bit of local store marketing, T.G.I. Friday's, Newington, CT joined in a recent community celebration, "The Taste of Newington." Over 1000 people attended this 18th annual town festival, for which the Newington Friday's team prepared tasty samples of Spin Dip and Sicilian Quesadillas. "We also handed

Standing at back (l to r):
Salvadore Cardillo, Host/SA;
Anthony Raucci, GM; **Dianna (Alex) Rodriguez**, Cook and **Janet Salemi**, Hostess.
Standing in front (l to r): Servers **Sherriann Liappes**, **Lauren Lagana** and **Melanie Letizio**.

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continued on p. 3

DEVELOPING THE BIG PICTURE – Mid-Year Update

Restaurants:

Wendy's — Mini-remodels are proceeding on six to eight restaurants, many in New York. Some of our older New Jersey locations are scheduled for full makeovers.

T.G.I. Fridays — With Old Bridge, NJ (Briad's first T.G.I. Friday's) we have completed remodels of our 14 East Coast restaurants. In all, Briad has invested approximately 9 million dollars in its T.G.I. Friday's restaurants over the past two years. "They are beautiful stores," says **Brad Honigfeld**, Briad's founder and CEO. "They're well located within their communities, and with our management team now including **Smokey Hughes, Tom McEvoy, Dave Wallace and Rick Barbrick**, we're looking forward to enhanced results."

On the T.G.I. Friday's new-store-development front, four casino restaurants are fully under construction and scheduled to open between early October and the end of November. They are: Aliante Station, Sam's Town Casino, Gold Coast Casino and Suncoast Casino. The latter three locations represent a continuation of Briad's work with Boyd Gaming, owners of the Orleans, whose Friday's restaurant has been a smashing success. "The casino owners have made a significant investment in Briad, our management team and the Friday's brand and we're very pleased with the result," said **Honigfeld**.

On the East Coast, Linden, NJ opens in August and construction is planned to begin on a Bronx, NY location. On the West Coast, T.G.I. Friday's are slated to go into construction in Compton, CA and Riverside, CA (a relocation from an existing store).

We remain on target for new T.G.I. Friday's openings through the end of this year and First Quarter 2009.

Sadly, we must report that this spring we had two restaurant fires. At the T.G.I. Friday's in Flemington, NJ, a truck accident caused a transformer to land on the building. Thanks to the quick thinking and reactions of restaurant staff, there were no injuries, and subsequently, through the outstanding work of **Jack Orlowski** and **Chuck Pagnotta's** team, the restaurant re-opened in five days. On May 25 one of our newly remodeled T.G.I. Friday's, Chandler, AZ, was engulfed in flames. Again, our team responded and no one was seriously hurt, but the restaurant was destroyed. We can take some consolation in the fact that when we face adversity by pulling together as a family, we emerge stronger.

Hotels:

The Residence Inn, Egg Harbor, NJ opened on June 23 (see pictures this page) and the beautiful new Hilton Homewood Suites in Dover, NJ, and

the Milford, CT Hilton Garden Inn are fully under construction. Both properties are expected to open by the end of this year or early First Quarter 2009.

Four hotels in the planning stages are expected to break ground during the third quarter: Residence Inn by Marriott in Branchburg, NJ, two Homewood Suites (Allentown, PA and Easton, PA) and a Marriott SpringHill Suites in Yaphank, NY.

Several other sites are in the development pipeline, including Egg Harbor, NJ Hilton Homewood Suites; Trumbull, CT Hyatt Summfield Suites; and an expansion to the Mt. Laurel, NJ Marriott Residence Inn.

Promenade Shops at Clifton, NJ

On May 23, 2008, Stew Leonard's Wines of Clifton opened. The 11,000-sq.-ft. store anchors the 145,000-sq.-ft. lifestyle shopping center. With the rest of the center fully under construction, turnover for tenant fit-out is scheduled for July 15, and a Grand Opening is planned for November.

Residence Inn Atlantic City Airport/Egg Harbor Opens:



At the Egg Harbor, NJ ribbon cutting (l to r): **Zulieka Ciano**, Area Sales; **Chad Newman**, Lead GM (Mt Laurel); **Steve Scharf**, Dir. of Dev. & Asset Mgmt; **Kathy Tartaglia**, GM (Egg Harbor); **Jodi Goldman**, Sales Mgr; **James "Sonny" McCullough**, Mayor of Egg Harbor Twnshp; **John Risley, Jr.**, Committeeman; **Grant Schneider**, VP HR; **Rachelle Pailleret**, Sales Coord; **Damien Capresecco**, AGM and **Mary Fran Holcombe**, Regional Ops.



Briad Lodging team members welcome Residence Inn, Egg Harbor Township, NJ to the family.

Wendy's Best

At a series of conventions and meetings, held over several months from Orlando, Florida to Somerset, New Jersey, Wendy's International and Briad Wendy's reviewed business plans and celebrated team and individual leadership success. Here are some of the highlights in pictures.

District Manager and General Manager of the Year



Congratulations to **Jacqui Miller**, Briad Wendy's DM of the Year (top) and **Xavier Veliz**, Queens Village, Briad Wendy's GM of the Year (bottom), pictured at the Briad Wendy's Annual Business Meeting with RMs **Sam Scott** (left) and **Lou Meyer** (right).



Congratulations to **Jacqui Miller**, Briad Wendy's DM of the Year (top) and **Xavier Veliz**, Queens Village, Briad Wendy's GM of the Year (bottom), pictured at the Briad Wendy's Annual Business Meeting with RMs **Sam Scott** (left) and **Lou Meyer** (right).



Briad Wendy's leaders gathered in Orlando early in the year for the Wendy's International Convention. Pictured (l to r): **Tom Cornell**, Manager Information Systems (IS); **Mike Spelman**, Controller; **Grant Schneider**, VP Human Resources; **Maria Cahill**, **Dave Cahill**, SVP, Chief Financial Officer; **Sam Scott**, RM; **Lou Meyer**, RM; **Rick Barbrick**, President, COO; **Melvyn Jones**, DM; **Don Lee**, DM and **John Bitante**, Restaurant IS Support.



Adnan Ahmed, Jamaica ("King of Queens") received **Highest Briad Wendy's Sales; Highest Increase and Reach for the Sky Grand Prize**. Pictured at Wendy's Northeast Sparkle Meeting with **Ed Rafter**, VP Operations Wendy's International and **Tom Spero**, SVP Operations Wendy's International.

Denardis celebrated at CRWW T.G.I. Friday's Global Leadership Conference



Nick Bowers, GM of T.G.I. Friday's Hamilton, NJ congratulates **Ray Denardis**, GM of Hamden, CT on being named **T.G.I. Friday's Franchise GM of the Year, Eastern Division** at the Carlson Restaurants World Wide Global Leadership Conference held in Las Vegas at the end of February.

CT on being named **T.G.I. Friday's Franchise GM of the Year, Eastern Division** at the Carlson Restaurants World Wide Global Leadership Conference held in Las Vegas at the end of February.

Wendy's Wendy's Chestnut Street Team Takes Bronze in Crew Olympics

On Thursday, June 26, 45 teams from Wendy's entire Philadelphia-Mid Atlantic Region put their skills and teamwork to the test in Crew Olympics. Briad Wendy's Chestnut Street placed third to take the Bronze Medal. Congratulations to Ops Leader **Maureen Pekarovic**, Chestnut Street Co-Manager, and to amazing Sandwich Makers **Eric Mackie, Theresa Gilbert** and **Tarhan Brown** for this outstanding achievement!



Bravo to the T.G.I. Friday's, **Staten Island Team** for their participation in the annual March for Babies on behalf of the Staten Island Chapter of March of Dimes. For this event, which raises money to help the fight against birth defects, not only did team members join the march, but the restaurant donated platters for the event. Well done, team! You not only walked the walk, but with your platters you made sure people would talk about the great T.G.I. Friday's food!



T.G.I. Friday's Staten Island on the march! (l to r) **Christina Dunne**, Host/SA; **Stephanie Petito**, Host/SA and March of Dimes employee; **Kelly Ana**, Beverage Manager; **Karla Hing**, Cocktail Server/SA; and **Lauren Tudor**, GM.

T.G.I. Friday's Culinary Champs!

Congratulations to **Sergio Martinez** (Corona, CA), **Jose Santos** (Thousand Oaks, CA) and **Manuel Valencia** (Cerritos, CA), who finished 1-2-3 at the 2007 Briad Western Region Culinary Challenge Final, held on January 28 at T.G.I. Friday's in Temecula, CA.



Culinary Champs proudly display their ribbons and platters (l to r): **First Place and Briad Champion for 2007, Sergio Martinez** (Corona, CA); **Second Place, Jose Santos** (Thousand Oaks, CA); **Third Place, Manuel Valencia** (Cerritos, CA).

The event was the culmination of a series of competitions that began with in-store contests testing the skills of BOH (Back Of House) team members judged by their Kitchen Managers.

The top five competitors from each store were then tested by Regional Managers, and the best 2 at each store moved on to Regional events.

At the Regionals, 10-12 line cooks were tested on Sanitation, Uniforms, Grab Skills, Sensitivities, and Written Recipes. They then had to make items and were judged on Ticket Times, Appearance, Recipes and Sanitation. The best two from each region competed at the Final, with over 60 people cheering on their favorites and everyone enjoying a special banquet prepared by **Mark Taylor** and his Temecula team. It was an exciting – and tasty – night for all.

Observations

continued from p1

vital part of the whole and can significantly affect the way the company performs and develops.

Ongoing success will come through each individual's focus on hospitality. It's getting a Wendy's customer quickly through the drive-thru with an accurate order and a smile. It's contributing to a guest's hour of excellent dining at T.G.I. Friday's. It's providing a professional and congenial greeting



At the Final, everyone gathered together to celebrate a day where they all were winners:

Roberto Alvarado
Paul B
Erich Bork
Carlos
Nestor Cruz
Doug Cryslar
Maria Duran
Celio Escobedo
April Fogle
Javier

Javier Garcia
Smokey Hughes
Israel Lopez
Moises
Veronica Marques
Jaime Martinez
Juan Martinez
Maximiliano
Martinez

Sergio Martinez
Felipe Mendoza
Emma Orozco
Eddie Padillo
Jorge Perez
Elvia Rorriguez
Juan Carlos Rousselin

Jose Santos
Mark Taylor
Laraine V
Emmanuel Valencia
Jesus Vasquez
David Zielinski

SAVE THE DATE

The Briad Group
10th Annual
Charity Golf Outing

To Register, visit
www.golfinvite.com/briad
or for information contact
charitygolf@briad.com

