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**INDUSTRY LEADING EXPERTS TO OFFER SIX IN-DEPTH WORKSHOPS AT THE  
INTERNATIONAL RESTAURANT & FOODSERVICE SHOW OF NEW YORK**

*Trade Show and Conference taking place March 6-8 at the Javits Center in NYC*

**NEW YORK, NY, February 23, 2022** – Six educational workshops, created to focus on the topics restaurateurs and foodservice professionals have said are most important to their business, have been added to the education offerings at The International Restaurant & Foodservice Show of New York. The workshops will provide actionable solutions and ideas, from industry subject matter experts focused on motivation techniques, negotiating commercial leases, menu modifications for gluten-free customers, building financial confidence, urban aquaponics, and managing labor and staffing shortages. The workshops, part of the Food & Beverage Academy, will run during the event from Sunday, March 6 through Tuesday, March 18 at the Javits Center in New York City.

The schedule of workshops, include:

- **Finding the Spark: How a Boots on the Ground Manager Found Success in Motivating the Unmotivated** (Sunday, March 6 from 10:30 -11:30 am) **Julia Bernstein** of JC Bernstein will share her insight of the uniquely blended perspective of a day in the life of an operator combined with raw insight from hourly employees. Join Julie for some thought-provoking perspective gained from hearing true stories from managers and employees, while learning and experiencing the strategy designed to hone the skills every manager needs to build a motivated team. Click [here](#) for session details.
- **7 Reasons You Might not be able to Sell Your Restaurant** (Sunday, March 6 from 11:45 am – 12:45 pm) **Dale Willerton**, The Lease Coach, will provide insights on the seven obstacles tenants often encounter with landlords. He will discuss how to approach the landlord and set the stage before listing a restaurant for sale, and how to avoid future liability if the buyer doesn't pay the rent. Session attendees will receive a complimentary autographed book *Negotiating Commercial Leases & Renewals FOR DUMMIES* authored by the presenter Dale Willerton – The Lease Coach. Click [here](#) for details.
- **Modifying your Menu to Accommodate Gluten-Free Customers and Increase your Bottom Line** (Sunday, March 6 from 2:00 – 3:30 pm). **Marlisa Brown**, Registered Dietitian-Certified Diabetes Educator-Chef-Author-Speaker and president of Total Wellness Inc. will provide tips on accommodating customers on gluten-free diets and help attendees find a way for them to use their existing menu to drive extra business. This program will restaurant owners

and operators develop easy changes in their menu and ordering procedures that will make it possible for to implement and market to gluten-free customers. Click [here](#) for session details.

- **Building Confidence in Financials: A Bootcamp for Restaurant Owners** (Monday, March 2 from 10:30 am – 12:45 pm) **Anne Gannon**, CPA, principal, and founder of The Largo Group will teach the fundamentals of the two most important financial statements for restaurant owners – a balance sheet and income statement. These reports are the key to understanding the health of a business day to day and month to month. They are also the reports most often required for any lending, whether you're looking to expand a business or invest in new equipment. Click [here](#) for details.
- **New York Seafood Summit: Urban Aquaponics** (Monday, March 7 from 2:00 – 5:00 pm). New York Sea Grant, in collaboration with industry, academic and other professional seafood stakeholders, offers its annual "NY Seafood Summit," where a group of enthusiastic professionals with a vested interest in seafood will meet to foster active communications and build relationships among the various seafood producers and users of New York. This year's summit will focus on Seafood and Health. Click [here](#) for details.
- **Total Team Makeover – Restaurant Workshop** (Tuesday, March 8 from 10:30 am – 12:30 pm) **Darren S. Denington**, President and Founder, Service with Style Hospitality Group, will discuss how operating a successful Restaurant, Bar, Café, Resort or Hotel is only possible with an incredible team, but the industry is struggling with ways to attract, recruit, train, manage, evaluate and assemble a strong team that works together. Darren will provide the must-have strategies for managing labor and staffing issues in a changing market. Click [here](#) for details.

In addition to these workshops the International Restaurant & Foodservice Show will offer four new Education Summits focused on the most important issues including business solutions, marketing tips, operational efficiency and staffing solutions. Attendees will also have access to all of the events on Center Stage including the presentation of the new Humanitarian Spotlight Award, The Torch Award and the Beacon Award as well as the Hip Sip Battle of the Modern Bartender Competition and the Rapid Fire Challenge Plant Based Competition. For information about exhibiting, sponsoring, or attending, visit [www.internationalrestaurantny.com](http://www.internationalrestaurantny.com).

**Clarion Events** ([us.clarionevents.com](http://us.clarionevents.com)) produces 37 events across 13 sectors of both trade and consumer events. The Clarion Events Food & Beverage Group include the [Western Foodservice & Hospitality Expo](#), [Florida Restaurant & Lodging Show](#), [the International Restaurant & Foodservice Show of New York](#), [Coffee Fest](#) and [The NGA Show](#). Clarion Events acquired PennWell in early 2018, bringing 4 Tradeshow 200 events into the U.S. portfolio and super-charging the already rapid growth. Clarion Events has offices in Trumbull, CT; Kennesaw, GA; Boca Raton, FL; Tacoma, WA, and Fairlawn, NJ.

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