

SUNDAY
April 2



KICK-OFF ROUND TABLESESSION

#HEEWEST

CONVERSATIONS CREATE CHANGE

SALONS 6-8 | 7:30 P.M. - 9:30 P.M.

This interactive kick-off round-table will feature taboo topics, controversial subjects, pose interesting questions and provide a "get-to-know" you interaction like no other. Led by 3 industry leaders who have held key positions from operator, supplier, to consultant, they will moderate this discussion with key take-aways for better beverage business.

JAYNE PORTNOY



Jayne Portnoy is a seasoned marketing executive within the entertainment, hospitality and beverage industries.

She has driven the development and execution for brands such as The Tampa Bay Buccaneers of the National Football League, Outback Steakhouse, Bonefish Grill, Roy's Hawaiian Fusion Cuisine and Napa Technology with verifiable success. A passionate marketing professional with expertise in planning comprehensive out-of-the-box marketing, promotional and public relations strategies and now operates her own consultancy with clients to include Sodexo, United Airlines, Daily Grill Concepts, and Nike. A strong advocate of furthering careers of women, she sits on the Women of the Vine Board of Directors and Chairs the Scholarship Committee and as Advisory Board Member for Partender, Hospitality Executive Exchange and Careers through Culinary Arts Program.

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STUART MELIA



Stuart is a creative Restaurant Executive with 20 years experience in casual dining, embarking on a successful career with Darden Restaurants making an impact in various roles from Operations & Concept Development to New Restaurant Openings in 1995. In 2004 Stuart followed his Darden mentor to Logan's Roadhouse where he became the Director of New Restaurant Openings and Beverage. The opportunity to have a multi-concept role came when he accepted the position of Corporate Beverage Director for O'Charley's Inc. in 2006. He achieved growth in beverage sales for all three concepts (O'Charley's, Ninety Nine & Stoney River) and won industry awards for innovation and the companies highest honor "The Chairman's Award of Excellence in 2009".

In 2011 Stuart was approached by the newly formed CraftWorks Restaurants & Breweries with the opportunity to become Vice President of Beverage for 9 brands with 198 restaurants consisting of Gordon Biersch, Rock Bottom Brewery, Old Chicago Pizza & Taproom and 6 unique CraftWorks Specialty Concepts.

In 2014 Stuart was named one of FSR Magazines 40 under 40 Rising Restaurant Stars. Stuart is a leading industry speaker, serves on a number of boards and is the Co-Chairman of the HEE Advisory Board. Stuart currently resides in Nashville, TN with his wife and 4 children.

MICHAEL TOLLEY



Michael Tolley has excelled with his personal training techniques and national speaking seminars since 1989. He has designed numerous training programs as well as played key roles in the opening teams for more than 145 beverage concepts around the globe. His knowledge stems from many years as an award winning Bartender, Beverage Manager, ShowTender, Restaurant and Bar Owner/Operator and World Traveler. Mike has been an industry consultant helping to elevate beverage programs for the last 20 years. Currently, Mike serves as VP of National Accounts for Beach Whiskey and continues to help craft and create beverage innovation for customers from coast to coast. Mike is a proud veteran of the United States Marine Corp and an avid biker. He is the Educational Committee Chair for the HEE Advisory Board. He resides in Plant City, Florida with his wife Simone and son, Blake.