



GROW YOUR INDEPENDENT RESTAURANT IN THE MIDST OF MARKET TURMOIL

Insights & Tools for Independent Restaurant Owners

by David F. VanAmburg

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President/ CEO of MutualGravity, Inc., web-based software & technology
Developer & Distributor, FullCircle Rewards restaurant loyalty programs*

EXPLORE!

TRENDS:

Track up-to-the moment trends in the economy and technology, and how they are affecting the restaurant industry.

MARKET LEADERS:

Probe how different restaurant segment leaders are adapting to compete and thrive in the current economy.

MARKETING SECRETS:

Discover specific results-oriented examples of marketing success that you can replicate.

EMPLOYEE ASSISTANCE:

Understand government workforce priorities, employee training programs and funds and other assistance.

COST REDUCTIONS:

Learn how to quickly lower your overhead & simplify your management by automating your customer communications.

CUSTOMER SALES & SATISFACTION:

Consider tools to:

- Grow your customers' loyalty and sense of ownership
- Simplify your management
- Increase your sales and profitability
- Get immediate, real-time feedback from customers
- Empower your servers to earn more, and easily track their performance
- Track, manage and enhance your reputation in the market
- Automate your ROI on every advertising and promotion dollar

"I first hired David VanAmburg in 1982 to analyze and advise on marketing the two restaurants I owned. He is sincere, knowledgeable, and has a deep understanding of the restaurant industry, technology and marketing."

Michael Barrett, Executive Committee Member & Past President, Pennsylvania Restaurant Association; Owner/Manager, Sunset Inn; Co-owner, multiple CiCi's Pizza Buffet franchises

"David VanAmburg is one of the most amazing researchers, technologists and consultants I know. He has supported our services to 22 major food corporations for years, and works weekly with us and our clients such as Red Lobster, Olive Garden, Sheetz, Eat 'n Park, and Hersheys Foods."

Peter Bordi, Ph.D., Director, Center for Food Innovation, Penn State University



PRESENTATION FOCUS

Independent restaurants are critical to our economy and our communities' quality of life. They provide essential career paths to millions of people, and a unique service to residents and visitors throughout the world.

Managing a successful independent restaurant business is one of the most challenging of all industries. They deserve much more recognition and support, particularly in the current economic chaos.

We begin with global economic, technology and industry perspectives, and then quickly focus on information of immediate use to the independent restaurant owner. We provide:

- Best practices examples
- Resource links
- Government program information
- Free web-based resources
- Unique marketing tactics, and
- Practical approaches to simplifying business management and improving the bottom line

We provide tools for how to evaluate if rewards programs are appropriate and how to select the most appropriate one. We discuss the Internet's hidden assets and threats to restaurants, such as reputation management.

We balance enthusiasm and fun with important insights, information and take-away tools.

If desired, we invite participants to customize the presentation to their needs in advance by prioritizing content and asking specific questions.

AVAILABILITY

- 30-minute keynote
- 1-hour intensive seminar
- 2 and 4-hour hands-on workshops
- Customized lengths of duration upon request

CONTACT

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WHO IS DAVID VANAMBURG AND WHAT DOES HE KNOW ABOUT THE FOOD INDUSTRY?



David's experience and focus give him a unique place at the crossroads of trends, technology and marketing communications in the food and hospitality industries.

His first job was as a busboy at age 13, followed by factory work at the local 7-Up bottling plant. At age 17, he was co-founder and manager of a 7-day a week coffee house. He earned his way through college working at a major food wholesaler, and as bookkeeper for the 7-Up plant.

He earned his BS in Economics from Gannon University and studied quantitative economics in a doctoral program at SUNY Buffalo. While still in college, he was recruited by technology leader, Lord Corporation, as a global market analyst.

For six years He analyzed local business and service markets, and provided technical support to hundreds of businesses and non-profits as a city economic development planner and as deputy director of one of the largest community action agencies in the U.S.

He has started and managed four businesses in retail, wholesale, technology, research and consulting. For 31 years, he has been President/CEO of [VanAmburg Group, Inc.](#), providing marketing research and consulting to over 3,000 clients. Also, for the past 8 years, he has been President/CEO of the web-based software development firm, [MutualGravity, Inc.](#), which has developed and provides total automation for the [FullCircle Rewards](#) programs for restaurants.

He designed and conducted the first ever [national hunger study](#) for America's Second Harvest, the national network of food banks, now known as Feeding America, sponsored by Kraft Foods, and the follow-up study, sponsored by the Aspen Institute, with results presented to the U.S. Congress.

He has served on food bank and emergency food provider boards, worked with food associations, and conducted food-related research for state and federal agencies.

He has provided research for and consulted with companies throughout the food chain: growers, manufacturers, distributors and retailers. He has provided market and customer research, as well as marketing and advertising consulting to independent restaurants.

He also has conducted extensive research and developed complete customer satisfaction and service programs for multiple service industries, including energy and telecommunications utilities, hospitals and banks. And his knowledge of government programs is extensive. He remains on the executive committee of the Northwest Pennsylvania Workforce Investment Board.

His firms, VanAmburg Group and MutualGravity, are strategic partners to the [Center for Food Innovation](#) of Penn State University, and provide technical and research support to CFI's 22 major food corporation members, such as Red Lobster, Sheetz, Eat 'n Park, Hershey's, Cargil, Dairy Queen, Del Grosso Foods, Inc., Eat 'n Park, Exxon Mobil, Giant Donuts, Super Bakery, and Sysco, in addition to the U.S. Food & Drug Administration and Pennsylvania Department of Health.

Most importantly, David has dedicated his life to making America an ideal society that enables its citizens to pursue and fulfill their personal dreams and goals. He is a relentless advocate for entrepreneurs and their businesses.