

DON J. AVALIER, FCSI, FMP

CV/PROFESSIONAL QUALIFICATIONS

Educated at UCLA, while working in his family's successful restaurant operations, Don soon expanded his goals and joined the prestigious consulting firm of Stephen Crane Associated in Beverly Hills, California, where he rose through the ranks to become Executive Vice President and Chief Operating Officer. His professional management experience also includes positions as Vice President of Operations for Longchamp's, Inc. of New York; Area Director of Food and Beverage for the Sheraton Corporation of America where he oversaw food and beverage operations for all corporate hotels in Alaska, Washington, Oregon, Northern California, Idaho, Montana, and Utah. Don has also served as Corporate Director of Food and Beverage for Princess Cruises, Resorts, and Hotels; and Corporate Director of Food and Beverage for American Golf Corporation where he supervised the foodservice operations at more than 150, public and private, golf facilities throughout the United States.

Mr. Avalier has opened, and operated, more than seventy restaurants, nine hotels, and six country clubs in his career to date. He has been personally involved in the layout and design process of all the foodservice facilities including dry and refrigerated storage areas, purchasing, main kitchen, satellite kitchens, shipping, receiving, food, liquor and linen control, financial reporting, catering, and room service operations.

Don's extensive experience includes industry best practices, pre-opening planning, critical path development, kitchen, dining room and bar operations, sanitation and safety training, staffing, purchasing management, menu engineering and facilities management. He has produced several training and operations manuals on topics ranging from Food and Beverage Purchasing, Recipe Costing and Standardization, Staff Training and Operations, Food and Beverage Cost Containment and Customer Service. Don also works closely with the Executive Chef's and their management team in the development of recipe plate presentations and photoplating.

Some of the many hospitality clients Don has provided consulting services for include: Nikko Hotels, Premier Hotels, Doubletree Club Hotels, MGM GRAND, Luxor, Excalibur, Mandalay Bay Resort & Casino, Venetian Hotel & Casino, Paramount Pictures Studio, Maple Drive Restaurant, Four Oaks Restaurant, Spencer's Restaurant, King's Hawaiian Bakery & Restaurant, Coco's Bakery Restaurant, Tikka Grill, Flight Wine Bar & Bistro, Ridgemark Golf & Country Club, Indian Ridge Country Club and Moon Valley Country Club (Ping Mfg. Corp.).

Don is ServSafe® certified and is a Professional member of the Foodservice Consultants Society International (FCSI), and one of a limited number of Foodservice Management Professionals (FMP) accredited by the Educational Foundation of the National Restaurant Association. He also maintains professional membership in the California Restaurant Association and the California Hotel/Motel Association.

Avalier & Associates

MANAGEMENT CONSULTING FOR THE FOODSERVICE INDUSTRY

He has provided expert witness support services in matters of foodservice operations for the Law Offices of: Magana, Cathcart and McCarthy; Raiskin & Revitz; Mark Shafron, Michael Cohen, Timothy McGonigle, Cooper & Hoppe, Meyers & McConnell, Mesisca, Riley & Kreitenberg, Cynthia Yu, Early, Maslach and Rudnicki, Cartwright, Fulton & Adams, Law Offices of Brenda Andrade, Isaacman, Kaufman & Painter, David J. Wells & Associates, Law Offices of Cooksey, Toolen, Gage, Duffy & Woog, Freedman & Taitelman, LLP, Law Office of Chalik & Chalik, Law Office of Kenny & Snowden, Law Office of Craig Hartsuyker, Murchison & Cumming, LLP, Wild Hansen, LLP, Fakhimi & Associates and the Law Office of Brownstein Hyatt Farber and Schreck, LP, Bremer Whyte Brown & O'Meara LLP, Bickel & Brewer, Beam, Brobeck, West, Broge's & Rosa, LLP, Aminpour & Associates and Hodes, Milman, Liebeck, LLP.

Don is a frequent lecturer/panelist to industry leaders at such events as the Chain Operator's Exchange (COEX), New York International Hotel/Motel/Restaurant Show, National Restaurant Association's National Show, and the International Foodservice Manufacturers Association Show. Don's articles on foodservice operations have appeared in The Consultant Magazine, Restaurant Business Magazine, Hospitality Magazine, Fast Food Magazine, Golf Business Magazine and Successful Business Meetings Magazine as well as numerous other industry publications and newspaper articles.

Avalier & Associates

MANAGEMENT CONSULTING FOR THE FOODSERVICE INDUSTRY

LECTURER/PANELIST/SEMINAR PRESENTER

- National Golf Course Owners Association Conference 1997 - Seminar Presenter
- I.F.M.A. Chain Operator's Exchange (COEX)
- New York International Hotel/Motel/Restaurant Show
- N.R.A. National Show - Advertising and Marketing Seminar Presenter
- I.F.M.A. Marketing and Sales Convention – "Panel of Experts"
- San Fernando Valley Mission College 1997, 1998 - Seminar Presenter
- Foodservice Consultant Society International, California/Neveda Chapter Meeting Seminar Presenter, August 28, 2011 – "*Bridging the Gap*"
- Western Foodservice & Hospitality EXPO, August, 2012 – Main Theater Seminar Presenter, "*From Crash to Cash*", a restaurant turnaround in today's economy, for the California Restaurant Association.
- Guest Lecturer, Mira Costa College Hospitality Department, Oceanside, CA – October, 2012 "Starting a New Restaurant or Food Truck"
- Seminar Presenter – California Hispanic Chambers of Commerce 25th Anniversary Conference, August, 2013, - "Let's Open a Restaurant"

AUTHORED ARTICLES

- *Hospitality Magazine* - Cover Story
- *The Consultant Magazine* - "Recipe Costing: Nuisance or Necessity?"
- *Restaurant Business Magazine* - "Combating Costs"
- *Fast Foods Magazine* - "Ate" Theory of Productivity"
- *Dining Magazine* - "Specialty Beverage Merchandising"
- *Golf Business Magazine* - "Recipe Costing", - 10/96
"Nutritional Claim Regulations" - 2/97
"Controlling Sanitation Issues" - 4/97
- *Special Events Magazine* - "Nine Smart Questions", The Answers Add Up To Profits - 2/00, "Profitability", - 11/00

EDUCATION/CERTIFICATION/AWARDS

- University of California at Los Angeles
- Professional Membership-Foodservice Consultants Society International (FCSI)
- Foodservice Management Professional (FMP) National Restaurant Association
- Member-California Restaurant Association
- Award for Dining Excellence - Gold Pennant Gourmet Society
- Judge-California Restaurant Association Menu Contest - 1995, 1996, 1997, 1998
- California Restaurant Association "Innovators Competition" – 1997, 1998
- Judge-Foodservice Consultants Society International-"Excellence in MAS Consulting" – 1998
- ServSafe Certified – California Restaurant Association