



CLARK WOLF COMPANY WAS FORMED IN 1986 TO PROVIDE CONSULTING SERVICES BOTH TO FOOD, RESTAURANT AND HOSPITALITY BUSINESSES AND TO ORGANIZATIONS WHICH REQUIRE THE SERVICES OF SUCH BUSINESSES.

CLARK WOLF COMPANY HELPS BUILD PROFITABLE, TOP-QUALITY OPERATIONS FROM THE GROUND UP AND REDEVELOPS EXISTING BUSINESSES INTO FRESH, COMPETITIVE OPERATIONS.

WORKING WITH DESIGN AND MANAGEMENT AT ALL LEVELS, CLARK WOLF COMPANY LEADS A COLLABORATIVE PROCESS THAT RESULTS IN ARCHITECT AND DESIGNER SELECTION, CHEF/RESTAURATEUR SELECTION, CONCEPT DEVELOPMENT, MENU DEVELOPMENT, RESTAURANT DESIGN AND TABLETOP PROGRAMS.

CLARK WOLF COMPANY IS INVOLVED WITH BOTH TREND SETTING AND CLASSIC, ESTABLISHED OPERATIONS. CLIENTS INCLUDE RESTAURANTS, HOTELS, RESORTS, CASINOS, ENTERTAINMENT VENUES, PUBLIC INSTITUTIONS, ACCOUNTING FIRMS, SPECIALTY FOOD STORES, REAL ESTATE DEVELOPERS, PROPERTY HOLDERS & MANAGERS, SUPERMARKETS, FOOD & BEVERAGE PRODUCERS, MARKETING BOARDS AND PUBLIC RELATIONS FIRMS.

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## CLARK WOLF

CLARK WOLF HAS MORE THAN THIRTY YEARS OF EXPERIENCE IN THE FOOD INDUSTRY AND IS FOUNDER AND PRESIDENT OF **CLARK WOLF COMPANY**, A NEW YORK-BASED FOOD AND RESTAURANT CONSULTING FIRM. HE HAS BEEN CALLED THE "SLAM DUNK, HIT CITY FOOD CONSULTANT" AND A "MERCHANDISING MAESTRO."

WOLF HAS CONSULTED TO MAJOR HOTEL COMPANIES, SUCH AS **LOEWS**, **ROSEWOOD**, AND **SHERATON**, TO VENERABLE INSTITUTIONS LIKE **THE KENNEDY CENTER**, **RADIO CITY MUSIC HALL**, **LINCOLN CENTER** AND **THE GUGGENHEIM MUSEUM**, TO LEGENDARY RESTAURANTS SUCH AS **THE RUSSIAN TEA ROOM**, **THE LIBRARY AT THE REGENCY HOTEL** AND **THE SIGN OF THE DOVE**, TO LAS VEGAS CASINOS, LIKE **MANDALAY BAY**, **PARIS LAS VEGAS** AND **CAESAR'S PALACE**, AND TO FOOD COMPANIES AND MARKETING BOARDS LIKE **THE WALNUT MARKETING BOARD**, **FOOD AND WINES FROM FRANCE** AND **THE CALIFORNIA MILK ADVISORY BOARD**.

WOLF IS A *CONTRIBUTING AUTHORITY* TO **FOOD ARTS** MAGAZINE, A MEMBER OF **SALON.COM**'S KITCHEN CABINET AND A REGULAR GUEST ON **KSRO**'S *THE DRIVE*, THE ONLY LIVE TALK SHOW IN SONOMA COUNTY. HE HAS WRITTEN A REGULAR CUISINE AND CULTURE COMMENTARY COLUMN FOR **FORBES MAGAZINE** AND HAS BEEN CONTRIBUTING EDITOR TO **COOK'S MAGAZINE**. HIS NEWLY PUBLISHED BOOK **AMERICAN CHEESES**, FROM **SIMON & SCHUSTER**, WAS CALLED BY ALEX WITCHELL OF **THE NEW YORK TIMES** "A SAVVY VALENTINE TO THE MEN AND WOMEN WHO DEVOTE THEIR LIVES TO THE LABOR-INTENSIVE PASSION OF CHEESEMAKING." IN ADDITION TO APPEARING RECENTLY ON CBS **SUNDAY MORNING**, HE HAS APPEARED ON **CNN**, **THE TV FOOD NETWORK**, AND AS A REGULAR CONTRIBUTOR ON **CNBC**'S "THE REAL STORY".

TRAVELING EXTENSIVELY, HE LECTURES AND GIVES SEMINARS TO CHEFS' ASSOCIATIONS, FOOD PROFESSIONALS, COOKING AND FOOD SERVICE STUDENTS AND INDUSTRY GROUPS FROM CALIFORNIA TO PARIS ON SUBJECTS RANGING FROM FOOD TRENDS, SPECIALTY FOODS, RESTAURANTS AND MARKETING TO RESTAURANT REAL ESTATE AND FINANCE.

WOLF'S WORK IN DESIGN DIRECTION HAS LED TO THE CREATION IN COLLABORATION WITH FORTESSA, ONE OF THE INDUSTRY'S LEADING DESIGN, DEVELOPMENT AND MARKETING COMPANIES, OF A SUCCESSFUL LINE OF TABLEWARE THAT IS UTILIZED IN HOTELS AND RESTAURANTS AROUND THE COUNTRY AND SOLD IN SELECT RETAIL ENVIRONMENTS, INCLUDING CRATE & BARREL.

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AFTER LEAVING HIS SOUTHERN CALIFORNIA HOMETOWN FOR THE SAN FRANCISCO BAY AREA TO COMPLETE A DEGREE IN ENGLISH LITERATURE, WOLF WAS A WAITER ON THE RAILROAD, WORKING EIGHTEEN-HOUR DAYS ON THE LINE FROM OAKLAND TO CHICAGO. HE THEN OPENED AND MANAGED A CHEESE AND WINE SHOP AT THE BASE OF NOB HILL, WHERE A CHANCE MEETING LED TO A LASTING FRIENDSHIP WITH THE LEGENDARY JAMES BEARD. WOLF NEXT OPENED THE SAN FRANCISCO BRANCH OF THE **OAKVILLE GROCERY** AND RETOOLED THE ORIGINAL NAPA VALLEY STORE. HE WAS THE FIRST TO RETAIL LAURA CHENEL'S CALIFORNIA CHEVRE AND SPENT COUNTLESS HOURS

FINDING AND SAMPLING FOODSTUFFS WITH THE LIKES OF AUTHOR MARION CUNNINGHAM, CHEF ALICE WATERS, EDITOR AND AUTHOR RUTH REICHL AND CHEF JEREMIAH TOWER.

IN 1982, HE WAS BROUGHT TO MANHATTAN BY BARBARA KAFKA TO OPEN AND RUN **STAR SPANGLED FOODS**. ONE YEAR LATER, WOLF BEGAN TRAVELING, LECTURING, CONSULTING TO SPECIALTY FOOD RETAIL STORES AND DOING SOME ANCILLARY RESTAURANT CONSULTING. AFTER BEING RECOMMENDED TO THE SANTO GROUP BY JOHN MARIANI, WOLF AND JOE SANTO CREATED **ARIZONA 206**. THEY THEN COLLABORATED ON THE RE-DO OF **THE SIGN OF THE DOVE** (EARNING THREE STARS IN THE *NY TIMES*), **YELLOWFINGERS** AND **ARIZONA CAFÉ**.

IN 1986 WOLF FORMED CLARK WOLF COMPANY. IN 1989 HE BEGAN CONSULTING TO JONATHAN TISCH AND LOEWS HOTELS, WITH WHOM HE HAS WORKED ON EIGHTEEN HOTELS. IN 1994, HE OPENED HIS OWN RESTAURANT, **THE MARKHAM**, IN NEW YORK CITY. AFTER A SUCCESSFUL TWO YEAR RUN, WOLF SOLD HIS PART OF **THE MARKHAM** TO REFOCUS ON CLARK WOLF COMPANY.

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STARTING IN 1996, WOLF HAS SERVED AS CHAIR OF THE ADVISORY COMMITTEE TO **NEW YORK UNIVERSITY'S DEPARTMENT OF NUTRITION & FOOD STUDIES** AND HELPED TO FORMULATE THE COUNTRY'S FIRST FULL FOOD STUDIES PROGRAM WITH THE SCIENTIST AND EDUCATOR **DR. MARION NESTLE**. AFTER FOUNDING THE NEW YORK CHAPTER OF THE **AMERICAN INSTITUTE OF WINE & FOOD**, HE SERVED ON ITS NATIONAL BOARD AND MOUNTED SIX INTERNATIONAL CONFERENCES. OTHER PRO BONO WORK INCLUDES: CONSULTING TO ANNUAL FUNDRAISING EVENT FOR **THIRTEEN/WNET** FOR SIXTEEN YEARS, CREATING THE SUNDAY NIGHT SUPPER FOR **GOD'S LOVE WE DELIVER** AND SERVING ON THE EXECUTIVE COMMITTEE OF **AID & COMFORT** BENEFITS IN SAN FRANCISCO AND BOSTON.

IN 2009, TWENTY-FIVE YEARS AFTER HELPING **CHRIS KIMBALL** LAUNCH THE **WHO'S WHO OF COOKING IN AMERICA AWARDS** FOR **COOK'S MAGAZINE** WOLF WAS INDUCTED INTO THAT PRESTIGIOUS GROUP, NOW THE HALL OF FAME FOR THE **JAMES BEARD FOUNDATION**. AT THE **BEARD AWARDS** AT LINCOLN CENTER (WHERE WOLF HOSTED THE WHO'S WHO TWICE IN THE FIRST SEVEN YEARS) FAMED CHEF **EMERIL LAGASSE** AND DOMESTIC GODDESS **MARTHA STEWART** PRESENTED THE INDUCTEES. LAGASSE MADE SPECIAL MENTION OF WOLF'S CONTRIBUTION AT NYU AND HIS WELL REGARDED **CRITICAL TOPICS IN FOOD SERIES AT THE FOOD STUDIES COLLECTION** AT THE FALES RARE BOOKS AND COLLECTIONS SECTION OF THE NYU BOBST LIBRARY.

**CURRENT AND RECENT PROJECTS** INCLUDE: THE TOWN OF **SEASIDE, FLORIDA**; **SIGNAL BAY** IN KELOWNA ON LAKE OKANAGAN, BRITISH COLUMBIA; **TAMARINE FRESH**, NAPLES, ITALY CHAMBER OF COMMERCE; **THE MONKEY BAR**, NYC; **FIREMAN HOSPITALITY/CAFE CONCEPTS**, NEW YORK AND NATIONAL HARBOR; **MANDALAY RESORT GROUP** IN LAS VEGAS; **PARK PLACE ENTERTAINMENT** IN LAS VEGAS AND OTHER LOCATIONS NATIONALLY, INCLUDING **CAESAR'S PALACE, THE FLAMINGO, BALLY'S** AND **PARIS LAS VEGAS**; **EAST WEST PARTNERS** IN NORTH LAKE TAHOE, DENVER AND BEAVER CREEK, CO; THE RECENTLY RE-DONE **HOTEL DEL CORONADO** AND **ARIZONA BILTMORE**; **THE NATIONAL ARTS CLUB**; **ROCKEFELLER UNIVERSITY**; THE **SHERATON UNIVERSAL HOTEL** AT UNIVERSAL STUDIOS; AND **THE RESORT AND SPA AT NATIRAR**.

**CLARK WOLF**  
SELECT QUOTES

WHERE MAGAZINE SAYS

*"IF THERE'S ONE MAN WHO CAN BE COUNTED ON TO KNOW THE LATEST FOOD AND RESTAURANT TREND....HE'S THE ONE – CLARK WOLF, THE FOOD FASHIONISTA"*

NEW YORK MAGAZINE CALLS CLARK WOLF

*"THE SLAM-DUNK HIT CITY FOOD CONSULTANT"*

*"THE SOL HUOK OF FOOD"*

*"THE KITCHEN COACH"*

*"A FOOD-WORLD HIT-MAKER WHO PACKAGES RESTAURANTS, CHOOSING CUISINE, CHEF, AND DESIGNER"*

FOOD WATCH SAYS HE'S A

*"MERCHANDISING MAESTRO"*

NEWSDAY CALLS CLARK WOLF A

*"RESTAURANT DOCTOR"*

AMERICAN WAY MAGAZINE SAYS HE'S A

*"RESTAURANT DESIGNER, CONSULTANT AND ALL-AROUND AUTHORITY ON THE GOOD LIFE"*

GAULT MILLAU CALLS HIM

*"THE WELL-KNOWN FOOD CONSULTANT WITH MAGIC HANDS"*

THE ZAGAT NEW YORK RESTAURANT SURVEY AGREES, CALLING CLARK WOLF THE

*"STAR RESTAURANT CONSULTANT"*

**PARTIAL CLIENT**

**LIST INCLUDES:**

**RESTAURANTS, NIGHTCLUBS & CAFES**

RM LAS VEGAS AT MANDALAY BAY RESORT  
FLEUR DE LYS AT MANDALAY BAY RESORT

BRADLEY OGDEN AT CAESAR'S PALACE

THE CLIFFHOUSE, SAN FRANCISCO  
FAO SCHWEETZ AT FAO SCHWARZ,  
NEW YORK CITY & LAS VEGAS  
THE BOATHOUSE AT CENTRAL PARK  
URBAN ZEN AT DONNA KARAN, NYC  
CHRISTOPHER MARKS, D.C.

THE MONKEY BAR, NYC  
C-HOUSE, CHICAGO  
THE RUSSIAN TEA ROOM  
THE POST HOUSE  
SMITH & WOLLENSKY  
CAFE CROCODILE  
MANHATTAN OCEAN CLUB

WILD GOOSE, COYOTE MOON & SCHAFER'S CAMP AT TAHOE MOUNTAIN CLUB  
ZENGO AT RIVERFRONT PARK IN DENVER, CO  
THE BLUES ROOM & LUCILLE'S AT B.B. KING'S IN TIMES SQUARE

CANAL HOUSE & GRAND BAR AT THE SOHO GRAND HOTEL  
CHURCH LOUNGE AT THE TRIBECA GRAND HOTEL

THE GAUCHO ROOM AT THE LOEWS MIAMI BEACH HOTEL  
THE LIBRARY, 540 PARK & FEINSTEIN'S AT THE REGENCY  
LAVANDE & PAPIILLION AT THE LOEWS SANTA MONICA BEACH HOTEL  
THE RESTAURANT AT PSFS AT THE LOEWS PHILADELPHIA HOTEL  
SUNSET GRILL AT THE HARD ROCK HOTEL, ORLANDO

DELPHINO RIVIERA & MAMA DELLA'S AT THE PORTOFINO BAY HOTEL  
AZZURA POINT AT THE LOEWS CORONADO BAY RESORT  
VENTANA ROOM, CANYON CAFE & FLYING V BAR  
AT THE LOEWS VENTANA CANYON RESORT

**FOOD COMPANIES &  
MARKETING BOARDS**

TAMARINE FRESH, NAPLES, ITALY COC  
THE SONOMA COUNTY TOURISM BUREAU  
CALIFORNIA MILK ADVISORY BOARD  
THE WALNUT MARKETING BOARD  
GENERAL FOODS USA  
THE BRESSE BLUE COMPANY  
FOOD AND WINES FROM FRANCE  
N.W. AYER & PARTNERS  
BRENNAN'S SEASONINGS  
THE INTERNATIONAL OLIVE OIL COUNCIL  
THOMAS GARRAWAY, INC.  
TORME & COMPANY QUAKER OATS  
CLOROX HEINZ  
COINTREAU STARKIST

THE SANTO GROUP: SIGN OF THE DOVE, BOLIVAR,  
ARIZONA 206, ARIZONA CAFE, YELLOWFINGERS

**SPECIALTY  
FOOD RETAIL**

FULTON STALLS MARKET, NYC  
LIKITSAKOS MARKET, NYC  
BUITONI & GARETTI, NYC  
ULTRA LUCCA /A.G. FERRARI FOODS, CA  
SEACOAST MARKETPLACE, NH  
TITLE SOMETHING AT THE REACH, KEY WEST  
NE RANCH MARKET, WEST HOLLYWOOD, CA  
MAYFARE SUPERMARKETS, INC, NJ  
PATISSERIE LES FRIANDISES, NYC  
PEBBLE BEACH MARKET, CA  
GRAND CENTRAL MARKET, BERLIN  
HARRY WILS & Co., NYC

**HOTELS, RESORTS & CASINOS**

ARIZONA BILTMORE, TUCSON  
HOTEL DEL CORONADO, SAN DIEGO

AFFINIA HOTELS  
CHICAGO, NEW YORK & DC

TABCORP HOLDINGS LIMITED  
MULTIPLE CASINO PROPERTIES IN AUSTRALIA

MANDALAY RESORT GROUP, LAS VEGAS  
MANDALAY BAY CASINO & RESORT

**PARK PLACE ENTERTAINMENT, LAS VEGAS & ATLANTIC CITY**

CAESAR'S PALACE BALLY'S  
THE FLAMINGO PARIS LAS VEGAS

HARTZ MOUNTAIN INDUSTRIES  
THE SOHO GRAND HOTEL, NYC  
THE TRIBECA GRAND HOTEL, NYC

THE MANSION ON TURTLE CREEK, DALLAS  
THE GRAND WAILEA, MAUI

SPOTLIGHT29 CASINO, COACHELLA, CA

MIRAMONTE RESORT & SPA, PALM SPRINGS  
SHERATON UNIVERSAL, LA  
THE BENJAMIN HOTEL, NYC  
HILTON TOKYO BAY, TOKYO, JAPAN  
HOTEL BEL-AIR, CA  
THE SHERATON NEW YORK  
THE STANHOPE HOTEL, NYC  
ARMSTRONG MANOR, PA  
THE CARLTON HOTEL, NYC

THE PORTOFINO BAY HOTEL, ORLANDO, FL  
THE HARD ROCK HOTEL, ORLANDO, FL  
THE ROYAL PACIFIC RESORT, ORLANDO, FL  
THE HOUSE OF BLUES HOTEL, CHICAGO, IL  
THE JEFFERSON HOTEL, D.C.  
THE REGENCY HOTEL, NYC

THE METROPOLITAN HOTEL, NYC  
THE LOEWS ANNAPOLIS HOTEL, MD  
THE LOEWS CORONADO BAY RESORT, CA  
THE LOEWS GIORGIO HOTEL, CO  
THE LOEWS HOTEL VOGUE, MONTREAL  
THE LOEWS LE CONCORDE HOTEL, QUEBEC CITY

THE LOEWS L'ENFANT PLAZA HOTEL, D.C.  
THE LOEWS MIAMI BEACH HOTEL, FL  
THE LOEWS PHILADELPHIA HOTEL, PA  
THE LOEWS SANTA MONICA BEACH, CA  
THE LOEWS VANDERBILT HOTEL, TN  
THE LOEWS VENTANA CANYON RESORT, AZ

**INSTITUTIONS, DEVELOPERS & VENUES**

**EAST WEST PARTNERS**

THE TAHOE MOUNTAIN CLUB, LAKE TAHOE, NV  
RIVERFRONT PARK, DENVER, CO  
THE PARK HYATT, BEAVER CREEK, CO

**WILDLIFE CONSERVATION SOCIETY**

THE BRONX ZOO  
THE NEW YORK AQUARIUM

**NETJETS**

**SCS DEVELOPMENT CORPORATION**

THE SAN JOSE MARRIOTT, CA  
THE RITZ CARLTON, D.C.  
THE FOUR SEASONS, SCOTTSDALE, AZ

**TISHMAN SPEYER PROPERTIES**

ROCKEFELLER CENTER, NYC

FIREMAN HOSPITALITY/CAFE CONCEPTS,  
NYC & NATIONAL HARBOR;

THE TOWN OF SEASIDE, FLORIDA  
NATIONAL MUSEUM OF THE AMERICAN INDIAN  
GENERAL GROWTH PROPERTIES  
BROOKLYN BRIDGE PARK

NYU'S DEPARTMENT OF NUTRITION & FOOD STUDIES  
STONE BARN FOR DAVID ROCKEFELLER, NEW YORK  
RECKSON ASSOCIATES, LONG ISLAND NY  
ERE YARMOUTH/PAINÉ WEBER BUILDING, NYC  
CORTE MADERA TOWN CENTER, CA  
STANFORD SHOPPING CENTER, PALO ALTO, CA  
SOLUS PROPERTIES, LOS ANGELES, CA  
THE FRENCH CULINARY INSTITUTE, NYC  
GREENPOINT LANDING, BROOKLYN, NY  
THE UPPER MANHATTAN EMPOWERMENT ZONE, NYC  
LEND LEASE/EQUITABLE CENTER, NYC  
VOLKSWAGEN'S PROJECT AUTOSTADT, GERMANY

SIGNAL BAY IN KELOWNA ON LAKE  
OKANAGAN, BRITISH COLUMBIA  
NATIONAL ARTS CLUB  
ROCKEFELLER UNIVERSITY  
LINCOLN CENTER  
THE KENNEDY CENTER, D.C.  
MADISON SQUARE GARDEN, NYC  
RADIO CITY MUSIC HALL, NYC  
THE GUGGENHEIM MUSEUM, NYC  
GRAND CENTRAL TERMINAL, NYC  
THE SMITHSONIAN INSTITUTE, D.C.  
SCHOLASTIC, INC  
LOEWS CINEPLEX  
STUDIO 54, NYC  
EQUINOX FITNESS CENTERS, NYC  
THE CORLEAR'S HOOK PAVILION, NYC  
THE NEW AMSTERDAM THEATER, NYC

## CLARK WOLF

### SELECT SCHEDULE OF APPEARANCES

2009 – 2010

MAR 27-29, 2010	SONOMA, CA	SONOMA COUNTY CHEESE FESTIVAL
MAR 25, 2010	SONOMA, CA	KSRO, THE DRIVE
MAR 25, 2010	NEW YORK, NY	4PM MODERATOR NYU CRITICAL TOPICS SERIES – BOOKS, BLOGS AND BIOPICS: FOOD IN A MULTI-MEDIA WORLD
MAR 18, 2010	SONOMA, CA	KSRO, THE DRIVE
MAR 11, 2010	SONOMA, CA	KSRO, THE DRIVE
MAR 4, 2010	SONOMA, CA	KSRO, THE DRIVE
FEB 25, 2010	SONOMA, CA	KSRO, THE DRIVE
FEB 25, 2010	SONOMA, CA	KSRO, THE DRIVE
FEB 20, 2010	SONOMA, CA	CALIFORNIA OLIVE OIL EVENT
FEB 18, 2010	SONOMA, CA	KSRO, THE DRIVE
FEB 18, 2010	SONOMA, CA	SONOMA COUNTY TOURISM BUREAU PRESS TRIP
FEB 11, 2010	SONOMA, CA	KSRO, THE DRIVE
FEB 11, 2010	SAN FRANCISCO, CA	FOREIGN CINEMA RESTAURANT, A CELEBRATION OF MARION CUNNINGHAM
FEB 4, 2010	SONOMA, CA	KSRO, THE DRIVE
FEB 3, 2010	NEW YORK, NY	4PM MODERATOR NYU CRITICAL TOPICS SERIES – WHY (AND EXACTLY HOW) NEW YORK SIMPLY LOVES “ITALIAN.”
JAN 28, 2010	SONOMA, CA	KSRO, THE DRIVE
JAN 21, 2010	SONOMA, CA	KSRO, THE DRIVE
JAN 17-19, 2010	SAN FRANCISCO, CA	FANCY FOOD SHOW
JAN 14, 2010	SONOMA, CA	KSRO, THE DRIVE
JAN 14, 2010	SONOMA, CA	3PM ECONOMIC DEVELOPMENT TASK FORCE MEETING
JAN 7, 2010	SONOMA, CA	KSRO, THE DRIVE
DEC 31, 2009	SONOMA, CA	KSRO, THE DRIVE
DEC 17, 2009	SAN FRANCISCO, CA	6PM FOREIGN CINEMA RESTAURANT <i>AMERICAN CHEESES</i> BOOK PARTY
DEC 17, 2009	SONOMA, CA	KSRO, THE DRIVE
DEC 10, 2009	SONOMA, CA	KSRO, THE DRIVE
DEC 3, 2009	SONOMA, CA	KSRO, THE DRIVE
DEC 3, 2009	AUSTIN, TEXAS	6:30 PM CENTRAL MARKET CHEESE CLASS
DEC 2, 2009	SAN ANTONIO, TEXAS	6:30 PM CENTRAL MARKET CHEESE CLASS
NOV 30, 2009	DALLAS, TEXAS	6:30 PM CENTRAL MARKET CHEESE CLASS
NOV 26, 2009	SONOMA, CA	KSRO, THE DRIVE
NOV 19, 2009	SONOMA, CA	KSRO, THE DRIVE
NOV 12, 2009	SONOMA, CA	KSRO, THE DRIVE
NOV 5, 2009	SONOMA, CA	KSRO, THE DRIVE
NOV 5, 2009	NEW YORK CITY	<i>NYU CRITICAL TOPICS SERIES - WHO'S WHO &amp; WHAT'S WHAT: THE EVOLUTION OF THE FOOD COGNOSCENTI IN AMERICA</i>
OCT 29, 2009	SONOMA, CA	KSRO, THE DRIVE

<b>OCT 22, 2009</b>	SONOMA, CA	KSRO, THE DRIVE
<b>OCT 15, 2009</b>	SONOMA, CA	KSRO, THE DRIVE
<b>OCT 15, 2009</b>	NEW YORK CITY	<i>NYU CRITICAL TOPICS SERIES - FOOD SHOW: WHEN PERFORMANCE BECOMES LUNCH AND WHY WE FINALLY HAVE AN APPETITE FOR A NEW SORT OF SHOW COOKING</i>
<b>OCT 14, 2009</b>	NEW YORK, NY	6PM ASTOR CENTER CHEESE CLASS/TASTING
<b>OCT 8, 2009</b>	SONOMA, CA	KSRO, THE DRIVE
<b>OCT 1, 2009</b>	SONOMA, CA	KSRO, THE DRIVE
<b>SEP 28, 2009</b>	LAKE PLACID, NY	SPEAKER AT THE NEW YORK STATE MAPLE TOUR
<b>SEPT 27, 2009</b>	OAKLAND, CA	NOON OUT AND ABOUT IN ROCKRIDGE
<b>SEPT 24, 2009</b>	SONOMA, CA	KSRO, THE DRIVE
<b>SEPT 24, 2009</b>	SAN FRANCISCO, CA	<i>SAN FRANCISCO STATE UNIVERSITY, MODERATOR, HOW I ENDED UP IN FOOD</i>
<b>SEPT 20, 2009</b>	NEW YORK CITY	<i>STARCHEFS CONGRESS - MODERATOR, KEYNOTE PANEL, WHAT IS AMERICAN CUISINE?</i>
<b>SEPT 17, 2009</b>	SONOMA, CA	KSRO, THE DRIVE
<b>SEPT 14, 2009</b>	SAN FRANCISCO, CA	<i>SPEAKER AT CONCEPTS OF TOMORROW CONFERENCE</i>
<b>SEPT 10, 2009</b>	SONOMA, CA	KSRO, THE DRIVE
<b>SEPT 5, 2009</b>	SONOMA, CA	<i>CO-HOST TASTE OF SONOMA</i>
<b>SEPT 3, 2009</b>	SANTA ROSA, CA	3:30 ROOT BEER TASTING AT SYRAH RESTAURANT
<b>SEPT 3, 2009</b>	SONOMA, CA	KSRO, THE DRIVE
<b>AUG 27, 2009</b>	SONOMA, CA	KSRO, THE DRIVE
<b>AUG 20-24, 2009</b>	NORTHERN VERMONT	COMMUNITY SUPPORTED RESTAURANT VISIT
<b>AUG 20, 2009</b>	SONOMA, CA	KSRO, THE DRIVE
<b>AUG 13, 2009</b>	SONOMA, CA	KSRO, THE DRIVE
<b>AUG 10, 2009</b>	SONOMA, CA	SONOMA ECONOMIC REDEVELOPMENT TASK FORCE MEETING
<b>AUG 9, 2009</b>	SAN FRANCISCO, CA	<i>MODERATOR, THE PASTORAL REGION</i>
<b>AUG 8, 2009</b>	AUSTIN, TX	<i>AMERICAN CHEESE CONFERENCE – MODERATOR, CHEESE AT RETAIL</i>
<b>AUG 7, 2009</b>	AUSTIN, TX	3:45 -4:15 <i>AMERICAN CHEESES</i> BOOK SIGNING
<b>AUG 6, 2009</b>	SONOMA, CA	KSRO, THE DRIVE
<b>JULY 30, 2009</b>	SONOMA, CA	KSRO, THE DRIVE
<b>JULY 23, 2009</b>	SONOMA, CA	KSRO, THE DRIVE
<b>JULY 18, 2009</b>	CHESTER, CT	<i>AMERICAN CHEESES SIGNING AT HITCHERY BOOKS</i>
<b>JULY 16, 2009</b>	SONOMA, CA	KSRO, THE DRIVE
<b>JULY 15, 2009</b>	NEW YORK CITY	<i>JAMES BEARD HOUSE, BEARD ON BOOKS</i>
<b>JULY 11, 2009</b>	HEALDSBURG, CA	<i>J VINEYARD AND WINERY - AMERICAN CHEESES SIGNING AND CHEESE TASTING</i>
<b>JULY 9, 2009</b>	SONOMA, CA	KSRO, THE DRIVE
<b>JULY 9, 2009</b>	SEASIDE, FL	<i>FUNDRAISER AND AMERICAN CHEESES SIGNING AT KITCHEN GARDEN BOOKS</i>
<b>JULY 2, 2009</b>	SONOMA, CA	KSRO, THE DRIVE
<b>JUNE 29, 2009</b>	NEW YORK CITY	<i>SPEAKER OF BEER AND CHEESE PAIRING AT THE FANCY FOOD SHOW</i>
<b>JUNE 25, 2009</b>	SONOMA, CA	KSRO, THE DRIVE
<b>JUNE 18, 2009</b>	SONOMA, CA	KSRO, THE DRIVE

**STEPHEN H. ZAGOR**

**FINANCIAL SERVICES SPECIALIST**

**CLARK WOLF COMPANY**

STEPHEN ZAGOR HAS OVER TWENTY-FIVE YEARS OF EXPERIENCE IN VARIOUS ASPECTS OF THE HOSPITALITY INDUSTRY AND HAS EXTENSIVE FINANCIAL EXPERIENCE IN THE PLANNING, DEVELOPMENT AND MANAGEMENT OF A WIDE VARIETY OF LEISURE TIME INDUSTRY PROJECTS WITH PARTICULAR EMPHASIS ON THE MULTIPLE ASPECTS OF THE FOOD SERVICE INDUSTRY.

ZAGOR'S BACKGROUND INCLUDES DIVERSIFIED EXPERIENCE IN FOOD AND BEVERAGE OPERATIONS AND HOTELS. HE DEVELOPED AND OWNED A MULTI-CONCEPT RESTAURANT/RETAIL/CLUB GROUP, WAS THE GENERAL MANAGER OF A \$10 MILLION RESTAURANT AND HAS OWNED AND OPERATED AN AWARD-WINNING LIMITED SERVICE RESTAURANT AND RETAIL MARKETPLACE.

ZAGOR HAS A MASTERS DEGREE FROM THE CORNELL SCHOOL OF HOTEL ADMINISTRATION AND WAS THE DIRECTOR OF HOSPITALITY CONSULTING FOR TEN YEARS FOR LAVENTHOL AND HORWATH AND LATER FOR COOPERS AND LYBRAND. HE IS ALSO THE DIRECTOR OF MANAGEMENT PROGRAMS AT THE INSTITUTE OF CULINARY EDUCATION IN NEW YORK CITY AND HE IS A CLINICAL ASSISTANT PROFESSOR IN THE COLLEGE OF FOOD SCIENCES AND MANAGEMENT AT NEW YORK UNIVERSITY, TEACHING COURSES IN RESTAURANT ENTREPRENEURSHIP, RESTAURANT MARKETING, BEVERAGE MANAGEMENT, FOOD AND BEVERAGE COST CONTROLS, AND HOSPITALITY OPERATIONAL PROBLEMS.

HE HAS PERFORMED NUMEROUS OPERATIONAL/MARKET ANALYSES AND STRATEGIC FINANCIAL POSITION STUDIES FOR A VARIETY OF OPERATIONS FROM SMALL AND LARGE INDEPENDENT RESTAURANTS TO CHAIN OPERATIONS AND LARGE COMPLEXES. MR. ZAGOR'S VARIED EXPERIENCE ALLOWS HIM TO COMBINE THEORETICAL KNOW HOW WITH PRACTICAL KNOWLEDGE AND SOLUTIONS. HIS CLIENTS ARE PUBLIC CORPORATIONS AND PRIVATE COMPANIES AND INCLUDE DEVELOPERS, BANKERS, LAWYERS, OWNERS, LANDLORDS, OPERATORS, ENTREPRENEURS, MANAGERS AND DREAMERS.

## **TOSCA GIAMATTI**

**ASSISTANT TO CLARK WOLF  
TABLETOP COORDINATOR**

**CLARK WOLF COMPANY**

TOSCA GIAMATTI HOLDS A BACHELORS DEGREE IN ENGLISH AND A MASTERS IN FOOD STUDIES FROM NEW YORK UNIVERSITY. SHE HAS BEEN WITH THE FIRM FOR FIVE YEARS.

CALLED "THE BOSS" BY CLARK WOLF, TOSCA KEEPS THE ENTIRE COMPANY SCHEDULE, IS INTEGRAL IN WRITING ALL COMPANY PROPOSALS AND FACILITATES ALL EDUCATIONAL AND KEY CLIENT RELATIONSHIPS. SHE ALSO OVERSEES ALL OFFICE RESEARCH AND STUDENT INTERNS, COORDINATES COMMUNITY OUTREACH AND PROFESSIONAL CONFERENCES AND WORKS ON A VARIETY OF BOOK, MAGAZINE AND OTHER MEDIA PROJECTS FOR THE FIRM.

TOSCA GREW UP AT HER PARENT'S 100-YEAR OLD INN ON THE COAST OF MAINE. HER BROAD RANGE OF RESTAURANT, SPECIALTY FOOD AND HOSPITALITY EXPERIENCE INCLUDES STINTS AT FOOD ARTS MAGAZINE, DEAN & DELUCA, THE SOHO GRAND HOTEL, MURRAY'S CHEESE SHOP AND NIGHT SKY RESTAURANT GROUP.

SINCE JOINING CLARK WOLF COMPANY IN 2004, TOSCA HAS ASSISTED IN PLANNING AND EXECUTING SUCH COMPANY EVENTS AS THE RUSSIAN RIVER FOOD AND WINEFEST, THE ACCLAIMED NEW YORK UNIVERSITY CRITICAL TOPICS SERIES AND OTHERS.

## SCOTT MITCHELL

VICE PRESIDENT  
PARTNER

CLARK WOLF COMPANY

SCOTT MITCHELL HAS EXTENSIVE EXPERIENCE AT THE CORE DEVELOPMENT OF CREATIVE AND TREND-BASED SMALL BUSINESSES.

AS A DESIGN PARTNER AT THE LEADING CUSTOM BRIDAL DESIGN HOUSE IN NEW YORK HE WAS INSTRUMENTAL IN DOUBLING THE SALES WITHOUT INCREASING STAFF SIZE. DURING HIS YEARS AS ASSISTANT TO THE DESIGNER JOHN BARTLETT, MITCHELL WAS KEY TO THE LAUNCH OF A NEW DIVISION AND THE TRANSFER OF THE PRODUCTION TO ITALY AND MANAGED THE NEW YORK HEADQUARTERS.

MITCHELL STUDIED DESIGN AT THE UNIVERSITY OF TEXAS AT AUSTIN AND HAS LED SEVERAL ACADEMICALLY-BASED NATIONAL ORGANIZATIONS.

FOR CLARK WOLF COMPANY, MITCHELL OVERSEES STRATEGIC PLANNING AND BUSINESS OPERATIONS, AS WELL AS ACTING AS THE COMPANY'S TREASURER. HIS PHOTOGRAPHS APPEAR THROUGHOUT CLARK WOLF'S NEWLY PUBLISHED BOOK *AMERICAN CHEESES* FROM SIMON AND SCHUSTER.