



2022 SCHEDULED SPEAKERS

Topic: Is Hospitality Dead? 5 Secrets to Unlocking the New Table

Speaker: Zack Oates, Founder, Ovation

With the off-premise boom and social distancing, how do you still connect with your customers? Oates will share the secrets to finding out how your customers feel on- and off-premises, getting happy customers to help market your pizzeria, fixing root issues, driving more revenue and unlocking the power of digital hospitality.



Topic: Where Is My Money?

Speaker: Izzy Kharasch, President, Hospitality Works

Kharasch will explain how to uncover and prevent various types of theft that occur in restaurant operations and offer three real-life case studies where he identified and halted theft, increasing profits in under three weeks.

Topic: Slam-Dunk Selling for Pizza Operators: Turning Your People Into Sales Superstars

Speaker: Bill Guertin, Chief Enthusiasm Officer, The 800-Pound Gorilla

Guertin will reveal the sales techniques used by professional sports teams' ticket sales departments to sell out their stadiums and how pizzeria operators can adapt these techniques to produce higher checks, bigger tips and more profits.



Topic: Think and Grow Rich in the Pizza Business

Speaker: Pasquale DiDiana, President, Bacci Pizzeria

Learn how Bacci Pizzeria's Pasquale DiDiana went from one store grossing \$300,000 per year to multiple locations grossing \$5 million in under five years using principles from the classic Napoleon Hill book.



Topic: Navigating Different Styles of Pizza in a Big-City Market

Speaker: Jonathan Porter, Chicago Pizza Tours

How do different pizza places properly brand and differentiate themselves in a highly competitive market? Porter founded Chicago Pizza Tours in 2009, becoming the first Chicago food tour company focusing solely on Chicago's most defining food: pizza. This seminar includes a slideshow presentation on some famous Chicagoland pizzerias.



Topic: How to Use Text Message Marketing to Generate More Revenue

Speaker: Shane Murphy, CEO, Boostly

Murphy will cover why text marketing is so effective, industry stats related to text messaging, and the dos and don'ts you should be aware of. You'll walk away with a playbook to build an engaged audience and a profitable marketing engine through SMS.



Topic: Who Really Invented Chicago Deep-Dish Pizza?

Speaker: Peter Regas, Blogger/Founder, pizzahistorybook.com

Take a historical, research-rich deep dive into the facts and conjecture behind the creation of one of America's most famous food inventions. This panel discussion will include Steve Dolinsky, Peter Regas, Jonathan Porter, Drew Axelrod, Tim Samuelson, Marc Malnati and others.



Topic: Did You Receive Your ERC Credit?

Speaker: Joel Manning, CPA, Principal, Manning & Silverman P.A.

Many businesses will qualify for ERC. Your restaurant can receive up to \$26,000 per employee. Attend this seminar to learn more! Manning has 35-plus years of experience providing accounting services to his clients and can think outside the box to help them.



Topic: Adapting to an Evolving Industry

Speaker: Bob Vergidis, Chief Vision Officer, The Point of Sale Cloud

Pizza used to be one of the few delivery foods, but that's no longer the case. The industry must adapt to keep its slice of the pie. Vergidis will discuss technology trends, ideas and changes in the market and provide an exciting new perspective for the future.



Topic: Utilizing Call Centers for Higher Volume

Speaker: John Scully, CEO, Pizza Cloud

Scully's company provides telephone/internet solutions to the pizza industry. In this seminar, you'll learn how call centers can provide a better experience for your customers, make your restaurant more competitive and increase sales and profits.

Topic: Proper Staff Training and Service Orientation

Speaker: Brian Margulis, Professor of Hospitality Management, Roosevelt University

Learn how to create an orientation and training program. This seminar will cover behavior modeling and learner-controlled instruction, the characteristics of effective sellers/greeters, and handling guest complaints.





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Topic: Negotiating Leases and Lease Renewals

Speaker: Dale Willerton, The Lease Coach
Facing a lease renewal or signing a new lease in the next 24 months? Willerton will discuss lease negotiations, midterm rent reductions, site selection, building acquisitions, and document reviews.



Topic: Turning Your Data Into Dollars

Speaker: Ward Olgren, COO, Marketing Vitals

Discover how the data you're sitting on can help solve your brand's needs in areas like operations, marketing, brand affinity, employee performance, pricing and more. With the right software, you can track guest behavior down to each individual guest, understand causation and correlation, and use historic guest transactions to create better brand events, among other possibilities.



Topic: Hiring and Retaining Employees

Speaker: Robert Bernstein, Attorney, Laner Muchin P.A.

Bernstein is a labor lawyer for the restaurant industry. Hiring employees, general liability, insurance and retaining staff will be discussed in this session.



Topic: 5 Digital Strategies Proven to Grow Your Dough

Speaker: Tony Roy, CEO, PopMenu

Using real-life examples, Roy will discuss simple but highly impactful tech strategies pizzerias are using to grow their brand footprint and sales—and keep customers hungry for more. From interactive menus and digital remarketing to “always on” phone answering, this session covers how pizzerias are automating online and on-premise functions to navigate labor gaps and stay connected with guests 24/7. You'll go home with tips you can quickly put into action to drive stronger financial outcomes.



Topic: The Bright Future of Pizza

Speaker: Steve Green, Publisher, PMQ Pizza Media

As publisher of the pizza industry's No. 1 media company, Green has his finger on the pulse of the pizza industry. He will lead a panel discussion about the current state of the pizza industry and the moneymaking opportunities of the future.



Topic: Yeast 101

Speaker: Ralf Tschenschner, Baking Business Development Manager, Lesaffre Yeast Corp.

Yeast is a living organism—and a complex one. It's also an ingredient you need to truly understand to make better pizzas. This seminar will give you a better understanding of the different types of yeast and how to use them in your pizza operation.



Topic: The Food, the Myth, the Legend

Speaker: Stephanie Swane, Publisher/Editorial Director, Modernist Cuisine

The history of pizza, arguably the world's most popular food, is more complicated than you might think. What was early pizza like? How did different types of pizza evolve over the years? Where did the word “pizza” originate? Find out the real history behind common pizza myths and folklore as well as the stories of the people who helped pizza spread across the globe over the last century.



Topic: Make Every Delivery Profitable With the Hybrid Delivery Model

Speaker: Alex Vasilkin, CEO/Co-founder, Cartwheel

Why are some of the nation's biggest chains segmenting deliveries between in-house and outsourced? Learn valuable insights about how brands like P.F. Chang's, Portillo's and Potbelly have optimized their delivery programs to increase repeat orders and decrease costs.



Topic: Ghost Kitchens & Virtual Restaurants: Why Your Restaurant Needs One and How to Start

Speaker: Kelly Grogan, Vice President, Virtual Dining Concepts

Learn more about the exciting industry of ghost kitchens and virtual restaurants to understand how your restaurant could benefit from adding one. Grogan, who coaches and develops the high-performing sales team at Virtual Dining Concepts, will provide operators with an understanding of how to maximize their kitchen space and add \$500 in daily off-premise revenue.



A complete seminar schedule with the dates and times of each session will be posted on nationalpizzashow.com under the SEMINARS section.



2022 LISTING OF EXHIBITORS

Allied Food Equipment Store

317-887-2020
alliedfoodequipment.com

AM Manufacturing Company

219-472-6784
ammfg.com

American Metalcraft

800-333-9133
amnow.com

Anichini Brothers

312-644-8004
anichinibrothers.com

Arrow POS

888-378-3338
arrowpos.com

Ask Chef Leo

630-392-0121
leospizzirri.com

Aspire Bakeries

844-992-7747
aspirebakeries.com

Battaglia Distributing

312-738-1111
battagliafoods.com

Boostly

800-720-7738
boostly.com

Box Top Buzz, Inc.

352-535-4802
boxtopbuzz.com

Buyers Edge Platform

617-275-8430
diningalliance.com

Camp Home Town Heroes

262-546-0421
camphometownheroes.com

Caputo Cheese

708-450-0074
caputocheese.com

Chase Paymentech

800-254-9556
chasepaymentech.com

Chef's Kitchen

773-801-1600
ckfresh.com

Chicago Food Bank

773-843-2656
gcfid.org

Chicago Meat Grinders

773-248-2590
chicagopizzaandovengrinders.com

Chicago Pizza Systems

754-246-3515
chicagopizzasystems.com

Chicago Pizza Tours

312-221-8502
chicagopizzatours.com

Chicago Sweet Connection Bakery

773-283-4430
sweetconnectionbakery.com

Columbus Vegetable Oils

847-257-8920
cvoils.com

Concklin Insurance Agency

630-268-1600
concklin.com

Data Source

703-748-7180
datasource.com

Delivery Concepts

574-294-4050
deliveryconcepts.com

Delivery Tech & POS Center

662-234-5481
pmq.com

Eagle Eye Network

512-473-0500
een.com

EZ Toppings Systems

eztoppings.com

Fire Within

720-598-6978
firewithin.com

Food Industry News

847-699-3300
foodindustrynews.com

Foremost Farms

800-362-9196
foremostfarms.com

Franchise Marketing Systems

800-610-0292
fmsfranchise.com

GI METAL

630-553-9134
gimetalusa.com

GMA Trading

gmatrading.com

Goose Island Brewery

800-466-7363
gooseisland.com

H+K International

443-370-7922
hki.com

HOODZ International

888-514-6639
hoodzinternational.com

HTH

407-629-0012
carsigns.com

IL Dept of Agriculture

2illinois.gov

Illinois Brewing

illinoisbrewing.com

IMS Barter Systems

847-588-1818
imsbarter.com



2022 LISTING OF EXHIBITORS

For an updated exhibitor listing, please visit nationalpizzashow.com

Indoor Media

888-475-0993
indoormedia.com

Irish American News

312-498-1337
irishamericannews.com

Ken's Foods

508-485-7540
kensfoods.com

King Kong Printing

732-972-7716
kingkongprinting.com

La Milanese

877-657-4646
lamilanese.com

Larry Stein's Pan Pizza Program

515-321-0954
chicagopizza.com

Liguria Foods

515-332-4121
liguriafoods.com

Manning & Silverman

847-459-8850
manningsilverman.com

Mike's Hot Honey

212-655-0574
mikeshothoney.com

North American Pizza & Culinary Academy

630-395-9958
pizzaculinaryacademy.com

Omega Sign & Lighting

630-576-9167
omegasignchicago.com

OrderMyEats

ordermyeats.com

PDQ Signature Systems

877-968-6430
pdqpos.com

Pizza City, USA Tours

312-342-0084
pizzacityusa.com

Pizza Cloud

866-511-5521
pizzacloud.net

Pizza Crisp

847-511-5521
pizzacrisp.com

Pizza Information Center

662-234-5481
pmq.com

Pizza Marketing Pros

pizzamarketingpros.com

Pizza Me in 3

219-363-0831
pizzamein3.com

PMQ Pizza Media

662-234-5481
pmq.com

Practical Baker

815-943-8730
bakery.com

RDMA

737-263-2263
therdma.org

Red Gold

765-557-5500
redgoldfoodservice.com

Repco

800-234-7174
repcoworld.com

ROBOT COUPE

800-824-1646
robot-coupe.com

Roosevelt University

312-521-0016
roosevelt.edu

RX Music

866-495-8863
rxmusic.com

Science On Call

312-521-0016
scienceoncall.com

Small Business Administration

312-353-4528
sba.gov

Smithfield Culinary

800-486-6900
smithfieldfoods.com

Somerset

800-772-4404
smrset.com

The Lease Coach

800-738-9202
theleashcoach.com

TNT Crust

920-431-7240
tntcrust.com

Unified Office

603-427-9500
unifiedoffice.com

U.S. Pizza Team

662-234-5481
uspizzateam.com

V. Formusa Company

847-813-6040
marconi-foods.com

Vesta Precision

425-393-9397
vestaprecision.com

Villa Dolce Gelato

818-343-8400
villadolcegelato.com

Watkins Label Solutions

816-641-2200
watkinslabel.com