

PIVOTING DURING A CRISIS

A PANEL DISCUSSION FEATURING LOCAL EXECUTIVES IN FOOD AND HOSPITALITY

WEBINAR



MOSSADAMS



PARKER
SMITH
& FEECK

Pivoting During a Crisis Webinar

- We will begin at 10:00 AM.
- There will be no sound until we begin the webinar.
- We have muted your audio from our end, but we would appreciate it if you would also mute yourself.
- You will be able to submit questions during the webinar by using the “chat box” feature located at the bottom of your screen.
- We plan to get through as many submitted questions as possible, but will follow up with an FAQ article detailing the information discussed today and links to resources along with a recording of today’s webinar.

Introductions

MODERATORS



Lynsee Wiegand

Parker, Smith & Feek
*Account Executive,
Commercial
Department Food
Processing & Hospitality*



Nick Frank

Moss Adams LLP
*Partner and Office Tax
Leader, Food and Beverage
Industry Group*



Marie Gallanar

Parker, Smith & Feek
*Vice President and
Account Executive,
Commercial Department
& Manufacturing
Practice Group Leader*

Introductions

TODAY'S PANEL



Denise Brown

Molly Moon's
Director of Finance & HR



David Hawthorne

Pacific Bells
Chief People Officer



Justin Stiefel

Heritage Distilling
CEO & Co-Founder



Brad Gillis

Homegrown
Co-Founder & CEO

Key Takeaways

- Diversification
- Lean & Nimble
- Look for new opportunities.
- Address the difficulties as they arise.
- Better prepared for a future disruption.
- What will your future customer look like?
- Utilize technology and online ordering.

Thank you for joining us today!



Appendices – Panel Biographies

Panel Biographies

Panel member	About
Denise Brown	<p>I'm the Director of Finance and HR. I work closely with Iman to take care of the financial aspects of our business and to make sure our mooncrew have the resources they need to stay happy and healthy. On the financial side, I handle the payroll, pay the bills, prepare the financial reports, write the annual budget, and analyze data to help Operations and Marketing implement the policies and programs that ensure our business runs as smoothly and efficiently as possible. Iman and I also serve as the primary resource for mooncrew support including onboarding new hires, providing employee assistance resources, and managing our benefits – health insurance, life insurance, transportation subsidies and our 401K plan.</p>
David Hawthorne	<p>David Hawthorne is the Chief People Officer for Pacific Bells, LLC & World Wide Wings, LLC, franchisees of Taco Bell and Buffalo Wild Wings. David has spent eighteen exciting years with Pacific Bells, growing from HR Manager to his current role, which he has held for over five years. As Chief People Officer, David leads human resources, benefits, payroll, and risk management for this restaurant company exceeding \$700MM in revenue and employing more than 12,000 team members across the United States. Prior to Pacific Bells, David has more than ten years of HR experience in the restaurant, technology, and insurance industries.</p> <p>In addition to his work in human resources, David is also an avid reader, baseball fan, whiskey aficionado, and motorcyclist (but not all at the same time). He is proud to be the only (as far as he knows) HR executive with an office full of baseball, Harley, whiskey, and martial arts memorabilia, so a visit to his office is much less like a visit to the “principal’s office” that most folks envision when they go to HR.</p>

Panel Biographies

Panel member	About
Brad Gillis	Brad is the Cofounder and CEO of The Homegrown Group, a restaurant and food service company that is focused on changing the food system through sustainable sourcing practices. The Homegrown Group started in 2008 with a single location in the Fremont neighborhood of Seattle and has grown to include additional fast casual and wholesale brands.
Justin Stiefel	Justin Stiefel is CEO and Co-Founder of Heritage Distilling Company, headquartered in Gig Harbor, WA. He is a chemical engineer and attorney, licensed to practice law in Alaska, Washington state and Washington, DC. Prior to opening Heritage Distilling he spent 13 years in DC working primarily in the United States Senate on taxation, economic development, banking and oil and gas policy, among other topics. He is a frequent contributor to policy discussions and legislative efforts on behalf of the industry at both the federal and state level.