

2022-2023

CON
NEC
TED



PARTNER GUIDE

**The right partners.
Every step of the way.**

RESTAURANTS + RETAIL + REAL ESTATE

**WHAT
NOW**

MEDIA GROUP



FORWARD

Ask any seasoned, successful business owner the key to leading the market and you are sure to hear, “It takes a tribe of strategic partners to position your concept for success.”

What Now Media Group spends each and every day interviewing, meeting with, and working directly with the partners that make great concepts successful.

We see all the good and unfortunately all of the bad.

Our Preferred Partners represent what we feel to be the very best at what they do, representing expertise, integrity, honesty, high-quality services and products, and simply all-around good people.

We are confident that these partners will help you be the best you can be.

Sincerely,

Caleb F. Spivak

Founder, What Now Media Group, Inc.

**WHAT
NOW**

MEDIA GROUP

Financing

Task	Target Completion Date	Urgency 1 (Now) - 3 (Soon)	Person/Party Responsible	Completed?
Accounting:				
Register with All Government Agencies				<input type="checkbox"/>
Obtain Federal Tax ID Number				<input type="checkbox"/>
Bank Reconciliations				<input type="checkbox"/>
Payroll System				<input type="checkbox"/>
Banking:				
Selection of Bank				<input type="checkbox"/>
Construction Account				<input type="checkbox"/>
Operational Account				<input type="checkbox"/>
Payroll Account				<input type="checkbox"/>
Lines of Credit				<input type="checkbox"/>
Deposit Bags				<input type="checkbox"/>

Site Selection, Concept & Brand

Task	Target Completion Date	Urgency 1 (Now) - 3 (Soon)	Person/Party Responsible	Completed?
Site Selection				<input type="checkbox"/>
Concept & Brand				<input type="checkbox"/>
Architecture:				
Contract Design Documents				<input type="checkbox"/>
Specification Book				<input type="checkbox"/>
Digital Renderings				<input type="checkbox"/>
Procurement and facilitating FF&E and Millwork Installations				<input type="checkbox"/>
Consultations During Operations				<input type="checkbox"/>

Utilities

Task	Target Completion Date	Urgency 1 (Now) - 3 (Soon)	Person/Party Responsible	Completed?
Sewer:				<input type="checkbox"/>
Procedures				<input type="checkbox"/>
Drawings/Plans				<input type="checkbox"/>
Inspection				<input type="checkbox"/>
Permit Requirements				<input type="checkbox"/>
Installation				<input type="checkbox"/>
Gas				<input type="checkbox"/>
Water				<input type="checkbox"/>
Electric				<input type="checkbox"/>

Suppliers & Supplies

Task	Target Completion Date	Urgency 1 (Now) - 3 (Soon)	Person/Party Responsible	Completed?
Vendor List for:				
Food				<input type="checkbox"/>
Coffee				<input type="checkbox"/>
Liquor				<input type="checkbox"/>
Supplies				<input type="checkbox"/>
Contact Salesperson				<input type="checkbox"/>
Credit Applications on File				<input type="checkbox"/>
List of References				<input type="checkbox"/>
Inventory				<input type="checkbox"/>
— Initial/Pre-opening				<input type="checkbox"/>
— Replacement				<input type="checkbox"/>
Par Stock & Ordering Forms				<input type="checkbox"/>

Insurance

Task	Target Completion Date	Urgency 1 (Now) - 3 (Soon)	Person/Party Responsible	Completed?
Insurance:				
Pre/During Construction, Operations				<input type="checkbox"/>
Liquor Bond				<input type="checkbox"/>
Liability				<input type="checkbox"/>
Workman's Comp				<input type="checkbox"/>

Suppliers

Task	Target Completion Date	Urgency 1 (Now) - 3 (Soon)	Person/Party Responsible	Completed?
Equipment, Software & Supplies:				
Collect all warranties for new equipment & send in cards				<input type="checkbox"/>
Place all equipment information & Service Agents in a notebook for reference				<input type="checkbox"/>
Food Inventory				<input type="checkbox"/>
Bar Inventory				<input type="checkbox"/>
Supplies Inventory				<input type="checkbox"/>
Hood/HVAC Equipment				<input type="checkbox"/>
Kitchen Design & Equipment List				<input type="checkbox"/>
Contractor				<input type="checkbox"/>
Subcontractors				<input type="checkbox"/>
Out-side Contractors				<input type="checkbox"/>
Hand Wash Stations:				
Soap/Sanitizer				<input type="checkbox"/>
Towel Dispensers				<input type="checkbox"/>
Hand Wash Signs				<input type="checkbox"/>

Task	Target Completion Date	Urgency 1 (Now) - 3 (Soon)	Person/Party Responsible	Completed?
Equipment Checkout (burn-in/calibration):				
Ice Machines				<input type="checkbox"/>
Cooking Equipment				<input type="checkbox"/>
Refrigeration Equipment				<input type="checkbox"/>
Kitchen Clock				<input type="checkbox"/>
Anti-fatigue Mats				<input type="checkbox"/>
Set Up Dish Machine Services				<input type="checkbox"/>
Clean, Organize & Label All Shelving:				
Dry Storage				<input type="checkbox"/>
Walk-In				<input type="checkbox"/>
Freezers				<input type="checkbox"/>
Supply Area				<input type="checkbox"/>
Service Area				<input type="checkbox"/>
Chemical Storage				<input type="checkbox"/>
Bar Storage				<input type="checkbox"/>
Kitchen Utensils:				
Produce List				<input type="checkbox"/>
Obtain Bids				<input type="checkbox"/>
Place Order				<input type="checkbox"/>
Receive Order				<input type="checkbox"/>
Small Wares Order:				
Produce List				<input type="checkbox"/>
Obtain Bids				<input type="checkbox"/>
Place Order				<input type="checkbox"/>
Receive Order				<input type="checkbox"/>

Task	Target Completion Date	Urgency 1 (Now) - 3 (Soon)	Person/Party Responsible	Completed?
Tabletop Selection:				
Plateware				<input type="checkbox"/>
Flatware				<input type="checkbox"/>
Glassware				<input type="checkbox"/>
Select Wall Covering:				
Obtain Bids				<input type="checkbox"/>
Order				<input type="checkbox"/>
Arrange Delivery				<input type="checkbox"/>
Accept per Order				<input type="checkbox"/>
Select Tables:				
Obtain Bids				<input type="checkbox"/>
Order				<input type="checkbox"/>
Arrange Delivery				<input type="checkbox"/>
Select Chairs:				
Obtain Bids				<input type="checkbox"/>
Order				<input type="checkbox"/>
Arrange Delivery				<input type="checkbox"/>
Apply Scotchguard Protection				<input type="checkbox"/>
Hair Charis & Boosters				<input type="checkbox"/>
Arrange Delivery				<input type="checkbox"/>
Select Floor Covering:				
Obtain Bids				<input type="checkbox"/>
Order				<input type="checkbox"/>
Arrange Installation				<input type="checkbox"/>

Task	Target Completion Date	Urgency 1 (Now) - 3 (Soon)	Person/Party Responsible	Completed?
Beverage Station:				
Cups				<input type="checkbox"/>
Lids				<input type="checkbox"/>
Holders				<input type="checkbox"/>
Sodas				<input type="checkbox"/>
Dairy				<input type="checkbox"/>
Canned Juices				<input type="checkbox"/>
Beverage Napkins				<input type="checkbox"/>
Straws				<input type="checkbox"/>
Soda System				<input type="checkbox"/>
Liquor Selection:				
Well Liquor Selection				<input type="checkbox"/>
Call Liquor Selection				<input type="checkbox"/>
Premium Liquor Selection				<input type="checkbox"/>
Beer Selection				<input type="checkbox"/>
Draft System				<input type="checkbox"/>
Wine Selection:				
Supplier Wine Training Program				<input type="checkbox"/>
Wine List Design				<input type="checkbox"/>
Wine List Publication				<input type="checkbox"/>
Wine Openers				<input type="checkbox"/>
Wine Buckets and Stands				<input type="checkbox"/>
Beverage & Liquor Distributor				<input type="checkbox"/>
Food Distributor				<input type="checkbox"/>

Task	Target Completion Date	Urgency 1 (Now) - 3 (Soon)	Person/Party Responsible	Completed?
Paper Products:				
Guest Checks				<input type="checkbox"/>
POS Supplies				<input type="checkbox"/>
Take Out				<input type="checkbox"/>
Bathroom				<input type="checkbox"/>
Office Furniture:				
Desk				<input type="checkbox"/>
Chair				<input type="checkbox"/>
Filing Cabinets				<input type="checkbox"/>
Task	Target Completion Date	Urgency 1 (Now) - 3 (Soon)	Person/Party Responsible	Completed?
Security Services:				
Robbery Prevention				<input type="checkbox"/>
Control of Access During Operations				<input type="checkbox"/>
Control of Access During Construction				<input type="checkbox"/>
Double Door Safe				<input type="checkbox"/>
Night Drop				<input type="checkbox"/>
Reservation Services				<input type="checkbox"/>
Telephones:				
Office Line				<input type="checkbox"/>
Fax Line				<input type="checkbox"/>
Catering Line				<input type="checkbox"/>
Kitchen Line				<input type="checkbox"/>
Reservations Line				<input type="checkbox"/>
Pay Phone				<input type="checkbox"/>

Task	Target Completion Date	Urgency 1 (Now) - 3 (Soon)	Person/Party Responsible	Completed?
Telephone Equipment:				
Obtain Bids				<input type="checkbox"/>
Order				<input type="checkbox"/>
Arrange Delivery				<input type="checkbox"/>
Accept per Order				<input type="checkbox"/>
Telephone Service:				
Procedures				<input type="checkbox"/>
Drawing/Plans				<input type="checkbox"/>
Inspection				<input type="checkbox"/>
Permit Requirement				<input type="checkbox"/>
Installation				<input type="checkbox"/>
Cables & Wiring:				
Burglar/Fire Alarm				<input type="checkbox"/>
Music/Public Address				<input type="checkbox"/>
Telephone Lines (Internal)				<input type="checkbox"/>
POS & Computer Lines				<input type="checkbox"/>
Task	Target Completion Date	Urgency 1 (Now) - 3 (Soon)	Person/Party Responsible	Completed?
Payroll:				
Pre Opening				<input type="checkbox"/>
Management				<input type="checkbox"/>
Hourly				<input type="checkbox"/>
POS System:				
Wiring				<input type="checkbox"/>
Installation				<input type="checkbox"/>
Training				<input type="checkbox"/>

Task	Target Completion Date	Urgency 1 (Now) - 3 (Soon)	Person/Party Responsible	Completed?
Computer System:				
Monitor				<input type="checkbox"/>
Printer				<input type="checkbox"/>
Internet Service				<input type="checkbox"/>
Software:				
Food Ordering (from primary supplier)				<input type="checkbox"/>
Office Suite Software				<input type="checkbox"/>
Word Processor				<input type="checkbox"/>
Spreadsheet				<input type="checkbox"/>
Presentation				<input type="checkbox"/>
Publisher Software				<input type="checkbox"/>
Scheduling — Use for Employee Time Management, Management Schedules, and Catering Events				<input type="checkbox"/>
Task	Target Completion Date	Urgency 1 (Now) - 3 (Soon)	Person/Party Responsible	Completed?
Keys:				
Make a List of Keys Needed in Store				<input type="checkbox"/>
Collect All Keys Upon Installation				<input type="checkbox"/>
Re-Key Just Before Opening				<input type="checkbox"/>

Maintenance & Outside Services

Task	Target Completion Date	Urgency 1 (Now) - 3 (Soon)	Person/Party Responsible	Completed?
Outside Services:				
Maintenance				<input type="checkbox"/>
Janitorial				<input type="checkbox"/>
Valet Parking				<input type="checkbox"/>
Pest Control				<input type="checkbox"/>
Plant Service				<input type="checkbox"/>
Linen Service				<input type="checkbox"/>
Hood/Flue Cleaning				<input type="checkbox"/>
Carpet Cleaning				<input type="checkbox"/>
Window Washing				<input type="checkbox"/>
Primary Vendor Selection / Approved Vendor List:				
Local Contact with Name/Number				<input type="checkbox"/>
Establish Credit, Delivery Schedule				<input type="checkbox"/>
Waste Removal:				
Solid Waste				<input type="checkbox"/>
Dumpster				<input type="checkbox"/>
Compactor				<input type="checkbox"/>
Janitorial:				
Floor Cleaner				<input type="checkbox"/>
Spot Remover				<input type="checkbox"/>
Gum Solvent				<input type="checkbox"/>
Liquid Hand Soap				<input type="checkbox"/>
Hand Towel Dispensers				<input type="checkbox"/>
Paper Towels				<input type="checkbox"/>
Windex				<input type="checkbox"/>
Squeegees				<input type="checkbox"/>

Task	Target Completion Date	Urgency 1 (Now) - 3 (Soon)	Person/Party Responsible	Completed?
Janitorial Equipment:				
Wet Floor Signs				<input type="checkbox"/>
Mops				<input type="checkbox"/>
Buckets				<input type="checkbox"/>
Vacuum				<input type="checkbox"/>
Trash Cans				<input type="checkbox"/>
Dust Pans				<input type="checkbox"/>
Sewer Service:				
Procedures				<input type="checkbox"/>
Drawings/Plans				<input type="checkbox"/>
Inspection				<input type="checkbox"/>
Permit Requirements				<input type="checkbox"/>
Installation				<input type="checkbox"/>
Linen Service				<input type="checkbox"/>
Hood/Flue Cleaning				<input type="checkbox"/>
Carpet Cleaning				<input type="checkbox"/>
Window Washing				<input type="checkbox"/>
Parking Lot and Valet:				
Number of Spaces				<input type="checkbox"/>
Resurfacing				<input type="checkbox"/>
Entrance/Exits				<input type="checkbox"/>
Lighting for Parking Lot				<input type="checkbox"/>
Control for Pre-Construction				<input type="checkbox"/>
Control During Construction				<input type="checkbox"/>
Valet Stand/Key Control				<input type="checkbox"/>

Task	Target Completion Date	Urgency 1 (Now) - 3 (Soon)	Person/Party Responsible	Completed?
Parking Lot and Valet (Cont.):				
Parking Lot Signage				<input type="checkbox"/>
Handicap				<input type="checkbox"/>
Reserved				<input type="checkbox"/>
Valet				<input type="checkbox"/>
Valet Services				<input type="checkbox"/>
Linen Service:				
Table Top Laundry (Rental)				<input type="checkbox"/>
Uniforms:				
Uniform Laundry (Rental)				<input type="checkbox"/>
Uniform Order				<input type="checkbox"/>
Task	Target Completion Date	Urgency 1 (Now) - 3 (Soon)	Person/Party Responsible	Completed?
Landscaping:				
Pre-Construction				<input type="checkbox"/>
During Construction				<input type="checkbox"/>
Maintenance				<input type="checkbox"/>
Construction Timetable				<input type="checkbox"/>
Estimate Time for Each Phase				<input type="checkbox"/>
Estimated Completion Date				<input type="checkbox"/>
Critical Path				<input type="checkbox"/>
Construction Budget				<input type="checkbox"/>
Sign Requirements/Restrictions				<input type="checkbox"/>

Staffing

Task	Target Completion Date	Urgency 1 (Now) - 3 (Soon)	Person/Party Responsible	Completed?
Front and Back of House Staffing:				
Projected List of Employees Needed for Each Area of Operation				<input type="checkbox"/>
Sources for Recruiting				<input type="checkbox"/>
Develop Pay Scales for All Crew Work Groups				<input type="checkbox"/>
Front Desk				<input type="checkbox"/>
Servers				<input type="checkbox"/>
Wait Assistants				<input type="checkbox"/>
Bartenders				<input type="checkbox"/>
Cooks				<input type="checkbox"/>
Prep Cooks				<input type="checkbox"/>
Dishwashers				<input type="checkbox"/>
Supervisors				<input type="checkbox"/>
Managers				<input type="checkbox"/>
Place Employment Ads in Newspapers & Schedule Recruiting Missions				<input type="checkbox"/>
Review Staffing Manual for Interviewing/Hiring Procedures. Establish Target Question List.				<input type="checkbox"/>
Employee Applications & Employee New Hire Kits:				
English/Spanish				<input type="checkbox"/>
I-9 Tax Forms				<input type="checkbox"/>
Health Cards				<input type="checkbox"/>
Server/Bartender/Entertainment Permits				<input type="checkbox"/>
Orientation				<input type="checkbox"/>
Pre-Opening/Training Schedule				<input type="checkbox"/>
Operational Schedule				<input type="checkbox"/>
ServSafe Training				<input type="checkbox"/>
Uniform				<input type="checkbox"/>

Task	Target Completion Date	Urgency 1 (Now) - 3 (Soon)	Person/Party Responsible	Completed?
Establish Work Schedules:				
Reports				<input type="checkbox"/>
Food/Beverage/Covers/Average Check/ Sales Mix				<input type="checkbox"/>
Comparisons to Budget				<input type="checkbox"/>
Organizational Charts by Department				<input type="checkbox"/>
Dining Room				<input type="checkbox"/>
Bar				<input type="checkbox"/>
Kitchen				<input type="checkbox"/>
Administration				<input type="checkbox"/>
Employee Applications				<input type="checkbox"/>

Training

Task	Target Completion Date	Urgency 1 (Now) - 3 (Soon)	Person/Party Responsible	Completed?
Training:				
Identify Dates Of Training Allowing For “Dry Run” Or “Soft Opening” Time				<input type="checkbox"/>
Validate Service Sequences				<input type="checkbox"/>
Develop Bar Opening Checklist				<input type="checkbox"/>
Develop Kitchen-Opening Checklist & For All Departments: Open, Close & Managers				<input type="checkbox"/>
Document & Train Management/Staff				<input type="checkbox"/>
Organize Orientation Materials				<input type="checkbox"/>
Develop Sidework Schedules For All FOH				<input type="checkbox"/>
Set Up POS Training For Management & Crew				<input type="checkbox"/>
Wine & Beer Seminars For Sales Knowledge & Over-Consumption Policy				<input type="checkbox"/>
FOH Menu Descriptions For All Items				<input type="checkbox"/>

Task	Target Completion Date	Urgency 1 (Now) - 3 (Soon)	Person/Party Responsible	Completed?
Training (Cont.):				
Set Up Training Recipe Manuals				<input type="checkbox"/>
Select Training Team				<input type="checkbox"/>
Set Date For Training Team Arrival				<input type="checkbox"/>
Prepare Master Training Calendar				<input type="checkbox"/>
Set Up Training Manuals & Opening Materials				<input type="checkbox"/>
Set Up General Meeting & Training Session				<input type="checkbox"/>
Organize Any Necessary Management Training Such As:				
MSDS Location				<input type="checkbox"/>
Interviewing & Hiring (Legal vs. Illegal Questions, ADA, etc.)				<input type="checkbox"/>
Restaurant Standards & Systems				<input type="checkbox"/>
Task	Target Completion Date	Urgency 1 (Now) - 3 (Soon)	Person/Party Responsible	Completed?
Human Resources:				
Selection of Manager				<input type="checkbox"/>
Selection of Pre-Opening Staff				<input type="checkbox"/>
Organizational Chart				<input type="checkbox"/>
Evaluation of Available Managers				<input type="checkbox"/>
Define Manager Job Duties				<input type="checkbox"/>
Interview of Managers				<input type="checkbox"/>
Interview of Pre-Opening Staff				<input type="checkbox"/>
Create Management Reports				<input type="checkbox"/>
Evaluation of Available Chefs				<input type="checkbox"/>
Evaluation of Kitchen Manager				<input type="checkbox"/>
Employee Performance Evaluation				<input type="checkbox"/>
Training Program for Employees				<input type="checkbox"/>
Uniforms				<input type="checkbox"/>
Dress Code				<input type="checkbox"/>

Task	Target Completion Date	Urgency 1 (Now) - 3 (Soon)	Person/Party Responsible	Completed?
Employee Bulletin Board:				
Required Postings — OSHA, Safety, Minimum Wage, etc.				<input type="checkbox"/>
Wage & Hour				<input type="checkbox"/>
Workman's Comp				<input type="checkbox"/>
Emergency Hospital & Doctor				<input type="checkbox"/>

Operations

Task	Target Completion Date	Urgency 1 (Now) - 3 (Soon)	Person/Party Responsible	Completed?
Kitchen Operations / Service Operations:				
Set-up sheets with pars				<input type="checkbox"/>
Opening checklists				<input type="checkbox"/>
Closing Checklists				<input type="checkbox"/>
Prep Lists with Pars				<input type="checkbox"/>
Standardizes Recipe Book				<input type="checkbox"/>
Freezer Pull Sheets				<input type="checkbox"/>
Inventory Forms				<input type="checkbox"/>
Hours of Operation:				
Estimated Hours of Operation				<input type="checkbox"/>
Bar				<input type="checkbox"/>
Restaurant				<input type="checkbox"/>
Entertainment				<input type="checkbox"/>
Opening				<input type="checkbox"/>
Ongoing				<input type="checkbox"/>

Task	Target Completion Date	Urgency 1 (Now) - 3 (Soon)	Person/Party Responsible	Completed?
Operation Manuals:				
Safety Manual				<input type="checkbox"/>
Financial Manual				<input type="checkbox"/>
Catering Manual				<input type="checkbox"/>
Kitchen Manual				<input type="checkbox"/>
Exhibition Cooking Manual				<input type="checkbox"/>
Guest Music:				
ASCAP/BMI Arrangements				<input type="checkbox"/>
Satellite Music System				<input type="checkbox"/>
Code Book:				
Handicap Regulations				<input type="checkbox"/>
Ansul Fire System Requirements				<input type="checkbox"/>
Exits				<input type="checkbox"/>
Emergency Lighting				<input type="checkbox"/>
Security During Operation				<input type="checkbox"/>
Panic Hardware Requirements				<input type="checkbox"/>
Fire Inspector Approval				<input type="checkbox"/>
Sprinkler System Requirements				<input type="checkbox"/>
Smoke Detectors/Smoke Eaters				<input type="checkbox"/>
Signage:				
Order Storefront Signage				<input type="checkbox"/>
Sign Permitting & Installation				<input type="checkbox"/>
On-Site Survey Analysis				<input type="checkbox"/>
Public Relations (PR):				
Announcement Release				<input type="checkbox"/>
Media Sneak Peek				<input type="checkbox"/>
Ongoing PR Activities				<input type="checkbox"/>

Task	Target Completion Date	Urgency 1 (Now) - 3 (Soon)	Person/Party Responsible	Completed?
Graphic Design & Print Services:				
Logo				<input type="checkbox"/>
Type/Font Style				<input type="checkbox"/>
Colors				<input type="checkbox"/>
Other Branding Guidelines				<input type="checkbox"/>
Business Cards				<input type="checkbox"/>
Menu Design				<input type="checkbox"/>
Brochures, Rack Cards, & Folders				<input type="checkbox"/>
Printed Gift Certificates				<input type="checkbox"/>
Signs				<input type="checkbox"/>
Stationery				<input type="checkbox"/>
Letterhead				<input type="checkbox"/>
Promotional Materials				<input type="checkbox"/>
Banners				<input type="checkbox"/>
Sign/Banner Installation				<input type="checkbox"/>
Bulk Mailing				<input type="checkbox"/>
Photography				<input type="checkbox"/>
Digital & Promotional Marketing:				
Website				<input type="checkbox"/>
Social Media Accounts (Facebook, Twitter, Instagram, TikTok, etc.)				<input type="checkbox"/>
Optimize website for local SEO				<input type="checkbox"/>
Monitor Review Sites				<input type="checkbox"/>
Contest & Promotions Schedule				<input type="checkbox"/>
Build Restaurant Customer Database				<input type="checkbox"/>
Email Marketing Tool				<input type="checkbox"/>

Menu

Task	Target Completion Date	Urgency 1 (Now) - 3 (Soon)	Person/Party Responsible	Completed?
Preliminary Menu Creation:				
Children's Menus				<input type="checkbox"/>
Birthday Favors				<input type="checkbox"/>
Lunch				<input type="checkbox"/>
Dinner				<input type="checkbox"/>
Catering				<input type="checkbox"/>
Brunch				<input type="checkbox"/>
Banquet				<input type="checkbox"/>
Pricing & Cost:				
Menu Pricing Range				<input type="checkbox"/>
Menu Cost & Portion Guide				<input type="checkbox"/>
Standard Recipe Binder				<input type="checkbox"/>
Table Arrangement:				
Section Maps for Host Station				<input type="checkbox"/>
Opening & Closing Sidework Assignments				<input type="checkbox"/>

Finals

Task	Target Completion Date	Urgency 1 (Now) - 3 (Soon)	Person/Party Responsible	Completed?
Place Initial Food Order				<input type="checkbox"/>
Place Initial Chemical Supplies Order				<input type="checkbox"/>
Place Initial Paper Goods Order				<input type="checkbox"/>



26	Atlanta	28	Chicago
28	Dallas	29	Denver
29	Las Vegas	30	Los Angeles
30	New York	31	Orlando
31	Philadelphia	32	Phoenix
32	San Francisco	33	San Diego



MEDIA GROUP

Partner	Category	Primary Contact	Phone	Email
A Head for Profits	Draft Beer Installation & Maintenance	Kat Davis	336.312.1786	kat@glacier-design.com
ADP	Payroll	Kaitlin Chellino	770.905.9033	Kaitlin.Chellino@adp.com
ADT	Security Services	Brandis Gossett	678.471.9781	bgossett@adt.com
Comcast	Telecommunications/ Internet	Michelle Patrick	404.824.6992	michelle_patrick@comcast.com
Creative Approach	Printing	Cale Robert Hall	404.480.8222	cale@mycreativeapproach.com
Doordash	Food Delivery Service	Lauren O'Connor	508.688.4047	Lauren.oconnor@doordash.com
Ecolab	Pest Elimination	Amanda Geery	770.757.7173	amanda.geery@ecolab.com
Edward Don & Company	Food Service Equipment/Supplies	Scott Peeler	404.514.0747	scottpeeler@don.com
Encompass Interactive	Audio/Visual	Charles Schuster	678.576.5611	charles@encompassinteract.com
FinancePal	Accounting	Jacob Dayan	888-779-1508	info@financepal.com
Georgia Crown Distribution	Beverage Distribution	Jerry McManus	912.660.6955	jmcmamus@georgiacrown.com
Georgia Vent Works	Hood/Vent Cleaning	Jarod Medbery	770.474.5510	office@georgiaventworks.com
Kitsy Rose PR	Public Relations	Kitsy Rose	404.840.4230	kitsyrosepr@gmail.com
KW Commercial	Restaurant/Retail Commercial Real Estate	Bill Davis	678.298.1600	billdavis@kwcommercial.com
Keter Environmental Services	Waste Management	Boyd Leake	404.849.2950	bleake@keteres.com



Partner	Category	Primary Contact	Phone	Email
Martin Recruiting Partners	Management Staffing/ Recruiting	Heath Campbell	918.638.5269	hcampbell@mrpnw.com
Morrison Shearer	General Contractor	Jamie Baltrus	678.352.1714 ext. 104	jbaltrus@morrisonshearer.com
Nespresso	Coffee	Shea Bryant	646.647.6411	shea.bryant@nespresso.com
NuCO2 Inc	Beverage & Beer Carbonation	Nathan Milam	772.221.1754	nathanmilam@yahoo.com
OpenTable	Reservations	Heather Canepa	404.384.7133	hcanepa@opentable.com
PopMenu	Digital Menu	Justin Krivanek	770.881.0668	justin.krivanek@popmenu.com
Refined Parking Solutions	Valet	Dilshan Singh	706.386.7664	dilshansingh@refinedparking.com
Signal Signs	Signage	Marcia Jones	770.941.9900	marcia.jones@signalsignscorp.com
Spot On	Merchant Services & POS	Josh Carper	770.630.5584	jcarper@spoton.com
Sysco	Food Distribution	Vincent Moralle	352.408.5446	moralle.vince@atl.sysco.com
The Joint Chiropractic	Chiropractic	Patrick Greco	404.797.6088	dr.greco@thejoint.com
TNT Amusements and ATMs	Amusement/ Entertainment/Games/ ATMs	Denise Daw-Brown	770.294.1427	denisedawbrown@etcm.com
Whitestone Consulting	Consulting	Joey Navarro	404.374.8219	joenav64@gmail.com

Chicago

Partner	Category	Primary Contact	Phone	Email
ADT	Security Services	Security Services	Ronald Reed	rereed@adt.com
Corporate Payroll Services	Payroll	Steven Kamerschen	770.446.7289 ext. 2133	sdkamer55@gmail.com
Martin Recruiting Partners	Management Staffing/ Recruiting	Heath Campbell	918.638.5269	hcampbell@mrpnw.com
SpotOn	Merchant Services & POS	Chris LaBonte	248.965.8073	clabonte@spoton.com
Sysco	Food Distribution	Bryce Burton	847.298.7405	Bryce.Burton@sysco.com

Las Vegas

Partner	Category	Primary Contact	Phone	Email
Cresco-Resco	Food Service Equipment/ Supplies	Mick Steury	702.387.1977	micks@cresco-resco.com
Cushman Wakefield Commercial Real Estate	Restaurant/Retail Commercial Real Estate	Dan Hubbard	702.688.6934	Dan.Hubbard@cushwake.com
Green CO2 Systems	Beverage & Beer Carbonation	Lance Rainwater	970.893.0355	lrainwater@greenco2systems.com
Heartland Payroll	Payroll	Brian Novoa	818.261.2578	brian.novoa@e-hps.com
Martin Recruiting Partners	Management Staffing/ Recruiting	Heath Campbell	918.638.5269	hcampbell@mrpnw.com
SpotOn	Merchant Services & POS	Chris LaBonte	248.965.8073	clabonte@spoton.com
Sysco	Food Distribution	Andrew Roth	281.928.6531	Andrew.Roth@sysco.com
Tagrisk Insurance Services	Insurance	Larry Anaya	714.553.9171	lanaya@tagrisk.com
Tyko Signs	Signage	Lucas Cielak	323.937.4445 ext. 24	lcielak@tykosigns.com
Sports Direct	Satellite TV	Randy Beyer	602.391.7561	randy@sportsdirectllc.com

Denver

Partner ALPHA A-Z	Category	Primary Contact	Phone	Email
Comcast	Internet	Tina Cline	720.788.8657	tina_cline@comcast.com
Cresco-Resco	Food Service Equipment/Supplies	Gabriela Mera	303.343.3333	gabrielam@cresco-resco.com
Green CO2 Systems	Beverage & Beer Carbonation	Lance Rainwater	970.893.0355	lrainwater@greenco2systems.com
Heartland Payroll	Payroll	John Tompkins	214.552.7891	john.tompkins@e-hps.com
Henry+Horne	Accounting	Brian Campbell	480.839.4900 ext. 270	BrianC@hhcpa.com
Martin Recruiting Partners	Management Staffing/Recruiting	Heath Campbell	918.638.5269	hcampbell@mrpnw.com
Southern Glazer's Wine & Spirits	Beverage Distribution	Heidi Klein	720.434.6112	HeidiKlein@sgws.com
Spot On	Merchant Services & POS	Nick Wilson	303.547.1799	nickw@spoton.com
Sysco	Food Distribution	Jeremy Padilla	505.900.4793	jeremy.padilla@sysco.com

Dallas

Partner	Category	Primary Contact	Phone	Email
ADT	Security Services	Kenneth Jolly	972.880.0769	kjolly@adt.com
Complete Signs	Signage	Justin Holland	334.797.1201	justin@completesigns.net
Heartland Payroll	Payroll	John Tompkins	214.552.7891	john.tompkins@e-hps.com
Martin Recruiting Partners	Management Staffing/Recruiting	Heath Campbell	918.638.5269	hcampbell@mrpnw.com
SeSequential Environmental	Grease Trap/ Recycling	Elise Leritz-Higgins	503.686.1288	elise.leritz-higgins@choosesq.com
Southern Glazer's Wine & Spirits	Beverage Distribution	David Boettche	214.799.2717	dboettcher@sgws.com
SpotOn	Merchant Services & POS	Travis Lynch	214.605.9660	travis@spoton.com
Sysco	Food Distribution	Mark Akeroyd	806.239.7884	mark.akeroyd@sysco.com

Los Angeles

Partner	Category	Primary Contact	Phone	Email
Alcoholic Beverage Consulting Service	Liquor Licensing	Mike Brewer	918.638.5269	Mike@calabc.com
Coopers Insurance Agency	Insurance	Scott Cooper	818.706.2292	scottc@coopersinsurance.com
Creative Approach	Printing	Cale R Hall	917.583.9114	cale@mycreativeapproach.com
Glacier Design Systems	Draft Beer Installation & Maintenance	Kat Davis	323.937.4445 ext. 24	Kat@glacier-design.com
Heartland Payroll	Payroll	Brian Novoa	818.261.2578	brian.novoa@e-hps.com
Martin Recruiting Partners	Management Staffing/Recruiting	Heath Campbell	918.638.5269	hcampbell@mrpnw.com
Mise En Place Restaurant Services	Accounting	Elissa Phillips	310.613.7882	elissa@miseinc.com
SeQuential Environmental	Grease Trap/ Recycling	Elise Leritz-Higgins	503.686.1288	elise.leritz-higgins@choosesq.com
Slique Media	Marketing	Thomas Pham	408.781.2466	thomas@sliquemedia.com
SpotOn	Merchant Services & POS	Ronnie Nada	714.392.4862	rnada@spoton.com
Tyko Sign Group	Signage	Lucas Cielak	248.965.8073	lcielak@tykosigns.com

New York

Partner	Category	Primary Contact	Phone	Email
Emerson Amusements	Amusement/ Entertainments/ Games/ATMs	Ken Goldberg	718.565.1233	kgold10030@aol.com
Martin Recruiting Partners	Management Staffing/Recruiting	Heath Campbell	918.638.5269	hcampbell@mrpnw.com
SpotOn	Merchant Services & POS	Jami Servidone	917.318.4827	jamis@spoton.com
Tyko Sign Group	Signage	Lucas Cielak	323.937.4445 ext. 24	lcielak@tykosigns.com

Orlando

Partner	Category	Primary Contact	Phone	Email
ADT	Security Services	Odarquaye Lamptey	770.595.9318	olamptey@adt.com
A Head for Profits	Draft Beer Installation & Maintenance	Kat Davis	336.312.1786	Kat@aheadforprofits.com
Crunchy Tech	Audio/Visual	James Bengel	407.476.2044	sales@crunchy.co
Martin Recruiting Partners	Management Staffing/Recruiting	Heath Campbell	918.638.5269	hcampbell@mrpnw.com
SafeParc	Valet	Dilshan Singh	706.386.7664	dilshansingh@refinedparking.com
SeQuential Environmental	Grease Trap/ Recycling	Elise Leritz-Higgins	503.686.1288	elise.leritz-higgins@choosesq.com
Southeastern Protection Services	Hood Cleaning	David Russell	407.830.5647	spsoffl@aol.com
SpotOn	Merchant Services & POS	Donnie Jones	601.470.4780	Djones@spoton.com
Sysco	Food Distribution	Vincent Moralle	352.408.5446	moralle.vince@atl.sysco.com
Visual Signs	Signage	Roger Ricketts	352.569.7270	roger@visualsignsandgraphics.com

Miami

Partner	Category	Primary Contact	Phone	Email
ADT	Security Services	Tonya Wilder	678.372.5672	Twilder@adt.com
A Head for Profits	Draft Beer Installation & Maintenance	Kat Davis	336.312.1786	Kat@aheadforprofits.com
General Hotel & Restaurant Supply	Restaurant Equipment & Supplies	Donald Alloian	305.885.2651	dalloian@generalhotel.com
Tyko Sign Group	Signage	Lucas Cielak	323.937.4445 ext. 24	lcielak@tykosigns.com

Partner	Category	Primary Contact	Phone	Email
Arizona Restaurant Consulting	Consulting	Justin McCallister	602.451.3694	consultant@azrestconsult.com
Martin Recruiting Partners	Management Staffing/ Recruiting	Heath Campbell	918.638.5269	hcampbell@mrpnw.com
Broadband Holdings	Audio/Visual	Tom Kierstyn	480.456.4220	tkierstyn@broadbandholdingsonline.com
SpotOn	Merchant Services & POS	Chris LaBonte	248.965.8073	clabonte@spoton.com
ADT	Security Services	Rob Krewson	480.205.1541	rgkrewson@gmail.com
Henry & Horne	Accounting	Brian Campbell	480.839.4900 ext. 270	BrianC@hhcpa.com
Liquid Logistics	Draft Beer Install/ Maintenance	Scott Hanback	602.618.1435	info@liquidlogistics.net
Provision Coffee	Coffee	Tarra Samuelson	909.802.3956	Tsamuelson@provisioncoffee.com
Restaurant Systems Pro	Advisory/ Consulting/ Coaching	Gregg Sourbeck	877.457.6278 ext. 106	Gregg@RestaurantSystemsPro.net
Tagrisk Insurance Services	Insurance	Larry Anaya	714.553.9171	lanaya@tagrisk.com
Sysco	Food Distribution	Andrew Roth	281.928.6531	Andrew.Roth@sysco.com

Partner ALPHA A-Z	Category	Primary Contact	Phone	Email
US Foods	Food Distribution	Darin Redwine	951.972.0890	darin.redwine@usfoods.com
Glacier Design Systems	Draft Beer Installation & Maintenance	Kat Davis	336.312.1786	Kat@glacier-design.com
Heartland Payroll	Payroll	Brian Novoa	818.261.2578	brian.novoa@e-hps.com
Martin Recruiting Partners	Management Staffing/Recruiting	Heath Campbell	918.638.5269	hcampbell@mrpnw.com
Our Town	Advertising	David Cox	310.701.1004	coxd@ourtown.net
SD Restaurant Consulting	Consulting	Jessie Elliot	808.652.8734	hello@sdrestaurantconsulting.com
SpotOn	Merchant Services & POS	Chris LaBonte	248.965.8073	clabonte@spoton.com
Tagrisk Insurance Services	Insurance	Larry Anaya	714.553.9171	lanaya@tagrisk.com
Tyko Sign Group	Signage	Lucas Cielak	323.937.4445 ext. 24	lcielak@tykosigns.com

San Francisco

Partner ALPHA A-Z	Category	Primary Contact	Phone	Email
ADT	Security Services	Ali Aman	510.701.4825	aliaman@adt.com
Carbonic Services	Beverage & Beer Carbonation	Al Shull	408.355.0909	al.shull@carbonicservice.com
Comcast	Telecommunications/ Internet	Christian Paz	415.302.2458	Christian_Paz@comcast.com
SeQuential Environmental	Grease Trap/Recycling	Elise Leritz-Higgins	503.686.1288	elise.leritz-higgins@choosesq.com
SpotOn	Merchant Services & POS	Corey Fine	617.645.5592	cfine@spoton.com
Sysco	Food Distribution	Jeremy Rocha	559.273.8587	Jeremy.Rocha@sysco.com
Tagrisk Insurance Services	Insurance	Larry Anaya	714.553.9171	lanaya@tagrisk.com
Heartland Payroll	Payroll	Brian Novoa	818.261.2578	brian.novoa@e-hps.com

Partner	Category	Primary Contact	Phone	Email
Corporate Payroll Services	Payroll	Steven Kamerschen	770.446.7289 ext. 2133	sdkamer55@gmail.com
Fluid Audio Communications	Audio/Visual	Steven Seiden	844.921.3866	steven.seiden@fluidaudioinc.com
Martin Recruiting Partners	Management Staffing/Recruiting	Heath Campbell	918.638.5269	hcampbell@mrpnow.com
One Degree Coaching	Consulting	Ed Doherty	856.577.0167	ed@onedegreecoaching.com
Richmond Tech and Telecom	IT Consulting	Amy Frey	215.634.2997	amy.frey@richmondtt.com
SpotOn	Merchant Services & POS	Rick Curry	(410) 306-5251	richardc@spoton.com
Sysco	Food Distribution	Anthony Ventresca	215.218.1688	Anthony.ventresca@sysco.com
The Restaurant Store	Food Service Equipment	Ben Hemphill	717.679.9983	bhemphill@therestaurantstore.com



MEDIA GROUP



MEDIA GROUP

whatnowmediagroup.com