

# PEOPLE & NEWS BRIEFS

## PEOPLE

**BlueGrace Logistics** added **Chris Lee** as senior vice president of strategic development.

**Jersey Mike's Subs** hired **Ed Yancey, CFE**, one of its early franchisees and area directors in North Carolina, as vice president, franchise development, Southeast U.S.

**Captain D's** hired **Michael Arrowsmith** as chief development officer and promoted **Jim Stevens** to chief operations officer.

**Doodle Bugs! Children's Centers** appointed **Natasha Fleury** director of marketing and communications.



Charlotte Russell

**Dr. G's Franchising Companies** appointed **Charlotte Russell** as chief executive officer. **David Lopez**, former CEO, has been named vice-chairman of the board of directors.

**Haynes and Boone** Partner **Joyce Mazero** was elected to the National Restaurant Association Educational Foundation's Board of Trustees.



Alan Wright

**Newk's Eatery** added **Alan Wright** as vice president of marketing.



Chris Ring

**ProTect Painters** named **Chris Ring** president.

**Retro Fitness'** sister-brand **Let's YO!** added **Jason Mattess** as chief development officer.



Suzanne Greco Wendy Maduff

**Subway's Suzanne Greco**, vice president of research and development, is now also vice president of operations; **Wendy Maduff** was hired as director of global product safety.

## GROWTH

### Back From the Brink: Bennigan's CEO Honors Team in New Book

Bennigan's President and CEO Paul Mangiamela's new book, "Bennigan's Return to Relevance...Bleeding Green 25/8" honors the tenacious family of franchisees, supplier partners and corporate support team members whose dedication and determination restored the brand to relevance and started a casual-dining revolution. The book defines the scale and scope of bringing a Chapter 7 brand back from the brink.

Proceeds from the publication will benefit IFA's Operation Enduring Opportunity, a campaign to hire and recruit 75,000 military members and 5,000 wounded warriors by the end of 2014. Bennigan's also supports this cause by waiving its franchise fee for all qualified and honorably discharged veterans.

Detailing how an extensive review brought about a new prototype and design options, the story offers insights into how the company created new menus, bar experience and marketing initiatives, and returned to the marketplace to grow the brand domestically and internationally.

Thirteen new restaurants have opened, bringing total units to nearly 100. And agreements have been signed to develop more than 30 to 40 new restaurants in the next few years in Arkansas, Florida, Maryland, Michigan, Minnesota, New Jersey, New York, Tennessee, Texas and Virginia. International openings are slated for the United Arab Emirates, Cyprus, Korea and Mexico.

The book can be purchased at Amazon.com in either a paperback or Kindle versions.

**Burger 21**, founded by the owners of **The Melting Pot Restaurants**, signed two new multi-unit franchise agreements in Florida. Seven new restaurants will be developed over the next several years in the Fort Myers-Naples corridor, Fort Lauderdale, Coral Springs, Davie and Pembroke Pines.

**Dunkin' Donuts** signed a multi-unit store development agreement with existing franchisee Sizzling Donuts, LLC for seven new restaurants in communities throughout Northern Utah.

**Expedia CruiseShipCenters** announced its 2012 bookings increased 8 percent over the previous year. The franchise marked its 25th anniversary, during which it opened 21 new locations and added more than 1,100 new vacation consultants. The franchise now has more than 4,000 agents and 170 franchise locations throughout North America.



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**Firehouse Subs'** opened 98 new restaurants and added 144 franchisees during 2012. Average unit volume grew to \$731,006, an increase of 12.7 percent. Bolstered by a same-restaurant sales increase of 7.8 percent, overall system-wide sales grew from to \$385 million in 2012; up 35.2 percent.

**Fleet Feet** opened its 100th store, located in Mount Pleasant, S.C.

**Homewood Suites by Hilton's** opened three new hotels pushing the brand's North American footprint to 322 hotels for the first quarter.

**LaVida Massage's** first N.J. center gives it three metropolitan New York locations opened in the past six months. Total coverage is now 20 states.

**Pizza Inn** subsidiary **Pie Five Pizza Co.** awarded the first multi-unit franchise agreement for Florida to develop 10 locations. Pie Five will welcome its first company restaurant in Kansas City, Mo. through a 10-unit agreement with former Applebee's President and CEO **Dave Goebel**.

**Planet Beach** introduced a new spa design and franchise financing program. Partnering with Nexus Financial Group, the program will offer two financing options. The first option is for existing franchise owners to receive funds for the new design and to upgrade or add new equipment and technology. The second option offers financing for new franchise locations.

**Salsarita's** announced a new development agreement that will bring four new locations to the Chattanooga area by April 2017.

**Tortal**, a **Driven Brands** company specializing in online training solutions, is being acquired by Woburn, Mass.-based **Ingage Consulting**.

**Wingstop** is expanding in Indiana through a 12-store development agreement with entrepreneur **Chintu Patel**. The franchise also