

RONALD N. GORODESKY

Qualifications in Restaurant and Food Service Advisory Services

Ronald Gorodesky has over 20 years of experience in various aspects of the hospitality industry and has extensive 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. Mr. Gorodesky's background includes diversified experience in food and beverage operations in free-standing restaurants, nightclubs, and hotels. He has also been involved in operational analyses for a variety of food service industry clients. Mr. Gorodesky's varied experience in the hospitality industry allows him to provide broad-scope planning assistance and project evaluation skills to industry analysts, developers and investors.

Mr. Gorodesky's areas of specialization include the following:

- Food and beverage operations with emphasis on internal controls and management information systems;
- Assessment of project feasibility and preparation of financial estimates for a variety of food service industry projects including independent restaurants and nightclubs, restaurant chains and free-standing catering facilities;
- Market research and feasibility analysis for leisure establishments which contain significant food service elements such as country clubs, theatres and stadiums;
- Evaluation of food service concepts, marketing programs and menu design; and
- Valuation of food service industry developments, including cash flow and valuation analyses in support of litigation.

Mr. Gorodesky has directed the preparation of feasibility studies, financial analyses, damage reports and evaluation of hotel, restaurant and mixed-use projects. In addition, Mr. Gorodesky has been accepted as an expert witness in various courts and has testified in many areas related to the restaurant business.

Mr. Gorodesky directed the food and beverage consulting practice at the Philadelphia office of Laventhol & Horwath for six years. In March 1990, Mr. Gorodesky formed Restaurant Advisory Services, serving as its President.

Mr. Gorodesky is an active member in the Pennsylvania Restaurant Association, the National Restaurant Association and the Penn State Hotel and Restaurant Society. He has served multiple terms on the board of directors for the Philadelphia-Delaware Valley Restaurant Association and the Advisory Board for Penn State Great Valley. He is currently serving on the Advisory Committee to the Hotel Restaurant and Institutional Management School for Penn State Berks Campus. He has been responsible for the collection and analysis of restaurant operating data for the publication of the Pennsylvania annual statistical report, The RAS Report.

Mr. Gorodesky received a Bachelor of Science degree in Hotel, Restaurant and Institutional Management from The Pennsylvania State University.