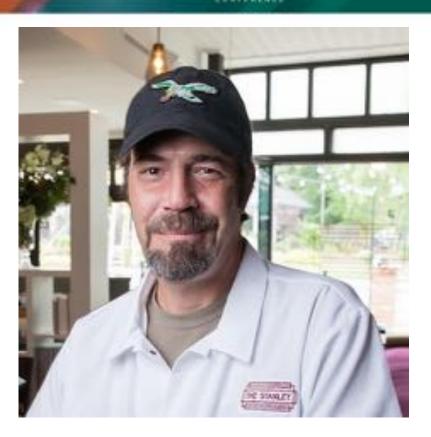
CheftoChef A ClubtResort Chef CONFERENCE

MARCH 1-3, 2020 THE WESTIN CHARLOTTE CHARLOTTE, N.C.



Chef to Chef

Paul Verica

From Club Chef to James Beard Nominee



Club Chef to Restauranteur



Food Philosophy and Outlook....

- •Buy the best ingredients..
- •Know who and where your food is coming from...
- •Treat the food with care and respect...
- Present it artfully...
- •Cook in rhythm and harmony with the seasons



Background and Training...

- •- Started as a dishwasher at 14
- •- Delaware County Community College
- •- The Restaurant School and Walnut Hill College
- •- Training in France
- •- School of hard knocks
- •- Constant reading and eating and traveling





How I got into the Club World...and what it taught me

- •- The Club at Longview
- •- To get outside of my box
- •- There is so much more to being a Chef than just knowing how to cook
- •- How to say yes....and no the right way...service first
- •- Even though they say numbers aren't important they are...
- •- Connections are so important





How and why I got out of the club world...

- •- After 8 years and 6 General Managers it was time for me to go
- •- Connections...the fine line with member relationships
- •- The urge....we all have it our head....yeah I can do this



Making the leap...

- •-Developing a business plan
- •- Finding funding...private vs. public
- •- Location, location, location...
- •- Developing a concept...and sticking to it....got to decide to be and go be it...
- The process of designing and building a restaurant, construction, permitting, licensing and all the things you do not think of
- •- Branding and the importance of social media, awards, dealing with the press



Growth and Maintaining

- •- Going from one operation to two
- •- People, people, people
- •- Management structure and team building
- •- Self growth and evolution and letting go
- •- Staff training and continuing education





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