

# Chef to Chef

A Club+Resort *Chef*  
CONFERENCE

.....  
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THE WESTIN CHARLOTTE  
CHARLOTTE, N.C.



# Paul Verica

*From Club Chef to  
James Beard  
Nominee*



# Chef to Chef

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Club Chef to Restaurateur



## 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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