

# THE CULTIVATION CORPS

*Growing Healthy Businesses*



## Food & Beverage Consulting

*Strategic Planning*

*Concept Formation*

*Organizational Revitalization*

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[www.cultivationcorps.com](http://www.cultivationcorps.com)



## Introduction

THE CULTIVATION CORPS partners with enterprises committed to revolutionizing their businesses and producing extraordinary results. We focus on four key areas—Strategic Planning, Brand Revitalization, New Brand Formation, and Financial Strategy. We would like the opportunity to work with your business to define, develop and implement your F&B strategy. Here are some highlights of our business and approach:

- **Skilled Collaborators.** We don't push our agenda, but partner with you to define and communicate your brand's business model. We can either partner with your existing team of designers and management or assist you in developing a team that will bring your strategic vision to life.
- **Comprehensive Services.** We focus on situation analysis, strategic planning, new restaurant concept formation and implementation, licensing brands, enculturation, and financial analysis. We've had success working with a variety of restaurant brand challenges, from fast casual to ultra fine dining to culinary celebrity venues.
- **Both Brand and Communication Experts.** We're skilled at communicating and selling your brand vision and business model to key stakeholders (investors, leadership, design team, and staff) by creating compelling presentations, business plans, pitch documents, and training materials.
- **Knowledgeable Leadership.** David Dodson, The Cultivation Corps' founder, has over 25 years of restaurant industry experience starting his career as a cook and moving up the ranks to director of operations and finally to securities analysis for the industry. He is a graduate of the Culinary Institute of America and holds a Bachelor's in Hospitality Management as well as an MBA in International Business.
- **Diverse International Team.** Our team includes business, culinary, marketing, and communication professionals and leaders experienced in International business, with key team members fluent in Spanish, Arabic, French and conversant in Portuguese and German.

For more details, including case studies, please visit [www.cultivationcorps.com](http://www.cultivationcorps.com). We look forward to further exploring your needs and developing workable solutions.



## **Services**

### **Situation Analysis, Strategy Formulation & Communication**

Evaluate current business needs and objectives and formulate strategic plans by facilitating your team, conducting research, and interviewing key vendors and customers as each situation requires. Create appropriate level of documentation from strategic notes for internal use to pitch documents appropriate for investors or the Board.

### **Proprietary Restaurant Concept Formulation**

Using our proprietary brand development process (The Branding Tree), we facilitate the formation of a correct concept to meet your specific market and business needs. We explore your business' objectives, identify target guests' needs, formulate the economic model, establish a unique position, identify your value proposition, and create a Brand Plan or Business Plan that is true to your vision/culture and meets the needs of both investors and guests.

### **Concept Development, Planning, Development, & Communication**

We provide documentation from Business Plan to full turnkey development. We can facilitate and communicate the plan through all phases of development utilizing your management team and the design team. This may include selection of design team, expressing the graphic design, interior design, kitchen design, table top, menus, recipes, work plans (operations preparation, marketing, and human resources). We have worked with numerous designers on projects from premium food courts to cutting edge fine dining to celebrity venues.

### **Brand (Organization) Revitalization**

Facilitate our Brand Definition process with your management team to redefine the brand and develop Organizational workplans for its implementation. This approach addresses the operations, human resources, marketing, and product issues that need to change to fully realize the new strategy. We believe the most successful way to implement change is to facilitate the leadership team and get them involved in formulating the solution they are going to implement.

### **Licensing of Brands**

If your solution involves sourcing and licensing of a proprietary nature we can assist in negotiating and developing a unique branded product or celebrity personality.

### **Enculturation of Staff**

We work with human resources and management to define your company's culture and develop training programs and meeting protocols. Our approach is to incorporate your cultural objectives into your training process to ensure your staff is truly engaged in expressing the culture of the brand, not just enacting a set of techniques.

### **Financial Modeling of Project**

We prepare the economic model that defines your capital requirements and proforma performance projections based upon a very detailed set of business assumptions.



## Talent

### **David Dodson, Principle Strategy & Brand Development**

David has dedicated his career to the development and expansion of restaurant brands. His expertise in strategic change, concept formation, operational improvement, and financial strategy has been honed through his work as a business leader and business partner to several creative chefs and consultant to restaurants, retailers, and manufacturers.

He started his career as a chef and caterer, working his way into operations and leadership roles including leading Real American Restaurants where he managed 500 employees in three states. Rounding out his operational experience, David has also worked as an associate restaurant securities analyst for the mid-sized investment bank, JMP Securities in San Francisco, where he covered 15 publicly traded restaurant companies and the food industry as a whole.

Over the last 10 years David has been the business developer of restaurants like Tomatina, Gracie's, and Bistecca. He has worked with several renowned chefs including Chef Michael Chiarello, Iron Chef Cat Cora and the former Google chef Charlie Ayers on their business strategy, brand vision, and management development. He has provided strategic consulting to companies like Whole Foods, Rosewood Hotels, The Mansion on Turtle Creek, General Growth Properties, Pizza Antica, and Zao Noodle Bar.

David earned an MBA in International Business from Thunderbird, American Graduate School of International Management; a Bachelor's in Hospitality Management from Florida International University; and an Associate Arts degree in Culinary Arts from the Culinary Institute of America in New York City. He is functionally fluent in Spanish and speaks conversational Italian and Portuguese. He has lived in Venezuela, Taiwan, Brazil, Italy, and Japan.

### **Richard Dodson, Strategic Communications**

Richard is a core team member at The Cultivation Corps, where he contributes his talent in design, strategy, and business writing. For the last five years he has led the design and customization function at Ridge Associates, an innovative firm that designs and delivers custom communication skills training for Fortune 500 companies. Prior to joining Ridge, Richard worked for ten years with Lee Hecht Harrison, the world's premier career services company where he served on the Corporate Design Team, Lead the Twin Cities Resilience and Change Practice, provided coaching to managers and executives, and was involved in strategic planning, account management, and business development.



## Talent Continued

He is the author of *Tactful Self-Promotion: Getting the Recognition You Deserve* and has written widely on topics such as entrepreneurship and organization change. A popular public speaker, he was regularly featured on *Right on the Money* and *Sound Money*, the nationally syndicated television and radio programs hosted by Chris Farrel.

He earned his degree with highest honors in humanities from the University of California at Berkeley. For several years he served as an adjunct faculty member at the prestigious Carlson School of Management where he taught courses on strategic human resource issues.

### **Gabrielle Dane, Editor**

In her 15 years as a professional freelance writer and editor, Gabrielle Dane has shaped documents from various industries targeted toward very different audiences. She is skilled at writing formal business documents (business plans and training documentation) as well as more casual articles (for magazines and newspapers). She's worked as an English instructor at the University of Minnesota, and taught rigorous courses to help students excel on the GMAT, GRE, and LSAT exams. She received a B.A. in Humanities from U.C. Berkeley, an M.A. in English from San Francisco State University, and has completed extensive post-graduate work in English at the University of Minnesota, Twin Cities.

### **Megan Lynch, Creative Brand Communications**

Megan has been working as a graphic designer, production coordinator, and writer for the past six years. In 2004 she co-founded Sol SF Designs, a small design company based out of San Francisco. It has since grown into a full-service marketing communications firm with a New York branch. Megan specializes in communications marketing, with an emphasis on graphic design and messaging. Her clients range from large corporations to startup businesses, including: the State Bar of California, the San Francisco Examiner, Ramar Foods International, and Teamwork Wins. As the daughter of a diplomat, she lived in Chile, Spain, El Salvador, and Germany, but settled in San Francisco in 2002. Megan has a BA in Communication Studies from Vanderbilt University. She is fluent in Spanish and speaks conversational German.

### **Collaborators**

We collaborated with numerous leading Restaurant and Hotel Interior Designers, Graphic Artist, Kitchen Designers, Naming Gurus, Table Top Designers, Development Chefs, PR Consultants, and Hospitality Franchise Attorneys. We start by utilizing your internal team and build the Corps or team that is ideal for your mission.



## Client List

### **Rosewood Hotels & Resorts**

Rosewood Sandhill, New Concept Formation

### **The Mansion On Turtle Creek Restaurant**

Rejuvenation plan and Strategic Implementation

### **Whole Foods Market**

Strategic Planning and Team Building, NW Prepared Foods Department

### **General Growth Properties**

Envisioning a Destination Restaurant Strategy to Replace Food Court, Summerlin Las Vegas

### **Chef Charlie Ayers**

Business Plan, Pitch Documents, and Fund Raising for New Restaurant Concept

### **Macy's (Via Cat Cora's Que, CCQ)**

New Concept Development and License Negotiations

### **Caesars Palace**

New Restaurant Concept Development and Pitch to CEO

### **Chef Michael Chiarello**

Developed Pan-O-Rama Bakery and Tomatina for Michael Prior to Cultivation Corps

### **Seagram's Chateau and Estates**

Developed Eatdrinkdine.com with Master Sommelier Evan Goldstein

### **Salita Development (Chicago, Fremont Hotel)**

Negotiation of License with Local Celebrity Chef

### **Bacchus Management (Spruce, Village Pub, Pizza Antica)**

Strategic Planning for Expansion

### **Jerry Remy's Sports Bar & Grill Boston**

New Concept Development, Business Plans, Pitch Documents, Fundraising, Design Development

### **Zao Noodle Bar**

Financial Modeling For Recapitalization Options

### **Del Monaco Foods**

Repositioning & Outsource Commissary Selling



## Testimonials

“As a company dedicated to the development and marketing of a celebrity chef-driven brand, we have come to value and respect David Dodson as an expert in our area of business and beyond. David’s ability to capture the essence of a chef’s brand has, without a doubt, made him a leader in the development of signature celebrity chef restaurants.”

**Reid Strathern, Director of Operations, The Tyler Florence Group**

“Working with David was a true pleasure as he understands the complete gamut of a food operation. His enthusiasm and knowledge allowed us to write a creative and profitable business plan that expressed Rosewood’s founding principles.”

**Duncan Graham, Managing Director, The Rosewood Mansion on Turtle Creek, Dallas TX**

“David facilitated our team to define every element of our restaurant reinvention at The Mansion. His experience led our team to bring the strategy down to the practical workings of HR, marketing, design, and timelines. This shared vision has helped guide our team back to being awarded best restaurant in Dallas and putting The Mansion back on the map.”

**John Tesar, Executive Chef, The Rosewood Mansion on Turtle Creek, Dallas TX**

“David has been a colleague for more than 15 years, and I highly recommend him to clients that need assistance in the evaluation and/or development of F&B product. He has the culinary-to-MBA education, extensive first-hand industry experience, creativity, strategic thinking abilities, the required network of specialized restaurant development experts, and incredible enthusiasm to deliver outstanding results to his clients.”

**Anwar Elgonemy, CCIM, CRE, FRICS, Senior Vice President, Global Hospitality Advisor, Jones Lang LaSalle, Inc.**

“I had the pleasure of hiring David at JMP Securities where he created economic models for individual restaurant companies, performed valuation analyses and wrote reports combining them with restaurant segment and equity market comments. He is a smart man and knows the business inside and out.”

**Dean Haskell, SVP-Analyst at Morgan Joseph, formerly of JMP Securities**



## Testimonials

“Through the envisioning process coordinated by David Dodson of Cultivation Corps, the Prepared Foods team at Whole Foods Market was able to set a pro-active agenda for adapting to the rapid changes of the food-service programs and were able to see the bigger opportunities that were being created by the growth of our business.”

**John Mitchell, Former Director of Operations - Food Service  
Whole Foods Market, Northern California and Pacific Northwest Regions**

“With an unrivaled depth of industry knowledge, a firm understanding of restaurant economics, and a passion for restaurant growth and development, I welcome opportunities to refer David to our best restaurant group clients.”

**J. Riley Lagesen, Attorney at Law, Hospitality Practice, Davis Wright  
Tremaine LLP**

“Recently I introduced David to one of our hotel developer clients. The developers wanted to structure a deal with a restaurant group for one of their hotels. David brings a deep and flexible knowledge of the business and art of the hospitality business to his clients. He understands the numbers. At the same time he appreciates the diverse personalities and talents necessary to create a winning team. He can speak to each of the players in their language. He has a sense of the big picture and the rigor necessary to follow through on the details. And he is fun to work with.”

**Jordan Mozer, Celebrated Restaurant Interior Designer, Architect**

“David’s business training and instincts, combined with first rate people skills, allowed Tomatina to develop its own identity, style and corporate structure. Many practices put into place by David almost a decade ago are still in daily use today and thanks to a strong beginning, the company has thrived and grown stronger.”

**Chilton Dodson, President, Tomatina International, Inc.**

“I have known David Dodson for some time and can wholeheartedly recommend him as an excellent choice for brand development and consulting work. He is beyond smart, ethical and very detail oriented. Hire him! You won’t be disappointed.”

**Tim Stannard, President Bacchus Management, Woodside Village Pub,  
Spruce, Pizza Antica.**



## Testimonials

“I’ve known David for more than a decade and referred him to many of my clients. He has always been quick to respond to my referrals in a creative and professional manner. I will continue sending business to David because he does great work and makes me look good.”

**Patrick Galvin, Owner, Galvin Communications**

“David Dodson was a key resource for my company in helping us to identify our core competencies and formulate new strategic plans on how best to take advantage of them. He also brought an analytical approach to our operations and designed programs and tools to help us with inventory management and production scheduling. Overall, David brought many skills to help us run our business more effectively and new ways of thinking that has helped us grow by targeting the right customers.”

**Tony Del Monaco, Co-Owner, Del Monaco Foods**

“David Dodson has, more than anyone I know, an uncanny ability to reveal the Starting Line. Regardless of experience, David can, with clever questions, make you realize that perhaps you really SHOULD think about those annoying questions that seem like mumbo-jumbo in conversation, but sound like dollars flying up the chimney when expensive mistakes are made. I will never do a new project without first consulting my GURU!”

**Chef Godon Drysdale, Chef/co-owner Pizza Antica, Partner Bacchus Management, and Chef partner Real Restaurants (Café Museo & Verbena)**

“David was instrumental in developing a solution to the challenges we faced where others had failed in their attempts. Through his council we have been able to define a path to success that we continue to pursue. If you are looking for someone to provide you with a fresh and innovative approach to the challenges you face then you need to enlist the Cultivation Corps”

**Matthew Baizer, CEO & President, Zao Noodle Bar**

“Having worked with David in the past, I was confident in his ability to translate our vision at Pizza Antica into a working strategic plan.”

**Brannin Beal, Co-Owner, Pizza Antica & VP OPS Bacchus Management**