

DON J. AVALIER, FCSI, FMP

CV/PROFESSIONAL QUALIFICATIONS

Educated at UCLA, while working in his family's successful restaurant operations, Don soon expanded his goals and joined the prestigious consulting firm of Stephen Crane Associated in Beverly Hills, California, where he rose through the ranks to become Executive Vice President and Chief Operating Officer. His professional management experience also includes positions as Vice President of Operations for Longchamp's, Inc. of New York; Area Director of Food and Beverage for the Sheraton Corporation of America where he oversaw food and beverage operations for all corporate hotels in Alaska, Washington, Oregon, Northern California, Idaho, Montana, and Utah. Don has also served as Corporate Director of Food and Beverage for Princess Cruises, Resorts, and Hotels; and Corporate Director of Food and Beverage for American Golf Corporation where he supervised the foodservice operations at more than 150, public and private, golf facilities throughout the United States.

Mr. Avalier has opened, and operated, more than seventy restaurants, nine hotels, and six country clubs in his career to date. He has been personally involved in the layout and design process of all the foodservice facilities including dry and refrigerated storage areas, purchasing, main kitchen, satellite kitchens, shipping, receiving, food, liquor and linen control, catering, and room service operations.

Don's extensive experience includes industry best practices, pre-opening planning, critical path development, kitchen and bar operations, sanitation and safety training, menu engineering and facilities management. He has produced several training and operations manuals on topics ranging from Food and Beverage Purchasing, Recipe Costing and Standardization, Staff Training and Operations, Food and Beverage Cost Containment and Customer Service. Don also works closely with the Executive Chef's and their management team in the development of recipe plate presentations and photoplating.

Some of the many hospitality clients Don has provided consulting services for include: Nikko Hotels, Premier Hotels, Doubletree Club Hotels, Paramount Pictures Studio, Maple Drive Restaurant, Four Oaks Restaurant, Spencer's Restaurant, King's Hawaiian Bakery & Restaurant, Coco's Bakery Restaurant, Indian Ridge Country Club and Moon Valley Country Club (Ping Mfg. Corp.).

Avalier & Associates

MANAGEMENT CONSULTING FOR THE FOODSERVICE INDUSTRY

Don is ServSafe® certified and is a Professional member of the Foodservice Consultants Society International (FCSI), and one of a limited number of Foodservice Management Professionals (FMP) accredited by the Educational Foundation of the National Restaurant Association. He also maintains professional membership in the California Restaurant Association and the California Hotel/Motel Association.

He has provided expert witness services in matters of foodservice operations for the Law Offices of: Magana, Cathcart and McCarthy; Raiskin & Revitz; Mark Shafron, Michael Cohen, Timothy McGonigle, Cooper & Hoppe, Meyers & McConnell, Mesisca, Riley & Kreitenberg, Cynthia Yu, Early, Maslach and Rudnicki, David J. Wells & Associates, Cooksey, Toolen, Gage, Duffy & Woog, Cartwright, Fulton & Adams, Freedman & Taitelman, LLP, The Andrade Law Firm and others.

Don is a frequent lecturer/panelist to industry leaders at such events as the Chain Operator's Exchange (COEX), New York International Hotel/Motel/Restaurant Show, National Restaurant Association's National Show, and the International Foodservice Manufacturers Association Show. Don's articles on foodservice operations have appeared in The Consultant Magazine, Restaurant Business Magazine, Hospitality Magazine, Fast Food Magazine, as well as numerous other industry publications.