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Bartending
+ serving
+ chef
+ sommelier

General Manager – Crab Cove Euro-Asian Cuisine June '03 - March '10

Ste. 8 Monarch Bay Plaza, Dana Point, Ca. Located mid-way between So. Laguna Beach and Dana Point, in the Resort District. Proprietors-Two prominent Newport Beach Medical Doctors.

Full-Charge General Manager – Crab Cove was located in a strip-mall location surrounded by upscale fashion and home furnishing boutique shops; occupying 2000 sq. ft. with 64 dining room seats, and 12 at the Martini Bar. Yearly sales \$2.5M. with a per seat ave. \$34K/year; p.p. check ave. \$48-\$55pp. Prior to opening, and during construction, consulted with the food-centric proprietors regarding concept and menu development, wine list, operational standards, marketing and administration.

Crab Cove was a boutique polished-casual restaurant with a Vietnamese flair. Primarily a seafood restaurant; similar in scope to The Slanted Door and Crustation. Signature dinner items consisted of whole roasted Dungenous Crab with garlic soba noodles, King crab, seared jumbo scallops, seared Ahi and Chilean seabass; as well as steaks, chops and rack of lamb. Full Martini Bar and outstanding domestic and imported boutique 75 selection Wine List. Design features include a Koi pond running underfoot the entire length of the restaurant, a water wall at the entrance, and a wall of lights behind a Buddha statue atop a water fountain.

My responsibilities included full Profit & Loss, Financial Reporting, Human Resources and Payroll, Marketing, Public Relations and Unit Operational Standards, as well as Menu Development and Kitchen Management. From Crab Cove's inception, the restaurant had not only become very popular with the local affluent community of Monarch Beach, but also as preferred Concierge recommendation from many luxury Laguna Beach hotels, as well as The Montage, St. Regis and Ritz Carleton Resorts.

Self-authored feasibility studies concluded non-prime numbers, including excessive occupancy costs, the upscale characteristics and focus of the concept, and the prolonged economic climate; concluded with a Spring '10 closure of the restaurant.

General Manager – California Café August '01 – Feb '03

The Shops at Mission Viejo Mall, Orange County, Ca. – Constellation Concepts, operator of 38 Upscale Casual Restaurants, including new expansion concept Napa Valley Grill, Alcatraz Brewing Co., and various multi-concept restaurants (Cafe' del Rey-Blackhawk Grill) Nationwide. Purchased by Tavistock, a private investment company.

Full-charge General Manager of 7,800 sq.ft. free-standing facility adjacent to So. Orange County upscale shopping mall, employing a staff of over 75 Associates, with sales in excess of \$2.7M. California Café specializes in gourmet individual pizza, authentically prepared pasta, upscale salads, and fresh California Cuisine style entrees. Was also the only Corporate unit to have an exhibition kitchen area featuring a raw seafood and Sushi bar. The wine list featured a selection of 72 primarily Calif. Wines, full bar featuring specialty cocktails and martinis were available in a modernistic décor seating 150 plus a seasonal outdoor patio.

My responsibilities included full Profit & Loss, Financial Reporting, Human Resources and Payroll, Marketing and Public Relations, and Unit Operational Standards.

The restaurant had been open for 6 months, had a very poor opening, and was underperforming operationally and financially. I was recruited as General Manager as well as a new Executive Chef to move the operation toward professional management and execution, and thus profitability. During the interim, Constellation Concepts was purchased by Tavistock, a private investment firm. The new company abruptly closed my unit and six other California Cafes; within seven weeks another eight Company restaurants had also been shuttered.

Operationally, I had made great progress in correcting operational deficiencies, attaining many goals and objectives; sales had increased 18%, and revamped recruitment and Staff training yielded significant increases in guest satisfaction benchmarks during my tenure.

General Manager – Café Panini Nov '99 – April '01

Various locations (6) throughout Orange County Ca.; Upscale Casual Mediterranean/Italian cuisine.

Opening General Manager/Director of Operations for locations throughout Orange County, Ca. The proprietors of the original Café Panini, purchased the six Brick Oven Italian Restaurants that had been recently closed through bankruptcy. I had been recruited to re-open the shuttered units, one-at-a-time, with a time frame of one-a-month. Within seven months, I had successfully re-opened all six newly acquired restaurants; all with an experienced Manager(s), Kitchen Manager, and competently recruited and trained Service Staff.

Café Panini Restaurants operated in the upscale casual segment; specializing in gourmet individual hard-wood fired pizza, quality tossed salads, traditional pastas, featuring Panini sandwiches, as well as classically prepared Mediterranean and Italian entrees. All units featured an International wine list, and full bar with unique specialty cocktails in most locations.