



## PRESS RELEASE



# Trifecta Celebrates 10-Year Anniversary

***Innovative Leader in Entertainment and Dining  
Marks Year with Charitable Donations Recognizing  
its Partners and Aggressive Growth Plans***

**Los Angeles, CA (February 3, 2015)** - In 2015, Trifecta Management Group (TMG) will be celebrating its ten-year anniversary of developing and delivering compelling entertainment and food and beverage concepts to markets across America. Founded in 2005 by Managing Partners Michael Auger, Ron Lam and Bruce Nussbaum, TMG has consistently been among the leaders in creating and operating cutting edge concepts that super-serve guests and market niches in all regions of the country. TMG is marking this milestone event with recognition of its executive team and partnering companies and individuals and donations to charitable organizations that mesh well with TMG's mission.

### Executive Team

In addition to the founders, TMG boasts a team of executives who are each industry leaders in their field of expertise, including: Jill Mather, Partner and Head of Training and Development; Pat Hart, Chief Operating Officer; Mike Long, Senior Vice President Operations; Bridget Smith, Senior Vice Presidents Marketing; Brad Rishmany, Culinary Director; Adam Kleinhenz, Vice President Operations; Bill Danilovic; Jimmy Hayward; Grace McMahon; Brent Newman; and Bennie Thomas. This team directs a dedicated field management and staff that now approaches 1,000 in number, filling excellent jobs that would otherwise not exist.

"We set out in 2005 with a mission to custom develop restaurant and entertainment concepts for markets that would be particularly appealing to consumers in those communities," said Ron Lam. "While the mission is ongoing and our sights are set high, we are very pleased with what we have accomplished in our first decade, and with a best in class team of executives and managers in place, we approach the future with great energy and optimism."

### Launch in Cleveland

The TMG story began in Cleveland, Ohio, with the first 'trifecta' of projects, the creation and launch of *The Corner Alley* and *Zocalo Mexican Grill and Tequileria* and the reinvention of *Flannery's Pub*. Those three projects anchored the birth of the East 4th Street Neighborhood, and continue to be pillars of the community there. TMG recognizes the contributions of its partners on the successful redevelopment of the area, most notably Rick, Ari and Jori Maron and their MRN Ltd. as the master developer of the district, along with Craig Kaser of TerreMark Partners and Ira Mitchell of IJM Enterprises on retail and entertainment advisory, Christine Connell on operations and Deborah Thompson and Landau PR on marketing and public relations.

### Subsequent Growth

TMG's subsequent development and operations work through this decade brought it to diverse regions of the country including Orlando, Florida, with Vincent Luccisano and the *Aloma Bowling Centers*; the launch of the KDB entertainment center concept with Steiner + Associates in Columbus, Ohio, and with Developers Diversified in Long Beach, California; the award-winning *Uptown Alley* venues in Richmond, Virginia, and Surprise, Arizona, with Steve Uphoff, Steven Moore and the rest at Uphoff Ventures; the twin operations of *Axis alley* and *redondo taqueria* in Newport, Kentucky, in conjunction with Newport on the Levee and the Price Group; and *O'Cleary's Irish Pub and Sports* and *CBQ* in Sparks, Nevada, in partnership with RED Development.

In addition, TMG's third party consulting work enabled it to participate on many of the other great entertainment projects in the country, including *Brunswick's*, the reinvented upscale bowling venue of Brunswick Bowling and Billiards; *House of Blues* and other culinary projects with renowned and iconic Chef Aaron Sánchez; *Latitude 360* in Jacksonville, Florida, Pittsburgh, Pennsylvania and Indianapolis, Indiana, and more projects pending; *Shenaniganz* in Rockwall, Texas, with the Ripp family; the *Wind Creek Entertainment Center* in Atmore, Alabama, part of the Poarch Creek Indians' popular regional casino complex; *The Summit* in Windsor, Colorado, with the Summit Companies; and the *Ak-Chin Multi-tainment Center* in Maricopa, Arizona, developed for the Ak-Chin Indian Community as a complement to its casino, to name just a few.

*Uptown Alley*, *Shenaniganz* and two others to which TMG contributed, *Sunset Lanes* in Beaverton, Oregon, and *JB's on 41*, in Milwaukee, Wisconsin, are recognized in *Travel + Leisure's* 23 "*America's Coolest Bowling Alleys*" in the Summer of 2013.

"Our business is so multi-faceted it is impossible to achieve great success without great partners," said Bruce Nussbaum. "A big part of my job is identifying the people and companies we want to work with and forging and nurturing those relationships. Our Cleveland story is a vivid illustration, the first of many, of us working effectively with terrific partners, and we are grateful for these associations and collaborations."

### Latest Exciting Development

Most recently, TMG has been reaching new heights with its latest venture, the highly successful *plank* launched in October 2014 in Oakland, California, together with Divco West and Ellis Partners within the famed Jack London Square district, supported by the impactful public relations efforts of Andrew Freeman and Co. *plank* has garnered enormous acclaim in just its first four months, including from *USA Today*, *The San Francisco Chronicle*, *Oakland Magazine* and the *Bay Area News Group*.

"*plank* has been hitting on all cylinders, generating high volumes and delivering great dining and entertainment to the local community and corporate clientele from throughout the East Bay area and beyond," said Mike Auger. "It is a great example of the type of concept and experience TMG can deliver, and we look forward to bringing *plank* and our next innovative concepts to other markets in the future."

### Marking the Milestone

To mark the milestone anniversary, TMG is introducing a new corporate logo to be used this year that reflects the achievement:



More importantly, during 2015, on behalf of itself and the many individuals and companies it has and continues to work with, TMG will make meaningful donations to charitable organizations with compatible missions to TMG's commitment to providing good jobs and exciting experiences in local markets across the nation, with at least one focus being on food relief.

TMG looks forward to its next decade of providing world-class dining and entertainment and creating good jobs in local communities across the country and around the world!

### About Trifecta Management Group

Founded in 2005, Trifecta Management Group (TMG) provides innovative concepts, comprehensive management services and value added solutions/systems to the restaurant and retail entertainment industries. The founders and managing partners of TMG have more than 70 years of related experience and comprised the executive management team and the strategic, operational and development nucleus at GameWorks, the acclaimed restaurant and interactive entertainment concept founded by Steven Spielberg, Universal Studios and Sega.

TMG has become recognized for its custom concepts, including *The Corner Alley®*, *4th Street Bar & Grill*, *KDB® (Kitchen, Den, Bar)*, *Zocalo Mexican Grill and Tequileria™*, *Pizzeria Villagio™*, *plank®*, *Axis alley™*, *redondo taqueria®*, *CBQ®*, *O'Cleary's®* and *Uptown Alley®*. TMG acquired and reinvented *Flannery's Pub™*, a neighborhood Irish pub and restaurant that is now a cherished downtown Cleveland landmark. It also owns *Cowboy Food and Drink™* in Chagrin Falls, Ohio.

TMG is known for creating custom concepts and manages venues in Arizona, California, Florida, Kentucky, Nebraska, Nevada and Ohio.

For more information about TMG, visit [trifecta-mg.com](http://trifecta-mg.com) and like/follow us on [Facebook](#), [Twitter](#) and [Instagram](#).

### Trifecta Management Group

Contact: Bruce Nussbaum

Phone: 818-879-7100 ~ Fax: 818-706-7396 ~ Email [trifecta-mg.com](mailto:trifecta-mg.com)

28035 Dorothy Drive, Suite 240  
Agoura Hills, CA 91301