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THIRD  HOUSE

HOSPITALITY CONSULTING

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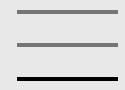
A VUCUREVICH | SIMONS ADVISORY COMPANY



# ABOUT US

Third House is a global restaurant and hospitality consulting company that specializes in providing conceptual, strategic and operational development.

We believe that the hospitality business is a noble venture that encourages connections and adds texture to ones life. Our job is to create these experiences and ensure that they are both operationally sound and financially successful.



# WHO WE ARE



## AMBER HARTMAN

Managing Partner

**LinkedIn**

Amber's passion for hospitality was realized at a very young age, growing up immersed in her family's restaurant and service businesses. While translating her early industry experiences into a degree in Hotel, Restaurant & Institutional Management from Penn State University, Amber simultaneously held her first managerial position at

the renowned Nemacolin Woodlands Resort & Spa.

After receiving her degree, Amber went on to work for the prestigious Hillstone Restaurant Group and quickly rose to General Manager, a position she thrived in for over 13 years. During her career with Hillstone, Amber was afforded the opportunity to familiarize herself with varying market landscapes, high-volume operations, team-building, and superior guest services from New York City and Los Angeles to Scottsdale, AZ, Boston, and later Washington, D.C. During this tenure, Amber had a hand in all operational aspects of the business, including the training and development of new managers for the organization. These experiences provided Amber with an abundance of operational knowledge, a keen eye for detail, and a very high standard for quality and service.

In addition to consulting, Amber also owns and operates her own bed and breakfast and remains heavily active in her family's various service businesses.



## SETH ROSKIND

VP Concept Development

**LinkedIn**

With an extensive background in hospitality, Seth brings a deep understanding of restaurant operations, having worked in fine dining, independent restaurants, hotels, and internationally known restaurant groups, including ThinkFoodGroup, Dinner Lab, Star Provisions, Starwood, and The Peasant Group.

Over the course of his career, Seth's work has been the recipient of numerous distinctions having received awards and acclaim from James Beard, DiRoNa, AAA Four Diamond, Fast.Co, and Gayot along with numerous other groups and publications.

Seth also brings a deep knowledge of beverages to our team, having overseen numerous award-winning wine and mixology programs. His programs have been honored with distinctions from The Wine Spectator, The Wine Enthusiast, and Food & Wine Magazine. Seth was further honored by being named StarChefs Sommelier Rising Star for Atlanta.

For the past 6 years, Seth has shared his experience as a consultant to an array of clients from independent and group restaurateurs to boutique and multinational hotels. This work has taken him to locales from across the US to Central + South America and the EU.



## OUR HISTORY

Mike and Dan started VSAG in the fall of 2003. Starting from zero, they grew the Consulting Firm into a highly regarded source of advice for clients large and small, all around the world. At the same time, their dreams of owning their own restaurants became reality, and they developed their first Founding Farmers restaurant. Over the years, the Consultancy has continued to grow and is now led by Amber and Seth, while Mike and Dan focus the majority of their time leading Founding Farmers Restaurant Group. They continue to provide guidance to Amber, Seth & VSAG Clients as needed.

## OUR FOUNDERS



### MIKE V.

Co-Founder

**LinkedIn**

What a journey the restaurant industry has provided for Mike. What started as a job for a teenager became a lifetime of work. First, working for others, learning the ins and outs of kitchen, the wide-ranging culinary world, and all operational positions, and then after climbing to the highest levels of executive leadership in restaurant companies

owned by other people, Mike was ready to do it for himself. After a wildly successful 11 years at The Cheesecake Factory, growing the company from two restaurants to twenty, he took on the challenge of growing eatZi's Market & Bakery from its infancy into a \$75M/year trend-setter and disruptor as a restaurant, market, bakery, and grocery converged into one concept. His final challenge prior to starting his own company was to create new concepts and lead operations for Al Copeland, founder of Popeyes Chicken and Copeland's restaurants. This string of successes, and learnings, set the stage for creating what is now a restaurant group and consultancy generating a combined \$100M per year in revenue.

Mike's ability to do both the creative, visionary work, along with the detailed analytical, systems work makes him one of the few in the industry with a track record of both envisioning concepts and successfully running operations and companies. His reputation as a developer of people is as strong as his reputation for systems, profit, and creativity.

As Founding Consultant, Emeritus, Mike continues to provide guidance to the Third House Hospitality team as needed, when projects have the highest degree of complexity.



### DAN SIMONS

Co-Founder

**LinkedIn**

Restaurants and the people that come together to make restaurants successful - this is the foundation of Dan's career. He spent his college years working front of the house and kitchen hourly positions and started his management career upon graduation from The George Washington University. His first decade in the industry was 11 years

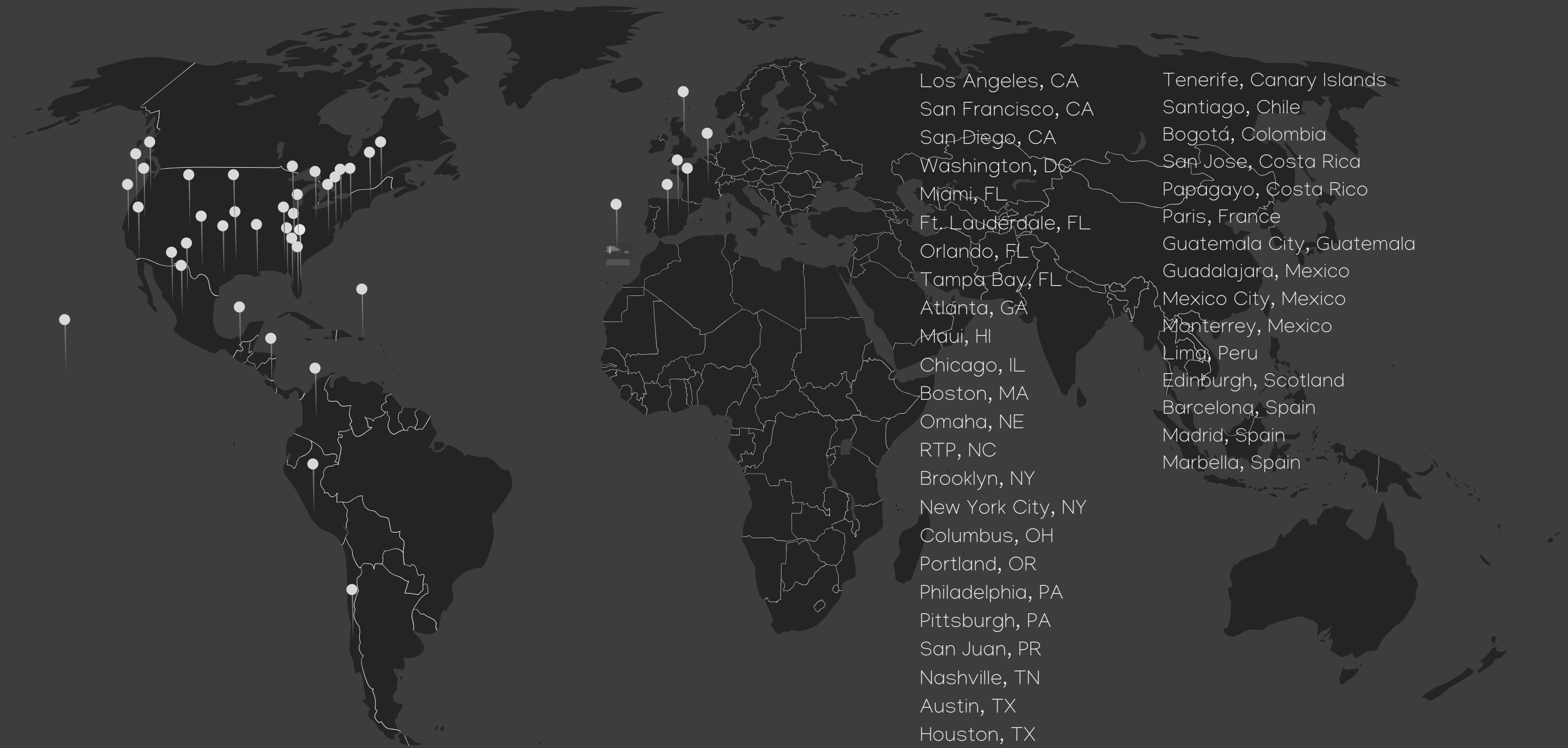
climbing the operational ladder at TGI Friday's, then Cheesecake Factory (starting when there were just 6 locations), and then eatZi's Market and Bakery. These high volume, systems-intensive, fresh food environments (yes, Friday's and Cheesecake were all fresh food in those years) allowed Dan to find continuous challenges for himself - both in what it takes to run and build operations and what it takes to lead the people that must come together in an aligned, inspired way.

Dan & Mike V. have grown their relationship from boss and mentor to business partners and continue to grow together as they grow their enterprises.

Along with leading Founding Farmers Restaurant Group and providing Founding Consulting, Emeritus, guidance to the consulting team, Dan teaches in the business school at GWU, and blogs at [www.DanSimonsSays.com](http://www.DanSimonsSays.com). As an executive leader, and company founder, Dan takes his opportunities and obligations seriously, looking for ways to share and leverage the principles of Conscious Capitalism inside his companies and outside in his communities.

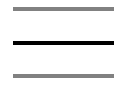


# WHERE WE'VE BEEN

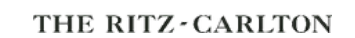


Los Angeles, CA  
San Francisco, CA  
San Diego, CA  
Washington, DC  
Miami, FL  
Ft. Lauderdale, FL  
Orlando, FL  
Tampa Bay, FL  
Atlanta, GA  
Maui, HI  
Chicago, IL  
Boston, MA  
Omaha, NE  
RTP, NC  
Brooklyn, NY  
New York City, NY  
Columbus, OH  
Portland, OR  
Philadelphia, PA  
Pittsburgh, PA  
San Juan, PR  
Nashville, TN  
Austin, TX  
Houston, TX  
Waco, TX  
Richmond, VA  
Washington, VA  
Seattle, WA

Tenerife, Canary Islands  
Santiago, Chile  
Bogotá, Colombia  
San Jose, Costa Rica  
Papagayo, Costa Rica  
Paris, France  
Guatemala City, Guatemala  
Guadalajara, Mexico  
Mexico City, Mexico  
Monterrey, Mexico  
Lima, Peru  
Edinburgh, Scotland  
Barcelona, Spain  
Madrid, Spain  
Marbella, Spain



# WHO WE'VE WORKED WITH



"We orchestrate experiences that connect people, enhance their lives, and benefit the greater community."

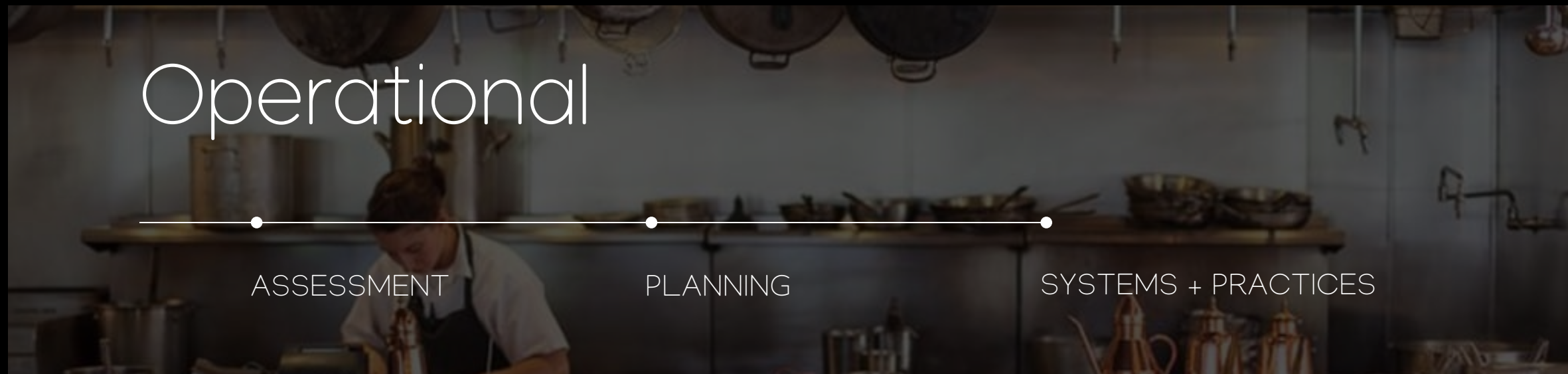
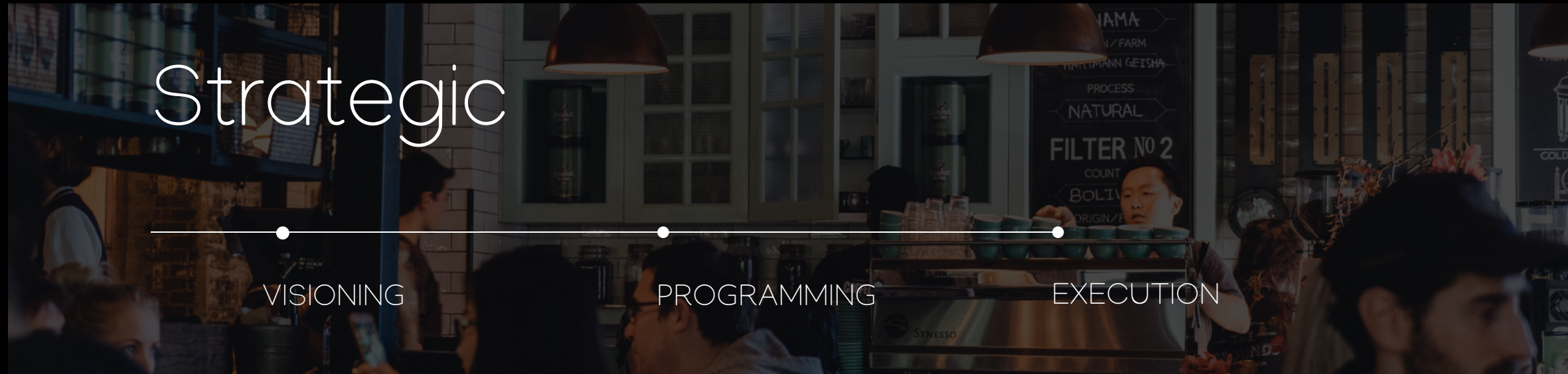
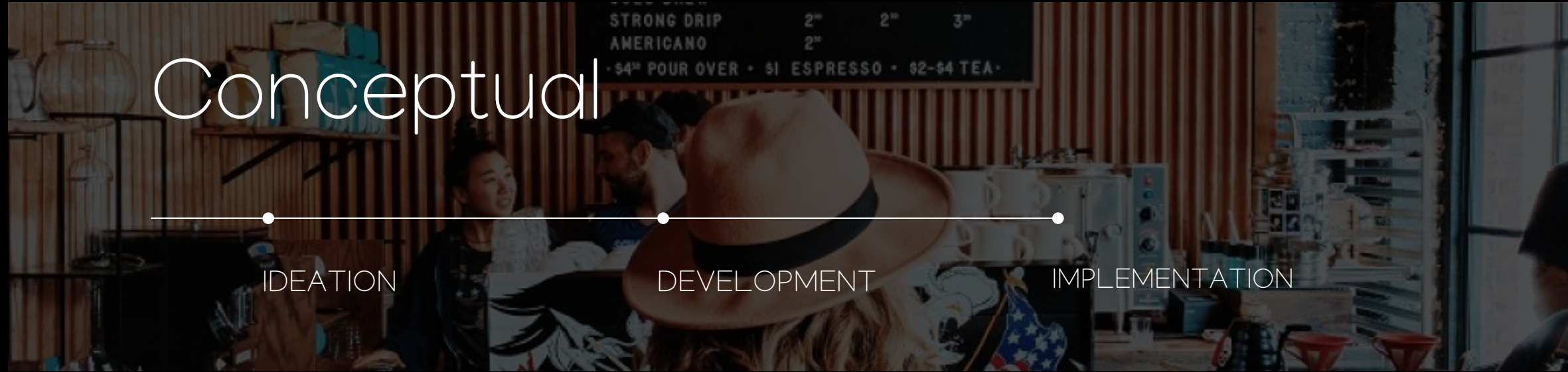
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OUR PHILOSOPHY

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# HOW WE WORK







# CORE SERVICES

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## CONCEPTUAL

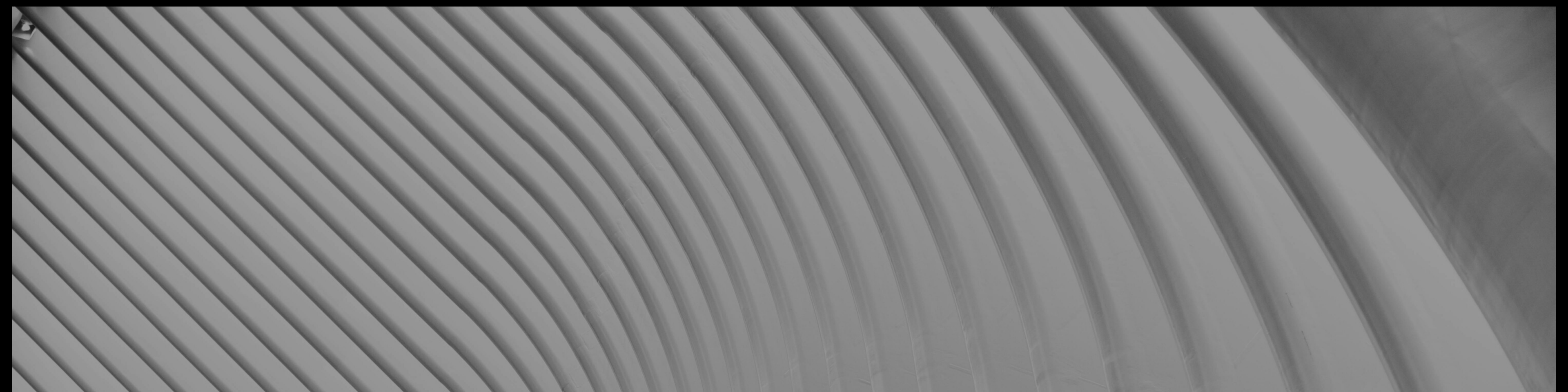
- Market Analysis
- Concept Ideation
- Brand + Concept Development
- Financial Modeling
- Menu Ideation + Development
- Layout + Space Planning
- Design Team Coordination
- Equipment Analysis + Layout
- Value Engineering Support
- Pre-Opening Coordination

## STRATEGIC

- Investment Pitch Deck
- Trend Analysis + Development
- Third Party Market Evaluation
- Partner Outreach + Vetting
- Location Scouting + Site Selection
- License/Lease Negotiation
- Service + Hospitality Seminars
- Organizational Structuring
- Off-Premise Strategy
- Growth Strategy

## OPERATIONAL

- Deep Dive Assessment + Review
- Concept Repositioning
- Systems Development (SOPs)
- Leadership Identification
- Grand Opening Support
- Ongoing Business Review
- Hourly + Management Training
- Service + Culture Infrastructure
- Operational Playbook
- Task Force Efforts



WHERE WE'VE  
WORKED

## SCOPE

Market Analysis  
Concept Ideation  
Brand + Concept Development  
Financial Modeling  
Menu Ideation + Development  
Layout + Space Planning  
Design Team Coordination  
Equipment Analysis + Layout  
Value Engineering Support  
Pre-Opening Coordination  
Leadership Identification



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# THE PORTER

Signature Restaurant, Bar, Lounge, Café + Retail

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# W BARCELONA

Three-Meal + Rooftop Lounge Concept

## SCOPE

Market Analysis | Concept Ideation | Menu Ideation + Development |  
Layout + Space Planning | Kitchen Planning

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## SCOPE

Concept Ideation  
Branding + Concept Development  
Financial Modeling  
Menu Ideation + Development  
Design + Space Planning  
Programming  
Systems Development  
Business Development  
Hiring + Training  
Service + Culture Implementation  
Tech Integration  
Ongoing Management

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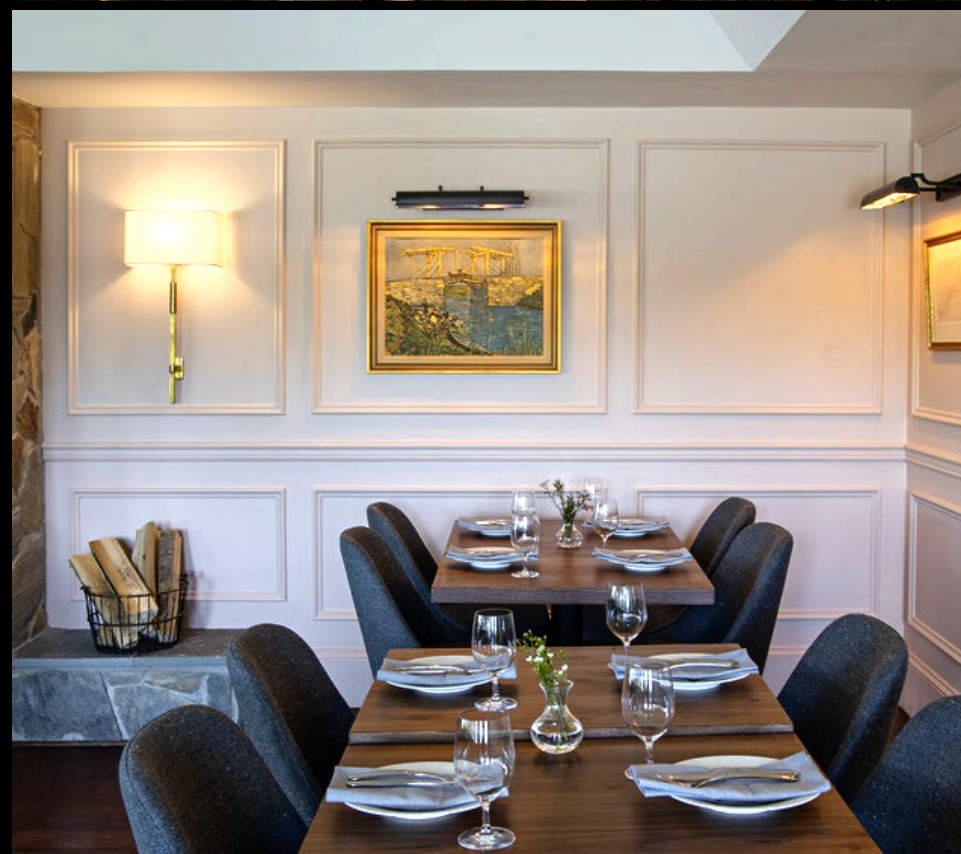
# SMITH HOUSE INN

Bed + Breakfast

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## SCOPE

Brand + Concept Development  
Partner Outreach + Vetting  
Growth Strategy  
Financial Modeling  
Layout + Space Planning  
Design Team Coordination  
Equipment Analysis + Layout  
Value Engineering Support  
Pew-opening Coordination  
Systems Development  
Tech Integration  
Leadership Identification

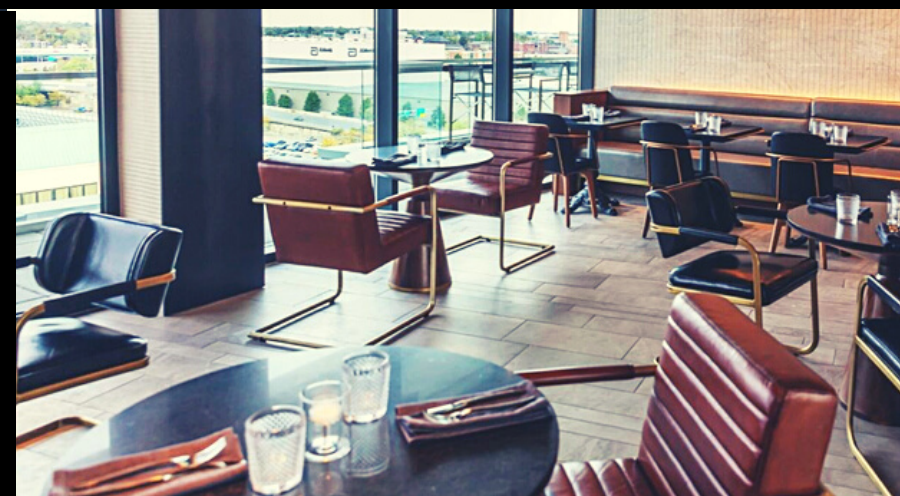
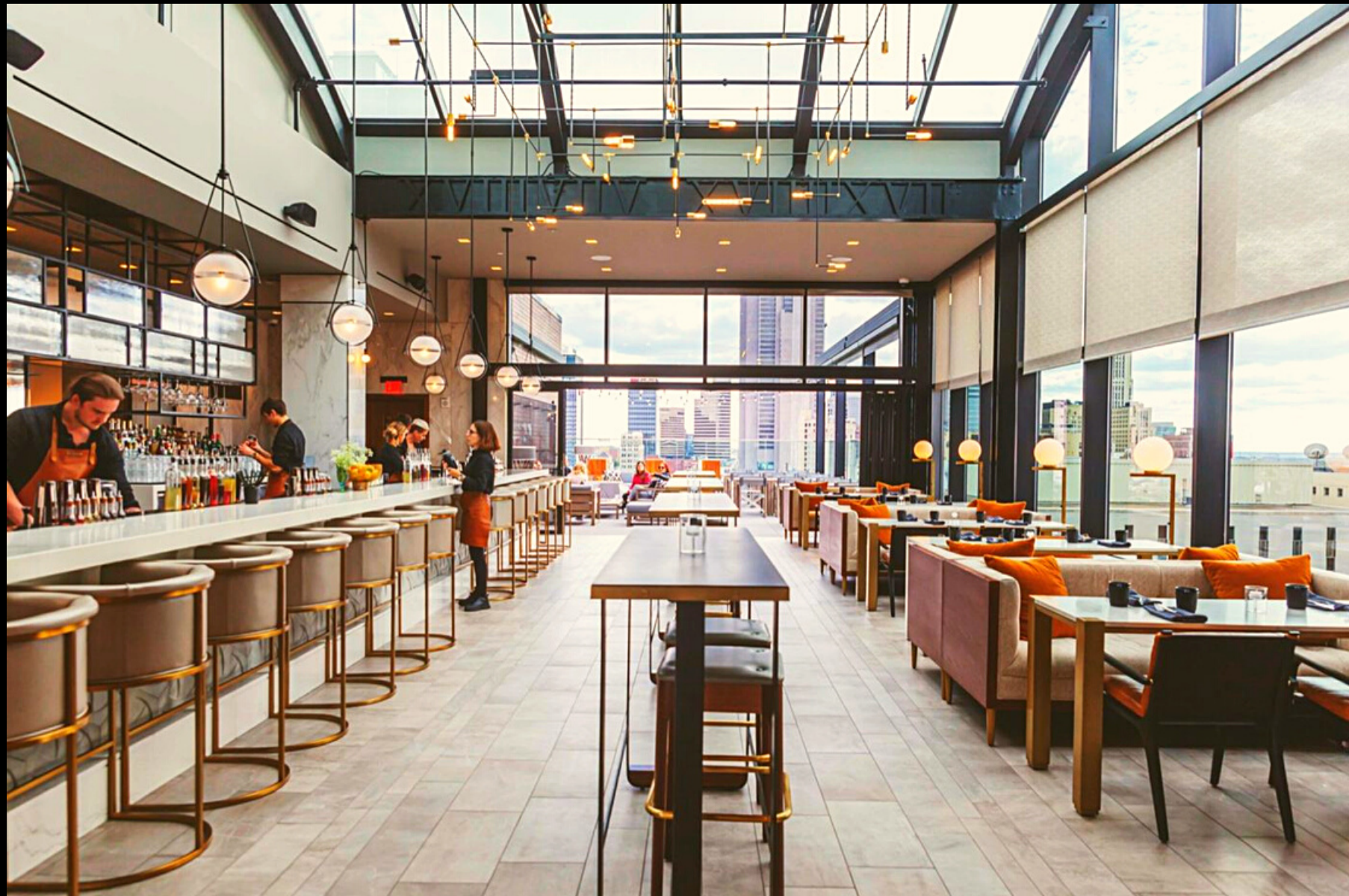


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# BLUE ROCK

Boutique Hotel, Restaurant + Tasting Room

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## SCOPE

- Market Analysis
- Concept Ideation
- Brand + Concept Development
- Financial Modeling
- Menu Ideation + Development
- Layout + Space Planning
- Design Team Coordination
- Equipment Analysis + Layout
- Value Engineering Support
- Pre-Opening Coordination
- Grand Opening Support
- Leadership Identification
- On-Site Service Training
- Ongoing Business Review

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# CANOPY COLUMBUS

Signature Restaurant, Bar + Three-Meal

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# WESTIN MONTERREY

Signature Restaurant + Rooftop Concept

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## SCOPE

Market Analysis  
Concept Ideation  
Brand + Concept Development  
Financial Modeling  
Menu Ideation + Development  
Layout + Space Planning  
Equipment Analysis + Layout  
Pre-Opening Coordination  
Leadership Identification  
On-Site Service Training



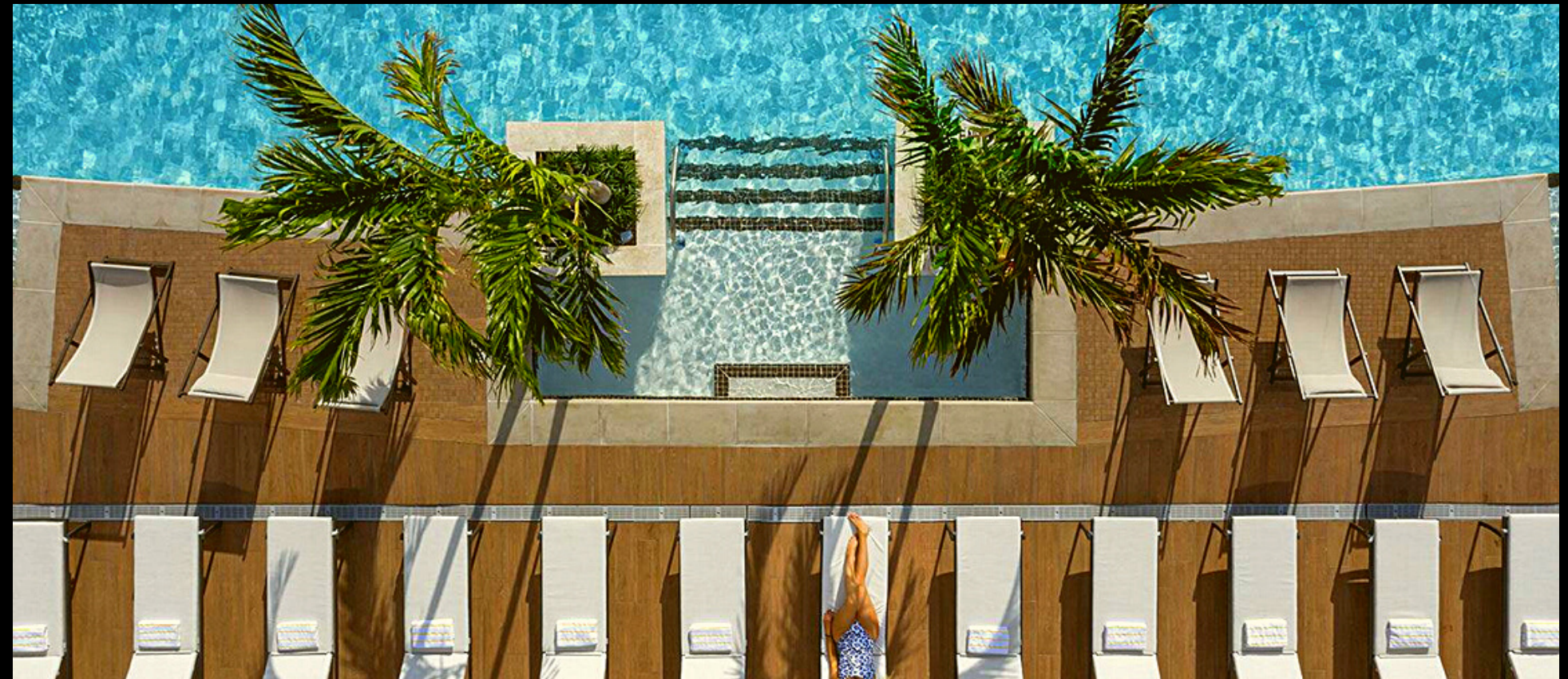


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# THE BEN

Signature Restaurant + Rooftop Concept

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## SCOPE

- Market Analysis
- Concept Ideation
- Brand + Concept Development
- Layout + Space Planning
- Design Team Coordination
- Equipment Analysis + Layout

## WEBSITE

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

## CONTACT

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