



REDUCING CHEESECAKE EMPLOYMENT LITIGATION

Presentation by:

Ed Eynon, Senior VP of Human Resources The Cheesecake Factory Incorporated

SPEAKER

Friday, July 13, 12:00 - 1:30 p.m.
The Pierpont Inn, Ventura

CONTINUING EDUCATION



Ed Eynon is Senior Vice President of Human Resources at The Cheesecake Factory Incorporated, which is considered the premier upscale casual restaurant group in America. The Cheesecake Factory has three restaurant concepts – The Cheesecake Factory, Grand Lux Café and Rock Sugar – and a bakery division producing more than 35,000 cheesecakes per day. The overall company has an annual growth rate of approximately 20% per year. In Ed's four plus years with the company, the employee population has grown from 15,000 to more than 31,000 employees, while annual revenues have grown from \$650 million to more than \$1.5 billion.

CPAs/Attorneys 1.0 Hr CPE/MCLE

This activity has been approved for Minimum Continuing Legal Education credit by the State Bar of California in the amount of 1.0 hour. VCBA certifies that this activity conforms to the standards for approved education activities prescribed by the rules and regulations of the State Bar of California governing MCLE. Additionally, this organization follows the CE requirements specified in the California Board of Accountancy Regulations.

Prior to The Cheesecake Factory, Ed served for four years as Senior Vice-President of Human Resources and International Relations for the 2002 Winter Olympic Games in Salt Lake City. Ed was responsible for raising, preparing and engaging a workforce of 50,000.

The National Human Resources Association, Ventura County, recently recognized Ed as 2007 Executive of the Year. In 2004, he was awarded the Founder's Award for outstanding contributions at The Cheesecake Factory Incorporated by Founder and CEO David Overton. In 2002, Ed was awarded the Olympic Order from the International Olympic Committee.

LUNCH CHOICES

Roasted Salmon
Provençale with Tossed Green Salad,
Vegetable and Rice

Classic Cobb Salad
(breast of chicken, avocado, bacon, tomatoes, etc.) & Soup

Vegetarian Sandwich:
Grilled Vegetables,
Tomato Carpaccio,
Basil, Smoked
Mozzarella & Roasted
Garlic on Focaccia;
Green Salad

(PLEASE SELECT ONE)
(All Include Dessert)

PRESENTATION

Mr. Eynon will speak about his experience at the intersection of employment and law as a Senior VP at The Cheesecake Factory and elsewhere. Among other things, he will share his thoughts on compliance with meal and rest break requirements; hiring & firing; progressive discipline; arbitration; health benefits, etc.

RESERVATIONS

Price Includes Lunch, Coffee/Tea, Dessert and CPE credit. The cost is \$30 for members of the CPA/Law Society and \$40 for non-members. Please make your reservations and lunch selection by calling Barbara at Doug Kulper's office (805) 659-6800, or please e-mail Doug Kulper at dkulper@fcopc.com, before July 11, 2007. See www.cpalawsociety.com for info.