

PROGRAM

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BACK TO
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TUESDAY
MAY 4
9 AM (PT)

BEVERLY HILLS BACK TO BUSINESS
SPRING VIRTUAL COLLABORATIVE

Welcome to...

BEVERLY HILLS
BACK TO
BUSINESS[▲]

May 4, 2021

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Agenda

All keynote sessions will be available to watch on demand after they debut.

9:00 AM | Looking to the Future of Beverly Hills

Recently installed Mayor Robert Wunderlich outlines his vision for Beverly Hills during his term of 2021-22 and beyond. The Mayor will address how the City of Beverly Hills handled the pandemic, the next steps for reopening and reviving the economy, and his goals for helping the community come together and heal as we move into a brighter time. He is joined in conversation by Chamber President & CEO, Todd Johnson.

Robert Wunderlich | Mayor of Beverly Hills

Todd Johnson | Beverly Hills Chamber of Commerce

Networking Break

10:00 AM | Restaurant Reinvention with the Original Celebrity Chef Wolfgang Puck

Wolfgang Puck is synonymous with Beverly Hills. His innovative thinking has not only transformed menus, he has reinvented the art of hospitality. Wolfgang has built an empire around making everyone feel like a celebrity. Don't miss this highly entertaining interview about his childhood, his rise as a young chef, and his vision for the future of the hospitality industry. He is joined in conversation by Chamber President & CEO, Todd Johnson.

Wolfgang Puck | Wolfgang Puck Fine Dining Group

Todd Johnson | Beverly Hills Chamber of Commerce

Networking Break

10:45 AM | Innovation in Maternity Care: Motherhood is a Team Sport

The world of healthcare has perhaps never been more important as the times we are living in now. Dr. Kimberly Gregory, a top maternal fetal medicine trailblazer, will discuss her work and the work of others that is helping to improve the quality of care, health equity and patient satisfaction with hospital childbirth services. If you are a woman or know a woman, you won't want to miss this very valuable information.

Kimberly D. Gregory, MD, MPH | Cedars Sinai Medical Center

Networking Break

11:30 AM | State of Luxury with Ann Shatilla

State of Luxury is a highlight each season, and Emmy Award-winning journalist, Ann Shatilla, always delivers the latest best-in-class tips for your business, no matter the industry. She's been at the forefront of navigating the pandemic, and now she will deliver her invaluable advice on the next steps. Take notes!

Ann Shatilla | Emmy Award-winning TV News Producer

Networking Break

12:15 PM | Forward-Thinking Mixed-Use Developments are Good for Everyone

Alagem Capital Group is the force behind iconic landmarks in Beverly Hills including the famed Beverly Hilton Hotel and the exquisite Waldorf Astoria. Alagem is working on their latest project that will reinvent the west gateway into Beverly Hills, referred to as One Beverly Hills; a mix of residential, retail, hotel, and conference spaces immersed in sustainable botanical gardens. Frank Mottek, the voice of Los Angeles business news and Ted Kahan, President of Hospitality for Alagem Capital Group discuss how a forward-thinking project of this scale impacts the community and all businesses, and they look to the bright future of the hospitality industry.

Ted Kahan | Alagem Capital Group

Frank Mottek | KNX 1070 Newsradio

Expert Chat Room Sessions

12:30 - 1:00 PM | Noelle Freeman, The DMS Agency

Topic: Digital Marketing & Converting Customers Online

1:00 - 1:30 PM | Dr. Corey Jentry, Catalyst Recovery

Topic: Addiction Recovery & Mental Health

1:00 PM | Pandemic Resilience; Leading in Upheaval: What Leaders Need to Do to Build Stronger Teams and Bolder Community

Lu Hanessian, an integrative consulting coach, and the founder of Integrate Resilience | Mindful MediaWorks will give practical advice on how to engage teams and thrive even in uncertainty for pandemic resilience in 2021 and beyond. Lu is joined in conversation by Emmy Award-winning journalist, Ann Shatilla.

Lu Hanessian, M.Sc. | Integrate Resilience | Mindful MediaWorks

Ann Shatilla | Emmy Award-winning TV News Producer

Expert Chat Room Session

1:30 - 2:00 PM | Belinda Macauley, Beverly Hills Bar Association

Topic: Business & Reopening Laws

2:00 PM | Coming Soon to Beverly Hills; New Businesses are Moving In

In spite of the negative impact of the pandemic, there is new business growth in Beverly Hills, and the City continues to thrive. Beverly Hills Chamber President & CEO, Todd Johnson, delves into the next chapter of the City's economic recovery with Mayor Robert Wunderlich, Brando Juris of Tatal Restaurant and Houman Mahboubi of JLL. Find out why Beverly Hills is the best place to do business!

Robert Wunderlich | Mayor of Beverly Hills

Brando Juris | TATEL

Houman Mahboubi | JLL

Todd Johnson | Beverly Hills Chamber of Commerce

Breakout Sessions

These sessions are available to watch on demand all day.

How to Really Recover from the Mental Health Effects of 2020

It's no secret the pandemic not only posed a physical threat, but it wreaked havoc on many people's emotional and mental health as well. To help us understand the deeper and long term effects of prolonged stress, as well as what we can each do to help ourselves is an esteemed panel of experts from four fields of treatment; Dr. Allison Adams, Dr. Corey Jentry, Dr. Daniel Perman and Anna Stavaridis, Certified Corporate Wellness Specialist.

Dr. Allison Adams | ChiroLife Family Wellness

Dr. Corey Jentry | Catalyst Recovery

Dr. Daniel Perman | Imagine X Functional Neurology

Anna Stavaridis, CCWS | Meraki Fitness

Convert Customers Online

Learn how to convert customers online with digital marketing expert and founder of The DMS Agency, Noelle Freeman. In this session, you will learn how to identify your audience, where and how to reach them, and ultimately how to nurture and convert them into paying customers. With an increasingly digital world, it's important for your online marketing to cut through the content clutter in order to achieve the ultimate goal – converting customers.

Noelle Freeman | The DMS Agency

Deciphering the NFT Craze

NFTs are here now and they are here to stay. Don't know what an NFT is? You will after this fascinating explanation. Derrick Ontiveros and Sher Chaudhary break down in very easy-to-understand terms exactly what the NFT technology is, how it works, and how it can and should be applied across all industries.

Derrick Ontiveros | Technologist, NFT Expert

Sher Chaudhary | Brand Strategist, NFT Expert

Don't Miss the Exhibits and Prize Center!

Acknowledgements

Host

Erika De La Cruz

Producers

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would like to thank our beloved restaurants
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Please call or email us for any assistance in City
business and/or real estate matters.

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Guest Speakers

Speakers are listed in alphabetical order.



Dr. Allison Adams

Founder | ChiroLife Family Wellness

Dr. Adams is the founder of ChiroLife Family Wellness in Beverly Hills. She specializes in family wellness, pediatric and prenatal chiropractic care and sports performance. Dr. Adams uses a "whole person approach" when taking care of her patients. This wellness approach is the path to looking for the underlying origin of disturbance which may be causing symptoms and stress on the body's nervous system. Through specific chiropractic adjustments, along with the use of physiotherapy, and the newest vitamin and mineral supplements, Dr. Adams will customize care to fit the individual needs of each patient. Dr. Adams' unique approach to wellness will help you accelerate and maintain your journey to good health!



Sher Chaudhary

Head of Special Projects | Flighthouse

Sher helps build product and content strategies for global brands, talent, and causes. He holds degrees in applied mathematics and business from USC, where he presided over the University's entrepreneurship network. Flighthouse is the #1 most-followed brand page on TikTok — its content network earns over 250M+ monthly viewers across TikTok, IG, and Snapchat. Sher is also a co-founder of the Next Beverly Hills Incubator Committee.



Erika De La Cruz

Media Personality, Best Selling Author & Founder of Passionistas

Erika's book hit #1 in 19 separate categories on Amazon in its first week, including female entrepreneurship. Her work has been featured in FORBES, ENTREPRENEUR, VOGUE, GLAMOUR, TODAY, PEOPLE, YAHOO, and E!. She has partnered with companies like DKNY, Bumble Bizz, Hyatt and more to forward leadership & mental health initiatives, as well as foster diversity campaigns. Erika is passionate about positively contributing to the Latinx narrative for millennial women and inspiring people everywhere to live their most empowered lives.



Noelle Freeman

Founder | The DMS Agency

Noelle Freeman is a digital marketing expert and the founder of The DMS Agency. After earning degrees in advertising, public relations and communication studies from Chapman University, Noelle started her social media marketing career in the film industry where she executed digital marketing campaigns for major motion pictures such as Safe Haven starring Julianne Hough, Paranoia starring Liam Hemsworth and Harrison Ford, and The Family starring Robert De Niro and Michelle Pfeiffer, among others. Noelle has also worked with major brands such as Coca-Cola, Evian and Zappos, building strategic online partnerships for theatrical campaigns. In 2014, Noelle founded The DMS Agency which specializes in building brands by curating their online presence. The DMS Agency has a diverse portfolio of clients ranging from beauty brands like Neutrogena to social activism causes such as Autism Awareness and The Miss California Organization. The DMS Agency is based in Beverly Hills, California with work featured in People, Seventeen Magazine, Yahoo, Business Insider and MSN. Noelle plays an active role in the community by serving as a Human Relations Commissioner and the Chair of Next Beverly Hills, a committee of young leaders chartered by the Mayor and the City of Beverly Hills to engage millennial residents through innovative initiatives.



Kimberly D. Gregory, MD, MPH

Cedars-Sinai Medical Center

Dr. Gregory received her Bachelor of Science degree at University of California, Los Angeles (UCLA), and completed her medical training at the Charles Drew University of Medicine & Science/UCLA Medical Education Program. She did her residency training in Obstetrics & Gynecology at Beth Israel Hospital in Boston Massachusetts, and her fellowship training in Maternal Fetal Medicine at University Southern California Women's Hospital. She received a Master's in Public Health from Harvard's School of Public Health. Board certified in Ob/Gyn and Maternal-Fetal Medicine, she maintains an active clinical practice in high risk obstetrics. She is Vice Chair of Women's Healthcare Quality & Performance Improvement and the Helping Hand Chair in Maternal Fetal Medicine at Cedars Sinai Medical Center. She is Professor in the Department Ob/Gyn, with a joint appointment at the David Geffen School of Medicine at UCLA and the UCLA Fielding School of Public Health. Her research interests include developing maternal quality indicators and patient reported outcome measures for childbirth, patient safety, obstetrical healthcare utilization, appropriate cesarean section rates, complications of labor and delivery, and maternal morbidity and mortality. She has received federal and foundation funding for her research, and has over 120 peer-reviewed articles in professional journals. She has served in various leadership positions including: the U.S. Public Health Services Prevention Task Force, the Institute of Medicine Committee on Preventive Services for Women, Society of Maternal Fetal Medicine Board of Directors, various committees for American College of Obstetricians and Gynecologist, California Maternal Mortality Review Committee, National Quality Forum, and numerous health and public policy committees at the state and national level.



Lu Hanessian, M.Sc.

President and Founder | Integrate Resilience | Mindful MediaWorks Inc.

Lu Hanessian, M.Sc., President and Founder of Integrate Resilience | Mindful MediaWorks is a senior neuroscience-based transformational management and team consultant, educator, and facilitator for corporations, businesses, and educational institutions. Lu designs and facilitates programs, workshops and training sessions, drawing from an integration of science-based practices in relational neuroscience, resilience training, stress management and adaptive leadership, sharing cutting-edge science and practices in emotional intelligence, positive psychology, and building cultures of trust. Consulting and coaching services are for CEO's and business management, as well as for managers and their employees and teams. Lu Hanessian is also an award-winning journalist, author, and former NBC network anchor and Discovery Health Channel host with more than 25 years of national and international broadcast journalism experience.



Corey Jentry, PhD

Chief Marketing Officer

Dr. Corey Jentry is a multi-industry expert and strategist in both traditional and digital marketing. Over the past eleven years, he has served as Senior Consultant for Chertoff Group, Digital Marketing Manager for O’Gara Coach and Chief Marketing Officer for Beverly Wilshire Consulting. In 2018, Corey took his expertise to the substance abuse and mental health space focusing specifically on in-home care and treatment solutions. With a PhD in Political Science from the London School of Economics and his proven track record in successful strategies and outcomes, Catalyst Recovery benefits from his depth of industry knowledge and experience.



Todd Johnson

President & CEO | Beverly Hills Chamber of Commerce

After nearly 10 years of casual dining management experience, in 1998, Johnson joined Lawry’s Restaurants where he learned the ins and outs of the upscale dining environment. He was promoted to General Manager at the Tam O’Shanter Inn in 2001. One year later Johnson returned to Lawry’s The Prime Rib, Beverly Hills as General Manager and served in that role until 2011. After 25 years of managing day-to-day restaurant operations, Todd Johnson used his culinary service experience and knowledge to lead The Lawry’s Carvery division as the Director of Operations. As the newest concept in the more than 70-year-old company, Johnson excelled in creating systems, maximizing efficiency and developing a team of professionals who could provide a prime dining experience in a quick service setting. In 2014, he joined Grill Concepts where he saw growth opportunity for himself and the restaurant group’s multiple concepts. Throughout his restaurant career, Todd Johnson played an active role with many business associations although the Beverly Hills Chamber of Commerce was always a top priority. Because of his passion for the Chamber, Johnson joined the Board of Directors in 2003. He served as Chairman of the Board in 2010, and played an instrumental role in leading the organization through a staff restructuring in 2010. Johnson continued to serve on the Board in various capacities including CFO and Restaurant Committee Chair until 2015 at which time he accepted the offer to lead the Chamber as the President and CEO. In this role he is responsible for leading the day-to-day operations of the organization, the third largest standalone Chamber in Los Angeles, comprised of more than 820 members with an operating budget of nearly \$1.5M.



Brando Juris

General Manager | TATEL Restaurant

Born in Italy from a family of hoteliers and graduated from Les Roches Hospitality, Switzerland. Brando worked within the Management team for Rocco Forte collection at the Hotel De Russie in Rome and at Brown's Hotel in London. He moved to NYC to run the famous Cipriani Event spaces and was one of the founders and part of the development team of the Cipriani Hotel Brand MR. C and restaurants. In 2011 he relocated to LA to open the first of three MR. C in Beverly Hills, which he managed for nine years and helped with the opening of the New York and Miami locations. Brando is now leading operations as manager for TATEL in the USA.



Ted Kahan

President of Hospitality | Alagem Capital Group

Mr. Kahan is the President of Oasis West Realty, LLC and BH Luxury Residences, LLC. He joined the firm in 2003. Mr. Kahan spearheads all activities relating to acquisitions, financing, development and asset management of all properties in the company's portfolio. Since joining the firm Mr. Kahan has been responsible for over \$3 Billion in debt, equity and capital transactions. Mr. Kahan is responsible for the day-to-day management of all real estate investments and is the primary interface between the companies and their lenders, investors, the City of Beverly Hills and Hilton Hotels Corporation. Mr. Kahan oversaw the acquisition and all renovations of the iconic The Beverly Hilton since 2004, and the construction of the new Waldorf Astoria Beverly Hills that opened in 2017. From 2006-2013, Mr. Kahan managed the acquisition, operation and sale of the Hilton Los Cabos Beach and Golf Resort. Mr. Kahan is currently overseeing the 17.5-acre development in the heart of Beverly Hills known as One Beverly Hills. To that end, in 2018, Mr. Kahan oversaw the acquisition of the 8-acre undeveloped site located at 9900 Wilshire Boulevard in Beverly Hills, CA and later the acquisition of the former Unocal gas station site that completed the assemblage of the 17.5-acre site. Prior to joining OWR, Mr. Kahan served as Executive Vice President of Real Estate Investment for Davis Companies, whose real estate holdings include many widely recognized "trophy" properties. Prior to joining Davis Companies, Mr. Kahan served as General Counsel for American Golf Corporation and was a member of the firm's Executive Committee. Mr. Kahan holds a law degree from Northwestern Law School and received his Bachelor degree from the University of Wisconsin.



Houman Mahboubi

Executive Vice President, Retail | JLL, Inc.

Houman is celebrated among colleagues and clients for his integrity, loyalty and expertise in the Los Angeles commercial real estate market. With over 15 years of experience, Houman is a leading authority on sales, purchases, management and leasing. He has closed multimillion-dollar transactions with some of the world's most prestigious commercial real estate clients. Houman's focus is on transactions, acquisitions, administration and leasing of commercial real estate. With his experience, local market knowledge, and outstanding network of business partners, Houman is an advisor leading a dedicated group of over 20 leasing agents and brokers. Houman has developed his business portfolio with a characteristic personal touch to every deal, meeting and transaction. Houman's professional trademark is illustrated by the principles he advocates in his business practice: Integrity, Diligence, Commitment and Collaboration. Houman has received media features for his accomplishments – including press outlets such as Bloomberg TV, LA Business Weekly TV, Blog Talk Radio, Realty Times and Entrepreneur's Network. Based in Beverly Hills, Houman has a keen understanding of the local and commercial real estate trends and development. With local geographic specialization, he has attained and sold topnotch income properties to some of Southern California's most prestigious clients. As a client-loyal specialist, Houman has tracked top trends and guided with assurance certain forecasts about sales, purchase management and leasing of commercial real estate. His personable approach, marketing savvy, intimate community knowledge and perception have expedited deals and endeared him to his peers and clients alike.



Frank Mottek

KNX 1070 NEWSRADIO

Frank Mottek is known as "The Voice of Business News in Los Angeles." An award-winning broadcast journalist with more than 30 years of experience, Frank currently anchors the morning drive Money reports on KNX 1070 NEWSRADIO. He also hosts the one-hour business and consumer news program "Mottek On Money" airing at 11am Saturdays on KNX and the on-demand "Mottek On Money" podcast. Mottek On Money received the 2021 Golden Mike Award from the Radio and Television News Association of Southern California for Best Business and Consumer Reporting. Since joining CBS in Los Angeles in 1992, Frank served as reporter and anchor on KNX as well as business anchor on KCAL9-TV and spot reporter for KCBS-TV CBS2. For ten years, he also worked as reporter and business news anchor on the KTLA Channel 5 News @ 10 and the KTLA Morning News. He is frequently called to lead some of the highest profile business discussions including economic forecast events for the Beverly Hills Chamber of Commerce, The Milken Institute, the Los Angeles County Economic Development Corporation and the UCLA Anderson School of Management, just to name a few. Frank frequently guest lectures at local universities and for ten years served as instructor at the Annenberg School for Communication at USC teaching the JOUR 407 "Newsradio" class he created. He has won numerous awards for excellence in journalism from the L.A. Press Club to the Junior Achievement of Southern California and the Radio-TV News Association of Southern California (RTNA) including many Golden Mike Awards. He currently serves on the Board of Directors of SPJ-LA, the Radio and Television News Association of Southern California and the Concern Foundation for Cancer Research in Beverly Hills.



Derrick Ontiveros

Technologist

Derrick Ontiveros is a software engineer based in Beverly Hills. With over 20 years of software development experience, Derrick has created social networks, software systems, and mobile applications used every day by millions of people. His work and businesses have been featured in The New York Times, Forbes, Variety, and TechCrunch. Derrick currently serves as CTO of Mia Share, an innovative startup providing alternative financing via income share agreements (ISAs) for people pursuing higher education. He is also a partner at JobStats, a software company producing unique software solutions to help managers and business owners track and foster positive employee performance. Derrick is the former Chairman of Next Beverly Hills, a City committee chartered by the Mayor and the City of Beverly Hills to engage residents between the ages of 25 and 45 through innovative initiatives that address their lifestyle, economic, and civic needs.



Daniel J Perman, DC, DACNB

Lead Clinician, Functional Neurologist

Dr. Daniel Perman specializes in non-invasive, rehabilitative treatments for migraine, post-concussion syndrome, and dizziness disorders. He attended Northeastern University in Boston, Massachusetts, where he pursued a Bachelor of Science in Behavioral Neuroscience, graduating cum laude with honors. He was also a research assistant in the Neurobiology Department of Harvard Medical School. His intense interest in Neuroscience led him to pursue his post-doctorate in Chiropractic Neurology (DACNB) and his Doctorate of Chiropractic, where he graduated Salutatorian. Dr. Perman currently practices at Imagine X Functional Neurology in the heart of the Beverly Hills triangle.



Wolfgang Puck

Wolfgang Puck Fine Dining Group

The name Wolfgang Puck is synonymous with the best of restaurant hospitality and the ultimate in all aspects of the culinary arts. The famed chef has built a brand that encompasses three companies: Wolfgang Puck Fine Dining Group, consisting of 25 owned, operated, and licensed fine dining restaurants across 12 cities in 6 countries; Wolfgang Puck World Wide which has a portfolio of 79 casual and fast-casual restaurants, as well as branded consumer products; and Wolfgang Puck Catering which is the catering service business which operates as a subsidiary of Compass Group. Wolfgang Puck's brand carries an undeniable cachet, synonymous with a bold, innovative style of cooking that has redefined the fine dining industry. His trademark dishes, coupled with his unmistakable panache and personality, has revolutionized the culinary trade.



Ann Shatilla

Emmy Award Winning TV News Producer, Luxury Expert & Strategic Communications | Crisis Management PR Consultant

Emmy Award-winning national and international TV news producer, former news anchorwoman, veteran luxury lifestyles business media expert and Strategic Communications and Crisis Management consulting expert for luxury businesses and practices, Ann Shatilla reports on the latest news, business trends, luxury lifestyle, retail, hospitality, and culture industry topics, and provides guidances directly to each company at the world news level. Her business PR & Marketing consulting is through her L.A. Media & Business Boot Camp. She consults businesses and practices with custom strategic ways to promote each business or practice. She provides senior level media training for corporate heads and guidance on how to promote a business or practice specifically through a pandemic and an ever-shifting business climate. Topics for this seminar entitled “State of Luxury With Ann Shatilla” includes but are not limited to; State of Luxury Business as of May 2021: How 2020 Reset the Luxury Industry, Economic Impact of 2020, The New Luxury Client and How to Cater to Them, Breakdown of Digital Luxury for 2021, The Phygital Store, Retail-Tainment, Biggest Trends in Luxury for 2021, The Top 7 Things a Company Must Do Now to Stay on Top, and more. Ann Shatilla is also the producer of the TV show “COVID-19 TV Business News Report; Top Businesses & Practices Leading The Way” - to be covered on the 30 minute “news” style magazine show contact Ann Shatilla directly at CovidTVNewsShow@gmail.com.



Anna Stavaridis, CCWS

CEO and Founder of Meraki Fitness, LLC.

Anna Stavaridis, CCWS, is a Certified Corporate Wellness Specialist and owner of Meraki Fitness, specializing in Corporate Wellness and Concierge Personal Training. Anna is an ACE Certified Personal Trainer, Group Fitness Instructor, and Nutrition Specialist. Her previous supervisory career in wealth management and insurance with a transition to wellness brings a unique perspective to employee health and benefits. Meraki Fitness customizes physical, mental, and financial health workshops, wellness weeks, and happy hours to increase engagement and performance in an ever-changing and diverse workplace.



Mayor Robert Wunderlich

Mayor of Beverly Hills

The Honorable Mayor Robert Wunderlich, PhD was elected to the Beverly Hills City Council in 2017. Previously, he represented Beverly Hills as its Director on the Board of The Metropolitan Water District of Southern California, the government agency charged with ensuring a reliable supply of water for Southern California, from 2007 through 2017. He graduated from Team Beverly Hills in 2010. Professionally, Mayor Wunderlich has been an economic and business consultant for more than 25 years, across many industries vital for Southern California, including entertainment, technology, healthcare and fashion. His clients include many prominent businesses and law firms. He co-founded Discovery Economics Inc. in 1999. Previously, he consulted regarding similar issues at Law and Economics Consulting Group (LECG) and Deloitte & Touche. Mayor Wunderlich earned an MBA with emphasis in finance from the UCLA Anderson School of Management, a PhD in chemical physics and an MA in physics from Harvard University, and a BA in chemistry with secondary emphasis in English from Columbia University. Mayor Wunderlich grew up in Queens, New York. He moved to Southern California in 1981 and married his wife, Andrea Spatz, in 1986. Andrea and Mayor Wunderlich moved to Beverly Hills in 1999. Andrea is a certified financial planner at Wallensky, Spatz & Associates and past president of the Shalom Institute. She earned degrees from UCLA and the Harvard Business School. Their children, Matthew and Michele, graduated from Beverly Vista and Beverly Hills High School. He and his family are members of Temple Isaiah.

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