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## **Wason leads roundtable workshop at Restaurant Executive Summit 2010; real estate boot camp presented by Hospitality Technology Magazine**

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Earle Wason, CCIM and president of Wason Associates Hospitality Real Estate Brokerage Group was the facilitator for the "Real Estate Boot Camp" Roundtable Workshop at the Restaurant Executive Summit 2010 presented by Hospitality Technology Magazine on September 30.

Wason led a discussion on trends, challenges, and opportunities in the commercial real estate market. The group also discussed how the rules of buying real estate have been changed by the recession and what restaurants can do to "buy smart" and capitalize on new investment opportunities in today's challenging marketplace.

According to Hospitality Technology Magazine's website, "This Summit presented a full program of solutions-focused educational sessions offering insights from across the restaurant environment, including technology, operations, finance and marketing. Key decision-makers were able to share strategies and exchange ideas outside of departmental silos, with the collective goal of staying in front of industry trends, preserving financial health, and positioning their companies for growth. Peer-to-peer collaboration and networking with the hospitality industry's leading technology solution providers provided additional value to attendees."

"I am delighted to have had the opportunity to facilitate the roundtable discussion on the state of the hospitality real estate market at this year's event," said Wason. "The discussion was well-attended and the topic was very well-received. It is great to learn that restaurant executives are continuing to seek out and take advantage of real estate opportunities in this challenging marketplace, and I am honored to have had the chance to provide insight that will hopefully help them make the most of their endeavors."

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