

# ASK the Experts

Professional guidance and information is provided by industry experts.

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**Q** “It’s time for the Michigan Restaurant Show! How can I GROW, MEET, and LEARN by attending?”

**A** The Michigan Restaurant Show has many benefits for participants, besides the free trinkets!

I attended my first Show many years ago. At first, I thought it was a great way to spend a day, or even a few hours, just seeing the sights and hearing the sounds of the restaurant industry. I unexpectedly came away with many lessons, connections, and lasting relationships. And seen from the perspective of an attorney practicing in the restaurant industry, the Show gets better each year.

There are many opportunities for you personally, and for your business, to GROW.



You may want to expand your business or ownership group. You may want to franchise your concept, trademark your name, or increase your employee base. Most of these actions require approval or permits from governmental bodies, as well as legal guidance and expertise.

Whether you attend the Show as a participant or consumer of restaurant services, the ability to MEET experts on an informal basis is priceless. How many times have you accessed the Internet seeking a lawyer or consultant? Many experts attend the Show and there is nothing like meeting people face-to-face. You may also meet or reconnect with restaurateurs who have prior experience with professionals and can make introductions. Often, having a brief discussion with a professional can get you on the right path for future consultations and assist you in planning for your business’ future.

The Show provides many opportunities for you to LEARN about liquor control issues, franchising, and businesses opportunities. The experts who write for the Michigan Restaurateur will be on site. Several of us will be available for consultations at specific hours at a designated location off the Show floor. The Michigan Liquor Control Commission (MLCC) will have a booth at the Show. Seasoned MLCC personnel will be there with information, handouts, and will be able to answer your questions. You should also seek out the great staff of the Michigan Restaurant Association (MRA). The MRA folks have worked extraordinarily hard this year achieving legislative goals that are in your best interest!

Remember that MRA members are admitted to the Show for free. The Show takes place on October 14 and 15 at the Suburban Collection Showplace in Novi. Don’t forget to register at [michiganrestaurantshow.org](http://michiganrestaurantshow.org) and make an appointment for a one-on-one session with industry experts. See you at the SHOW!