

Texas Restaurant Association introduces new 2017-18 president

Dallas restaurateur Mark Davis Bailey takes helm of TRA board

Austin, TX – The new slate of Texas Restaurant Association (TRA) leaders took office at the annual meeting of TRA Marketplace, in Dallas, Texas with Dallas restaurateur Mark Davis Bailey, owner of the Original Pancake House, taking the helm as president.

Mark has been a longtime member of the Texas Restaurant Association. Mark served two terms as President of the Greater Dallas Restaurant Association (GDRA), is a Leadership TRA graduate, Stagen ILP graduate, Conscious Capitalism member and recipient of the Outstanding Young Men of America award. He often speaks to youth, high schools, universities, restaurateur groups and others about the industry. He is well-known throughout the industry, and his writings on the restaurant business have been published in state, local and national media.

"It's an exciting time to be involved with TRA," Mark says, "Industry challenges abound, yet our current leadership is among the best we've ever seen. I'm honored to work with this caliber of talent, and look forward to fulfilling our mission of being an indispensable resource to Texas Restaurants."

Mark Davis Bailey began his foodservice career in the student cafeterias at Texas Tech University, eventually becoming manager of the largest unit on campus. Completing a degree in architectural design, Mark went to work for a high-profile Dallas firm, eventually completing a graduate degree in international business.

As an undergraduate, Mark founded an investment club with one of the investments in the Original Pancake House, opening their second restaurant in 1989. Mark was architect and general contractor for that unit, and his club acquired 10% ownership and later acquiring 10% in the 4th unit as well.

In 1999, Mark was invited to purchase the company and lead expansion into the metroplex. The acquisition was completed in 2001, and Mark became President/CEO of OPH–DFW and its four locations. In 2007, the company opened a 5th location (North Plano), and in May 2010 opened their 6th unit in Grapevine (acquiring that real estate, as well). In May 2012, OPH relocated their first/original unit (26 years in operation), which features a 'Seattle style' coffee bar/lounge, and doubled its revenue that year. In October of 2015, OPH opened their 7th unit in Irving, followed by their 8th unit in Fort Worth.

As a "Conscious Capitalism" based organization, Mark is particularly proud of the nearly 200 charitable contributions OPH-DFW makes each year, and he looks forward to further expansion throughout Texas.

"The restaurant industry in Texas is booming right now," says Richie Jackson, TRA CEO. "It provides 1.2 million jobs, by more than 43,000 employers. To manage and continue that growth, it is more important than ever that we provide restaurateurs the tools they need. We are very fortunate to have an

incredibly diverse and experienced board with a wealth of industry knowledge. They are forward-thinking, creative and bring a fresh, dynamic perspective to the table, especially as the technology continues to change the business landscape.”

TRA officers have a busy year ahead, with 23 local chapters and more than 6,600 active restaurant and allied members, in addition to the TRA Education Foundation, which oversees the 248 Texas ProStart programs throughout the state. The Texas restaurant industry has steadily grown over the last few years and now represents 10% of employment in Texas, and that figure is expected to reach 16.3% by 2027. Projected sales for 2017 are upwards of \$54 billion.

Serving as officers along with Bailey are president-elect Jimmy Hasslocher, Frontier Enterprises/Jim’s Restaurants, *San Antonio*; vice-president John Gessner, Front Burner Restaurants, *Dallas*; immediate past president, Tap Bentz, Outback Steakhouse, *College Station* and secretary-treasurer Gary Johnson, Magic Time Machine, *San Antonio*.

For more information about TRA, TRAEF or any of its programs visit www.txrestaurant.org.

About the Texas Restaurant Association

The Texas Restaurant Association was formed in 1937 to serve as the advocate in Texas and the indispensable resource for the foodservice industry. Today, as a leading business association, TRA represents the state’s \$52.4 billion restaurant industry, which is comprised of 42,500 plus locations and a workforce of 1.2 million employees. Along with the Texas Restaurant Association Education Foundation, the Association represents, educates and promotes the growing industry.

www.txrestaurant.org