



City of Omaha
Jim Suttle, Mayor

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CITY CLERK
OMAHA, NEBRASKA

Office of the Mayor
1819 Farnam Street, Suite 300
Omaha, Nebraska 68183-0300
(402) 444-5000
FAX: (402) 444-6059

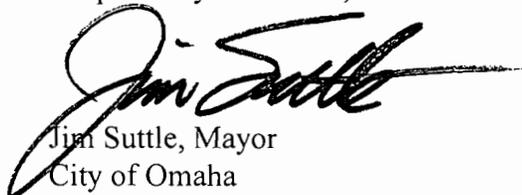
Honorable President

and Members of the City Council,

Attached for your consideration is a Resolution appointing William "Willy" M. Theisen to the Visitors Advisory Board. Mr. Theisen's term will begin on February 5, 2013, and end on December 31, 2013. A copy of Mr. Theisen's résumé is attached.

The Interlocal Agreement between the City and Douglas County provides for operation of the Omaha Convention & Visitors Bureau as a City of Omaha department and the creation of the Visitors Advisory Board consisting of seven (7) individuals, six of whom are to be appointed by the Mayor and confirmed by the City Council.

Respectfully submitted,



Jim Suttle, Mayor
City of Omaha

PLAW - CITY COUNCIL DOCUMENTS\2013\30013d1m

CITY OF OMAHA

LEGISLATIVE CHAMBER

Omaha, Nebraska

RESOLVED BY THE CITY COUNCIL OF THE CITY OF OMAHA:

WHEREAS, an Interlocal Agreement between the City and Douglas County established the Omaha Convention & Visitors Bureau to be operated as a City of Omaha Department; and,

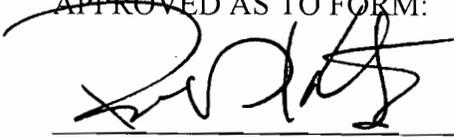
WHEREAS, Section III. B. of the Agreement provides for the creation of a seven-member Visitors Advisory Board pursuant to section 4.10 of the Omaha Home Rule Charter and the Nebraska Visitors Development Act, with appointments of six of such members to be made by the Mayor, with confirmation by the City Council; and,

WHEREAS, the Honorable Jim Suttle would like to appoint William "Willy" M. Theisen to the Visitors Advisory Board to serve a term which begins on February 5, 2013, and ends on December 31, 2013.

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF OMAHA:

THAT, the appointment by the Honorable Jim Suttle of William "Willy" M. Theisen to be a member of the Visitors Advisory Board to serve a term commencing on February 5, 2013, and ending on December 31, 2013, be and hereby is confirmed and approved.

APPROVED AS TO FORM:


CITY ATTORNEY

1/31/13
DATE

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By.....
Councilmember

Adopted.....
.....
City Clerk

Approved.....
Mayor

William M. Theisen, known simply as Willy, has been in the restaurant business since 1973 when he opened up his first Godfather's Pizza in Omaha, Nebraska with an SBA loan and with the financial assistance of a trusted friend who was a loan officer at a local bank. The concept expanded quickly with the development of company stores in Omaha and Lincoln, as well as across the Missouri River in Council Bluffs. By 1975, Willy sold his first franchise unit to a group of postmen from Columbus, Nebraska. The development exploded and by 1978, there were substantially franchised Godfather's open throughout the United States. During 1977, 1978 and 1979, Godfather's Pizza became the fastest growing restaurant chain in the country resulting in over 900 units opened by 1983. In April of 1982, Godfather's Pizza, Inc. became a publicly traded corporation on the NASDAQ system. The company merged with another publicly owned restaurant company called Chart House in September of 1983 and soon after, Willy resigned as Chairman and CEO leaving the management to the newly combined personnel.

In November of 1992, Willy purchased the controlling interest in a publicly traded company called GB Foods Corporation, dba Green Burrito, which was an operator and franchisor of an approximate sixty-five unit Mexican food restaurant chain domiciled in southern California. Willy served as Chairman and CEO of the company while developing the core business as well as a revolutionary dual-concept strategy with other branded restaurant and frozen food businesses. GB Foods Corporation was eventually sold in 1997 to an investment group which was

affiliated with CKE Corporation, the parent company of the Carl Junior's chain, some of which the Green Burrito units were joined in the dual-concept configuration.

Willy's third venture began in September of 2000 when he created a new company called Barbecue Ventures, LLC which became the first pure franchisee of a barbecue operation called Famous Dave's, a full-service barbecue restaurant chain headquartered in Minneapolis, Minnesota. He developed five units in the Omaha metropolitan area before going to the Kansas City area where he opened two units followed by one in Branson, Missouri. Deciding that he did not want to pursue a multi-unit franchise organization, he sold all of the Famous Dave's to another franchisee in 2008.

Willy's latest concept is Pitch Coal Fire Pizzeria, however it has become known simply as Pitch. Pitch is a contemporary approach to the old world food culture of pizza, capturing the taste and atmosphere of the Tuscan area of Italy or the wine country of the Sonoma Valley region of northern California. The first unit has been open since November of 2009 in an older, established section of Omaha. So far, the results have been impressive given the current economic times which results confirm that a dining experience which meets the tests of taste, value and efficient and courteous service will prosper in all economic conditions. Pitch is a classic dining experience, but in a contemporary environment which will set the standard for future unit development.

In all of Willy's restaurant ventures, he identified a high growth restaurant category with wide acceptance and developed either evolutionary or revolutionary techniques in making that menu category more appealing by upgrading the product and by improving the efficiency with which the product is delivered to the customer. He hired good employees and affiliated with ambitious franchisees with whom he could trust and who were self-motivated, and challenged them to advance to higher levels of performance. And finally, he treated his employees and franchisees with respect as if they were true partners, all of whom dedicated themselves to hard work, all of which led to the respective restaurant concept's success.

Willy is a past recipient of the City of Hope's "Spirit of Life" award. He served as a member of the Creighton University Board of Directors and as the Chairman and the Vice-Chairman, as well as a board member of the Omaha Airport Authority for two terms from 1981 to 1987, and from 1992 to 1997. During these two terms, he was influential in securing additional airline carriers to Omaha including America West (now known as US Air) and Southwest Airlines, and was instrumental in arranging for the expansion of the airport facilities.

Willy continues to reside in Omaha and is the father of five grown children and the grandfather of one.

William M. Theisen

2009 – 2011 Sole Member/Manager Business Ventures, LLC dba Pitch Coal Fire Pizzeria

2000 – 2008 Sole Member/Manager Barbecue Ventures of Nebraska, LLC dba Famous Dave's of America

1992 – 1997 President and CEO GB Foods Corporation dba Green Burrito

1992 – 1997 Chairman, Vice Chairman and/or Member Omaha Airport Authority

1981 – 1987 Chairman, Vice Chairman and/or Member Omaha Airport Authority

1983 – 1984 Vice-Chairman Diversifoods, Inc.

1973 – 1983 Founder, Chairman and CEO Godfather's Pizza Corporation



BOARD/COMMISSION CANDIDATE RESPONSE FORM AND OATH

In consideration for appointment to the

I submit the following information:

Name/s of Board or Commission: (List one or more)

Last name: Theisen First name: William Middle Initial: M.

Home address:
17225 Howard Plaza

City: State: Zip:

Omaha, Nebraska 68118

Home Phone: 402-212-8000 Work Phone: 402-391-9007 Fax: 402-391-8773

E-mail: willy@pitchpizzeria.com

City Council District: SID 402 Sex: Male Race: White

Business name: Business Ventures, LLC

Job title: Sole Member/Manager

Business address: 15750 West Dodge Road, Suite 100

City: State: Zip
Omaha, Nebraska 68118-2258

Where would you like us to direct your correspondence? (check box)

Home () or () Business

() My appointment to the above named Board or Commission and term of service to the City would not conflict with my professional or personal interests.

Name - Print or Type William M. Theisen

Date: 12-09-2011

Please return this completed form along with a copy of your resume to:

Barb Velinsky
Community Director
Bvelinsky@ci.omaha.ne.us

or

1819 Farnam Street, Suite 300
Omaha, Nebraska 68183

Fax: 402-444-6059

Complete the oath below as well.

REQUEST TO LAW

RECEIVED
LAW DEPARTMENT

2013 JAN 30 AM 9:17

FOR LAW DEPARTMENT USE ONLY

LOG BOOK # 15-13 = MAYOR

DATE ASSIGNED 01/30/13

ASSIGNED TO Peter

ANSWERED/SENT OUT 1-31-13

WITHDRAWN _____

TO: PAUL D. KRATZ, City Attorney

DATE: 1/29/2012

REQUEST BEING MADE BY:

Barb Velinsky

(NAME)

Mayor's Office

(DEPARTMENT)

402-444-6274

(PHONE NO)

TIME LINE: (Due Date)

City Council Agenda February 5, 2013

(ALLOW 12 WORKING DAYS FROM DATE RECEIVED BY LAW DEPARTMENT)

REQUEST FOR: **Appoint William Theisen to the Omaha Convention and Visitors Bureau Advisory Board.**

DETAILS: (Please Do NOT State "See Attached". Details Should Appear On This Page and May Continue On To A Second Pa
The Mayor asks the Council to confirm of William Theisen to the Omaha Convention and Visitors Bureau
Advisory Board. His term begins on February 5, 2013 and ends on December 31, 2013.

IS INFORMATION ATTACHED? YES NO NONE AVAILABLE

Revised 03/99