

Georgia Restaurant Association Announces Leadership Transition

Monday, March 29th, 2010

The Georgia Restaurant Association announced that GRA General Counsel Charles Hoff has been appointed interim CEO to lead the transition as Ron Wolf, Founding Executive Director & CEO, retires. Wolf's intent to retire from the GRA was announced over a year ago to the Board of Directors.

"As an accomplished leader in the Foodservice and Hospitality industries and the first Executive Director and CEO of the GRA, Ron has been vital to the inception and growth of the GRA. Ron was instrumental in establishing and growing the GRA to ensure that Georgia's restaurant industry has an effective voice in the community and at the Capitol," said Kat Cole, Chair of the GRA Board and Executive for Atlanta based Hooters of America, Inc. "Ron has laid a strong foundation for the GRA, and we honor Ron's legacy and support of our great industry."

Wolf will continue to be a foodservice industry advocate. "The decision to retire as Founder and CEO of the GRA was not an easy one to make. After nearly seven years at the helm, I realized that there were new chapters in my life I still wanted to write. I owe a debt of gratitude to the industry for giving me the opportunity, and having the confidence in me, to guide the GRA through its infancy to become the recognized industry leader it is today. Rest assured, I will continue to be a dedicated supporter of the GRA as it continues to chart its course," said Wolf.

The GRA is following the National Restaurant Association's precedent of hiring its General Counsel to serve as the CEO during the transition until a new CEO is hired. Hoff, the GRA's General Counsel, will serve as interim CEO and oversee day to day operations until a new CEO is hired. He is a tenured member of the GRA's Executive Committee and served as General Counsel since the establishment of the GRA. Hoff, winner of the Industry Partner of the Year GRACE Award, is the longest serving member of the GRA Board of Directors.

"Charles has been involved in GRA services and initiatives from the beginning and is the right person to manage the operations in a seamless fashion while we continue to focus on exciting initiatives and grow value for our members," said Cole. "On behalf of the leadership, we thank our members for their support of the GRA as we continue to serve our mission."