

## CHARLES YALE HOFF

Charles Yale Hoff was awarded the prestigious GRACE award in 2008 for Restaurant Partner of the Year as a result of the contributions he has made to the state's restaurants in his capacity as both a Hospitality Lawyer and Restaurant Consultant. Charles has also been recognized in the Atlanta Business Chronicle's "Who's Who In Hospitality" and "Leaders Shaping the Hospitality Industry," as well as "Atlanta's Top 50 Industry Leaders."

Charles has served for a decade on the Executive Committee of the Georgia Restaurant Association's (GRA) Board of Directors and has been their General Counsel since the establishment of the Association. In 2010, he managed the entire organization as the GRA's Interim CEO while helping to recruit a permanent Executive Director.

In addition, Charles has served as either General Counsel or on the Board of Directors of the Green Food Service Alliance, Atlanta Franchise Alliance (ATLFA), Georgia Hotel and Lodging Association (GHLA), Georgia Electronic Commerce Association (GECA), Atlanta Electronic Commerce Forum (AECF), and YES!Atlanta.

Charles formerly served as Senior Vice President & International Counsel for Fortune 500 services company Equifax Inc. where he worked for more than 19 years. Charles continues to work as an outside General Counsel to his restaurant clients/chains by personally providing legal counsel and staffing full turnkey legal services to the restaurant industry including alcohol licensing, employment and labor, trademarks, real estate, dispute resolution/litigation support, franchising, intellectual property protection, and corporate transactional and operating services. Charles has the gravitas and credibility very few attorneys/consultants have in this field as he holds equity stakes in several successful expanding chain restaurants food service companies.

Charles is a frequent author and public speaker on topics relating to Hospitality Law. Charles writes regularly for *Restaurant Forum Magazine* and has authored articles for Burger King's *Flame* magazine. Charles has been a featured speaker at the National Restaurant Association's Government Affairs Conference in D.C., the Dine Out America conference, the American Culinary Foundation convention, the Hospitality Lawyer Conference as well as ABA and International Bar Association conferences.

Recognized as a national Payment Card Industry Data Security Standard (PCI) compliance expert, Mr Hoff is retained by several prominent Point of Sales (POS) companies to help them take leadership positions in data security and PCI best practices. He has authored the National Restaurant Association's educational materials on PCI and has conducted regular workshops on this subject matter as well as the National Restaurant's Association's webinar on PCI Compliance.

Charles is a native Atlantan who resides in Sandy Springs with his wife Eileen. They have two grown children. He received his BA from Emory University, JD from UGA, and EMBA from the Coles Business School at Kennesaw State University.