

# COVID-19: Survival and Revival

*Call-in Forum for Airport Concessions Industry – No. 54*

**July 21st, 2021, 4:00 PM ET**

**Phone Number 408-418-9388; Access Code 791-700-478#**

**About this Session:** This session will focus on the labor shortage crisis and how it is hindering the recovery of restaurants and concessionaires across the U.S. We'll hear from the National Restaurant Association's senior research analyst, Hudson Riehle, who will share his insights on the diminishing labor market, rising wages and costs, and other workforce trends that are impacting the restaurant industry and full recovery from the pandemic. Vanessa Penaranda, Areas' V.P. of Corporate and Legal Affairs, will provide insights on how it's impacting airport restaurant and retail concessionaires in particular, and what innovative and collaborative approaches concessionaires and airports can take to address the problem. We'll explore what restaurateurs and retailers are doing to attract, retain and incentivize employees, as well as what trends are emerging for the post-pandemic industry.

## **Hudson Riehle**

*Senior Vice President, Research and Knowledge Group  
National Restaurant Association*



As the Senior Vice President of the Research and Knowledge Group for the National Restaurant Association, Hudson Riehle directs the Association's consumer, economic, technology, market, human resources, tourism and operations research as well as oversees its extensive knowledge center activities. Frequently cited by major national and international news organizations and appearing on national television broadcasts, he has authored a variety of articles and serves as an information source and spokesperson for the restaurant and hospitality industry.

Mr. Riehle received his Bachelor of Arts degree from Skidmore College in New York and his Master of Business Administration from the Wharton School of the University of Pennsylvania. Appointed by the Secretary of Labor, he has been a member of the Bureau of Labor Statistics' Business Research Advisory Council; a former Chairman of the Board of Governors of the Alexandria (VA) Convention and Visitors Association; a member of the Center for Food Integrity Consumer Research Advisory Panel and the Wharton Executive Advisory Panel; and is currently included in the Who's Who in America.

## **Vanessa Penaranda**

*Vice President of Corporate and Legal Affairs  
Areas*



Vanessa Penaranda is Vice President of Corporate and Legal Affairs at Areas, a national travel food, beverage, and retail concessionaire. As one of the five members of Areas' Executive Committee leadership team, Vanessa is responsible for overseeing the company's legal strategy, labor relations, ACDBE compliance, and also provides counsel on business strategy. Vanessa has been an integral part of Areas' organic growth over the past 12 years and as a result has gained extensive experience in the travel concessions industry. Her areas of expertise include labor and employment, commercial transactions, mergers and acquisitions, compliance, and conflict resolution.

In addition to her professional accomplishments, Vanessa is passionate about promoting women and minority leadership in the industry and she is a member of the Hispanic National Bar Association and Women Executive Leadership.