

# AIRPORT CONCESSIONS: FROM STREET STORE TO AIRPORT TERMINAL

John Ojeda, Moderator

ACDBE/Food & Beverage Tenant Relations

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Gregory is a native of Phoenix and he and his family have a long and rich history of involvement in the local community, beginning with his parents in the mid-1940's. The foundation of his business experience has its roots with Azteca Wedding Plaza; the family-owned enterprise that operated in the heart of downtown Phoenix for more than 50 years. Gregory has combined his experience as a working employee, active manager, owner and partner in his business ventures to develop the skills that have made him truly aware of the importance of community involvement.

Many of the lessons taught to him by his late mother and father, Mrs. Kay Gasink-Torrez and Mr. Adolfo L. Torrez remain with him. He realizes that it is not enough to become financially and politically successful. You have to take the resources you have earned as well as the ones given to you and implement them in a way that gives back to the businesses and people around you. This conviction ensures that not only you will move forward, but so will the entities and individuals you are trying to assist and work with.

Gregory has utilized this wealth of knowledge as a catalyst to realize change in local educational, neighborhood, non-profits and business organizations. Programs have been developed with his assistance, cooperation and participation that have been powerful assets in educating, training and empowering groups of children to better their lives and realize their dreams. Gregory is a supporter of Phoenix Sky Harbor International Airport and the surrounding community it serves. He recognized the vital role that this facility plays as the economic engine of America's 5th largest city. Gregory has witnessed, as we all have, the growth and transformation of Sky Harbor from a single-terminal hub to a three-terminal national destination for international flights, commerce and shipping. He served as Founding Chairman of the Support Sky Harbor Coalition and is also a Partner in Paradies Phoenix Joint Venture, which operates retail stores at Phoenix Sky Harbor International Airport.

Through these many experiences, Gregory E. Torrez has developed his mission in life that supports organizations performing "Human Asset Development" through education and training.

# GREGORY E. TORREZ

## PRESIDENT & CEO TORREZ INTERNATIONAL



Lauryn Mangum Reed is the Executive Vice President for TMG Hospitality USA, the Phoenix-based parent company, comprised of LAM Holdings, TMG Services, PMCS, and TMG Development; Award-winning Food and Beverage and Retail operations within airports, real estate and land development. Lauryn is also the owner of Lauryn Ashley Management and Consulting, a boutique company that lends its expertise to individuals and small businesses for development, consulting, RFP creation and proposal assistance.

Over the last decade, Lauryn's aviation industry experience has spanned from ACDBE (small business) start-up and operations to business development, strategic planning, innovation, and technology for multi-million- and billion-dollar international organizations.

She also serves as the Airport Minority Advisory Board (AMAC) Trade Board Secretary, Chair of AMAC's Emerging Leaders Committee, a member of the Airport Council International North America (ACI-NA) Business Diversity Steering Committee, and volunteers with the Salvation Army Metro Phoenix on its board initiatives.

Raised in Detroit, Michigan, Lauryn left for warmer winters and earned her BS in Business with a Minor in Communications from Arizona State University, where she became a member of Delta Sigma Theta, Sorority Inc. As a wife, and mom of two littles, daughter Londyn and son Legend, Lauryn has an affinity for people, representation and diversity in her day-to-day life and is a strong advocate for work/life synergy and empowering women to do everything that they desire.

**LAURYN  
MANGUM REED**  
EXECUTIVE VICE PRESIDENT  
TMG HOSPITALITY US





Melissa Trujillo is an owner and Chief Operating Officer of Cambios y Servicios, (CyS) an Arizona corporation specializing in Airport concession retail since 2001. CyS has been a Joint Venture partner with the Hudson Group for over 18 years, together owning retail stores in both Phoenix Sky Harbor International Airport and Tucson International Airport. Including the management of the day-to-day operations of all designated ACDBE retail locations, her extensive retail expertise allows us to utilize local vendors and continuously search for new local vendor opportunities.

Melissa has over 30 years of financial, management, and entrepreneurial experience through several positions in financial firms, ownership of her own corporation named SunVen Entertainment from 1997 – 2003, and as co-founder and President/CEO of the Be A Leader Foundation, a non-profit organization focused on providing college-going programs for 14,000+ students in high need school districts in Phoenix. Melissa and her business partner in CyS, Ricardo DeLeon, felt it was imperative to give back to the Phoenix community and assist young students in their college-going journey; therefore, together they have donated 10% ownership of CyS to the “Be A Leader” Foundation to help Phoenix students realize their dreams of a college education.

Melissa has been a steward of education throughout her life and started focusing on helping underprivileged youth with her husband in 1991. As a couple, they committed themselves to helping provide much needed technology in the Roosevelt School District and ultimately created the Roosevelt Community Technology Center to provide free access to computers for all members of the South Phoenix Roosevelt Community.

Melissa received her Bachelor of Science degree in Finance, Magna Cum Laude, from the W. P. Carey School of Business at Arizona State University. She and her husband, Gary, have two children, Alexander and Sophia.

# MELISSA B. TRUJILLO

## CHIEF OPERATING OFFICER CAMBIOS Y SERVICIOS



Bruce Mosby, President of Mosby and Company, Inc., operates two successful Peet's Coffee Concessions at Phoenix Sky Harbor International Airport. His career includes business executive and community leadership roles in both the for-profit and non-profit sectors. He has successfully managed large, small, start-up, franchise, turnaround, entrepreneurial, and rapid growth organizations on a local, regional, and national level. He has a well-earned reputation for implementing business strategies that result in enhanced performance, a cohesive organizational culture, and strong financial accomplishments. Bruce has hands-on experience raising \$200 million in the business sector, and almost \$5 million in the non-profit foundation arena.

Born in Queens, New York, Bruce graduated from the New York Military Academy and went on to receive his B.S. from Cornell University after successfully completing their prestigious Hotel and Restaurant Management Program. Upon graduation, he gained his early management training foundation with the Hilton Hotel chain in New York City and, subsequently, with Steak and Ale Restaurants in the Washington, D.C. area. Bruce went on to work for Laventhol and Horwath, an international accounting and consulting firm in Washington DC, providing management consulting services to the real estate, retail, hotel, and food service industry throughout the U.S. He later joined Petlin Hotels/Johnny Appleseed Restaurants, a regional hotel and restaurant chain, as Director of Restaurant Operations, where he advanced rapidly to Executive Vice President and oversaw the planned franchise and company-owned growth of the organization, establishing the firm as a regional presence throughout the mid-Atlantic area.

## **BRUCE D. MOSBY**

PRESIDENT MOSBY AND  
COMPANY, INC.



Due to his increasing reputation for leadership and management excellence, Bruce was recruited as Vice President of Franchising for Jenny Craig Weight Loss, Inc., based in San Diego. After helping the chain grow by over 100 units, he was likewise recruited by Diet Center, Inc., where he became President and CEO of the nation's then largest franchised weight loss chain, with over 2,200 units throughout the U.S. and Canada. After Diet Center, Bruce went on to perform operational turnarounds for a poorly performing \$125 million west coast division of Sbarro Restaurants and, subsequently, a 300-unit (\$200 million) east coast division of Long John Silver's Restaurants. Upon the completion of that assignment, Bruce relocated to Phoenix in 1997 as the Chief Operating Officer of a start-up specialty retail concept, Spincycle Laundromats, Inc., where he led a nationwide consolidation growth strategy that grew store counts from 6 to 150 locations, raising \$200 million in growth capital along the way.

Bruce became heavily involved in the Phoenix community while serving as President and CEO of the Greater Phoenix Black Chamber of Commerce. During his tenure, he established key corporate and community partnerships throughout the greater Phoenix area with many corporate and civic organizations. This enabled the Black Chamber to become a well-recognized, collaborative entity in the community and raised more than \$600,000. A graduate of the Phoenix Valley Leadership Class XXI, Bruce is very involved in civic and community affairs. He is a two-term Mayoral appointed board member of Phoenix Sky Harbor Aviation Advisory Board (Bruce begins serving a 2nd term as Chair of this board in July 2008); and has served on the following boards: Phoenix Symphony; Drugs Don't Work in Arizona; Magnet Capital; Self Employment Loan Fund; Phoenix Convention and Visitor's Bureau Multicultural Council; Arizona Women's Chamber of Commerce; and the Greater Phoenix Chamber of Commerce. Bruce was recently appointed by the Governor to the Arizona Real Estate Advisory Board.

## **BRUCE D. MOSBY** PRESIDENT MOSBY AND COMPANY, INC.





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## Questions



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