



Alumni Associations of Orange County Host the  
4th Annual Business Leaders for Philanthropy Night

# Getting Ahead by Giving Back

An Evening at The Shea Center with Harald Herrmann

April 12, 2012



STANFORD BUSINESS SCHOOL  
ALUMNI ASSOCIATION

UCLAAnderson  
*alumni network*

UCIRVINE | THE PAUL MERAGE  
SCHOOL OF BUSINESS

University of California  
**Berkeley**  
Haas School of Business



Orange County  
Stanford  
Association

HARVARD BUSINESS SCHOOL  
ASSOCIATION OF ORANGE COUNTY



**USC**  
MARSHALL  
SCHOOL OF  
BUSINESS  
*Alumni  
Association*



*The* **SheaCenter**  
*for Therapeutic Riding*

Prepare to be inspired as

## Harald Herrmann

Yard House Restaurants President and CEO  
shares his insights as someone dedicated to a life of philanthropy

**Thursday, April 12, 2012 5:30 PM**

When Alumni Associations of Orange County host  
The 4th Annual Business Leaders for Philanthropy Night

Witness firsthand the impact The Shea Center is making to improve the lives of children and adults with disabilities through therapeutic horse-related programs

Experience the unique role horses play in helping people with disabilities through a dramatic demonstration by Shea Center clients. Enjoy barn and therapy center tours given by Shea Center staff and volunteers

Savor fine hors-d'oeuvres and beverages among Orange County's most enlightened and generous business leaders

Discover the true meaning of giving back by becoming a sponsor



**Location:**

The Shea Center  
26284 Oso Road,  
San Juan Capistrano, CA 92675

**Dress:**

Jeans, boots and warm clothing are recommended for this casual outdoor evening

**Parking:**

Saddleback Valley Christian School  
directly across the street

# Event Sponsorship Packages

Become a Sponsor of the Business Leaders for Philanthropy Night and receive some, or all, of the following benefits:

- Fine hors-d'oeuvres and beverages included
- Complimentary tickets to the event
- Tax deduction from The Shea Center for your donation
- Company/individual name and/or company logo included in the event program
- Name included on prominently displayed event signage
- Reserved seating for speaker presentation
- Name and/or logo included in pre-event advertising to more than 15,000 people via email
- Logo recognition on guest name tags at event

	Silver Sponsor	Gold Sponsor	Platinum Sponsor	Presenting Sponsor**
<b>Sponsorship Donation</b>	\$250	\$500	\$1,000	\$2,500
<b># of Tickets to Event</b>	2	4	6	12
<b>Tax Deduction</b>	\$180	\$360	\$790	\$2,200
<b>Name in Program</b>	✓	✓	✓	✓
<b>Logo in Program</b>		✓	✓	✓
<b>Name on Event Signage</b>		Shared Sign	Individual Sign	Presenting Sponsor Sign
<b>Reserved Seating at Event</b>			✓	First Few Rows
<b>Pre-Advertising*</b>			Name	Name & Logo
<b>Logo on Name Tags</b>				✓

\*Advertising Deadlines are February 1, 2012 and March 1, 2012

\*\* Limited Packages Available



The **Shea Center**  
for Therapeutic Riding

**ABSOLUTELY! I WOULD LIKE TO SUPPORT THE FOURTH ANNUAL BUSINESS LEADERS FOR PHILANTHROPY NIGHT ON APRIL 12, 2012 BY BECOMING A SPONSOR**

**Sponsorship Deadline Is March 1, 2012**

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Home Phone \_\_\_\_\_ Cell Phone \_\_\_\_\_

Email \_\_\_\_\_

Please write your name or business name as you would like it to appear in the printed event materials.

**Sponsorship Level (Check one):**

- Silver Sponsor      \$250 (tax deduction = \$180)
- Gold Sponsor      \$500 (tax deduction = \$360)
- Platinum Sponsor      \$1,000 (tax deduction = \$790)
- Presenting Sponsor      \$2,500 (tax deduction = \$2,200)

**Payment Information:**

Method of Payment (Check one):  Cash  Check  Visa  MasterCard  American Express

Credit Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_

Name as it appears on card \_\_\_\_\_

Your Signature \_\_\_\_\_

**THANK YOU FOR YOUR SUPPORT!**

Please return this form to The Shea Center. For additional information contact Dana Green at The Shea Center (949) 240-8441 x 109 or [dgreen@sheacenter.org](mailto:dgreen@sheacenter.org).

**The Shea Center** Tax-Exempt I.D. 95-3351363  
26284 Oso Road San Juan Capistrano, CA 92675  
T 949-240-8441 • F 949-240-3447  
[www.sheacenter.org](http://www.sheacenter.org)



*The Shea Center*  
for Therapeutic Riding

The Shea Center is dedicated to improving the lives of people with disabilities through therapeutic horse-related programs.

# Harald Herrmann

President and Chief Executive Officer



Harald Herrmann never imagined that a part-time high school gig as a dishwasher at a local Marie Callender's would eventually lead to a career in the restaurant industry. But the journey to chief executive officer of Yard House, one of the nation's most successful casual restaurant chains, is a path forged through hard work and perseverance.

His passion for the restaurant business was sparked by food stylist turned restaurateur Deborah Fabricant at her popular Orange County restaurant Chez Panache. Soon after, El Torito came calling and tapped him as general manager of their Irvine location at the young age of 23. His foray into restaurant management had begun and would continue to ascend as he accepted positions as Food and Beverage Director at a local Hilton Hotel franchise as well as with West Coast Restaurant Ventures, proprietors of Bistro 201, Diva and Kachina.

In the mid 1990's Herrmann was impressed by recent Denver transplant Steele Platt, who was rumored to be developing a restaurant concept that would revolutionize the industry. The formula was simple and included the world's largest selection of draught beer coupled with great food and a classic rock music program. Platt was equally impressed with Herrmann's credentials and tapped him to help launch the flagship Yard House, which opened on December 7, 1996, along the waterfront in Long Beach, California. Yard House quickly emerged as one of Los Angeles County's most financially successful independent restaurants, and less than two years later Herrmann was made partner as the company began to expand into other markets.

One of Herrmann's key contributions was his development of the Yard House brand. His motto, "Recipe for Success," is reflected in the company's staff, philosophy and values through an inverted organizational model that empowers staff at all levels. As Yard House's success continued to grow, both conceptually and financially, Herrmann felt a responsibility to give back to the community and, at the same time, developed an overwhelming passion for philanthropy. He has championed a number of causes both professionally and



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personally, including the Susan G. Komen For the Cure in which Yard House has been a corporate sponsor for more than a decade. In addition Herrmann also developed close relationships with Athletes & Entertainers / 9-1-1 For Kids which provides mentor mini camps for fatherless boys and single teen mothers, internship programs for young adults, holiday celebrations for abandoned children and emergency preparedness; and Share our Selves, a volunteer based emergency relief agency that provides food, clothing, financial aid, and medical services. Herrmann serves on the board of directors for Canyon Acres, which provides homes, care, treatment and supportive services for abused, neglected and emotionally troubled children and their families; and on the advisory board for Kids Konnected, an organization which offers support to children and their families dealing with cancer and loss. Herrmann also serves as a board chair for the California Restaurant Association (CRA).

In 2005, Herrmann embarked on a personal quest to further help in the fight against cancer, a disease he is all too familiar with and one that claimed his wife, Kathie, and parents-in-law. Herrmann launched a group of books that provide support to children and their families dealing with hospital visits and/or the process of cancer treatment and loss. Bowregarde's Hospital Handbook was developed with Child Life specialists at Miller Children's Hospital Long Beach and has been a vital part of their admissions and treatment process for several years. Moxie and Love Sick are two books developed for Kids Konnected and their mission of supporting children and their families. Moxie is a companion book that helps parents and caregivers explain and support the process of cancer and cancer treatment to young children. Love Sick was a partnership project with 22 teenagers designed to help others like themselves come to grips with a parent fighting cancer or the loss of a parent. Love Sick was featured on The Today Show weeks after first being published. Herrmann continues to play an active role supporting the mission of these worthwhile organizations.

In 2009, after listening to disturbing news reports about the depletion of supplies at local food banks due to the economic downturn, Herrmann co-founded Round it Up America®. The concept provided a platform for collective giving by allowing many people to give just a little back to their communities by simply "rounding up" their checks with the remaining change going to local charities. In less than a year, Yard House guests raised \$250,000. For every dollar raised, 95-cents go directly to the charities with only 5% earmarked for administrative and operational costs. Herrmann was recently honored by the Orange County Community Foundation for co-founding Round it Up America®.

Herrmann, a native of South Africa, was raised in Orange County, California where he resides with his wife Courtney and their five children.

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