

## RESUMES

# Restaurant Chief to Go

## A two-city commuter

In the women's room, a white porcelain male torso is strategically placed atop a liquid-soap dispenser. In the 160-seat art-deco dining area, mirrors reflect the pink, white and gray décor. All this Manhattan trendiness is the brainchild of Todd DeMann, 21, manager and coowner of Cafe Pacifico, a pasta-and-seafood restaurant on New York's chichi Columbus Avenue. He's also a senior majoring in business at Boston University, 250-plus miles away—a problem he overcomes by commuting.

In his baggy pin-striped pants and starched white oxford shirt, DeMann looks as stylish as his bistro. But his schedule is not so attractive. Every Wednesday evening DeMann jets in from Boston to work four 10 a.m. to 3 a.m. days before flying back to school Monday for three days of classes. He combines tasks nicely. DeMann developed a restaurant-consulting firm for

### Frequent flier: Restaurateur DeMann

ROBERT MAASS—PHOTOREPORTERS



his entrepreneurship class (B-plus grade) and plans to start the business this summer. And he keeps his café menus in a data base, so he can log on to a computer in Boston to check sales and inventory.

DeMann enlivens his café with a friendly young staff and frequent theme nights. On Marilyn Monroe night, for instance, the waitresses—and the waiters—wore blonde wigs and lipstick. The theatrical touch seems to pay off: both "Miami Vice" lord Don Johnson and "Moonlighting" heart-throb Bruce Willis have been by. The food is tasty, if not cheap; entrees cost \$8 to \$18 and diabolically rich desserts \$5.

DeMann offers crisp advice to others who want to open restaurants: "Don't!" Most people, he warns, lack skills and capital. DeMann has toiled in the food field for years and obtained his capital from bank loans and from his chiropractor father.

## Inside Information

You're eager to launch yourself into the career stratosphere, but you're uncertain about just what company would make your best target. Ross and Kathryn Petras may help narrow your sights in their gossipy new book "Inside Track" (400 pages. Vintage. \$8.95). They present close-up profiles of 75 American employers, ranging from the accounting firm of Arthur Andersen to the Smithsonian Institution to Xerox. To get the lowdown on these employers, the duo talked to 400 young employees who are succeeding at their jobs.

The brother-and-sister authors have sampled a few offices themselves. A 1980 New York University graduate, she has worked in retailing, television and public relations. He graduated from Brown in 1980 and has worked for a bank in New York and for the State Department in the Middle East.

You won't find much negative scuttlebutt in this book, which has something glowing to say about virtually every firm. But it also includes useful overviews of each industry and detailed explanations of each employer's job categories, promotion opportunities, benefits and salary ranges. The book also offers a "heard at the water cooler" section for each company, reporting on its staff, dé-

Name: Elizabeth Winans

Age: 23

Occupation: One of five legislative aides to Rep. Morris Udall (Democrat of Arizona) responsible for research, handling constituent inquiries and drafting bills in the areas of agriculture, consumer relations, human rights, merchant marine and fisheries, science and technology and small business.

Education: B.A. in English, Kenyon, 1984.

Activities: Member of drama club, lacrosse (freshman).



Q. How did you get your staff job?

A. I knocked on a lot of doors. Then I applied to the Democratic Study Group, which operates a referral service on Capitol Hill. I got the job within a month of looking. If I hadn't, I would have taken a job as a waitress or something until I could get a job on the Hill.

Q. What were your original duties?

A. I came on as a receptionist, answering phones and opening mail. I stopped being challenged because I could eventually do that with my hands tied. I knew I wanted to do more, [so] I showed a lot of interest.

Q. What are your future plans?

A. I want to help the elderly in some legislative capacity. I worked in a nursing home in college, and that's when I learned what a valuable resource the elderly are. [Eventually], I think I'll need a graduate degree in hospital administration.

cor and working atmosphere—and relaying such tidbits as the observation about the N.W. Ayer ad agency that "Ayer people have well-scrubbed, shiny faces and look like they all came from Ohio." Gossip, of course, is best when fresh: the authors rave about jobs at Sports Illustrated and People, for example, but, because of their deadline, missed recent budget cutbacks and resignations at both places. They hope to avoid such pitfalls in the future with yearly updates.