

World Champion Quarterback, Broadcaster and Entrepreneur Delivered Keynote Speech at RAM Expo

In case you didn't get a chance to attend the Restaurant Association of Maryland's Mid-Atlantic Food, Beverage & Lodging Expo, Joe Theismann, former star quarterback for the Washington Redskins and current entrepreneur, spoke about his game plan for success and his 42 year long experience as a restaurant owner.

Mr. Theismann owns a popular Virginia restaurant, Joe Theismann's Restaurant and Bar. His namesake restaurant has offered good food, friendly service and comfort for their patrons for over 40 years. To achieve this success, Mr. Theismann talked about his journey from a star quarterback to an endorsed athlete who wanted to take a more integrated stance on the restaurants that bore his name.



Name as a Brand

Unbeknownst to many, Joe Theismann changed the pronunciation of his last name when he was first drafted in football because his agent thought that a different pronunciation would receive a better response from the media and fans. Then in 1975 Mr.

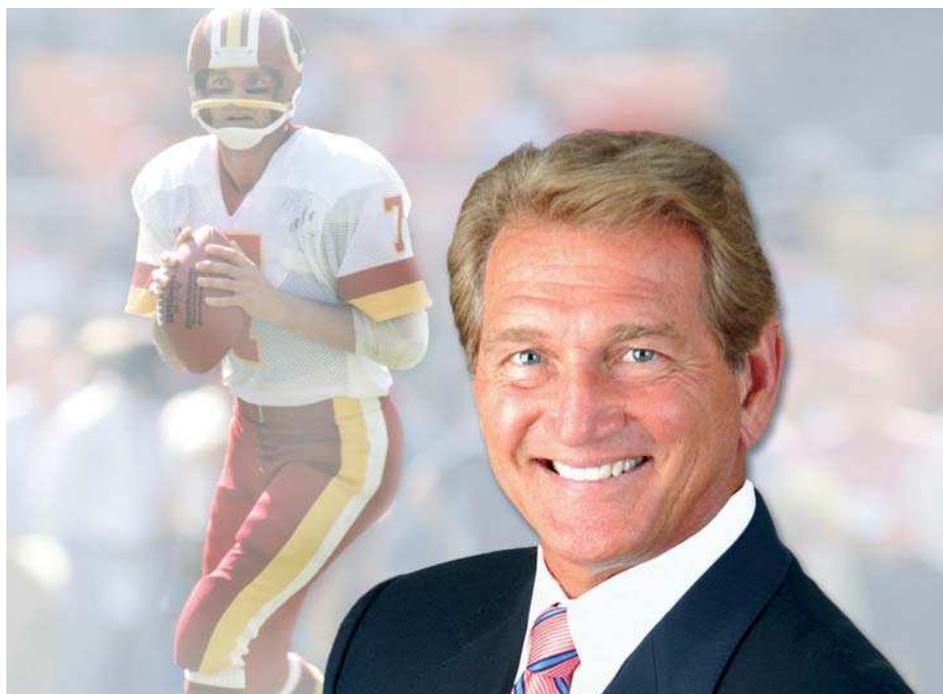
Theismann was approached to put his name on a restaurant. He later on he bought out his 26 partners and grew and expanded the business.

"It is a brand that I have carried since 1970. So when you stop and think about it for almost fifty years I have had the opportunity to represent one thing and one thing only and that's who I am."

From Football to Food

As quarterback for the Washington Redskins, Joe Theismann was the fourth

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