

SPECIAL SUPPLEMENT TO THE BEVERLY HILLS COURIER

THE INVESTORS CORNER



Dash Acquisitions Seeking New Directors For Denny's Board

Dash Acquisitions, LLC, a Beverly Hills investment management firm, has joined Oak Street Capital Management, LLC, in forming "The Committee to Enhance Denny's" with the intention of nominating three of its candidates for seats on the board of directors of Denny's Corp. at the company's upcoming annual meeting. Members of the "committee" collectively own approximately 6.5 percent of the South Carolina-based restaurant chain's outstanding shares.

Jonathan Dash, president of Dash Acquisitions, along with David Markula, Oak Street's founder/ managing member, and Patrick Arbor, former chairman of the Chicago Board of Trade, are the

three seeking independent seats of the Denny's board.

The "committee," which is co-chaired by Dash, Markula and Patrick Walsh, commented: "The weaknesses of Denny's management have forced us to seek changes to the board in the interest of all shareholders."

According to the petitioners, Denny's share price has plummeted by approximately 75.6 percent since the shares began trading in 1997, and it ceded its #1 market position to International House of Pancakes.

Denny's now has 1,551 units, down from 1,822, and serves 725,000 guests daily, down from 900,000 daily as recently as 2005.



Jonathan Dash (right), president of Dash Acquisitions, LLC, and Morris Amiri, the firm's managing director, both grew up in Beverly Hills and are BHHS alumni. The investment management firm is located at 9701 Wilshire Blvd.

Tips To Turn A Hobby Into A Successful Small Business

Given the state of the economy, turning a hobby into a small business right now may not be the best idea. On the contrary, launching a small business in a down economy can be a smart move – if planned in advance and set up for success from the start.

Here are some tips for budding entrepreneurs:

- **Develop a business plan.**

While preparing a business plan is a requirement for any small business owner seeking to raise start-up funding through a traditional loan or venture capital, every business can benefit from this practice.

A business plan should define your business, its products and services, while outlining your business goals, operating procedures and competition.

- **Consider incorporating a business or forming an LLC.**

While many small businesses choose never to incorporate, there are many benefits to doing so. "Incorporating your business or forming a limited liability corporation (LLC) is important because it helps protect your personal assets from business debts and liabilities," says Karen Kobelski, general manager of BizFilings.

"However, incorporating isn't just about protecting your personal assets; other benefits of incorporation include tax advantages and greater credibility with customers and business partners, which can give incorporated businesses a much-needed advantage over non-incorporated operations."

- **Select an accountant and attorney.**

Many small business owners seek advice from accountants and attorneys.

As you research your options, get referrals from friends and family and turn to pro-

fessionals who have worked with other small business owners or companies in your specific industry.

- **Get necessary tax identification numbers, business licenses and permits.**

If a business will rely on employees, a federal tax identification number or employer identification number (EIN) is required. Most businesses will also require licenses and/or permits to operate in your city, municipality, county and/or state.

- **Insure your business and investigate other requirements.**

Some industries have specific insurance requirements—do your homework. It's also important to research additional government tax and insurance requirements that might apply to your business, particularly if you plan on having employees.

- **Open a business bank account.**

When you own your own business, it's crucial to separate business finances from personal ones, so opening a business account is key.

If a business is not incorporated, most banks will require a DBA (doing business as); contact your bank about requirements prior to opening an account.

- **Arrange business accounting and apply for loans**

It is critical to properly account for all business disbursements, payments received, invoices, etc., whether you use an accountant or handle the finances yourself.

If you don't have enough capital to start a business, seek funding from banks or through Small Business Administration (SBA) loan programs.

—**Courtesy ARA Content**