



Jim Breuer

Great Readers, Great Leaders

We are delighted to feature book recommendations from Jim Breuer.

Jim's Bio

This summer (2015), Jim Breuer celebrated his 25th anniversary as the owner of Maggie's Restaurant in Westminster. He developed an interest in cooking while helping his mother in the kitchen. Jim is a graduate of Mount St. Mary's University. He worked in restaurants in Gettysburg while in college. After graduating with a degree in biology and a minor in physics and chemistry, he served as a volunteer with the American Red Cross Manpower initiative, running food service at Fort Indiantown Gap (PA), which was a temporary resettlement center for 22,000 Vietnamese refugees following the fall of Saigon in 1975. It was there that he learned to cook for big crowds.

His next adventure in food service was running Winner's Circle Lounge in Hanover. From there he was hired by Host International in Washington DC, a huge provider of food and beverage service throughout the US. Within 2 years, Jim was running a group of restaurants grossing \$2.5 million in the early 1980s.

When Host was purchased by W.R. Grace & Co., Jim was transferred to Indianapolis where he operated the Keystone Grill, a high-end restaurant that was named the People's Choice restaurant in 1986 (a title it retained for 20 years). Continuing his climb up the corporate ladder, Jim was transferred back to Washington, D.C. to run a group of restaurants grossing \$30 million per year. However, the grueling commute from his home in Hanover to Washington, D.C. was wearing, so he started to look for a restaurant that would involve less travel. He found and purchased Maggie's in 1990 and determined, "I'm going to make a living here." Two years later, the roads surrounding Maggie's were closed for construction. Jim remembers, "It nearly bankrupted me. I thought I was going to die."

He made it through that period and in 2009, decided to expand Maggie's during a major economic slowdown. Jim notes that during good times, one can expect to lose 25% of business during construction. To keep business going, he put together a marketing plan that involved giving daily personal tours of the construction to 20 to 30 customers each day. The customers took an interest in his plans and started coming to the restaurant regularly to check on progress. Before long, business was up by 18%! Jim says he, "learned a valuable lesson about the importance of engaging customers."

Jim is very active in the Restaurant Association of Maryland. He served as the Board Chairman in 2008 -2009, and was recognized by the Association for his "unprecedented leadership during a challenging year for the association and industry in Maryland. Jim's innovation and guidance are a true reflection of the milestones our industry is capable of achieving."

Jim is a dedicated community builder. In 2010, he served as the Chair of the Board of Target Community & Education Services, Inc. Maggie's hosts an annual Charity Day to support Carroll Hospital Center Auxiliary. Jim is a CareSquare committee member. CareSquare is a community health initiative wherein each business partner pledges a monthly or yearly donation to benefit Carroll Hospital Center and Carroll Hospice.

A resident of Westminster, Jim is focusing significant energy on attracting people to Main Street. He established the Downtown Westminster Coalition to engage the business community in marketing downtown Westminster. The coalition meets regularly to discuss issues of concern and to plan events that bring people downtown. Its first major event was the Wine Stroll held in April, which brought thousands of people to Main Street to taste wines and partake of unique shopping and dining opportunities. The Coalition's most recent event is an Oyster Stroll in partnership with the Coastal Conservation Association of Maryland and the City of Westminster.

In response to a question on how he comes up with recipes for Maggie's, Jim noted he wakes up in the middle of the night with "specials" filling his head and says, "Boy that would taste good." His favorite new recipes are Jamaican red salsa with lobster stock and lobster mushroom bisque.

Jim is a music lover. He sang in glee club in high school and took voice lessons for 3 or 4 years. He was named Best Actor in high school for his role as Richard Henry Lee in 1776. Jim features a variety of music from blue grass to classical at Maggie's to set the desired tone. He is a history buff, and having grown up near Gettysburg, is especially interested in history of the Civil War.

Two of Jim's favorite books are *Thriving on Chaos: Handbook for a Management Revolution* by Tom Peters, which offers a plan for unstructured business opportunity that focuses on creative worker involvement and customer participation, and *Guerrilla Marketing* by Jay Levinson, which revolutionized marketing strategies for the small business owner.

Jim's Reads

[Thriving on Chaos: Handbook for a Management Revolution by Tom Peters](#)

Published the same day as the October 19, 1987, stockmarket crash, *Thriving on Chaos* is focused on the turmoil requiring nothing short of a management revolution. In *Thriving on Chaos*, Tom declares that everything known "for sure" about management 15 years earlier is being challenged, and he forecasts (correctly) that the next 15 years would show even more change. The relatively predictable environment of the past was vanishing, requiring organizations and managers to embrace flexibility and a total love of change. Chaos and rapid change were becoming inevitable, and Tom claims that the winners of the future would deal proactively with chaos, seeing it as a source of market advantage, not a problem to be ignored.

[Guerrilla Marketing by Jay Levinson](#)

When *Guerrilla Marketing* was first published in 1983, Jay Levinson revolutionized marketing strategies for the small-business owner with his take-no-prisoners approach to finding clients.

[The Story-Life of Lincoln by Wayne Whipple](#)

This is a biography of Lincoln composed of 500 true stories told by Abraham Lincoln and his friends selected from all authentic sources and fitted together in order, forming his complete life history.

[Execution: The Discipline of Getting Things Done by Larry Bossidy and Ram Charan](#)

Larry Bossidy is one of the world's most acclaimed CEOs, a man with few peers who has a track record for delivering results. Ram Charan is a legendary advisor to senior executives and boards of directors, a man with unparalleled insight into why some companies are successful and others are not. Together they've pooled their knowledge and experience into the one book on how to close the gap between results promised and results delivered that people in business need today.

[Christmas in My Heart by Joe Wheeler](#)

In *Christmas in My Heart*, the author brings together the best old familiar favorites and fresh new yarns from his literary treasure trove. The riches of master storytellers such as Pearl S. Buck, Madeleine L'Engle, Taylor Caldwell, and O. Henry are combined with stirring tales from the golden age of Christmas stories to form a priceless treasury of holiday classics.

[The Hobbit by J.R.R. Tolkien](#)

Bilbo Baggins is a hobbit who enjoys a comfortable, unambitious life, rarely traveling any farther than his pantry or cellar. But his contentment is disturbed when the wizard Gandalf and a company of dwarves arrive on his doorstep one day to whisk him away on an adventure.

[The Lord of the Rings by J.R.R. Tolkien](#)

The Lord of the Rings tells of the great quest undertaken by Frodo and the Fellowship of the Ring: Gandalf the Wizard; the hobbits Merry, Pippin, and Sam; Gimli the Dwarf; Legolas the Elf; Boromir of Gondor; and a tall, mysterious stranger called Strider.

