



FOR IMMEDIATE RELEASE
January 30, 2014

Contact: Adriane De Ceuninck
MICHIGAN RESTAURANT ASSOCIATION
(517) 482-5244

**MT. PLEASANT'S JIM HOLTON ELECTED CHAIRMAN OF THE
MICHIGAN RESTAURANT ASSOCIATION BOARD OF DIRECTORS**
Three New Board Members Named

LANSING, MI – Jim Holton was elected Chairman of the Board of Directors for the Michigan Restaurant Association (MRA) at its winter board meeting on January 27. Holton is owner of Mountain Town Station Brew Pub & Steakhouse, Mt. Pleasant Brewing Co., and Camille's on the River – all located in Mt. Pleasant.

Other officers elected to the MRA Board of Directors include **Ken Miller**, owner of Millennium Restaurant Group in Kalamazoo, who was elected Vice Chairman, and **Deb Fratrik**, regional vice president at Cracker Barrel Old Country Store, who will serve as Treasurer.

"We're excited to have Jim Holton at the helm of the MRA in 2014," said Brian DeBano, president and CEO of the MRA. "He is well-respected in his community and the restaurant industry and is a proven leader. Under Holton's guidance, the MRA will continue to provide great value to our members."

With 2014 being an important election year for Michigan, Holton will take the reins and lead the MRA through candidate evaluations and member education on critical issues.

"Being involved with the Michigan Restaurant Association has opened a lot of doors for me," said Holton. "I'm honored to be selected to lead the premier trade association for the restaurant industry and give back some of what I've gained through my membership."

The MRA also welcomes the addition of three new members to its Board of Directors: Joe Cekola, Mark Krause, and Keith Sirois. Cekola is president and owner of Imperial Beverage, a wine, beer, and soda distributor headquartered in Kalamazoo. Krause is the sales director for Coca-Cola's Michigan On Premise and Foodservice Business and leads Coca-Cola's relationship with Travel Michigan and the Pure Michigan advertising campaign. Keith Sirois is the chief executive officer of Big Boy Restaurants International LLC, located in Warren.

PHOTO: Jim Holton

The Michigan Restaurant Association (MRA) is the recognized leader of Michigan's hospitality industry, providing essential services to the foodservice community. Founded in 1921, the MRA represents nearly 4,500 Michigan foodservice establishments. The industry plays an integral role in Michigan's economy, employing almost 400,000 people and creating more than \$13.4 billion in annual sales.

###