

Dennis and Larry Kessler

Richard Cholmondeley

Kessler Restaurants

- Over 3,000 employees.
- 67 locations across Upstate New York.
- They operate Burger King and Friendly's franchises.
- They opened their first Burger King in 1975.

Dennis Kessler

- Co-owner of Kessler Restaurants, Inc.
- Executive Professor of Entrepreneurship at University of Rochester.

Dennis' Story

- Dennis was only 12 when he got his first job as a newspaper delivery boy, after encouragement from his father who was a successful business man.
- The defining part of Dennis' life was his father's positive influence over his work ethic.
- He received a degree in sociology, left NYU having almost received a PhD, and received a degree from the law school at Yale.

Dennis' Quote

- *“History has demonstrated that the most notable winners usually encounter heart breaking obstacles before they triumphed. They won because they refused to become discouraged by their defeats.” – BC Forbes*
- Dennis overcame what would now be diagnosed as attention deficit disorder. His teachers in high school thought he was stupid for not being able to pay attention and left him in basic classes.

Larry Kessler

- Co-owner of Kessler Restaurants, Inc.

Larry's Story

- After flunking out of the law school at St. John's University for failing an elective course, Larry found a sales position at a pharmaceutical firm.
- After rising to the top, he left to become a stock broker and succeeded.
- He left his senior vice president position to buy a Burger King franchise with his brother.
- He and his brothers also acquired Friendly's franchises and are now the most profitable franchises in the corporation.

Larry's Quote

- *“If no one ever took risks, Michelangelo would have painted the Sistine floor.” – Neil Simon*
- Larry took risks when he left his successful positions for more profitable ones. His biggest risk was leaving a senior VP position to run a Burger King.
- Without such high risk, Larry Kessler wouldn't be the successful businessman he is today.