

# Kessler & Kessler

Kessler<sup>2</sup>

Zach Merzel

# Dennis Kessler

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

# Kessler Restaurants

- Over 3000 employees
- Friendly's
  - 46 Locations; 7 in Rochester
- Burger King
  - 21 Locations; 8 in Rochester

# Facts and Such

- No “definite” turning point – just a lot of influence from his father
  - Positive work ethic attitude
- First job as a newspaper boy, earning \$0.02 profit
- Studied law at NYU and came back home to be a professor at University of Rochester
- At Friendly’s, the ice cream makes the meal

# 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*
- Kessler had to take up many bad jobs just to get through

Larry Kessler  
*(the quiet one)*

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# Facts and Such

- Turning point – the “2x4 experience”
  - Failed an elective course at college and flunked out of law school
- Partnered with his brother to franchise dozens of Burger Kings and Friendly’s in the New York area
- With Burger King, you can have it anyway you want it, even your way.

# Quote

- *“If no one ever took risks, Michelangelo would have painted the Sistine floor.”*
  - Neil Simon
- Kessler took a huge risk that could have meant catastrophe after he flunked out of law school
  - Thankfully, it all worked out in the end