

CORPORATE FACT SHEET

Overview

Headquartered in Baltimore, L2M is a full-service, nationally recognized architecture and foodservice design firm. Emphasizing innovation by collaboration, L2M's skilled team of architects, project managers and designers create beautiful, functional design solutions that honor each client's vision, timeline and budget.

Expertise

Specializing in health care, travel & leisure, retail and foodservice design, L2M has designed hundreds of facilities throughout the United States. Led by Jeffrey Mahler, Scot Loiselle and Stephen O'Connor, the three L2M principals have more than 60 years of combined experience in a range of areas, including design strategy, planning strategy, feasibility studies, permit facilitation and construction administration.

Offering

L2M offers a number of services before design (planning and programming, site surveys and operation reviews), during the design process (design development, construction documents and interior design) and during construction administration (project procurement oversight, drawing review and installation verification).

Key Executives

Jeffrey D. Mahler, AIA, Principal/Co-Founder

Scot Loiselle, AIA, Principal/Co-Founder

G. Stephen O'Connor, FSCI, Principal

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G. STEPHEN O'CONNOR, FSCI

Principal

Principal G. Stephen O'Connor has more than 20 years of hands-on foodservice design and project management experience. At L2M, he has carefully assembled a gifted team of designers and project managers who apply their talent and experience to projects nationwide with budgets ranging from \$100,000 to well over \$4 million. O'Connor's areas of design expertise include acute healthcare, travel and leisure, retail concepts and higher education. O'Connor received a B.A. in psychology from Mount St. Mary's University in Emmitsburg, Md., and is a member of the American Society of Healthcare Foodservice Administrators, Foodservice Consultants Society International, the American Society for Healthcare Engineers and National Society for Healthcare Foodservice Management. Notable projects include NSA Operations 2A Cafeteria and Kitchen in Fort Meade, Md., Pennsylvania Turnpike – multiple locations, Methodist Healthcare Germantown Hospital, Orlando International Airport Landside and Airside Food Courts in Orlando, Fla. and Tampa International Airport (multiple branded establishments) in Tampa, Fla.

O'Connor spoke at the 2008 Society for Healthcare Foodservice Management (HFM) annual meeting in Tucson, Ariz. about the process of design and coordination.

Areas of expertise and topics O'Connor can address include:

- Healthcare Design/Planning
- Foodservice Design/Planning
- Retail Design/Planning

JEFFREY D. MAHLER, AIA

Principal/Co-Founder

A licensed architect in 25 states, L2M principal and co-founder Jeffrey D. Mahler has more than 20 years of architecture, design, construction administration and project management experience. As the principal in charge of all firm projects, Mahler spearheads project assignment and flow, quality control and final review, along with firm operations, finances and business development. Mahler previously worked as a project architect at W.G. Reed Architects in Bethesda, Md., where he focused on commercial and ecclesiastical design. In 1995, he partnered with his W.G. Reed colleague, Scot Loiselle, to establish L2M. Mahler's areas of expertise range from renovation and restoration to new construction, retail and healthcare architecture and design. He earned both a B.A. and a graduate degree in architecture from Catholic University of America in Washington, D.C. He is also a member of American Institute of Architects, International Council of Shopping Centers and American Society for Healthcare Engineers; notable projects include The Church of Jesus Christ of Latter-day Saints in Washington, D.C., St. John Vianney Catholic Church Family Life Center in Barstow, Md, Weingarten Reality offices in Orlando, Fla. and more than 100 locations of Payless ShoeSource nationwide.

Mahler has spoken at the 2006 Retail Construction Expo on how to manage outsourced consultants, the 2007 Retail Construction Expo on real estate leases and on how to take advantage of new technology and the 2007 ICSC CenterBuild Conference on how building codes affect buildings.

Areas of expertise and topics Mahler can address include:

- Overall Design/Planning Strategies
- Retail/Rollout Delivery Process
- Prototype Management
- Project Management/Construction Services
- Construction Administration

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SCOT LOISELLE, AIA

Principal/Co-Founder

As principal and co-founder of L2M, Scot Loielle is responsible for the firm's development, daily business activities, marketing strategy and corporate identity. His extensive experience in the field—both as an architect and project manager—includes design/build projects, national retail outlets and corporate tenant facilities, as well as feasibility studies, document production, permit processing and construction administration. Before co-founding L2M, he worked as a project architect for W.G. Reed Architects in Bethesda, Md. Loielle went on to found L2M in 1995 with his W.G. Reed colleague Jeffrey Mahler. He received a B.A. in architecture from Catholic University of America in Washington, D.C. His professional associations include American Institute of Architects, Construction Specifications Institute, International Code Council, National Council of Architectural Registration Boards, National Fire Protection Association and U.S. Green Building Council. Loielle was involved in the design of the Olympic Village Dining Facility (1996 Summer Olympic Games) in Atlanta, radiological imaging centers across the Mid-Atlantic region and the development of prototype revisions for popular retail chains Perfumania and multiple locations of The Picture People.

Areas of expertise and topics Loielle can address include:

- Design Strategy
- Planning Strategy
- Feasibility Studies
- Permit Facilitation
- Construction Administration

Project: Silver Diner



Location: Baltimore/Washington International Thurgood Marshall Airport, Southwest Airlines Terminal

Size: 6,000 square feet

Cost: \$3.5 million

Scope of work/distinctive features:

- Designed user-friendly, easily accessible infrastructure that fully complies with strict airport regulations
- Incorporated key design elements to enable restaurant to flourish in highly trafficked, highly secure setting
- Configured space to offer three distinct food service options: classic sit-down diner, “retro” bar area and special section for to-go orders
- Added flight information display visible from all areas of restaurant
- Included self-serve ordering kiosks—one of the first times used in an airport setting
- One of the nation's largest airport restaurants

Results: The restaurant has quickly become one of the terminal's most popular eateries, serving over 1.4 million diners each month.



Project: Missouri Baptist Medical Center



Location: St Louis, MO

Client: BJC Healthcare

Size: 10,000 sq. ft.

Cost: \$750,000

Scope of work/distinctive features:

- Complete demolition and reconstruction of retail foodservice operation and dish room
- Pre-design programming, circulation, budgeting, full design development and contract documents
- Reconfigured space for improved functionality and traffic flow
- Innovative, user-friendly design with separate areas for foodservice, dining, tray collection and clean up
- Includes engineered stone countertops for added durability, wood veneer counter fronts and ceramic tile flooring in serving area; dining room includes carpet and ceramic tile flooring and stone screen wall



Results: The dining space has been well received by visitors, patients, physicians and hospital staff. Foodservice employees rave about the functional design that enables them to serve customers more efficiently.

Project: Johnson City Medical Center



Location: Johnson City, TN

Client: Mountain States Health Alliance

Size: 5,000 square feet

Cost: \$900,000

Scope of work/distinctive features:

- Complete demolition and reconstruction of existing retail foodservice operation
- Implemented design modifications to enhance food selection and style of service
- Added upscale finishes to improve look and feel of space, including stone countertops, wood veneer counter fronts, ceramic tile flooring and a stone screen wall

Results: Patients and visitors enjoy the attractive space and expanded food selection while foodservice staff members appreciate the improved traffic flow.



Project: Baltimore/Washington International Thurgood Marshall Airport



Location: Glen Burnie, Maryland

Client: HMS Host

Size: 6 foodservice establishments;
9,700 square feet (total)

Cost: \$3.5 million

Scope of work/distinctive features:

Design, renovation and construction of six branded retail foodservice establishments:

- Starbucks (October 2007) – Adapted Starbucks concept to shelled space situated atop moisture-sensitive airport equipment; handled lease outline, base building documentation and construction administration
- Manchu Wok (May 2007) – Converted small, challenging space to quick service food and beverage facility in high-traffic area; seamlessly integrated required heavy duty cooking and mechanical equipment
- Bill Bateman's Bistro (September 2006) – Converted soft space into full-service, 200-seat restaurant and bar in previously under-utilized location; handled lease outline, base building documentation, schematic design, construction administration and design development
- Chesapeake Roasting (September 2006) – Converted existing merchandise space to innovative coffee and sandwich store; provided schematic design, design development and construction documentation and administration services
- Philips Seafood (May 2006) – Built out newly shelled space to full-service restaurant and bar in high-volume location in newly constructed Southwest Airlines Terminal
- Varsity Grill – Renovated existing bar located over moisture-sensitive airport equipment, upgraded finishes and incorporated new cooking technology to expand menu offerings



