

*SDVoyager*

## Meet Eric Lingenfelder of Mavericks Beach Club



Today we'd like to introduce you to Eric Lingenfelder.

**So, before we jump into specific questions about the business, why don't you give us some details about you and your story.**

I started in the restaurant business with a job at Subway when I was 16 years old. Since then, I've moved from busboy to bar back, door guy to host, bartender to manager. This was a way for me to pay for college. I never thought it would end up as my career, but I'm very happy it did. Now I'm a proud partner and co-owner of several establishments around San Diego – with Mavericks Beach Club in Pacific Beach being one of them.

**Has it been a smooth road?**

No, it is never a smooth road. The struggles are mainly within yourself of determining how much time and effort you're willing to put into seeing your dreams come to fruition. How much you're willing to sacrifice and how well you can face the challenges that come up – and they will come up. There have been a lot of self-checks that I've dealt with over time. There have been moments I've questioned my approach or solution to an issue, but overall, I stand behind the decisions my partners and I have made.

**We'd love to hear more about your business.**

I'm a partner of the Verant Group, a San Diego-based restaurant and bar organization.

Mark Cirillo, Joe Vaught and I formed Verant Group in 2003. I'm also one of the partners behind Mavericks Beach Club. The partners at Mavericks also include Mark Cirillo and David Cohen. It's a webbed family, but we're all happy to be a part of it!

Each one of the guys has the passion to create a unique space for locals and visitors to enjoy and kick back. We're proud of the food and drinks on our menus as well as the atmosphere we offer guests.

I'm very blessed to have the team in place at Mavericks. Without them, we wouldn't be as successful as we've become. From the team in the back of the house to the crew we have in front of the house, along with our top-notch management team, we've become quite the family.

The Verant company has been lucky to employ over 500 team members. Many of whom are the most motivating and hardworking people I've met in my life

and some of whom have become my closest friends. They are the backbone of our company and dedicated individuals who take excellent care of our guests and each other.

Mavericks Beach Club offers a unique space, design and layout that is new to the San Diego scene. We've elevated the experience once would typically find in Pacific Beach. Our crew is made up of veterans who have worked in the industry for a long time, to newcomers with a lot of passion and energy. You can feel the pride our team has for Mavericks when you walk through the doors. I'm very proud of that.

### **Is our city a good place to do what you do?**

San Diego is an amazing city. As a born and raised native, I have a natural love for the outdoors and all the activities that come with it. Creating a space where guests can enjoy the near-perfect weather that's close to the beach seemed like a natural next step.

That being said, our team is on board with coastal businesses supporting green initiatives. At Mavericks, we created a bike valet, which offers guests a convenient alternative to arriving on four wheels. We want to encourage people to ride their bikes and know that they have a safe place to park it.

Less cars on the road are better for everyone and help reduce our carbon footprint. If offering a bike valet helps people kick the gas guzzlers and move us to a greener city, we're all about it. I recommend businesses on the rise to incorporate alternative initiatives to keep our city beautiful.

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