



## TURNING PROPHET:

Nucor's Dan DiMicco has become a national voice for industry

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## Queen City Agenda

How whitewater center debt deal will end up being a long-term drain on taxpayers across region.

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## Bank of America has Ken's back

Experts say layers of insurance should protect retired CEO in civil case.

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# ENTREPRENEURS

## BIG IDEAS

### Cutback becomes recipe for success

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Keretsis



Peter Keretsis believes his quick-service restaurant franchise, The Pita Pit, has the potential to grow across the region.

But he also says it's important to balance his hours at the uptown restaurant with time with his family at home. So for now, he's focused on maintaining that equilibrium, instead of expanding the business.

## QUICKINFO

### VITAL STATS

- Keretsis is president of Pita Pit franchise Peak Partners Inc.
- The restaurant, open since 2003, is on the College Street side of the Hearst Tower.
- The franchise owner is a Charlotte native and N.C. State graduate.

You once owned Pita Pit stores in Athens, Ga., and Columbia, S.C., in addition to the uptown store. Why did you sell them?

I love my wife and my kids too much. I sold the other two so I could be at home more to spend more time with them. It wasn't a financial reason, both stores

were doing great. But I was working too much. So I made the personal decision to cut back and spend more time here.

Things are going so well here at this store now that I'm afraid to try and branch out again and ruin a good thing that I've got going. But I guess you never say never.

### Are there other areas of Charlotte where a Pita Pit would succeed?

I feel like a location at University City would be great. They'd get the best of both worlds because they could draw the business customer during the day and then also be attractive to students at UNCC. I think one would do good in Stonecrest or in Ballantyne. Maybe even SouthPark, if you could find the right place with the right rent.

### What's driving business at your uptown location?

Monday through Friday, we get a steady traffic from business people — bankers, attorneys etc. We also get traffic from events uptown at night and people just walking around. On Friday and Saturday nights, we stay open until 4 a.m. for the bar and after-bar crowds. That's been a strong business. Even in the bad economy that hasn't slowed down at all.