

# 11 Times Square Celebrates Shake Shack Day

July 3, 2018

Proskauer alumnus and SVP, General Counsel and Corporate Secretary of Shake Shack, Ron Palmese, returned to Proskauer on Wednesday June 20th for an alumni panel with our summer associates and brought a little surprise with him: 400 ShackBurgers and servings of fries for the first-ever Shake Shack pop-up at Proskauer.

The office was buzzing with excitement at the prospect of snagging the popular (and often very crowded) chain's burger and fries for lunch—so much so that several people made sure to arrive right when the doors opened at 11:30. With many people spotted going back for seconds, the event “was a great success and a nice way to connect alumni relationships with day-to-day life at the Firm,” concluded chief real estate and facilities officer Hal Plott.

Behind the scenes, Hal, along with operations department administrator Annie Augustine, director of operations and procurement Clive Ellison, and director of Restaurant Associates Larry Scagnelli worked hard to ensure the pop-up event ran smoothly. They coordinated with the nearest Shake Shack in Times Square to make sure that the quality and experience at our pop-up was equivalent to that of an authentic Shake Shack location, bringing in Shake Shack's Pat LaFrieda meat, signature fries and even their bun toaster.

Ron was happy with the turnout at the event. “It was awesome to come back to Proskauer today to have a chance to see so many people at the Firm who I haven't seen in many years. The attorneys at Proskauer have always been so receptive to me being an alum. Everyone was really awesome and gracious and appreciative for Shake Shack being able to come down here,” he said.

For many, the highlight of the event was getting a Shake Shack burger without having to leave the building or wait in line. “Not having a menu to choose from was great because I normally can't decide whether to get a ShackBurger or a ShackStack,” said administrative assistant Menchu Magsino.

The most asked question? “When can we do it again?”