



The Second Stage Archives Available

**December 28th 2015:Encore: A Family Business with a
Mission: People, Systems, Efficiency**

On today's episode of The Second Stage we are thrilled to speak with the co-owners of Squeeze In, Misty Young and Shila Morris. Misty and Shila are a mother/daughter TEAM (in all aspects of the word) that have embraced The American Dream and embody entrepreneurial spirit. A true family affair, not only have they created a successful business and inspiring culture for family, friends and employees, they are dedicated to helping other business owners grow and prosper. In Misty's book, "Rags to Restaurants," she unveils her success code with the world, 'The Five Irrefutable Laws of Restaurant Su

Tune in

Archives Available on VoiceAmerica
Business Channel

[EPISODE ON DEMAND](#)

[VIEW HOST PAGE](#)

[Read more](#)

[SHARE](#) [DOWNLOAD PDF](#) [GET CODE](#)

Featured Guests



Shila Morris

Shila Morris is the President and co-owner of the Squeeze In restaurants, along with her husband Chad and parents Gary and Misty Young. She was born and raised in Reno Nevada and at the age of 18 she began as a busser in the family restaurant. She was quickly promoted to server which allowed her to pay for and attend university. In 2008, she graduated from the University of Nevada Reno with a dual major in Sociology and Psychology. That same year she and Chad became partners in the family business and helped launch the company's second location. In 2010 the Squeeze In was featured on the hit series Throwdown with Bobby Flay and Shila and Chad had their boy/girl twins Wesley and Emerie. In

[Read more](#)



Misty Young

After over two decades in politics, public relations and marketing, Misty Young risked everything to buy the Squeeze In, a tiny, struggling restaurant, nestled in historic downtown Truckee, CA. Leaping in with reckless abandon, Misty worked days, nights, weekends and holidays and made it her mission to understand the business from top to bottom and from an inside out perspective. She served guests, cooked, washed dishes, cleaned bathrooms, mopped floors, paid vendors, prepared payroll and tax returns – and – designed and developed processes, systems and efficiencies to lead the company's growth from a single location to five family owned locations. As a Certified John Maxwell Coach, Speake

[Read more](#)

Share This Episode

[Share On Facebook](#) [Share On Twitter](#) [Share On LinkedIn](#)

Connect with VoiceAmerica

Download our mobile apps

