



JESSE KUPINA

Jesse Kupina is a business owner who is passionate about shaping Edmonton's hospitality industry and leaving a positive footprint on our community. He brings more than 20 years' experience working in restaurants, bars and nightclubs where he has done everything from wash dishes and bartend, to managing restaurants, to creating and launching new independent concepts. As a result, Jesse brings energy, wisdom and a fresh perspective to the business community in Edmonton and the Capital Region.

Jesse always dreamed of owning his own restaurant and bar, knowing he was capable of creating exceptional customer experiences that parallel what you can find in New York City or L.A. In 2009, Jesse and his business partner started Two 12 Social Co, a hospitality, restaurant and entertainment company that currently includes the downtown and St. Albert locations of Central Social Hall, The Ranch Nightclub, and Edmonton Pub Crawls. The unique name, Two 12 Social Co., refers to the 212 Fahrenheit temperature at which water boils and the promise that their company will always deliver a degree or two above the rest.

This innovative approach has guided Jesse's business and personal interests. Prior to Two 12 Social Co., Jesse was a business partner in Gateway Entertainment Group, where he created The Ranch nightclub concept in 2006, which is still highly successful today. In the past, he has had an ownership stake in Union Hall, the Edmonton Events Center, and

various locations of Hudson's Canadian Tap House. Jesse received his Diploma in Management Studies from Grant MacEwan University in 1999.

Jesse believes that no matter our walk of life, we are only ever two decisions away from misfortune. This philosophy has guided how he thinks about and gives back to the community. Jesse is an active supporter of The Abbotsfield Youth Project, giving his time and strategic support to this nonprofit which gives children ages 6-12 a chance at a better life and a stronger connection to our community.

Two 12 Social Co. is supportive of hundreds of fundraisers and charities each year, including the MS Society, Habitat for Humanity, the Bissell Centre, the Youth Emergency Shelter Society (YESS), the St. Albert Food Bank and Operation Christmas Child. Central Social Hall also helps post-secondary groups, charities, sports teams and extracurricular clubs raise money to support their goals and efforts.

Jesse was appointed to the provincial government's Alberta Safer Bar Council in 2010 and remains a Council member still today. Jesse regularly volunteers his nightclubs and restaurants as training venues for the Edmonton Police Service, and has been invited to be a guest speaker to many student groups and business owners.

Whether it's at one of his social properties or with the kids he works with in Northeast Edmonton, Jesse is dedicated to creating environments where anyone who is given the opportunity and the encouragement can succeed.