

F.B.I.

FOOD & BEVERAGE IOWA
Iowa's Premier Publication for
the Restaurant & Bar Industry **QUARTERLY**™

Planning for Prosperity

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Doesn't
Knock,
Build a Door



Energy Savings

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UTILITY COSTS WITH
ONE STEP PROGRAM

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CULINARY AFFAIR AND
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Legislative Update—Iowa Restaurateurs Take Their Concerns to the Capitol. See Page 8.



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- 4 Cover Story**
Inventiveness Shapes Operators' Success
- 6 Capitalize on the Consistency**
Iowa Boasts a Promising Outlook
- 8 Legislative News**
What's Going Down Up on the Hill
- 10 Beck Runs for Iowa House**
- 11 Ask the Expert**
- 12 Simple Switch Cuts Natural Gas Costs**
- 14 Beverage Trends for 2010**
Chefs Look Close to Home to Enhance Menus
- 16 IRA Membership CD**
Critical Business Tools at Your Fingertips
- 17 Good Practices**
Family Friendly = Quality Food and Service
- 18 Iowa News**
News From Around the State
- 19 Iowa Students Advance to National ProStart Competition**
- 21 Event Calendar**



Since 1933, Iowa's Professional Association of the Restaurant and Retail Beverage Industries

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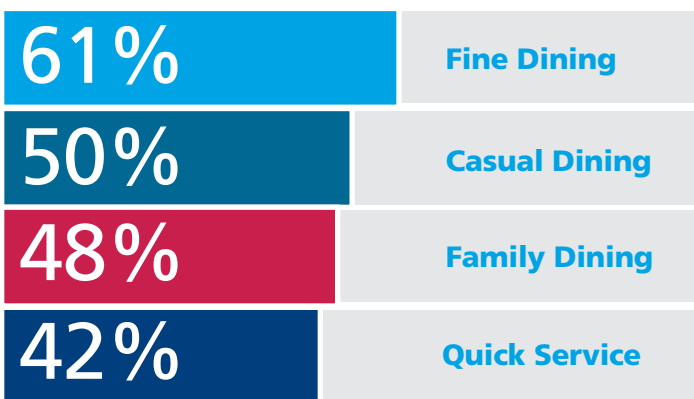
Planning for Prosperity

Restaurateurs Express Cautious Optimism for 2010

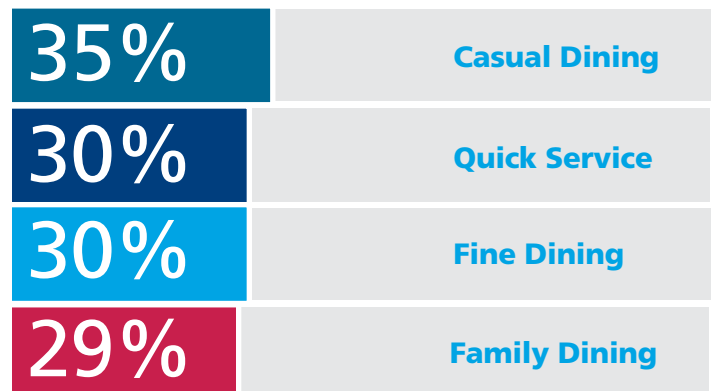
With many key economic indicators pointing upward, restaurateurs from across the state and across the nation expressed a growing sense of optimism about their business prospects for 2010—though many still did not feel the industry was “out of the woods” yet. According to the 2010 Restaurant Industry Forecast conducted by the National Restaurant Association approximately one third of operators in all segments expected the economy to pose

their biggest challenge in 2010, yet more than half expected business to be better in the first half of the year. That’s a welcome perspective for the hospitality industry. It’s also an indication that opportunity is once again ripe for operators that are willing to plan for prosperity by investing in their businesses, embracing technology and even shaking up their menus to accommodate the latest trends.

Percent of Operators that expect their **BUSINESS TO BE BETTER IN 2010**



Percent of Operators that expect the **ECONOMY TO BE THEIR TOP CHALLENGE IN 2010**



If Opportunity Doesn't Knock Build A Door Inventiveness Shapes Operators' Success

"If opportunity doesn't knock, build a door." Surprisingly, this quote is attributed to comedian Milton Berle. And while he might have said it in jest, there is much wisdom to be gleaned from this statement, particularly in today's hospitality industry.

Restaurant and tavern operators are emerging from what might well come to be remembered as the greatest economic downturn since the Great Depression. And while most economic indicators point to better times ahead,

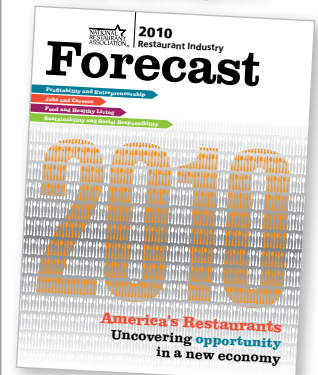
there is a tremendous difference between surviving and actually thriving. Now is not the time to sit by passively and wait for things to get better. Successful operators are taking actions to create their own opportunities. They are "building doors."

But Action Without Research and Planning is Futile.

That is why each year the National Restaurant Association invests heavily in taking the pulse of

the restaurant and retail beverage industry. The results are published annually in their Restaurant Industry Forecast Report. The report offers in-depth analysis of each restaurant segment—quickservice, fullservice, catering and more. It also covers economic conditions, changing consumer tastes and preferences and factors shaping the growth in the industry.

The Full Report



The full National Restaurant Association 2010 Restaurant Industry is available to IRA members at no charge. Non-members may purchase the report for \$199

Go to www.restaurant.org to learn more.



The FBIQ staff found these to be some of the most insightful ideas from the 2010 report:

1

Add a Customer Loyalty or Frequent Dining Program.

25% of adults currently participate in frequent dining or customer loyalty programs at their favorite restaurants. What's more, they like the idea of such customer rewards. In fact, more than half of adults surveyed say they are more likely to patronize restaurants that offer loyalty and frequent dining programs. Yet today, less than one-third of restaurants offer these types of programs.

2

Add or Expand Off-premise and Delivery Options.

Nearly three in ten consumers said that take-out food is essential to the way they live. 46% of adults say they would use curbside take-out from a tableservice restaurant and 54% indicated they desired more home and office delivery options from both full-service and quickservice restaurants. When one breaks the numbers down further they find that 64% of households with children, and a whopping 72% of households with adults ages 18 to 34, desire more delivery options.

3

Make it Easy to See Healthy Options.

About half of adults have gone online to find nutrition data about restaurant foods. In fact 73% of adults say they try to eat healthier at restaurants than they did two years ago. Successful restaurants are making it easier for consumers to see and choose healthy choices.

state stats

Capitalize on the Consistency of Iowa's Restaurant Industry

While many states are dealing with a virtual roller coaster ride of up and down swings in restaurant sales and employment growth, Iowa has continued to post small, but steady growth in both areas. Research of these key economic indicators shows that Iowa restaurants are expected to increase sales by 1.6 percent in 2010 and foodservice employment will increase by .7 percent annually. While neither may appear particularly striking, they do indicate the state's restaurant industry has continued to hold its own—even through what many acknowledge to be some of the toughest economic years the state has seen in decades.

Innovation

Iowa's restaurateurs are becoming increasingly creative in the ways they attract new customers, but they are also implementing innovative programs to reduce operational costs. See page 12 to learn how many Iowa restaurants are taking advantage of recently relaxed utility board restrictions to reduce energy costs.

\$3,287,877

Projected 2010 Iowa Restaurant Sales

145,100

Projected number of Iowans employed by the state's restaurant industry in 2010

Source: National Restaurant Association Industry Forecast

OUR COMMITMENT



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What's Going Down UP ON THE HILL



At the time of publication, Funnel Week—a self-imposed state legislative deadline that requires bills to pass out of the committee process to stay eligible for consideration—had taken place. Although no issue is truly dead until the gavel closing the legislative session ends, the IRA legislative team was fairly confident the issues causing the industry the greatest concern were likely not going to move forward this legislative session.

NO PART-TIME SICK PAY

A proposed Senate bill that would have required employers to pay a minimum amount of sick pay, even for part-time employees was tabled.

NO HOSPITALITY TAX

All indications are the Senate will not pass proposed legislation allowing communities to create an optional “hospitality tax” on food and beverage sales sold at restaurants and bars.

NO INSPECTION FEE INCREASE

Current inspection and licensing fees are expected to stay the same.

NO CHOICE OF DOCTOR

Legislation allowing patients to choose the doctors they see in workmen’s compensation cases did not make it out of committee.

YES TO VETERANS

The IRA supported a bill requiring employers to give military veterans the day off to celebrate Veteran’s Day (November 11th). It does not have to be paid time off.

Help Elect Candidates That Support Your Business

The Iowa Restaurant Association Political Action Committee (PAC) supports state candidates in both parties who are advocates for the hospitality industry. Individuals may give any size contribution to a PAC. Your contribution helps elect people who support your business.

You need not be a member of the IRA to contribute, however contributions must come from individuals. Businesses cannot contribute to a PAC, but can support other grassroots efforts through contributions to the Iowa Restaurant Association.

No donation is too small to assist in the IRA’s efforts to support candidates who represent the interests of the hospitality industry. To make a donation to the IRA PAC, send your personal check to IRA PAC #6400, 8525 Douglas Ave. Suite 47, Des Moines, IA 50322.

Cedar Falls Restaurateur Darin Beck has declared his run for the Legislature. See story page 10.

“For small business owners, the 2010 state election is likely the most important in recent memory. With all of the executive offices, all of the House seats, and half of the Senate seats up for grabs, the very nature of the relationship between the state of Iowa and hospitality establishments is in play. Restaurant and bar owners who want less government involvement in how they run their businesses need to find, support, or better yet, become candidates that represent the interests of the industry.”

Craig Walter

15+ Year Lobbyist for the Iowa Restaurant Association



In light of the coming elections, state of the economy, and business environment, there is no better time to become politically engaged. Become a member in the Iowa Restaurant Association today.

Call 515-276-1454 or 800-747-1453
or info@restaurantiowa.com.



Restaurateurs Head to the Hill

Iowa's restaurant and retail beverage industry took their issues of concern directly to the state Capitol in February. A delegation of IRA Board members and staff met with legislators from both sides of the aisle as part of the Association's annual legislative day. The industry representatives held private meetings with Majority Leader Senator Mike Gronstal, Minority Leader Senator Paul McKinley and House Minority Leader Kraig Paulson.

IRA lobbyist Craig Walter described the day as "productive."

"It's important for any industry to meet face-to-face with legislators on a regular basis," said Walter. He added legislators rely on these types of personal meetings as a means to be quickly educated on topics. "On any given day, state legislators are dealing with everything from education and gambling to traffic regulations and tax law. There is no possible way they can be experts in all areas. That is, in part, why they are so receptive to meeting with industry representatives," he said.



Iowa Restaurant Association delegates meet with Representative Kraig Paulson. Pictured Xxxxxx Xxxxx, Scott Carlson, Darin Beck, Representative Paulson, Matt Smiley, Linda DeDecker, Suzanne Summy, Mike Rastrelli, Carl Wertzberger



Senator Paul McKinley, Senate Minority Leader, takes questions from the Iowa Restaurant Association legislative delegation.



House Minority Leader Kraig Paulson and former IRA Board President Darin Beck of Barmuda Inc. discuss legislative issues related to the restaurant industry.

The IRA group used the opportunity to explain the impact the state's economic issues have had on Iowa's hospitality industry. "Everyone was quite clear that the industry cannot have one more fee increase, tax hike or mandate," said Walter.

Legislative advocacy is one of the most valuable roles of the Iowa Restaurant Association. To view the Association's 2010 Legislative priorities and positions visit www.restaurantiowa.com.

 **National Advocacy**

The National Restaurant Association provides restaurateurs with a collective voice to members of Congress. Each year affiliated state associations come together in Washington D.C. to discuss national issues that will impact their businesses, meet national lawmakers, and share strategies for state legislative issues. The event is open to all IRA members.

April 14-16, 2010

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Public Affairs Conference

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restauranteur in the news

Former IRA Board Chair Candidate for Iowa House



Beck began his businesses in 1983, and has been focused in the restaurant industry since the beginning, but over the years has expanded his business holdings into technology companies as well.

Former Iowa Restaurant Association Chairman of the Board and Cedar Falls restaurateur Darin Beck announced his candidacy for Iowa House District 19, which encompasses Cedar Falls, including the University of Northern Iowa, and western Black Hawk County. It is his first run for public office.

"As a small business owner I know firsthand how to put people to work, a skill that I intend to take with me to the Statehouse," said Beck. "State government has gotten too big, spends too much of our money and has lost touch with Iowans. I have experience balancing tough budgets and I will be sensible with Iowans' tax dollars."

Beck began his businesses in 1983, and has been focused in the restaurant industry since the beginning. Currently he owns and operates 20

food and beverage establishments and related companies that employ over 600 people. He is also a partner in four technology companies that employ another 100 people.

"Darin is a job creator, proven leader, and a strong advocate for the Cedar Valley," said House Republican Leader Kraig Paulsen (R-Hiawatha). "I am confident that he will bring commonsense leadership to the statehouse that will rein in state spending and protect the taxpayer."

Beck has been involved in the Iowa Restaurant Association for a decade. He has served in nearly every leadership role including two terms as Chairman of the Board of Directors. He was named the Association's Restaurateur of the Year in 2008.





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Buy Local Means Applies to More Than Produce

Serving locally grown and produced food and beverages claimed three of the top five spots in a recent chef's survey about the hottest food and beverage trends. Savvy restaurateurs will leverage these pro-local sentiments by promoting their commitment to purchase from local producers. The FBIQ editorial team caught up with Linda Keairns, senior Sales and Marketing manager for Ankeny-based Mrs. Clark's Foods, a leading manufacturer of retail salad dressing and juices. The team asked her how local restaurants can sell their "buy local" philosophy. Her thoughts follow.

The marketing benefits to restaurants that buy local don't stop at the farm or the vineyard fence. In fact, many of the same "buy local" messages that attract customers to independent restaurants, as well as to entrees and sides that feature local meat, produce and wine, hold true for locally manufactured food products such as salad dressing, sauces, and spreads as well.

Restaurateurs that feature locally manufactured products on their menus, are helping their local economies, which in turn helps the livelihood of potential customers. They are also helping their communities preserve one-of-a-kind businesses, businesses that often exemplify the character and values distinct to that community.

Let people know that you are committed to your local community. Here are 3 "Buy Local" marketing messages that win with Iowa restaurant patrons.

#1 Make the Iowa Connection

Iowa is second only to California in its production and export of food. Iowans are loyal consumers. In fact, one Iowa State University study found that 41 percent of consumers will select a local food item described on menu over a non-local item—regardless of price point. Even city-dwellers embrace the state's identity as the nation's breadbasket. Iowans associate Iowa food

products with high quality, fresh ingredients—let customers know on the menu when the products you're offering hail from the Hawkeye state.

#2 Local = Good Health

A whopping 73% of adults say that they try to eat healthier in restaurants than they did two years ago according to consumer research from the National Restaurant Association. Many local products were specifically developed with providing a healthy alternative to a similar national offering. Case in point, is Ankeny-based Mrs. Clark's foods which offers a Cucumber Dill Light Mayonnaise. This local product bottles the fresh taste of an Iowa garden cucumber in a dressing that instantly makes any recipe that calls for mayo substantially healthier.

#3 Tell The Stories

A huge part of the appeal of purchasing local food is that you know the people who are producing it. That is true of fresh food items such as meat and produce as well as sauces or jams. Most local companies have colorful stories of starting in "Grandma's kitchen" or bottling a secret family recipe. Tell those stories to your customers so they can become part of the story too.

Get creative with your local buying strategies, promote your commitment to the community and you'll likely find that locals want to "eat local" in your establishment. Source Linda Keairns can be reached at lkeairns@MrsClarks.com.



**BUY
LOCAL**

CASE STUDY



Orchestrated Sees Utility Bills Drop

Kent Liggett, controller for Orchestrated Management brought Seminole Energy, LLC into three of its Des Moines-area restaurants in July. All immediately experienced an average savings of 5% per month on their natural gas bills. Orchestrated opted for an index pricing program, which means Seminole determines the price of their natural gas each month. In the future, the management company plans to use a fixed price program. Liggett is monitoring the index closely to determine when to lock in on a price. He is pleased with the simplicity of the program. "Operationally, you really don't feel a difference between purchasing the gas from the utility versus Seminole. However, there is a difference in cost. Seminole has cut out a lot of administrative expense and helped us realize savings every month," says Liggett.

5%
average savings
per month

Restaurants Cut Utility Costs With Simple Switch

Square-foot for square-foot, restaurants rank among the most energy-intensive businesses in Iowa.

Last year, the Iowa Utilities Board offered restaurants some cost relief when they approved new tariffs allowing small commercial businesses to buy natural gas from third party suppliers. The decision opened a floodgate of potential savings opportunities for restaurateurs and bar owners.

Shortly after the utility board's decision the Iowa Restaurant Association secured a Member Benefit Agreement with Seminole Energy Services, LLC to provide a natural gas program for IRA members. The program allows restaurants to secure gas prices at reduced rates—generally netting a 2 to 5 percent—by purchasing gas from Seminole rather than their utility companies.

According to David Stokes, Seminole's Iowa-based marketing representative, the process for conversion is simple. Interested businesses simply provide Seminole with access to their previous natural gas usage history and Seminole recommends a program that either guarantees a fixed price or ties the monthly price to an index. Seminole then delivers the natural gas directly to the utility supplier whether it's Alliant, Black Hills, or Mid American Energy.

"The switch is transparent to the restaurateur," says Stokes. "There's no need for an additional meter or equipment. There's just savings."

To learn more about the Seminole Energy Services, LLC program and other discount programs available to IRA members call Cindy Jordan, Membership Director at the Iowa Restaurant Association at 515-276-1454.



Great News!

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CASE STUDY



Give Them a Taste

Tom King, owner and operator of two popular “Iowa themed” restaurants The Homestead Restaurant in Independence and Country Junction in Dyersville, is well aware of the preconceived notions and potential bias many consumers hold before trying Iowa wines. “People are unfamiliar with most Iowa wines,” says King. “They don’t know that ‘Picket Fence’ is like a Riesling or that ‘Barn Dance Red’ is reminiscent of a Merlot.”

King’s solution? Samples and lots of them.

King’s restaurants have been featuring Iowa wines and beer for more than 10 years. Featuring the local wines obviously fits his restaurant concepts, but it has also introduced thousands of people to some local finds. Over the years, he has featured Iowa wines in pairing dinners at his establishments, but mostly, he hands out samples. “Many people are surprised by how much they like the local wines,” says King. King has gift shops in both of his restaurants and finds Iowa wine sales to be a steady revenue source. His top Iowa winery sellers are from Taber Homes and Stone Cliff wineries.

Chefs Look Close to Home Enhancing Menus with New Wine, Beer and Spirits Features

Local Sourcing is Hot.

In fact, an annual survey of more than 1,800 chefs which poses the question, “what will be hot on menus in the coming year?” ranked using locally sourced produce and meat/seafood as numbers one and two. And, those “buy local” sentiments held true for wine and beer as well. In fact, featuring local wine and beer on menus ranked fifth overall in the survey and was at the top of the beverage trend category. Perhaps that is why more restaurants than ever are supporting local vineyards and featuring Iowa wines on their drink menus.

Other alcohol trends ranking high in the survey also mirror general food trends. For example, culinary cocktails—those that bring all the tricks and flourishes of the kitchen to the glass with fresh juices, muddled fruit, infused syrups, earthy spices, and leafy herbs—illustrate how American palates have grown more adventurous, as does increased interest in organic and artisan-made alcohol.

Feeling stumped about how to leverage the latest beverage trends for increased profit in your business? Find new ideas at the annual International Wine, Spirits & Beer Event, held in conjunction with the NRA Show May 23-24 in Chicago. For more information visit www.winespiritsbeer.org.



Top Trends In Alcohol and Cocktails for 2010

A NRA survey of more than 1,800 professional chefs—members of the American Culinary Federation—reveals that alcohol has gained a firm foothold among top restaurant menu trends.

1. Locally produced wine and beer
2. Culinary cocktails
3. Microdistilled/artisanal liquor
4. Organic wine/beer/liquor
5. Food/beer pairings

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CASE STUDY



Resource CD Templates Help Hickory Park Create Employee Handbook

Tracy Drury, General Manager of Hickory Park in Ames is sold on the value of the Iowa Restaurant Association's Member Resource CD. "It literally saved me hours of work," says Drury who used the CD templates to create an employee handbook for the establishment's 200+ employees. Drury said she looks forward to future revisions of the CD. "The Iowa Restaurant Association has done so much of the homework for me," says Drury who has also referenced compliance, educational and other tools on the CD. The Iowa Restaurant Association updates the CD annually. New members receive the CD upon joining.



Critical Business Tools at Your Fingertips

The Iowa Restaurant Association is the definitive source for educational and business operations tools for Iowa's restaurant and retail beverage industry. Members have many of the Association's most requested tools at their fingertips 24 x 7 on their Member Resource CD. Available at no charge in CD form or for \$69.95 in printed form it includes:

- **Employer Tools**, such as customizable templates for an employee handbook, job descriptions, applications, reference checks, performance reviews, and other forms.
- **Business Operations Tools**, including a customizable crisis management plan, food cost calculation forms, and health and safety checklists and guidelines.
- **Compliance Information on wages** and labor issues.
- **Food Code information** and inspection preparation guides.

To learn more about IRA membership and the Member Resource CD contact Cindy Jordan, Membership Director at the Iowa Restaurant Association at 515-276-1454.

25%

The face and expectations of the restaurant industry workforce is changing. According to the National Restaurant Associations 2010 Industry Forecast... "people age 55 or older will comprise nearly one-quarter of the nation's labor force by 2018." Older employees will be a critical source of employees for the restaurant industry.



Family Friendly = Quality Food AND Quality Service

Marion restaurant owner John Huntington recently noticed that when he goes to dinner with his wife and two children, something is different. "We get poor service," says Huntington. If he and his wife go to the same establishment as a couple without the kids, they get noticeably better service. This is not in one particular restaurant, but many. Huntington began asking other families if they experienced a similar reality. "I was surprised to hear yes," says Huntington. He probed deeper and found a career server who explained that many servers don't like to wait on families with kids because historically they don't tip well. "It's a self-perpetuating cycle," says Huntington "who tips well when they receive poor service?" It's also a good reminder to restaurant operators as they talk to their staffs about the importance of attracting and keeping customers in varying demographic groups.

67%

Of quickservice operators say they offer more healthful choice for children than they did two years ago.

TOP TRENDS IN KIDS' MEALS

- Nutritionally balanced children's dishes
- Fruit/vegetable children's side items
- "Kid cuisine"/gourmet children's dishes
- Children's entrée salads
- Ethnic-inspired children's dishes



Want more details? Visit www.restaurant.org to download a copy of the 2010 Restaurant Industry Forecast. The report is free to Iowa Restaurant Association Members.



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news from around the state

In Memoriam



Iowa's restaurant industry lost one of its strongest advocates in February. Kurt A. Cullum, division president of Reinhart Foodservice in Cedar Rapids, passed away following a five month battle with pancreatic cancer. Kurt was an active member of the IRA for more than a decade, including serving several years on the Association's Board of Directors. He was a vocal advocate for both the Association and the industry. He loved golf and never missed the IRA's Annual Golf Classic. His presence will be sorely missed by all. Kurt was also a wonderful husband, father, and grandfather. The Association expresses their deepest condolences to his wife Cheryl and their family, as well as to his co-workers at Reinhart Foodservice.

Share Our Strength



The Iowa Restaurant Association would like to thank those Iowa establishments that participated in the various local and national Haiti Relief efforts including the National Restaurant Association's "Share Our Strength" benefit. Iowa's restaurants are also encouraged to sign up for, and begin planning to participate in, the third annual Share Our Strength's Great American Dine Out which rallies chain, franchise and independent restaurants from across the country to raise funds to help end childhood hunger in America. This year's Great American Dine Out will happen September 19-25, 2010. Marketing materials and sign up can be found at <http://join.strength.org>.

Restaurant Neighbor Award Nominations



Each June, the Iowa Restaurant Association selects its state winners for the Restaurant Neighbor Award. The honor recognizes outstanding community involvement and innovative community programs. One small business, one mid-size/large business, and one national chain are recognized. An individual is also recognized as the Cornerstone Humanitarian Award recipient. The state winners then go to compete for national honors. The deadline for submitting nominations is in June. You may nominate your own business or another restaurant. Online submission forms are available at www.restaurant.org.

Seeking IRA Board Nominations

The IRA is a member-driven professional association for the restaurant and retail beverage industry in Iowa. It is governed by an elected, volunteer Board with representatives from the various segments within the industry and from across the state. Board members serve two-year terms.

The IRA Board meets three times per year and serves as the Association's policy-making body including determining the Association's position on specific legislative issues.

Do you know someone who would make a good Board Member? Or are you interested in serving on the Board? Nomination forms are currently being gathered for open positions. Forms are available on the IRA Member Resource CD, at www.restaurantiowa.com, or by calling the IRA office at 515-276-1454.

Got News?

Send news about Iowa restaurants and taverns to:

**Jessica Dunker,
FBIQ editor at
jessica@dunker.com**



Iowa Students Advance to National ProStart Competition



The Iowa Restaurant Association Educational Foundation (IRAEF) held its 6th Annual Iowa ProStart®

Invitational on March 2nd at the Park Place Event Centre in Cedar Falls.

Students from Davenport Community High School and Waukee High School competed in two distinct competitions: culinary and management. The culinary competition judged students on their culinary creativity as demonstrated through the preparation of a meal consisting of a starter, entrée and dessert. Teams were also judged in knife skills and poultry fabrication. In the management competition, students showcased their knowledge of the restaurant and foodservice industry by developing and presenting a business proposal for a new restaurant concept.

Davenport Community High School won the culinary competition. Waukee High School won the management competition. Both advanced to the National ProStart Invitational (NPSI) which will take place April 30-May 2, 2010 in Overland Park, Kansas. They will compete against ProStart students from across the United States for scholarships.

The ProStart Program is a two-year industry-based program that prepares students for careers in the restaurant and foodservice industry. It is administered by National Restaurant Association Solutions and the Iowa Restaurant Association Educational Foundation.



ProStart Students from Waukee High School prepare their entrée for the culinary portion of the annual ProStart competition. Students prepare a meal that included a starter, entrée and dessert.



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To Learn More About the ProStart Program

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Member Benefits

The Iowa Restaurant Association offers its members exclusive access to a host of resources.

- Certification and training
- Legislative and media representation
- Member-only discount programs
- Dual membership in the National Restaurant Association

The IRA is the de facto source on nearly any topic related to the restaurant and retail beverage industries in Iowa.



Learn more at
www.restaurantiowa.com



CULINARY

affair

A Celebration of Fine Wine & Cuisine
 2010 Gourmet Dinner,
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SUNDAY, MAY 16TH, 2010
 West Des Moines Marriott Hotel



5:30 pm Cash Bar & Hors d'oeuvres
6:30 pm Six-Course Gourmet Dinner
 (includes a selection of fine wines)

\$89 per person - Call (515) 276-1454
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Proceeds will support food safety and responsible alcohol service training for Iowa's hospitality industry through the Iowa Restaurant Association.

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education and networking events

2010



April

April 7

ServSafe Food Safety Training
Black Hawk County Extension
Waterloo
To register, call 319-234-6811

April 13

ServSafe Food Safety Training
Iowa Restaurant Association
Des Moines
To register, call 515-276-1454

April 14-16

National Restaurant Association
Public Affairs Conference
Washington, DC
To register, 800-424-5156, ext. 5907

April 20

ServSafe Food Safety Training
Woodbury County Extension
Sioux City
To register, call 712-276-215

April 21

ServSafe Food Safety Training
Scott County Extension
Bettendorf
To register, call 563-359-7577

May

May 11

ServSafe Food Safety Training
Johnson County Extension
Iowa City
To register, call 319-337-2145

May 11

ServSafe Food Safety Training
Iowa Restaurant Association
Des Moines
To register, call 515-276-1454



May 16

Culinary Affair
Six-course gourmet food and wine dinner
West Des Moines Marriott Hotel
www.restauratiowa.com or 515-276-1454

May 18

ServSafe Food Safety Training
Woodbury County Extension
Sioux City
To register, call 712-276-215

May 19-21

Financial Officers and
Tax Executives Study Group
Networking and Education for
Restaurant Financial and Tax Professionals
Sponsored by the National Restaurant
Association
The Drake Hotel, Chicago, IL
<http://restaurant.org/studygroups/meg/> or 202-973-3678

May 19-21

Marketing Executives Group
Sponsored by the National Restaurant
Association
The Drake Hotel, Chicago, IL
<http://restaurant.org/studygroups/meg/> or 202-973-3678

May 22-25

National Restaurant Association Show 2010
McCormick Place, Chicago, IL
To register, call 312-853-2525.

May 23-24

International Wine, Spirits & Beer Event
McCormick Place, Chicago, IL
To register, call 319-337-2145



MAY 23-24, 2010
McCORMICK PLACE, CHICAGO

June

June 2

ServSafe Food Safety Training
Dubuque County Extension
Dubuque
To register, call 563-27-4201

June 8

ServSafe Food Safety Training
Iowa Restaurant Association
Des Moines
To register, call 515-276-1454



May 22-25, 2010
McCormick Place Chicago

Register Early and Save!

\$90 If You Register by May 28th
\$100 per golfer

Monday, July 26

Briarwood Golf Course
Ankeny, Iowa



IOWA RESTAURANT ASSOCIATION
Golf Classic

Please call, fax or email to:

Ph: (515) 276-1454 or

(800) 747-1453

Fax: (515) 276-3660

E-mail: dorothyg@restaurantiowa.com

See Ad Page 22

A day of golf, food, spirits,
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IOWA RESTAURANT ASSOCIATION
Golf Classic

Monday, July 26

Shotgun starts at 8 a.m. and 1:30 p.m.

Briarwood Golf Course
Ankeny, Iowa

\$100 per golfer

\$90 if registered by May 28, 2010.

Includes a lunch or dinner, cart, green fees, refreshments,
flight prizes, gifts, games on the course and lots of fun.

Register by July 19, 2010.

Please call, fax or email to:

Ph: (515) 276-1454 or (800) 747-1453

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