

# FBI

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the Restaurant & Bar Industry **QUARTERLY™**

## New Media “Daily Deal” Campaigns

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# F.B.I.

## FOOD & BEVERAGE IOWA

Iowa's Premier Publication for  
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### 4 Cover Story

Restaurants Weigh In on Internet-Based Discount Programs

### 8 Legislative News

Still Hope for Commercial Property Tax Relief

### 11 Ask the Expert

Ecolab Shares How The Dishroom Can Serve Up Savings

### 12 Trends

Understanding the Consumer Key to Success in Post Recession Economy

### 15 ProStart

Two Iowa High School Teams Advance to National Competition

### 16 Compliance

Reduced Oxygen Packaging Requires HACCP Plan

### 18 Iowa News

News From Around the State

### 21 Event Calendar



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#### F.B.I. Quarterly

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News releases and editorial queries are accepted at fbiquarterly@restaurantiowa.com or via fax at 515-276-3660.

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# "Daily Deals"

## No Bargain for Iowa Restaurants

### Iowa Restaurateurs Weigh-in on Internet-Based Discount Programs

Whether it's a website special or a Facebook fan deal, nearly every Iowa restaurant has tried to use the Internet as a means to promote itself. One recent phenomenon in Internet marketing is the proliferation of social promotions or "deals of the day" offered by national companies like Groupon and Living Social, as well as local programs

offered by television and radio stations. Bargain shoppers clamor for these types of discounts, but restaurants may well be getting the short end of the stick.

#### All Work, No Profit for Restaurants

Darin Beck, president of Barmuda Corporation which owns and operates 18 restaurants, bars and event venues in the Cedar Valley area is resolute in his dislike for this "group buying" business model.

"I feel Groupon-type discounting is hurting our industry," says Beck. "Restaurants and bars already operate on very low margins. Once people find out they never have to pay full price for anything again, they won't. We can't stay in business with organizations like Groupon taking our profits. It's an incredible way for those doing very little work to enjoy the profits of those who do all the work. And our industry is the primary target." Beck's establishments do offer social media and loyalty programs of their own to customers. "This way the consumer gets full consideration of the offer and the middle man is eliminated," says Beck.

#### Traffic Drivers For Slower Establishments?

Other Iowa restaurateurs see the promotional strategy as more of a mixed bag. Paul Rottenberg, president of Orchestrate Management which manages more than a dozen hospitality venues in the greater Des Moines area, is currently investigating the potential benefit of the programs for his properties.

"I don't understand how an endless stream of gift cards for which the restaurant gets no money could ever be productive marketing," says Rottenberg.

However, he does see the possibility of using the programs to help drive business to properties that are in a slow season. "A lot of places want to fill weekday seats and having a high impact group discount that goes all shifts can really detract from the regular customers on the weekend," says Rottenberg. "We are looking at a couple of possibilities—operations where we are not maxing out even on the weekends."





*"Right now, these deals are tilted too far in consumers' favor."*

## Good Way to Introduce Concept

Jeff Duncan, Director of Operations for Dos Rios Restaurant/Catering DSM/Big City Burgers & Greens in Des Moines, also sees a place for these types of discount programs in a marketing mix. He has used several Internet-based daily deal programs for his establishments.

"The positive thing about these types of programs is they drive business into your establishment," says Duncan. "If you're trying to introduce or even re-introduce your restaurant to people, it can drive traffic to your establishment. However, unless those same discount buyers turn into repeat customers, you lose."

Duncan prefers to use local discount programs that include some level of television or radio exposure. "At least that way, they're talking about your restaurant and hopefully catching the attention of potential patrons."

## How Deal of the Day Programs Works

- Restaurant agrees to offer a \$50 gift card for \$25
- A specific number of cards are offered for sale via the Groupon site
- Consumers purchase the \$50 gift cards for \$25
- Restaurant generally receives half of the consumer cash outlay minus credit card fees, say \$11 in this case
- Restaurant must honor \$50 card sold for \$11
- When one considers direct labor and food costs, the potential business liability becomes self-evident



## Studies Offer Mixed Message

Some businesses do well with Groupon-type promotions. According to a recent study by Rice University's Jesse H. Jones Graduate School of Business, Groupon promotions were profitable for 66 percent of the businesses surveyed for the study, but they were unprofitable for 32 percent. More than 40 percent of the respondents indicated

they would not run such a promotion again.

### Restaurants Fared Worst

The study found that Groupon promotions offer the most benefit to businesses in which the promotion does not cannibalize sales to existing customers and that among the service businesses (restaurants, educational services, tourism, and salon and spa), restaurants fared

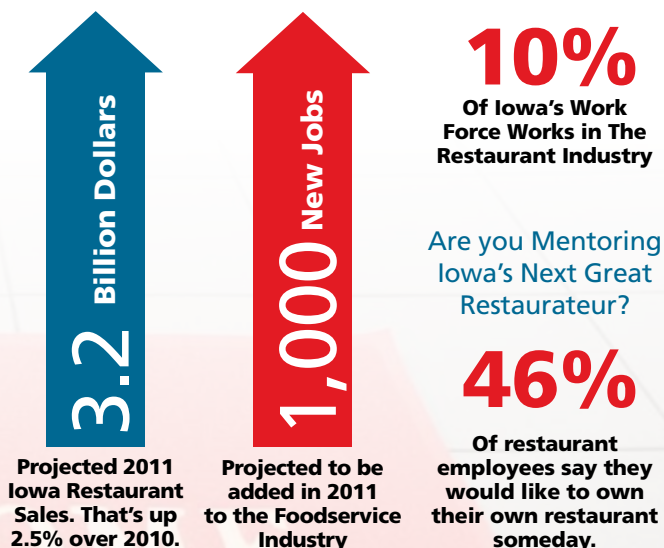
the worst. Businesses with unprofitable promotions reported low rates of spending by Groupon users beyond the Groupon's face value and low rates of return to the business again at full price. The study also showed that people who used these Daily Deal coupons were less likely to offer generous (or even appropriate) tips.

### Need Better Balance

"I think these findings show that social promotion companies need to better balance consumer appeal with positive outcomes for the small businesses offering them," concluded Utpal Dholakia, author of the study. "Right now, these deals are tilted too far in consumers' favor."

### Put Out the Welcome Mat— Study Shows Iowa's Restaurant Patrons Should Be Coming Back at Steady Rate

For the past several years, the restaurant industry across the country has been hit hard by consumers tightening their belts. And while Iowa has been relatively insulated from this economic trend—at least when compared to other states—Iowa restaurateurs are more than ready to see some real growth. That looks to be on the way in 2011. Research of the various key economic indicators shows that Iowa restaurants are expected to increase sales by 2.5 percent in 2011, that's up from a nearly flat growth rate of 1.6 percent in 2010. And while that's not the exponential growth the industry would like to see—it is headed in the right direction. The state's restaurant employment sector also expects to experience nominal growth—with a projected increase of .7 percent annually. That translates into about 1,000 new foodservice jobs statewide. So put out the welcome mat and maybe even a help wanted sign—your patrons should be heading back!



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## As Iowa Legislative Session Nears Finish Still Hope for Commercial Property Tax Relief

The shift in the balance of power at the Iowa Statehouse became almost immediately evident with the start of the new legislative session.

Republicans, who now enjoy a majority in the House of Representatives, immediately began proposing ways to curb spending and cut taxes. Freshly inaugurated Governor Branstad also came out of the shoot proposing a much leaner fiscal policy. However, the Iowa Senate remains under the control of the Democrats and many of the House-passed and the Governor-proposed spending and tax-cut measures never saw the light of day once they reached the Senate's doors.

None-the-less as of publish time of *FBIQ*, there was still hope that some movement might be seen in the area of commercial property tax relief—a top legislative priority for the Iowa Restaurant Association. All parties were still playing the issue “close to the vest,” revealing little about what they actually thought might pass—as observers were left wondering how they might close the gaps.

### Specifically,

- The Iowa Senate wants to offer commercial property tax relief to small businesses only.
- The Iowa House appears to be more interested in personal income tax relief, although they are proposing tax cuts in nearly every category.
- The Governor wants to offer commercial property tax relief to all size businesses.

This issue will be one to watch all the way down to the closing gavel.

*There is no better time to become politically engaged with the state of the economy and business environment. Become a member of the Iowa Restaurant Association today!*

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### Changes to Alcoholic Beverages Commission Spell Win for Hospitality Industry

One issue that is a big win for Iowa's restaurant industry is legislation that has gone to the Governor which would expand from one to two the number of commissioners that serve on the Alcoholic Beverages Commission that may be permit or license holders. Five Commissioners are appointed by the governor subject to confirmation by the senate. Commissioners are appointed for 5-year staggered terms and are chosen on the basis of managerial ability and experience as business executives. Commissioners are eligible for one 5-year reappointment. Currently only one position may be held by a license holder.

This change in policy opens up new possibilities for Iowa's restaurateurs and distributors interested in serving on the Commission.

#### Current Alcoholic Beverages Commission

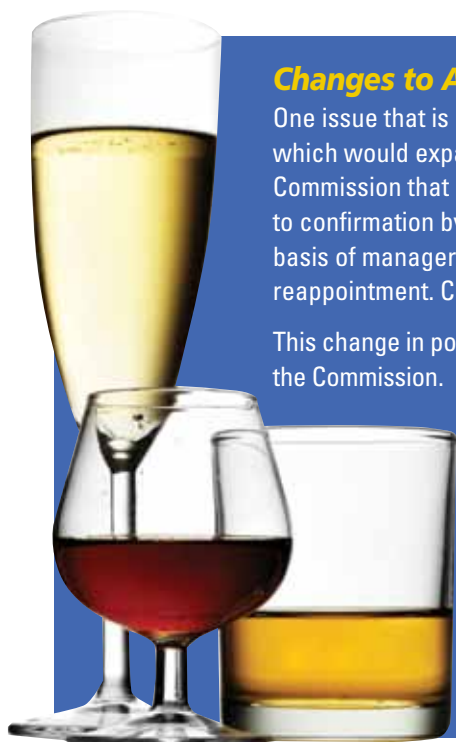
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**Greg Nashleanas,  
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**Jim Clayton, Secretary**  
The Soap Opera, Iowa City

**Rick Hunsaker**  
Region XII Council of  
Governments, Carroll

**Claire Celsi**  
The Public Relations Project,  
Des Moines





## Iowa Restaurant Association Leadership Advocates for the Hospitality Industry with State and National Officials

Election season may be over, but the Iowa Restaurant Association works year round to meet with state officials, legislative leaders and other political figures on behalf of the industry. In fact, in mid-April a delegation of Iowa restaurateurs will travel to Washington D.C. on behalf of the industry to share the concerns of Iowa's restaurant and bar industries.

Stephen Larson, recently appointed Head of the Iowa Alcoholic Beverages Division (ABD), and members of his team recently met with the Iowa Restaurant Association Board of Directors. His team gave an overview of recent department changes and stressed their interest in serving as a resource to the industry. Larson said to the group, "We're here to help and allow you to be successful. We don't want to get in your way of doing business. We're here to help you stay in compliance." The ABD is currently updating their Red Book and promises its availability in the summer in printed and pdf form.

The ABD's website is an excellent place for Iowa's restaurants and bars to bookmark for any and all information related to serving and selling alcohol in the state. [www.iowaabd.com](http://www.iowaabd.com).



Presidential hopeful and former National Restaurant Association Board Chairman Herman Cain met with leaders from the Iowa Restaurant Association in February. Cain has a long history in the hospitality industry including serving as CEO and President of Godfather's Pizza. He was a member and later Chairman of the Board of Directors of the National Restaurant Association. In 1996, the NRA retained Cain as the full-time President and the CEO of the National Restaurant Association, working on behalf of thousands of small businesses and entrepreneurs. Today he is a radio talk show host in Atlanta. Cain met with the Iowa Board seeking the industry's support if he does formally announce his intention to seek the Republican nomination. Cain is pictured here with IRA Board members Carl Wertzberger, Chairman of the IRA Government Affairs Committee, IRA Board Chair Mike Rastrelli, and IRA President and CEO Doni DeNucci.



The Iowa Restaurant Association Board of Directors met with legislative leaders in February to discuss the Association's legislative agenda. Specifically, members addressed a desire for commercial property tax relief, DRAM reform, and a stronger voice at the ABD. Here John Huntington of Huntington's in Marion and Matt Smiley of Barmuda in Cedar Falls meet with Senate Majority Leader Mike Gronstal.



The IRA leadership team met with leaders from both sides of the aisle addressing issues of concern to the restaurant industry. Here Mike Rastrelli, IRA Board Chairman makes a point to Representative Linda Upmeyer as past chair Darin Beck of Barmuda Corporation in Cedar Falls looks on.



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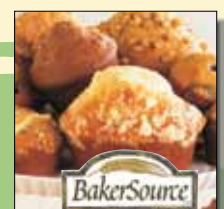
## Good Things Tour 2011 Schedule of events

**April 13, 2011**  
**Wednesday, Noon - 4 p.m.**  
**Wild Rose Casino & Resort**  
**777 Main Street**  
**Emmetsburg, IA**

**April 26, 2011**  
**Tuesday, Noon - 4 p.m.**  
**Ramada Tropics**  
**5000 Merle Hay Road**  
**Des Moines, IA**

**May 17, 2011**  
**Tuesday, Noon - 4 p.m.**  
**Hotel Julien**  
**200 Main Street**  
**Dubuque, IA**

**July 27, 2011**  
**Wednesday, Noon - 4 p.m.**  
**Riverside Casino & Golf Resort**  
**3184 Highway 22**  
**Riverside, IA**



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## Dish Room Can Serve Up Operational Savings 5 Simple Steps

Business savvy restaurant operators seeking ways to minimize operational costs and improve customer experience may need to look no further than their dish rooms. While perhaps not top-of-mind for most people, the dish room is one place where small steps taken day-in and day-out can pay big dividends over time.

Simply put, the dish room is a numbers business.

On average:

- Every three people your restaurant serves creates one rack of dishes
- 50 cents per run a rack is considered optimal efficiency for most dishwashers
- Nearly half of restaurants are not running at optimal efficiency. In fact, many are running per rack rates of 70 cents or even a dollar per rack. In short, they're bleeding money in the dish room!

Apply those numbers to your establishment. If you serve an average of 150 people per day, you're likely washing at least 50 racks per day. Over a month's time the difference between 50 cent racks vs. 70 cent racks is \$300 out of your bottom line. Over a year, or several years—the difference is thousands.

### **Bridging the Gap**

Operators looking to bridge that efficiency (and monetary) gap can take a number of simple steps.

#### **#1 Replace Racks**

Are the racks worn? Pegs missing? Being racked properly? If your equipment is worn and you're only getting 9 plates on the rack instead of 20—the ramifications are obvious. Also, make certain employees are racking glass in a glass rack and dishes in a dish rack. This prevents breakage and reduces the number of cycles required. With racks costing as little as \$20 to replace, it is easy to see how quickly the cost of replacing broken or worn racks can be recouped.

#### **#2 Have Dishwasher Inspected**

It's wise to have your dishwasher looked at monthly by your chemical supplier to ensure it's operating at peak efficiency. Are the temperatures right? Are the jets at right angle? Have they worn? Are you getting 20 lbs. of flow pressure during the rinse? Sometimes the jets can wear in as little as six months, increasing utility costs.

#### **#3 Replace Curtains, Arms, and Jets**

When times are tight, restaurateurs often try to hold out as long as possible to replace items. The dish room is one place where this strategy can be penny wise and pound foolish.

Worn curtains let heat escape which can increase energy costs, worn jets also can allow too much water through. It costs 3 cents per gallon to heat and run water through the cycle—so wasted water adds up to wasted money.

#### **#4 Presoak Silverware**

It is important to properly pre-soak silverware from a cost, as well as a sanitation, perspective. Take the full 15 to 30 minutes required to presoak silverware. If this is done, then silverware can be run through wash cycle twice, rather than three or four times—which can be a real savings.

#### **#5 Check Final Rinse Flow Pressure**

Final rinse pressure and optimum range is 20 to 25 pounds per square inch optimum. Most machines have a gauge you can use to check yourself. Too little pressure and you get a poor rinse. Too much pressure and water usage goes up and the jet sprays everywhere.

These simple steps could help your restaurant save thousands each year on utility and even labor costs—allowing your staff to spend less time and you to spend less money in the dish room.

*Van Seaman is a District Manager for Ecolab. Ecolab supports the IRA's food safety training programs and other IRA events. Visit their website at [www.ecolab.com](http://www.ecolab.com).*



## Understanding the Motivations of the Still Hesitant Post-Recession Consumer is Key to Success in 2011

Although all indicators point to an improving economy, getting consumers to loosen the vice grip on their wallets continues to be a daily challenge for Iowa's restaurateurs. As a result, understanding your customers' motivations for frequenting your restaurant has never been more important. Operators who wish to achieve success in 2011 need to take the time to learn why people come to their restaurants, but even more importantly why they come back.

The good news? People never stopped liking the restaurant industry. In fact, 88 percent of adults say they enjoy going to restaurants. What's more, when the National Restaurant Association asked consumers for a word or phrase that described how they felt when they thought of their favorite restaurant, the responses were overwhelmingly positive. Capitalizing on those good feelings will be key for operators in the coming year and beyond.

*In one word or phrase describe what your favorite restaurant makes you think or feel...*

Good Food	18%
Hungry	12%
Delicious	9%
Great	7%
Happiness	7%

Source: National Restaurant Association's National Household Survey, Dec. 2010

### "Regulars" Like the Social Aspect of Restaurant Experience

With consumers still feeling somewhat unwilling to spend discretionary dollars, the importance of snagging repeat customers has never been more important to restaurateurs. Research indicates that regardless of concept, those who do frequent restaurants appreciate the role the hospitality industry plays in their social lives. In fact, 74% of adults said going out to a restaurant helps them socialize and make better use of their social time. All types of restaurants should take heed of this fact and ensure their restaurants are inviting enough that people want to come back with friends and family again and again. According to the NRA's 2010 survey repeat customers represented 75 percent of sales for Quickservice restaurants and Family-Dining restaurants, 70 percent of business for Casual Dining establishments and 60 percent of sales for Fine Dining Restaurants.

*Your Customers are Stressed Out!*

**58%** of adults value opportunities for leisure activities and entertainment more than they did two years ago

**51%** of adults feel the need to reduce stress

**86%** of adults said going out to a restaurant was a nice break from the monotony of daily life

Source: National Restaurant Association's National Household Survey, Dec. 2010



## 2011 Top Menu Trends

Looking to freshen your menu in 2011? Every year the National Restaurant Association surveys chefs from around the country to find out “What’s Hot?” You can download the full report at [www.restaurant.org/foodtrends](http://www.restaurant.org/foodtrends).



### Culinary Themes

- Sustainability
- Hyper-local (e.g. restaurant gardens, do your own butchering)
- Children’s nutrition
- Gluten-free/food allergy conscious
- Simplicity/back to basics



### Beverages

- Specialty iced-tea (Thai-style, southern/sweet, flavored)
- Organic coffee
- Agua fresca
- House-made lemonade
- Flavored/enhanced water



### Desserts

- Artisan/house-made ice cream
- Bite-size/mini desserts
- Dessert flights/combos
- Deconstructed classic desserts
- Savory Desserts

### Repeat Customers Share Why They Like to Eat Out...

	All Adults	Frequent Fullservice Customers	Frequent Quickservice Customers	Frequent Off-Premises Dinner Customers
You enjoy going to restaurants	88%	97%	93%	91%
Going out to a restaurant with family and/or friends gives you an opportunity to socialize and is a better way for you to make use of your leisure time rather than cooking and cleaning up	74%	83%	81%	80%
Restaurants are an essential part of your lifestyle	43%	73%	58%	64%
Purchasing meals from restaurants, take-out and delivery places makes you more productive in your day-to-day life	37%	43%	58%	60%
Purchasing take-out food is essential to the way you live	27%	35%	45%	58%

Source: National Restaurant Association’s National Household Survey, Dec. 2010

### Get Your Copy of the 2011 Restaurant Industry Forecast

Knowledge is power and it is also one of the benefits of membership in the Iowa Restaurant Association. As a member of the IRA, you automatically receive membership in the National Restaurant Association as well. This gives you access to a breadth of resources including their annual forecast. Members may download a copy of the forecast through the Iowa Restaurant Association website [www.restaurantiowa.com](http://www.restaurantiowa.com).



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## Davenport and Waukee Students Take Top Spots, Advance to the National ProStart Invitational

Two Iowa high school teams are headed to Overland Park, Kansas to represent the state in the 10th Annual National ProStart Invitational. The ProStart culinary team from Davenport Community High School and the ProStart management team from Waukee High School will compete against 40 other qualifying teams from across the country April 29th through May 1st for a chance to win the national title.

The event is hosted by the National Restaurant Association Educational Foundation. The ProStart Culinary Competition highlights the creative abilities of each team through the preparation of a three-course meal in 60 minutes using only two butane burners. The ProStart management teams develop a proposal for an original restaurant concept and apply critical thinking skills to challenges restaurant managers face in day-to-day operations. The performance of teams in both the culinary and management events is observed and rated by expert judges from industry and academia. Winners from the top five teams in both categories will be awarded college scholarships.

ProStart is a two-year educational program supported by the National Restaurant Association Educational Foundation in partnership with state restaurant associations. The career-building program blends classroom learning with mentored work experience to teach high school students the management and culinary skills needed for a career in the restaurant and foodservice industry. When students meet academic standards, complete a checklist of competencies, and work at least 400 hours in the industry, they are awarded the ProStart National Certificate of Achievement that signifies they are well qualified to enter the industry workforce.

"ProStart is developing the best and brightest talent into tomorrow's industry leaders," said Doni DeNucci, CEO, Iowa Restaurant Association. "ProStart gives students a sense of purpose and helps them feel passionate about their own future—that passion will be on full display when the students represent Iowa in the National ProStart Invitational."

**For more information on the ProStart program, visit [www.prostart.restaurant.org](http://www.prostart.restaurant.org) or find us on Twitter or Facebook.**



ProStart culinary team from Davenport Community High School. Left to Right: Tony Reyes, Tyler Smith, Sierra DeMarr, Deja Robinson, Jeannie Wilson.



Waukee High School's First Place Management Team include Jordan Richardson, Collin Mundus, Tanner Hawbaker and Megan Ripperger.

### *Thank You Iowa Beef Industry Council!*

The Iowa Beef Industry Council, a Bronze Corporate Partner of the Iowa Restaurant Association donated in-kind products for teams that chose beef as the center-of-the-plate for the ProStart Culinary Competition. In addition, they donated \$500 to help the winning teams travel to the national competition.

The State ProStart Competition was held in March at the Iowa Culinary Institute on the DMACC Campus in Ankeny.

## Documentation, Not Implementation Trips Up Restaurateurs Using Reduced Oxygen Packaging

In an effort to reduce costs and food preparation times, many Iowa restaurateurs and chefs have been investigating Reduced Oxygen Packaging (ROP.) The approach has some interesting benefits, but it also comes with significant and stringent process and documentation requirements—including the need for a Hazard Analysis & Critical Control Points (HACCP) Plan.



### ROP Defined

Reduced Oxygen Packaging (ROP) refers to any packaging process in which a product is sealed in an environment that is reduced in oxygen. There are several methods restaurateurs can use, however, vacuum packing is increasingly becoming the predominant choice. Under this process, the restaurateur places partially cooked or raw food into a bag and then reduces the amount of air within the package by using a special vacuum to “suck” the air out of the package and hermetically seals it.

The resulting package has a virtually perfect vacuum seal. This allows restaurateurs to batch prepared food ahead of time; lessening of mess and dirty utensils; decreasing time to prepare; and helping maintain portion control. It is used by restaurants that package food for retail sale.

### HACCP Requirement

At first blush, this process sounds like a winner for many restaurants. However, the current food code requires that any restaurant using ROP must have an approved

HACCP Plan in place and use it. The HACCP plan identifies critical points in the packaging process that must be measured and documented to ensure quality.

Vito Palazzolo, manager of Program Compliance with the National Restaurant Association (NRA) explained. “Take soup as an example. A restaurant’s HACCP Plan will call for all the

vegetables to come from an approved source, and that must be documented. It may say that they all have to be stored at 41° (F). In which case, the cooler temperature must be observed and documented. Once the soup is in the pot, it must be cooked to 145° (F) minimum temperature or higher, depending on ingredients, for 15 seconds. You must take the temperature and document it, then quick chill or reduce temperature, follow steps, and record all identified critical control points. The implementation isn’t usually the tough part, the documentation is,” said Palazzolo.

Palazzolo added that the NRA has observed more states focusing heavily on HACCP restaurant plans. “It’s imperative to work with your regulatory agency to ensure you have all the critical points in your plan. We’ve seen a lot of restaurants who think they’ve got everything in place and their missing critical elements,” said Palazzolo.

### Helpful Resources

The Department of Inspection and Appeals and the Iowa Restaurant Association are partnering to educate restaurateurs about ROP and HACCP requirements. A number of online resources are available including an online HACCP plan builder which can be found at [www.haccpbuilder.com/command\\_central.php](http://www.haccpbuilder.com/command_central.php). A number of additional resources can be found at the IRA website at [www.restaurantiowa.com](http://www.restaurantiowa.com).

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## news from around the state

### Rastrelli Named Iowa Restaurant Neighbor of the Year

Each year the Iowa Restaurant Association recognizes the philanthropic contributions of the industry by honoring one restaurateur as Restaurant Neighbor of the Year. The state winner is then forwarded to the National



Restaurant Association to compete with other state winners for National honors as well as a \$5,000 contribution to their charity of choice. This year the IRA selected Mike Rastrelli of Rastrelli's Restaurant in Clinton as its state winner. Rastrelli was honored for his work with Clinton Public Schools as well as his contributions to the Association's annual Share

Our Strength anti-hunger campaign. For several years, Rastrelli has petitioned the Clinton City Council to declare September Restaurant Industry Month in conjunction with the annual anti-hunger fundraising efforts. Rastrelli will be recognized in April at the NRA's Public Affairs Conference as well in September at the Iowa Restaurant Association's Celebrating Excellence Gala.

camp for at-risk children and teens. Whalen is one of the founders and key fundraisers for the camp. He has been instrumental in engaging restaurants across the state in the program. Mike's name has also been submitted for consideration for National Cornerstone Humanitarian honors. The national winner receives \$5,000 toward their charity of choice. Mike will be honored in April at the NRA's Legislative event as well in September at the Iowa Restaurant Association's Celebrating Excellence Gala.

### New Iowa Restaurant Association Board of Directors Convenes First Meeting in Des Moines

The Iowa Restaurant Association (IRA) is a member-driven professional association of the restaurant and retail beverage industry in Iowa. The Association is governed by an elected, volunteer Board with representatives from each of the various segments within the industry and from across the state. The IRA Board meets three times per year and serves as the Association's policy-making body. The 2011 IRA Board of Directors held their first full Board meeting in February at the Des Moines Renaissance Savery Hotel in Des Moines.



**2011 IRA Board of Directors:** Please see the full board listing with their respective establishments on the inside front cover of this issue of FBIQ. **Front Row:** Linda Dedecker, Joe Spalding, John Huntington, Matt Smiley, Clay Willey. **Middle Row:** Tom King, Sam Jennison, Jeanine Buckingham, Cindy Bramblett, Mike Rastrelli, Darin Beck, Dereck Trebilcock, Alex Banasik, Ephraim Malag. **Back Row:** Carl Wertzberger, Scott Carlson, Dan Warren, Jeremy Thompson, Scott Vermillion, Robert Anderson, Mark Doll. **Not pictured:** Bill Leichenring, Jeff Duncan, Ken Haugen, Windy Kalmes, Troy Leibold, Tara Smiley

### Whalen Receives Iowa Cornerstone Humanitarian Honor

The National Restaurant Association gives state associations the opportunity to honor the lifetime philanthropic achievements of its members through its Cornerstone Humanitarian honors. States do not select a winner every year, but only in those years when they feel someone has gone above and beyond year-in and year-out. This year the Iowa Restaurant Association honored Mike Whalen of Heart of America with its Cornerstone Humanitarian Award for his steadfast work at Wildwood Hills Ranch. Wildwood Hills is a



### Trostel was Champion of the Industry

The Iowa Restaurant Industry lost one of its greatest champions in January with the unexpected passing of Paul Trostel. Paul was owner of Trostel's Greenbriar, Trostel's Dish and Chip's



(Continued on Page 19)

### Got News?

**Send news about Iowa restaurants and taverns to:**

**Jessica Dunker,**  
FBIQ editor at  
[jessica@dunker.com](mailto:jessica@dunker.com)



restaurants—all mainstays of the greater Des Moines restaurant scene. His support of the industry was evident in his tireless work on behalf of restaurateurs across the state. He served on the Iowa Restaurant Association for more than 15 years including two terms as Chairman of the Board. He also served for 10 years on the National Restaurant Association Board. His achievements were many, including Iowa Restaurateur of the Year, Iowa Restaurant Association Champion Award, Iowa Beef Backer Award, National Beef Innovator Award, Iowa Pork Producers Taste of Elegance Award and Johnston Chamber of Commerce Businessman

of the Year. He was a man of great passion with many friends both inside and outside of the industry. He will be greatly missed!

### Honor an Industry Professional

Nominations are currently being accepted by the Iowa Restaurant Association for its Chef of the Year, Employee of the Year, Purveyor Employee of the Year and Restaurateur or Bar Operator of the Year. Nominations are due to the Association earlier than in previous years as this year's Celebrating Excellence Gala has been moved to September to coincide with Restaurant Industry Month in Iowa. Nomination forms are at [www.restaurantiowa.com](http://www.restaurantiowa.com).

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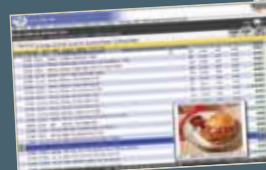
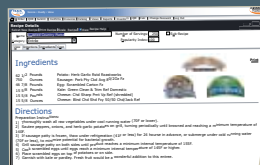
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### Industry Resource CD

The Iowa Restaurant Association has assembled some of its most often requested information resources, document templates, and educational materials onto a member resource CD. Available upon request at no charge in CD form, or for \$69.95 in printed form, this is an exclusive tool for Association members.

- Customizable templates
- Business Operations Tools
- Compliance Information
- Food Code information

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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**



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# education and networking events

# 2011



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## April

### April 6, 2011

Webinar  
Engage Great Team Members with HR  
Technology  
Hosted by NRA and PeopleMatter  
1:00 p.m. CT  
Register: [www.restaurant.org](http://www.restaurant.org)

### April 6, 2011

Webinar  
Public Affairs Conference Issue Training:  
Jobs & Careers, Profitability &  
Entrepreneurship  
Hosted by NRA and PeopleMatter  
2:00 p.m. CT  
Register: [www.restaurant.org](http://www.restaurant.org)

### April 7

ServSafe Training Class  
ISU Extension- Taylor County  
Bedford, IA  
Register: 712-523-2137

### April 12

ServSafe Training Class  
Sponsored by Iowa Restaurant  
Association  
Des Moines, IA  
Register 515-276-1454

### April 13-14

National Public Affairs Conference  
Hosted by: National Restaurant  
Association  
Washington, D.C.  
Register: [www.restaurant.org](http://www.restaurant.org) or (800) 424-5156

### April 14

ServSafe Training Class  
ISU Extension- Story County  
Nevada, IA  
Register: 515-993-4281

### April 15

ServSafe Training Class  
ISU Extension- Black Hawk County  
Waterloo, IA  
Register: 319-234-6811

### April 17, 2011

Culinary Affair  
Six-Course Gourmet Food and Wine  
Dinner  
5:30 p.m.  
West Des Moines Marriott  
\$79 until 4/8; \$100 person after  
Call to register 515-276-1454  
Or E-mail: [dorothyg@restaurantiowa.com](mailto:dorothyg@restaurantiowa.com)

### April 21

ServSafe Training Class  
ISU Extension- Black Hawk County  
Waterloo, IA  
Register: 319-234-6811

### April 21

ServSafe Training Class  
ISU Extension-- Des Moines County  
Burlington, IA  
Register: 319-754-7556

### April 27

ServSafe Training Class  
ISU Extension-- Woodbury County  
Sioux City, IA  
Register: 712-276-2157

### April 28

ServSafe Training Class  
ISU Extension—Cerro Gordo County  
Mason City, IA  
Register: 319-234-6811

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## May

### May 10

ServSafe Training Class  
ISU Extension—Johnson County  
Iowa City, IA  
Register: 319-337-2145

### May 12

ServSafe Training Class  
Sponsored by Iowa Restaurant  
Association  
Des Moines, IA  
Register 515-276-1454

### May 21-24

National Restaurant  
Association Show  
McCormick Place  
Chicago, IL  
Register: [www.restaurant.org](http://www.restaurant.org)



May 21-24, 2011  
McCormick Place Chicago

### May 18-20

NRA Marketing Executives Study Group  
Fairmont Chicago Millennium Park  
Chicago, IL  
Contact: [NMadison@restaurant.org](mailto:NMadison@restaurant.org)

### May 22-25

IT Executive Study Group  
InterContinental Chicago  
Chicago, IL  
Contact: [NMadison@restaurant.org](mailto:NMadison@restaurant.org)

## June

### June 13

IRA Golf Classic  
Briarwood Club of Ankeny  
\$90 until 5/27; \$100 per person after  
Call to register 515-276-1454

### June 16

ServSafe Training Class  
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