

Food & Beverage Iowa Business

Quarterly

Your Marketing Menu

Tools to Build
an Integrated
Marketing
Program
That Drives
Business

New Website Features
Iowa Restaurant and
Tavern Product and
Service Providers
– SEE PAGE 18 –



Starters
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F.B.I. Quarterly

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IRA Membership

To learn more about membership in the Iowa Restaurant Association, please contact Stacy Kluesner at 800-747-1453 or skluesner@restaurantiowa.com.

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The Iowa Restaurant Association is the state affiliate of the National Restaurant Association.

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April 24, 2012
Tuesday, Noon - 4 p.m.
Ramada Tropics
5000 Merle Hay Road
Des Moines, IA

May 1, 2012
Tuesday, Noon - 4 p.m.
Historic Park Inn
15 West State Street
Mason City, IA

May 15, 2012
Tuesday, Noon - 4 p.m.
Hotel Julien
200 Main Street
Dubuque, IA

July 24, 2012
Tuesday, Noon - 4 p.m.
Riverside Casino & Golf
Resort
3184 Highway 22
Riverside, IA

Magazine Name Change Reflects Association's Focus on the "Business" of Hospitality



By: Jessica Dunker, President, CEO
Iowa Restaurant Association

When you work at the Iowa Restaurant Association, many people automatically classify you as a "foodie." While I can't deny a love of fine dining, there's no classification of restaurant I don't enjoy. And that's good, because the role of the Iowa Restaurant Association isn't that of restaurant reviewer or critic, we exist to help restaurants and bars do business better.

Our mission to protect and promote Iowa's hospitality industry manifests itself in multiple ways—safe food handling and alcohol service training classes, discount programs, legislative representation at the state and national level, work with the Iowa Alcoholic Beverages Division and the Iowa Department of Inspections and Appeals, promotional programs such as Dine Iowa, showcase opportunities such as Culinary Affair and our culinary and mixology competitions, collaborative sponsorships with local media groups that promote local dining options and more.

This "do business better" focus of the Association is also behind the modification of our magazine name. While we definitely offer editorial coverage about "food and beverage" in Iowa, our true focus is the food and beverage business in Iowa.

If you are an Iowa restaurant or bar owner that is looking for more ways to network with other restaurateurs, gain access to exclusive money savings programs, become more engaged in the legislative process, and promote your establishment collaboratively, contact us, we are aggressively building membership across the state—and a larger voice is a more powerful voice. Contact Stacy Kluesner for more information at skluesner@restaurantiowa.com.

We look forward to partnering with more of you!

cover story



Your Restaurant's Marketing Menu

There is no "one-size-fits-all" marketing tool or strategy out there for the restaurant and bar industry. What will work for your establishment depends on many factors—your patron demographics, the market you do business in, the price points on your menu, your competition and more. This issue of **Food & Beverage Iowa Business Quarterly** is dedicated to helping restaurants and bars looking for traditional and new media programs that can help build a strong and cost-effective marketing mix. Every company and program featured in this issue has been vetted by, and most have been used by, the Iowa Restaurant Association. If you have questions on any of these marketing partners or programs contact Cindy Jordan, who heads the Association's Member Services Programs at cjordan@restaurantiowa.com.



cover story

Build an Integrated Marketing Program That Drives Business

According to most experts, a typical restaurant should allocate 3% - 6% of sales to marketing and there are literally thousands of companies, consultants, and media outlets ready to help you to spend that money.

Capturing First Time Visits Most Costly

Getting people into your restaurant for the first time is the most expensive type of marketing. In fact, netting "first time visits" generally costs 7 to 10 times more than other sales builders. Yet, this is where 80% to 90% of restaurant marketing budgets are spent. Marketing to snag new customers is necessary, but it is also the least cost-effective place to spend—so find ways to strike a balance between seeking new customers and building up your patron base.

Obviously, ensuring customers have a great experience in your restaurant is the best way to keep them coming back. With experience covered, you can drive additional sales with targeted marketing programs intended to build party size, repeat business and check average.

Increase Party Size

Do your customers primarily come alone, in groups of 2, groups of 5 or more?

Whatever the number, devise programs that encourage patrons to bring people with them each time they visit. Depending on your concept, examples might be "bus drivers eat free," birthday clubs and refer-a-friend tactics. Encouraging party size growth turns customers into advocates and enlists them as part of your sales-building team.

Build Repeat Business

The fact that repeat business is generated by developing enduring relationships and loyalty among customers is no great revelation. Yet few restaurants allocate much if any marketing effort toward loyalty building. If your "regulars" come in an average once a month, what could it mean to your revenues if you drew them in once every three weeks instead? How much more cost effective is it to give people who already like your restaurant a reason to come in an additional 5 to 6 times per year versus the spend required to capture new customers?

Boost Check Average

Every restaurateur knows check averages can be increased by raising prices, suggestive selling, effective internal merchandising, and add-ons. The most effective tools for building check averages cost nothing, but they do require consistency to be successful. Talk to your servers every shift about ways to positively build check averages and reward those who do it!

Do your servers...

- mention specific desserts after entrees are ordered, perhaps because of the extra time needed for preparation?
- suggest several wines to pair with specific entrees on the menu?
- suggest a bottle of wine when two guests order the same glass?
- have the option of suggesting a sharable or family-sized side dish to complement dinner?

57%

of adults said they would be more likely to patronize an establishment that offers a customer-loyalty and reward program, yet only 3 in 10 restaurant operators offer these business-boosting promotions such as frequent-diner programs.

Source: National Restaurant Association's 2011 Restaurant Trends Survey

Market During Busy Times

One mistake restaurants often make in allocating marketing money is focusing too much resource on attempts to drive business during slow periods. Marketing can't change behavior; it can only influence existing behaviors—so spend accordingly. Allocate money proportionally to your sales volume. If December is your busiest month, spend a proportionate amount on your restaurant's marketing budget in that month. Go for the low hanging fruit. Don't spend the majority of your marketing dollars promoting slow periods at the cost of building on top of your busy times. It's always best to spend your marketing dollars where it will have the best return for your restaurant.

Ask Yourself...

“How much more cost effective is it to give people who already like my restaurant a reason to come in more often versus trying to capture new business?”

IRA Partners Offer Exclusive Rates on Restaurant Marketing Services!

Learn more on the following pages about the Iowa Restaurant Association Partners who offer exclusive rates and services to Iowa Restaurant Association Members marketing their restaurants.

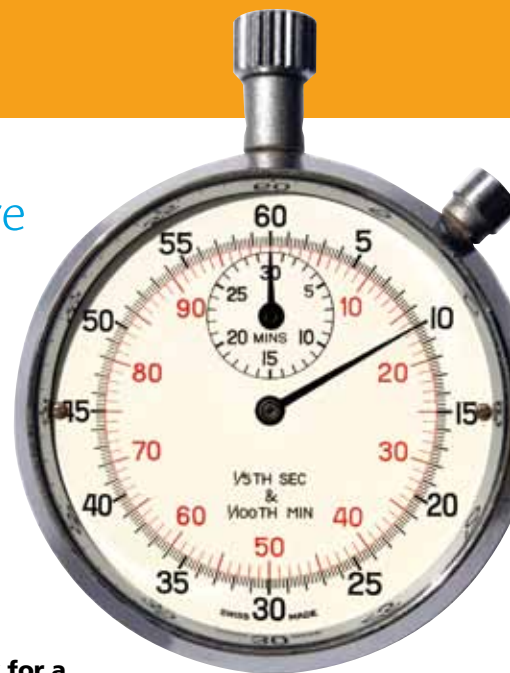
Another Benefit of Membership!

10 Second Capture

You get about 10 seconds of mindshare to entice the average person with your restaurant's unique value proposition. Don't overwhelm—focus on the one thing that makes your restaurant standout then hammer it home! (Example: The only 10 pound pizza in town.)

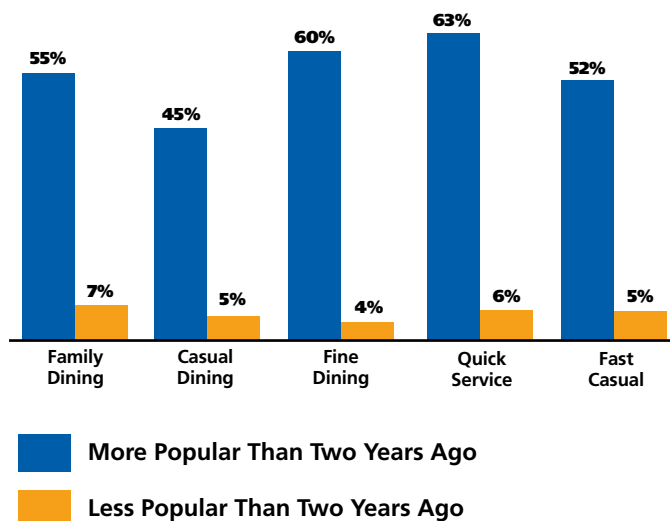
No cost marketing:

- **Contact the local paper and ask for a review**
- **Deliver menus to businesses in a 2 to 3 mile radius of your restaurant**
- **Offer an “express meals” menu that can be ordered and packed to go in 10 minutes or less**



Time After Time

Restaurant operators' reporting of the popularity of their frequent-diner program compared with two years ago.



Source: National Restaurant Association's 2011 Restaurant Trends Survey



Smart Phones Put Your Marketing Messages In the Hands of Your Patrons

airealmobile

www.airealmobile.com

46% of U.S. mobile users own smart phones. These increasingly tech savvy mobile users are on a constant hunt for new smart phone apps that will simplify their lives.

Restaurant Mobile App Engages Patrons

What if your customers always had your menu—including today's specials, features and events—with them? What if they could scan that menu on their phones and place and pay for an order directly? Think how this enhanced customer experience and instant access could build your brand and customer loyalty.

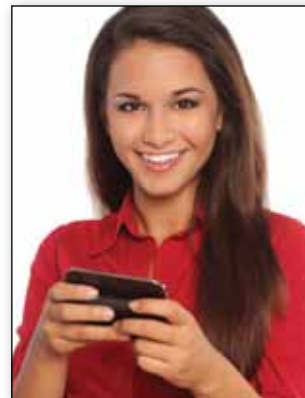
Aireal Mobile, the developers of the Iowa Restaurant Association's Dine Iowa mobile app, can help your restaurant create its own mobile app for as little as \$400. The Cashew, a restaurant and bar in downtown Kansas City who worked with Aireal, was able to increase their patron e-mail list by the hundreds by enticing customers to sign up after downloading their Smart Phone app. What's more, the average active user opens his or her Cashew mobile app more than seven times per month, providing a nearly captive audience to their branding and key messages.



Text Message Marketing Creates Add-on Sales

Today text messaging is a nearly ubiquitous communication tool. CMS Text helps restaurants develop meaningful text marketing programs by creating table top campaigns that entice customers to send text messages to receive coupons and discounts. CMS Text maintains a database of those who opt in and then helps you create and send targeted text messages to the list at a moment's notice.

One Iowa restaurant that found the technology extremely effective is Garrison Coffee House in Clarinda—a town of only 5,000 people. Operator Carolyn Miller explained, "I sent out a text message before Christmas offering the first 6 customers to present the message for a free 12 oz. latte. The text went out at 7:00 a.m. and by 8:03 all of the free drinks had been claimed and additional sales had also been made. One person who received the text redeemed the message and tried our latte for the first time. She then purchased \$40 worth of gift certificates."



CMSText

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www.cmstext.com

To take advantage of these programs, contact Cindy Jordan at cjordan@restaurantiowa.com



Dine Iowa Smart Phone Listings are Free to Members

One of the easiest ways Iowa's restaurants and bars can reach the thousands of smart phone users across the state is by being listed in Dine Iowa. This smart phone app is quickly becoming the defacto choice for people looking for a local restaurant or bar. In fact, 80 percent of the listings in Dine Iowa are local independent establishments. Members have complete control over the content of their listings and can change them instantly to reflect a special or menu modification. Your listing is included free as part of a \$35 per month IRA membership. Check out the smart phone apps corresponding website at www.dineiowa.org.

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Iowa Restaurants Know Website = Brand

**HTML
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www.htmlmarketing.com

89%

of consumers say they have researched a restaurant online before dining there.

57%

of those who use the web to research restaurants view the restaurant's own website before going there.

25-45

most common age of consumers who use the Internet to check out restaurant menus and other information.

Source: AIS Media Study

Justin Rogers, president of HTML Marketing, loves working with restaurateurs to develop their websites. "There are few things more interesting to promote via the Internet than food," says Justin who claims to have never met a restaurant he hasn't liked. Perhaps that's why Justin's company quickly rose to the top as the website provider of choice for both the IRA and many of its members.

"He just gets what I need," says John Huntington, owner of Huntington's Restaurant in Marion who worked with Justin to create a new website. In Huntington's case, he needed an eye-catching site that was easy to change on-the-fly. Justin visited John's restaurant, shot photos, designed a site, got it up and running and trained the Huntington's team on how to make changes themselves in only a few short weeks—all for \$750.



IRA Member Exclusives

HTML Marketing also created the Iowa Restaurant Association's Dine Iowa website and the recently launched Iowa Restaurant Resources site. The company will work with any restaurant, but has created a set of exclusive discount packages specifically for IRA members. Other services include social media marketing, audio/video marketing, search engine optimization, website hosting and more.

"Today, websites are the first place most people are introduced to your brand," says Justin. "We work with restaurants to ensure the sites capture and communicate the spirit of their establishments."



Three Common Website Mistakes HTML Marketing Ensures Your Restaurant Won't Make

- 1. Making contact information hard to find**—says Justin, "put it everywhere!"
- 2. Poor quality photography**—food photography is a special art form, Justin's advice, "if you don't know how to shoot it—buy images!"
- 3. Not including a menu**—according to Justin, "This is the number one thing customers look for online."

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“Old School” Approaches and Cutting Edge Technologies Both Capture Attention



www.flavorfulinsight.com

Tip:

Statistics show that customers belonging to a loyalty program visit a business on average twice as often and spend four times as much money.

Source: Google

Proactive Public Relations Still Drives Editorial Coverage

Ever wonder how some restaurants seem to snag all the “free” coverage on television and in the paper while other, “better” establishments are all but forgotten? The reason is public relations.

Public Relations is often confused with advertising, but the two are not one and the same. Advertising is a paid placement in a magazine, newspaper or television station. Public Relations is a means of persuading media to cover your establishment on their own. The result is coverage that consumers generally view as unbiased and informative—thus more credible.

Flavorful Insights in Des Moines helps hospitality establishments capture that credible coverage. As restaurant media relations experts at both a state and national level, they create press releases and press kits and proactively approach editors. It may be one of the oldest promotional tactics in the book, but in today’s noisy world, it’s still one of the most effective. Members of the Iowa Restaurant Association receive a 75% discount on all writing and media services.



“Virtual” Gift and Loyalty Cards Debut in Iowa

FreebeeCards is an Iowa-based marketing company that’s making national waves by helping businesses attract and retain customers through lottery style rewards and electronic punch card loyalty. The rewards bring in the customers, the loyalty keeps them coming back. What’s more, FreebeeCards doesn’t fleece restaurateurs with sharing profits after they have already given a hefty discount. Instead

restaurants and bars only pay for the customers that participate in the program. They provide a free electronic tablet loaded with software that automatically recognizes

participating customers and tracks their spending. If you have a punch card, offer a buy-one get-one or printed coupons, you should call FreebeeCards for a more efficient system that combines it all and let’s you remain in control of your marketing.



FreebeeCards

www.freebeecards.com

The Iowa Restaurant Association is the first state restaurant association to pilot a program with FreebeeCards. In fact, IRA members who run a FreebeeCards campaign will receive six-months of free loyalty program benefits.



www.fishbowl.com

Restaurants get
167.7%
open rates on e-mail
promotions (due to pass
along) and average
57+%
click through rates on
e-mail promotions.

Source: Harte-Hanks Postfuture
Index Study



www.elizabethwinders.com

To take advantage
of these programs,
contact Cindy Jordan at
cjordan@restaurantiowa.com

E-mail Marketing Gives Immediate Response

Do you e-mail your customers with special offers, new menu items and information about events? Are they reading those messages?

More than 40,000 restaurants across the country can answer that question definitively. Why? because they work with Fishbowl, an e-marketing firm created by restaurateurs for restaurateurs. Fishbowl's software provides low-cost easy-to-use template-based online marketing solutions for restaurants of all sizes.

Fishbowl helps restaurants measure the reach and effectiveness of e-mail campaigns. They also handle the majority of the list maintenance for you. IRA members receive exclusive discounted pricing on all Fishbowl products and services.



Professional Design Puts Your Best Face Forward

Does your design reflect your Restaurant? What do your logo, menu, website, business cards and display advertising say about your restaurant or bar? Do they communicate the ambiance of your establishment "at-a-glance?" Too often, in the name of cost-savings, restaurants and bar owners entrust the "look and feel" of their brand to a friend, employee or family member who "knows how to use Photoshop." Yet they would never consider entrusting "their friend who likes to cook" to run their restaurant kitchen.



Elizabeth Winders Studio of Design knows the hospitality industry. Winders has long spearheaded the design work of the Iowa Restaurant Association including designing Dine Iowa, Iowa Restaurant Resources and the Food and Beverage Iowa Business Quarterly. She has also worked with Loffredo Fresh Produce, The Des Moines Embassy Club, Orchestrate Properties and more.

A professional designer who worked her way through school by working in the restaurant and bar industry, Elizabeth also understands the tight margins restaurants and bars work with. "I'll work within the budgets they have," says Winders about restaurants and bars who need everything from promotional materials and logos to menus and loyalty cards designed. "I want to see them succeed."

Winders offers 15% off of all design services to regular members of the Iowa Restaurant Association.



Regional Marketing Promotional Opportunities

The Iowa Restaurant Association is continually seeking new ways to help members promote their restaurants and bars. Recently the Association began aggressively formalizing regional relationships to provide additional promotional opportunities for members. The Association is actively seeking relationships across the state.

**Regional
Marketing
Exclusives—
Greater
Des Moines**

RELISH

www.dmciview.com/relish

Relish—Restaurant Dining Guide

Dubbed Central Iowa's "Guide to All Things Dining," Relish is a favorite read for foodies and average restaurant goers alike. The publication features dining ideas, restaurant and chef profiles, and a guide of restaurant listings. Edited by local food guru Jim Duncan (Cityview's Food Dude), more than 20,000 copies of Relish are distributed quarterly in racks across the Des Moines area. Under an exclusive agreement with the Iowa Restaurant Association, IRA restaurant and bar members receive an additional 15% off of their already negotiated ad rates (some exclusions apply).



Greater Des Moines Convention and Visitors Bureau

The Greater Des Moines Convention and Visitors Bureau (GDMCVB) uses a variety of marketing and communication vehicles to promote Des Moines as an attractive, vibrant and affordable destination. The GDMCVB offers a range of marketing opportunities for partner businesses to promote their establishments. Through an exclusive marketing partnership with the IRA, restaurants and taverns who are members of the IRA can receive the "Gold" marketing partner package with the GDMCVB for a significantly discounted rate of \$400.



www.SeeDesMoines.com

On the Spot with Ryan Kolder—Promotional Spots and Videos

Anyone who regularly attends Des Moines area galas and entertainment events knows local media personality Ryan Kolder. His "On the Spot with Ryan Kolder" webcast and Facebook site keeps fans "in-the-know" on area entertainment and other events. Kolder's production team also creates custom promotional spots and videos for events and businesses—greatly enhancing the SEO value of a website, as well as news reach. A long-standing friend and member of the Iowa Restaurant Association, Kolder offers discounted production rates and appearance fees to IRA members.



www.onthespotdsm.com

High School Students Compete in State Culinary and Restaurant Management Event

Training and mentoring new talent is imperative to sustaining the vibrancy of Iowa's restaurant industry. ProStart, a two-year high school curriculum program developed by the National Restaurant Association, provides a unique opportunity for students to study both culinary techniques and restaurant management. Today, seven Iowa high schools offer the ProStart program and that number is expected to rise to more than a dozen over the next year.

"Because it is an industry-driven curriculum, ProStart builds practical skills and a foundation that will last a lifetime," explained May Schaben, vice president of education for the Iowa Restaurant Association's Educational Foundation. "The curriculum teaches all facets of the restaurant and foodservice industry, inspires students to succeed and sets a high standard of excellence for students and the industry."

One unique component of the program is the opportunity to compete at both the state and national levels in a ProStart competition. The Iowa Restaurant Association Educational Foundation hosted its annual Iowa ProStart Culinary and Management competitions on February 27th at the Iowa Culinary Institute in Ankeny. Four schools competed in both the culinary and management events with the hope of securing a place at the National ProStart Invitational in Baltimore, April 27-29, 2012.

Waukee High School's culinary and management teams won in both categories. They will now move on to compete against 40 other qualifying teams from across the country.



**Connect Your
Local High School
with ProStart**

**Call the IRA
Educational
Foundation at
515-276-1454**

Other schools participating in this year's IRAEF Invitational included: 2nd Culinary-Des Moines Central Campus; 3rd Culinary-Waterloo East; 4th Culinary-Davenport; 2nd Management-Davenport; 3rd Management-Des Moines Central Campus.

news from around the state



New Venture in Cedar Rapids Seeking Vendors for Local Market

Active recruitment of anchor vendors has begun for a new local market in Cedar Rapids. They are seeking prepared food vendors for inside the market hall. Are you interested in learning more about becoming a vendor at NewBo City Market in Cedar Rapids? Check out www.newbocitymarket.com.



HoneyBaked Ham Expands Into Iowa—Seeks Franchisees

HoneyBaked Ham, known for its retail glazed hams, meats, sides and desserts, as well as for its café which serves sandwiches, soups and salads, is expanding into Iowa and seeking franchisees. They have a simple operations model—no fryers or grills! If you're seeking a new growth opportunity call 866.968.7424 or visit www.honeybakedfranchise.com.

Got News?

Send news about Iowa restaurants and taverns to:

Jessica Dunker,
Food & Beverage Iowa Business
Quarterly Editor/Publisher at
jdunker@restaurantiowa.com



IRA Members Dominate Best Burger Finalist List

Iowa Restaurant Association members topped the finalist list in the Iowa Beef Industry Council's Best Burger Competition. Congratulations to:

- Ankeny Diner, Ankeny
- Drake Diner, Des Moines
- Farmer's Kitchen, Atlantic
- PerXactly's Bar and Grill, Maquoketa
- Rube's Steakhouse, Montour

A panel of judges will now embark on a secret taste test to determine the winner. The winner will be announced on May 2nd.

State Philanthropy Winners Announced

Three state philanthropy awards winners were recently named by the Iowa Restaurant Association. The winners were submitted as finalists for the National Restaurant Association's national awards which will be determined in April.

Restaurant Winner—Devotay in Iowa City received the philanthropy honor for its "Benefit Sunday" program which donates a percentage of the evening's sales to a different local charity every week. In two years the program has given more than \$20,000 to local non-profits.

Corporate Winner—Prairie Meadows in Altoona supports numerous charitable, non-profit community events at its facility as well as those located in other communities including United Way, Special Olympics and March of Dimes.

Individual Winner—Clay Willey, food and beverage director of Prairie Meadows was named the Association's Cornerstone Humanitarian. In addition to spearheading many charity efforts at Prairie Meadows, Clay has been a mentor to many in the industry.

All three winners will be recognized at the Iowa Restaurant Association's Gala in September.

100th Anniversary of *The Des Moines Club*

Des Moines Embassy Club Celebrates 100 Years

On April 13, 1912 the original Des Moines Club opened at 806 Locust Street in Des Moines with 300 members. Since that time, the Club has only had one other home—its current location in the Ruan Tower downtown Des Moines. The Des Moines Embassy Club will celebrate its 100th anniversary with a progressive event that starts at the original location and moves to its Ruan location on April 13th.

Iowa

Infusion to Be Readdressed Next Session

Proposed infusion legislation, which would have allowed Iowa's restaurant and bar owners to mix and hold up to 3 gallons of liquor for 72 hours before serving it in their establishments, died quietly in a Republican Caucus session of the State Government

Committee. Due to the diligence of many Iowa restaurant and bar owners, Senate File 2277, made it farther than most expected. In fact, it passed in the Iowa Senate on a vote of 48 to 2. However, once the Bill landed on the other side of the aisle and was given to a House Committee, it was quietly abandoned by legislators.



The Bill ran into objections along the way by those who felt that allowing infusions represents a "crack" in the 3-tier system of liquor distribution. The IRA Legislative Committee, which is composed of restaurant and bar owners from across Iowa, will continue to work with the ABD and legislators to find a resolution on the issue and will re-introduce the topic next legislative session.

Iowa Restaurateurs Hit the State Capitol

Iowa Restaurant Association leadership and members met with state lawmakers in January at the State Capitol in Des Moines. Prior to heading up to the Capitol, members attended a special luncheon at the Des Moines Embassy Club at the Ruan Center and where keynote speaker, Carol Hunter, Politics/State Editor, Des Moines Register, shared her perspective on the legislative session.

The slate of lawmakers the IRA shared their concerns with included Sen. Mike Gronstal, (D), Senate Majority Leader; Sen. Jerry Behn, (R), Senate Minority Leader; Rep. Craig Paulsen, (R), Speaker of the House; Rep. Kevin McCarthy, (D), House Minority Leader; and Rep. Linda Upmeyer, (R), House Majority Leader. The group focused on tax issues.



IRA Representatives Mark Doll, Alex Banasik, Jessica Dunker, Linda Dedecker, Kurt Frieze, Mike Rastrelli, and Sam Jennison with Iowa Senate Majority Leader Mike Gronstal.

IRA Presses for DRAM Reform

Iowa Restaurant Association Board Member Darin Beck and Association President Jessica Dunker are currently serving on a working group at the Iowa Alcoholic Beverages Division to address the issue of aggregates, as they relate to DRAM insurance. Recent interpretations of the administrative rules relating to aggregates are dramatically impacting the insurance costs and availability for many restaurant and bar owners.

Other members of the committee include representatives from the Attorney General's Office, insurance industry, ABD staff and Commission members, as well as a victim's advocacy groups. The goal of the working group is to propose new language in the administrative rules that will make it more attractive for insurance companies to offer DRAM insurance, creating a more competitive environment. Many restaurant and bar owners have complained about the lack of options in the DRAM insurance arena and many have found that only one or two companies are willing to bid such insurance.

Get Involved

The IRA tracks and provides grassroots efforts on many more important hospitality-related issues.

For more information on the IRA's full legislative agenda and to learn how you can become involved in the legislative process, contact the IRA at 515-276-1454.

Iowa Restaurant Association Launches New Member Tools



www.restaurantiowa.com

Find It

Restaurant Resource Guide

The Iowa Restaurant Association has created a single source guide to the restaurant and bar industry's top purveyors, service providers, and suppliers. Operators will find everything they need searching by product or service category, discount, location or company name. This mobile-optimized site is also simple to use from any handheld internet-enabled device such as a smart phone or tablet. It will quickly lead operators to the industry's best suppliers. Check it out today!



Purveyors and Suppliers— Not Listed?

Inclusion in the FindIt Directory at www.IowaRestaurantResources.com is free to allied members of the Iowa Restaurant Association. What's more, you completely control your listing. Members receive a user name and password to control content.

For membership information contact Stacy Kluesner at skluesner@restaurantiowa.com or 515-276-1454.

Restaurant Job Board Launched

The Iowa Restaurant Association has launched a new Job Board. All members—restaurants, taverns and allies—are able to post any job openings free of charge. Applicants must contact the member restaurant, bar or business directly with any inquiries.

IRA members wishing to post employment information should e-mail cjordan@restaurantiowa.com with the position(s) and a 60 word description including contact information, as well as a URL. Postings will remain for 30 days, but may be resubmitted. Contact Cindy Jordan at cjordan@restaurantiowa.com or 515-276-1454.

Four New Directors Join the Iowa Restaurant Association Board of Directors

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. Four new directors were recently appointed to the Board.

- **Charlie Campbell**, Vice President Sales, Performance Food Group, Rock Island, IL
- **Chrystal Tamillo**, Operating Partner, Fleming's Prime Steakhouse & Wine Bar, West Des Moines, IA
- **Kurt Frieze**, Owner, Devotay, Iowa City, IA & Editor/Publisher of Edible Iowa
- **Steve Britton**, General Manager, Iowa Machine Shed Restaurant, Urbandale, IA

If you are interested in learning more about serving on the Iowa Restaurant Association Board or a working committee, contact Jessica Dunker at jdunker@restaurantiowa.com.

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 Iowa Restaurant Association

Golf Classic

Monday, June 18, 2012
Copper Creek Golf Club • Pleasant Hill
Shotgun Starts: 8 a.m. and 1:30 p.m.
\$100 per golfer | \$90 before May 25

Register by June 11, 2012

To register, call: 515 / 276-1454 or 800 / 747-1453

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

Hole sponsorships available for \$1000, call for details.

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6:30 p.m.

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7:15 p.m. Graze

8:00 p.m. Boot-Scootin Good Times



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Education and Networking events 2012



**Iowa
Restaurant
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April

April 10

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

April 11

ServSafe Training Class
Blackhawk County
Extension Office
Waterloo, IA
Register: 319/234-6811

April 11

ServSafe Training Class
Johnston County
Extension Office
Iowa City, IA
Register: 563/659-5125

April 16

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

April 16-18

NRA Public Affairs Conference
Washington, DC
Information: www.restaurant.org

April 17

ServSafe Training Class
Clinton County
Extension Office
DeWitt, IA
Register: 563/659-5125

April 17

Reinhart Foodservice Show
Marriott-Coralville, IA
Information: 319/396-1300

April 18

ServSafe Training Class
ISU Extension &
Outreach Office
Urbandale, IA
Register: 515/382-6551

April 23

ServSafe Training Class
ISU Extension &
Outreach Office
Sidney, IA
Register: 712/374-2351

April 23

ServSafe Training Class
Cedar County
Extension Office
Tipton, IA
Register: 563/886-6157

April 24

ServSafe Training Class
Linn County
Extension Office
Marion, IA
Register: 319/377-0475

May

May 3-4

NRA Working Group
Supply Chain Management
Chicago, IL
Information: www.restaurant.org



May 5-8, 2012

McCormick Place Chicago

May 5-8

National Restaurant Association
Food and
Equipment Show
McCormick Place
Chicago, IL
Members receive 1 free ticket
Information: www.restaurant.org

May 7

ServSafe Training Class
Ringgold County Extension
Office
Mount Ayr, IA
Register: 641/464-1843

May 8

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

May 9

ServSafe Training Class
Johnson County
Extension Office,
Iowa City, IA
Register: 563/659-5125

May 9

ServSafe Training Class
Marshall County
Extension Office
Marshalltown, IA
Register: 515/382-6551

May 11

Wild About the Child
Barn Dance
Wildwood Hills Ranch
St Charles, IA
Information: 641/396-2414 Ex 202

May 23

ServSafe Training Class
Linn County Extension Office
Marion, IA
Register: 319/377-0475

May 31

ServSafe Training Class
Dubuque County
Extension Office
Dubuque, IA
Register: 563/608-0868

June

June 12

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

June 13

ServSafe Training Class
Hamilton County
Extension Office
Webster City, IA
Register: 515/832-9597

June 13

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

June 18

IRA Golf Classic
Copper Creek Golf Course
Pleasant Hill, IA
Information: 515/276-1454

June 20

ServSafe Training Class
Linn County Extension Office
Marion, IA
Register: 319/377-0475

June 20

ServSafe Training Class
ISU Extension Outreach Office
Urbandale, IA
Register: 515/382-6551

June 27-29

NRA Working Group
Financial Officers & Tax
Executives
Boston, MA
Information: www.restaurant.org

June 5

ServSafe Training Class
Clinton County
Extension Office
DeWitt, IA
Register: 563/659-5025

June 6

ServSafe Training Class
Kossuth County
Extension Office
Algona, IA
Register: 515/341-0261

June 6

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

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