

F.B.I.

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

The Uncharted Territory

Restaurateurs
Navigate
Through
The Seas
Of Reform

Menu
Labeling

Immigration

Taxes

Cut
Your
Credit
Card
Costs

Signature
Drinks
Sweeten
Profits





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

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

F.B.I. Quarterly is the official publication of the Iowa Restaurant Association. It is produced four times a year and is distributed to licensed restaurant and retail beverage establishments in Iowa. Editorial features cover business, legislative, and other trends impacting Iowa proprietors.



Uncharted Territory

Restaurateurs Look for Answers on Healthcare Reform and Other Federal Mandates



With the recent onslaught of federal legislative mandates, Iowa restaurateurs are heading into vast areas of uncharted territory related to healthcare, menu labeling, tax reporting and more. The FBIQ editorial team recently sat with Michelle Reinke, a legislative specialist with the National Restaurant Association in Washington D.C., to learn more specifics about the recently passed Healthcare Reform Act and how it will impact Iowa's restaurant and bar owners. Her answers provide a high level overview. For more specifics check out the NRA's Q and A document on healthcare reform at www.restaurant.org.

FBIQ: Is there anything Iowa's restaurateurs need to do this year to ensure they are complying with new Healthcare legislation?

Reinke: The law passed in March is very complex, but in many ways it's just an outline of what's to come. In the next several years, the federal government and states will write the regulations and details of employer requirements for offering coverage and liability. However, one important immediate piece of compliance requires employers to begin reporting the value of employee's health benefits on their W-2 forms issued for tax years after December 31, 2010.

FBIQ: Will all Iowa restaurants be required to offer health care to all employees?

Reinke: The simple answer is no. Employers with 50 or more full-time-equivalent employees (see sidebar) will be required

to offer their full-time employees affordable "minimum essential coverage" health benefits starting in 2014. However, the specifics of what constitutes "minimum essential coverage" have not yet been fully defined. In addition, the law does not require employers to offer coverage or pay penalties for part-time employees.

FBIQ: If a restaurant meets the 50 full-time employee threshold will they have to offer coverage for their part-time employees?

Reinke: No. Part-time employees are counted only in determining whether an employer meets the 50 full-time equivalent threshold. In no case do employers have to offer the minimum qualified health care coverage to their part-time employees or pay healthcare penalties on their part-time employees.

Compliance Timeline

2011 Employers Must Report Value of Health Benefits on W2s (tax year beginning 2011)

2012 Modified 1099 Reporting Guidelines Begin (see article pg. 7)

2013 Employers must inform employees of insurance exchanges and how to access them

2014 Employers with 50+ FTEs must begin offering minimum coverage to full-time employees

On the Horizon

Menu Labeling

One element of the new healthcare act requires restaurants with 20 or more locations nationally to add calorie counts to menus, menu boards and drive-thru menu boards for standard menu items. It also requires covered restaurants to make additional nutrition data available to guests on request. This replaces the patchwork of state and local laws that existed previously.



Immigration Reform

Immigration reform is critical for the nation's security and economic health. The National Restaurant Association has been a leading force in pushing for sensible U.S. immigration policy and will continue to do so in the coming years. Keep up-to-date on all hot federal legislative topics at www.restaurant.org.

“The new healthcare law does not require employers to offer coverage or pay penalties for part-time employees.”

Free Webinar for IRA Members

Healthcare Reform and You
Presented by the
National Restaurant Association
July 14, 2010
1 p.m. Central

Register at www.restaurant.org.



FBIQ: If an owner has multiple restaurants, are they each considered separate employers under the health care law?

Reinke: Not necessarily. For the purposes of health care reform, a single employer is defined by the “Common Control” clause in the tax code [IRC Sections 414 (b), (c), (m), (o)]. Restaurateurs should consult their tax advisors to see how this provision of the tax code applies to them. If they are considered a single employer, then yes, all the employees must be combined together for purposes of calculating the 50 full-time equivalent threshold.



For More Information:
Michele Reinke can be reached at
mreinke@restaurant.org.

Calculating Your Full-time Employee Equivalent for Healthcare

Employers with 50 or more full-time-equivalent employees will be required to offer health benefits to their full-time employees starting in 2014. However, determining if you meet that threshold is not as simple as reviewing your payroll sheet. Even if your business has all part-time employees by traditional definitions, you may still have 50 full time equivalents based on the formula that will be used for compliance.

MONTHLY FULL TIME EMPLOYEE CALCULATION FORMULA

$$\begin{array}{r} \text{Number of full-time employees (defined} \\ \text{as those who average 30 or more hours a} \\ \text{week for that month)} \\ + \text{All hours worked by part-time employees} \\ \text{that month} \div 120 \text{ hours} \\ = \text{Number of full-time equivalents.} \end{array}$$

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1099 Provisions Hidden in Healthcare Legislation Will Burden Restaurants and Bars in Iowa

National Restaurant Association Joins Fight to Repeal Provision

It would appear that when Speaker of the House Nancy Pelosi suggested people would have to wait until the 2000+ page National Healthcare Reform Act was passed to see what it included, she meant it.

Case in point—changes to 1099 reporting.

Currently businesses are required to issue 1099 forms in limited situations, such as when they use an outside consultant. However, tucked away in the recently passed Healthcare Reform Act is a requirement that expands the Form 1099 filing requirement to ALL vendors, including corporate, to which businesses pay more than \$600 annually. The provision is slated to take effect in 2012.

For restaurants and bars, this has the potential to translate into a paperwork avalanche.

No Help for Healthcare

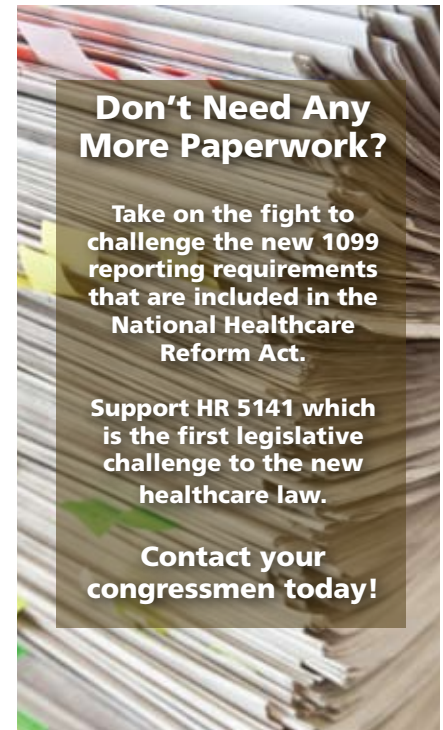
Beyond the obvious now required recipients of a 1099 (food and beverage suppliers)—restaurant and bar owners will have to provide tax documents for service people, equipment manufacturers, insurance providers, office supply vendors—practically any business from which they receive goods or services.

This means restaurateurs will have to collect the necessary taxpayer identification numbers (TINs) from every vendor and add yet another level of paperwork to an already cumbersome tax process. It's hard to imagine how this new compliance provision will improve healthcare options for all Americans.

Taking on the Fight

The National Restaurant Association and several dozen other groups that represent small business are not taking the matter lying down. They have joined together to support California Congressman Daniel Lungren in calling for the repeal of this element of the new law. Lungren has proposed HR 5141—a repeal of the 1099 provision for small business.

Iowa's own legislators has yet to weigh in on the new provision or the propose repeal, however, the National Restaurant Association and the Iowa Restaurant Association are encouraging restaurateurs to contact their congressmen directly and ask them to support HR 5141.

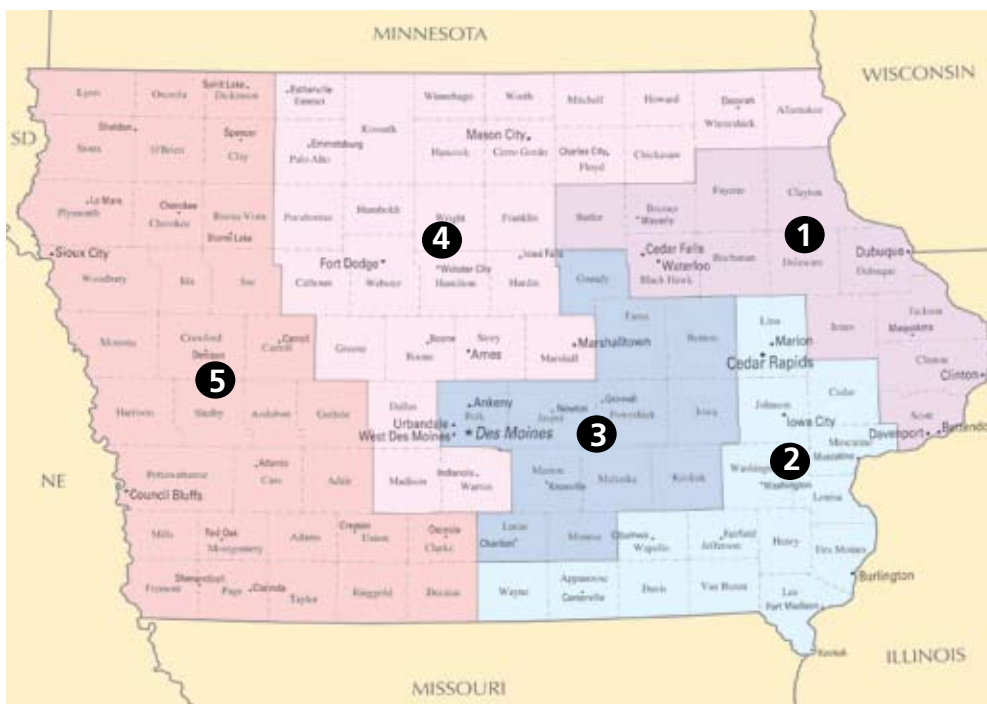


Don't Need Any More Paperwork?

Take on the fight to challenge the new 1099 reporting requirements that are included in the National Healthcare Reform Act.

Support HR 5141 which is the first legislative challenge to the new healthcare law.

Contact your congressmen today!



Contact your congressmen and ask them to support HR 5141

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Representative Bruce Braley
(1st District)
(202) 225-2911

Representative David Loebsback
(2nd District)
(202) 225-6576

Representative Leonard Boswell
(3rd District)
(202) 225-3806

Representative Tom Latham
(4th District)
(202) 225-5476

Representative Steve King
(5th District)
(202) 225-4426

Iowa's Senators

Senator Chuck Grassley (R)
(202) 224-3744

Senator Tom Harkin (D)
(202) 224-3254

Forget the Issues this Election Cycle

By Craig Walter



Craig Walter has been the IRA's lobbyist for nearly 20 years. Craig is also a former state legislator.

This election season a fundamental question lies in the balance, "What is the role of government in the lives of citizens?"

This question becomes even more pressing when one looks at the business climate and the role government intends to play in business at both the state and national levels. For the first time in a long time, the issues have become secondary.

Voters, particularly business operators, must truly understand the philosophy and approach of the candidates. It is no longer enough to determine where candidates stand on one or two particular legislative proposals. Do candidates believe their jobs are to represent constituents to government or represent the government to their constituents? In many regards, it feels as though we have spent the past several years living under an overarching legislative philosophy that reflects the latter.

Recent national legislation has handed some significant blows to restaurant owners—including federal healthcare mandates and menu labeling requirements, as well as new taxes and employment benefit expectations. What's more, in Iowa we have experienced large doses of "Federal Legislation Plus." In short, Iowa lawmakers have felt the need to "enhance" federal requirements with additional state-level mandates. That belief saw proposed state legislation last session that would have required sick pay for part-time employees and would have tied the state's minimum wage to the consumer price index. Thankfully, neither came to pass.

I encourage every IRA member to take the time to meet your state legislative candidates this year. Ask them what they feel the role of government is in business. Ask them who they believe creates jobs—government or business and what they would do to help that process. Everything is in play this year—from the governorship to control of the legislature. And the outcome of this year's elections stands to impact the way you do business, and for some, if they can continue to do business, permanently.

Learn More

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.



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 of the Iowa Restaurant Association today.

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



Membership in the Iowa Restaurant Association includes dual membership in the National Restaurant Association and access to its educational, business and legislative resources as well. This means you have a team of people at both the statehouse and in Washington D.C. advocating for your business.



What Went Down UP ON THE HILL

Where's the Debate?

Ever been frustrated because the issues you care about aren't being debated and voted on the floor of the House or Senate? Unless you live in the districts represented by the Speaker of the House or the Senate Majority Leader, there is likely very little your representative can do. Which bills will see debate on the floor of the House or Senate is almost exclusively determined by leaders of the majority party in both chambers. It is also why legislation that is proposed by the minority party rarely sees the light of day and a good reminder that all Iowans have a vested interest in the outcome of all state legislative elections—not just their own district.

Fresh Start

Iowa's legislative session actually runs over a two year period—even though the legislature is only in session January through March of each year. The opening of the 2011 Legislative Session, represents the beginning of one of these two years cycles, meaning that any proposed legislation from previous years must start from the beginning

of the purposely cumbersome process of introduction. One issue Iowa restaurateurs would prefer not be revisited is the proposed "Hospitality Tax" which would allow communities to create an optional tax on food and beverage sales sold in restaurants and bars.

Two former Chairmen of the IRA Board of Directors Seek State Office

Two past chairmen of the Iowa Restaurant Association Board of Directors are running for state legislative offices this year. Republican incumbent State Representative Dave Heaton and former owner of Iris Restaurant (1964-2007) in Mt. Pleasant is seeking his 10th term as the representative of the 91st District which includes Henry County and Northern Lee County.

Cedar Falls restaurateur Darin Beck won the Republican nomination 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. Beck began his businesses in 1983 and currently owns and operates 20 food and beverage establishments and related companies that employ over 600 people.

Strength in Numbers

If ever there was a year to support pro-business candidates at the state level—this is the year. The Iowa Restaurant Association Political Action Committee (PAC) does just that. We vet state candidates in both parties to determine who are the true advocates for the hospitality industry. We then offer our collective support.

Join our efforts! 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.

Governor Proclaims September Iowa Restaurant Industry Month

Iowa Governor Chester J. Culver has proclaimed September 2010 as Iowa Restaurant Industry Month. He made the proclamation in recognition of the industry's positive impact on the state at multiple levels. "September is a time to celebrate the vital role the restaurant and beverage industry plays in Iowa's economy and to acknowledge their philanthropic contributions to our state," Culver said.

Today 90 percent of the state's restaurants and bars participate in philanthropic efforts in their communities. September was the month designated by the Governor's Office, in part, because it coincides with the industry's own "end hunger" initiative—the Share Our Strength Great American Dine Out.

At Risk Children's Camp Beneficiary of Iowa's Restaurant Neighbor Award Winners

Each year the Iowa Restaurant Association honors the philanthropic efforts of restaurants and bars across the state



with its annual Iowa Restaurant Neighbor Awards. State winners go on to represent Iowa in a national competition sponsored by National Restaurant Association (NRA) where their benefactor project can receive \$5,000.



Wildwood Hills Ranch, a nonprofit camp located in Madison County which serves at-risk children from across Iowa, was the beneficiary of the philanthropic efforts of both Iowa Restaurant Neighbor Award winners this year. The camp provides free summer

camp and year-round retreats to at-risk children ages 8 -18. Kids are immersed in a fun, safe environment where character, leadership, and teamwork are modeled and taught.

Barmuda Companies Restaurant Neighbor Award Winner

Barmuda Companies of Cedar Valley was selected for the Iowa Restaurant Neighbor Award in recognition of their event "Wild About the Child: A Wine and Chocolate Affair" benefitting Wildwood Hills. More than 200 people attended the second annual fundraiser which featured a decadent menu of chocolate and wine. Employees were an integral part of the planning and promotion. The event raised more than \$58,000 for the camp.

Mike Whalen Named Iowa Cornerstone Humanitarian Winner

Long-time IRA member Mike Whalen was also recognized this year by the Association for his years of work for at-risk youth through Wildwood Hills Ranch—the camp which he founded in 2001. Whalen has been a visible and active spokesperson and fundraiser for the camp for a decade.

Most recently he has led a team as they "refurbish a lemon" to make "lemonaid."



An old Geo Metro found hidden away in a barn is being transformed into a race car. It will be put to the test against a hundred other cars twice its size at a race in August. Sponsors will give to Wildwood Hills Ranch for every lap the team completes in the race.

Restaurant Neighbor Award recipients will be honored at the Celebrating Excellence Gala in November.



Join the Great American Dine Out



The Iowa Restaurant Association will once again participate in the Share Our Strength's Great American Dine Out. The project is a nationwide week-long fundraiser to help end childhood hunger. When consumers eat out at participating restaurants from September 19–25, 2010, a portion of the sale is given to help fight hunger in the U.S. through school food and nutrition programs, community gardens, nutrition education programs and more.

The program is extremely flexible for participating restaurants. What's more, participating restaurants receive access to an online resource center containing turnkey marketing and public relations material. Sample materials include template news releases, bill stuffers, server and hostess scripts, posters, bounce back coupons, banner ads and more. More than 50 Iowa restaurants participated in 2009.



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Take Your Restaurant Marketing Strategy Into High Gear on the Information Super Highway

There isn't an Iowa restaurateur out there who isn't aware of the need for online marketing, but few have fully harnessed the power of even the simplest (and least expensive) online marketing tools. Realizing this, the Iowa Restaurant Association partnered with Fishbowl, Inc., an online marketing company that specializes in online restaurant marketing solutions.

Fishbowl's software provides low-cost easy-to-use template-based online marketing solutions for restaurants of all sizes. Fishbowl offers:

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* Pew Internet & American Life Project Study



Bev's on the River Snags Big Results with E-club

When Amy Staber-Smith left her position at a local franchise restaurant to become general manager at Bev's on the River, a Sioux City family-owned restaurant overlooking the Missouri River, she brought some fresh ideas with her. "Franchises have so many more marketing tools at their disposal," says Smith. "I had seen Fishbowl work well in my franchise position and was confident it would work here too."

Smith was right. Bev's on the River set up an "E-club" through Fishbowl. Fishbowl provides Bev's with custom in-store sign-up slips to distribute to their guests. Completed forms are shipped to Fishbowl and entered into a guest database. When the restaurant is ready to send a special offer or coupon, Smith composes a quick e-mail to Fishbowl and Fishbowl takes it from there—handling everything from mailing the offer to maintaining the e-mail list.

To measure performance, Smith gets online reports showing how many people received the promotion, open rates and click through statistics. "Within a few weeks we were up and running," says Smith who began seeing coupons from E-club come into the restaurant almost immediately. "E-club through Fishbowl has given us a great return on our marketing dollars."



Café Di Scala Saves Thousands in Credit Card Fees

Tucked away in the historic Sherman Hill District near downtown Des Moines, Cafe di Scala is an upscale dining experience. Housed in a century old mansion, Café di Scala's guests discover a blend of imagination and tradition. The average table check is \$35 per person and 95% of the patrons pay by credit card. That's why even the slightest savings in credit card fees can reap big dividends.

The promise of such rewards was what attracted Owner/Chef Anthony Lemmo to the Heartland Payment Systems programs offered through the Iowa Restaurant Association. Lemmo uses Heartland's credit card and payroll services and considers both integral parts of his operation. He saves several thousand dollars annually. "In a business the size of mine, that's a huge difference. I can put that money to work in other parts of my restaurant," says Lemmo.

He has been equally pleased with the payroll services which have freed him from handwritten checks and monthly tax payments to call in, as well as reducing book work and accounting costs.

Simple Cost Reductions Add Up to Big Savings

Iowa restaurateurs are continually seeking "behind the scenes" ways to improve profitability without impacting service or food quality. Unfortunately, identifying such cost reductions can be elusive and time consuming—at least until now. Working in partnership with the National Restaurant Association and the IRA, Heartland Payment Systems empowers restaurateurs, providing them with business tools to quickly evaluate costs, better control business operations, and improve profitability. What's more, IRA members are able to take advantage of Heartland's programs at exclusively negotiated "IRA members only" pricing.



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Merchant Rights:

In 2006, Heartland Payment Systems founded The Merchant Bill of Rights a public advocacy initiative to protect business owners and help them control the costs and complexities of payments processing. Check out the ten tenants of this bill at www.merchantbillofrights.com.

Food For Thought:

Try this to reduce costs today...

- Swipe cards rather than key-enter card numbers whenever possible
- Adjust tips within every batch
- Settle daily



Calculate It!

Deciphering a monthly card processing statement is not always an easy task. One online tool that simplifies the job can be found at www.knowyourcardrates.com. Restaurateurs are asked to enter four key pieces of data from a recent card processing statement. The site's online calculator will estimate how much an establishment is paying for each transaction based upon industry averages. It also shows how much money goes to card companies and the processor. The results are often surprising and a good reminder that knowing the true cost is the first step toward controlling it.



Restaurants Receive “Green” Endorsement in Insurance

Long-time IRA partner Society Insurance has introduced a “Green” endorsement for restaurant owners who hold their property casualty insurance policies. The endorsement offers restaurant owners who have suffered a property loss the opportunity to rebuild using green alternatives—even if the “Green-related” repair costs are more than the original equipment or material.

The “Green” endorsement will pay up to 125% of the cost that would have been incurred to repair or replace with like kind and quality. The program reflects a growing interest and emphasis in the industry on finding green solutions throughout restaurant operations.



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Grow My Restaurant Site Gives Instant Competitive Analysis

If there's one thing outside of producing great tasting drinks that national beverage companies do well, it's understand demographics. They conduct market research and use it to make swift decisions better than nearly any category of product in the food and beverage industry. Today, Pepsi Beverages Company is doing its part to empower Iowa's restaurateurs in a similar way. The company's "grow my restaurant" website puts immediate, actionable market information into the hands of hospitality operators. Site sections focus on everything from the local marketplace and menu development, to operations management and industry trends. The *FBIQ* editorial team recently caught up with Eric Walker, Pepsi Beverages Company Food Service Manager for Iowa, to learn more about how Iowa operators are using this highly insightful free resource.

Q. WHAT IS THE PURPOSE OF THE "GROW MY RESTAURANT" SITE?

A: The hospitality industry has never been more competitive. Iowa's restaurateurs need more than basic sales figures to make decisions that will drive sales and profits. growmyrestaurant.com is a centralized source for understanding the market, and more specifically, your restaurant's direct competition, and then providing innovative ideas for success.

Q. NEARLY ALL OF THE MARKET ANALYSIS TOOLS ON THE SITE ARE NOT RELATED TO BEVERAGE SALES, WHY?

A: We are well aware that our success is based on the overall success of Iowa's restaurateurs. Just as restaurateurs are continually refining their menus to delight their customers, we are providing the supplemental tools our restaurant industry customers need to be successful.



Link directly to the "grow my restaurant site" from the Iowa Restaurant Association sponsor page or go to www.growmyrestaurant.com

Here's some of what you'll find...

Data on Competitive Marketplace

This online tool provides you with a detailed analysis of table counts, menu categories and demographics of restaurants within a 3 mile radius of your establishment.



Menu Development Advice

The site features tips from industry author and consultant Bill Main. Main works with many Iowa companies throughout the year. Featured "tip sheets" range from successful pricing and marketing strategies to portioning to ensure profitability.

Training, Templates and Tools

The site features webinars on social networking, as well as templates and tools to assist with Internet and other social media marketing.



Create Value with Value Brands Restaurants Enhance Profits with New Generation of Signature Summer Drinks

by **Jeremy Thompson**

Iowa/Nebraska Division Manager for Luxco Spirited Brands

Many restaurants and bars have found house branded signature drinks are an excellent way to enhance word-of-mouth awareness of their establishments, draw customers in, and increase profitability. However today's patrons are becoming increasingly cost-conscious. Restaurateurs can, and have, responded by introducing signature summer drinks with high perceived value minus the high cost ingredients. Summer drinks are best known for distinctive (and often surprising) flavors such as juice, cream, candies, fruits and vegetables, making them ideal vehicles to experiment with value brand spirits.

Consider these tips as you create your Signature Summer Drink.

#1 Avoid the Classics

A great signature drink is either something completely new or a traditional classic done really, really well. When using value spirits for your drinks, it's best to forge "new territory." This gives you the opportunity to experiment with flavors and makes it less likely that customers will request a certain brand of alcohol.

#2 Get a "Look"

Part of what makes a really exciting signature drink is its appearance. Color, glassware, texture and garnishes can create a unique look. Studies show customers perceive a higher quality product when a drink is properly garnished, so adding an exotic or off the wall garnish to your signature drinks is a great strategy.

#3 Experiment with Value Brands

In a blended or mixed specialty drink, few people recognize the difference between a premium and a high quality value brand spirit. Market the type of liquor in your drink description, rather than the brand.

#4 Add Non-Alcohol Liquors or Low-Proof Cordials for Flavor

If your recipe ends up heavy on the alcohol, consider using non-alcoholic liquors or low-proof cordials to add flavor. Triple Sec for example, can help increase your profit on the drink without sacrificing taste.

Jeremy Thompson has been with Luxco, a leading distributor of spirits, for 3 years. He currently works with restaurant and bar owners across Iowa and Nebraska. He can be reached at j.thompson@luxco.com.

Summer Refresher

Pearl Coconut Pop

2 oz. Pearl® Coconut Flavored Vodka
Limeade
Lemon Lime Soda
Fresh lime

Pour Pearl Coconut Vodka over ice in tall glass, add in limeade to fill splash lemon lime soda on top and finish with a squeeze of lime. Stir and Serve.

Are you getting the best price on your spirits?

Restaurant owners with full bar service should methodically check the Iowa ABD website for monthly rebates and special deals and then speak to their Class E wholesalers to ensure they are netting those savings. Wholesalers are not required to pass those savings on to customers, so it is important to stay up-to-date.



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- Legislative and media representation
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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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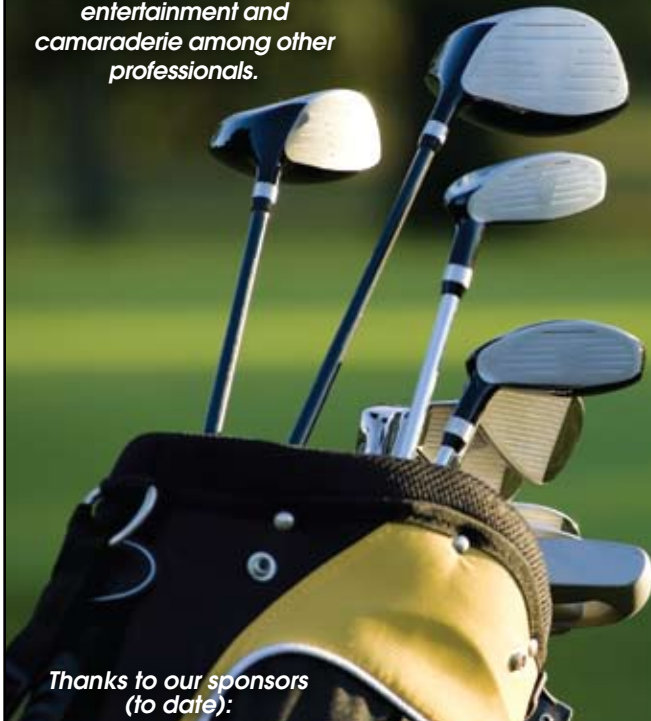
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Monday, July 26

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

Briarwood Golf Course

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Register by July 19, 2010.

Please call, fax or email to:

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education and networking events

2010



July

July 13

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

July 22 - Webinar

The Competitive Edge Marketing
Series - Online Marketing Strategies
to Increase Sales & Loyalty
Hosted by Fishbowl Marketing
To register go to www.fishbowl.com

July 24 - Webinar

Healthcare Reform and You
Hosted by the National Restaurant
Association
To register, e-mail cjordan@restaurantiowa.com

July 26

IRA Golf Classic
Briarwood Golf Course, Ankeny
\$100 per golfer (see ad page 20)
To register, call (515) 276-1454

August

August 11

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

August 11

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

August 18

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

August 24

ServSafe Food Safety Training
Woodbury County Extension
Sioux City
To register, call (712) 276-2157

September

**Iowa Restaurant Industry Month
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National Food Safety Education Month®

September 1-30

National Food Safety Education
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Visit: <http://www.servsafe.com/nfsem/>

September 7 - Webinar

The Competitive Edge Marketing Series-
Email Marketing Strategies to Increase
Guest Frequency
Hosted by Fishbowl Marketing
To register, e-mail cjordan@restaurantiowa.com

September 14

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



September 19-25

Share Our Strength's
Great American Dine Out
See article page 10
<http://strength.org/>

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news from around the state

Honor the Industry's Finest

The Iowa Restaurant Association is accepting nominations for its annual Restaurateur, Chef, Employee, and Purveyor Employee of the year awards. The nomination form is available on the IRA website at www.restaurantiowa.com or call (515) 276-1454. The deadline to submit nominations is October 1, 2010. Winners will be honored at the Association's Celebrating Excellence Gala at Johnny's Italian Steakhouse and Hilton in West Des Moines in November.

New Pizzeria will Feature Black and White Flicks

IRA member Anthony Lemmo will be opening a second restaurant in the Des Moines area. The owner/chef of Café di Scala will open Gusto Pizza Company in the fall. The new restaurant will be part of a new development in the Ingersoll area. Guests will be able to enjoy pizza and beverages while watching vintage black and white movies running on flat screen televisions.

Des Moines Embassy Club to Consolidate, Expand



The DES MOINES EMBASSY CLUB

IRA member The Des Moines Embassy Club (DMEC), a private social and dining club which has operated in downtown Des Moines for more than 100 years, announced they will consolidate their two current top-of-the skyline locations into one facility by the end of the calendar year. The Club which is currently housed in the uppermost floors of two landmark buildings—the Principal Building at 801 Grand and the Ruan Building at 666 Grand—will consolidate their downtown locations into the Ruan Building. In addition, the DMEC announced its intention to open a second location in the western suburbs at a yet to be announced location.

Seeking IRA Board Nominations

The Iowa Restaurant Association is governed by an elected, volunteer Board. Board members serve two-year terms and meet three times per year. They are a policy-making body, determining the Association's positions on specific legislative issues. Board nominations are being accepted until September 1, 2010. Forms are available on the IRA website at www.restaurantiowa.com or by calling 515-276-1454.

Branstad Meets with IRA Leadership

Republican nominee for Iowa Governor Terry Branstad met with the Iowa Restaurant Association Board of Directors at their June meeting in Waterloo. Branstad discussed a number of issues that will impact Iowa businesses including taxes and job development. Watch for the next issue of FBIQ for a full election preview.



Got News?

Send news about Iowa restaurants and taverns to:

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



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