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

Iowa Restaurateur
Wins National
Philanthropy Honor

**Heart of America's
Mike Whalen Named 2011
National Cornerstone
Humanitarian**



QR Codes —

NEW TECHNOLOGY
OPENS DOOR TO NEW,
FREE WAYS TO PROMOTE
YOUR RESTAURANT

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4 Cover Story

Mike Whalen Named 2011 National Cornerstone Humanitarian

6 New Marketing Methods

QR Codes Decoded

8 Legislative

National Lobbying Efforts Give Some Relief on Debit Card Swipe Fees

9 Member Benefit

Hedge Your Bets on Natural Gas

11 Ask the Expert

New Guidelines Change Required Pork Cooking Temperatures

13 Social Media

Ramp up Your Marketing with Facebook and Foursquare

15 Association News

Doni DeNucci Retires From Iowa Restaurant Association

16 More News

New IRA President Plans to Travel the State

18 Event Photo Album

Pics from Iowa Restaurant Associations Golf Classic

21 Calendar of Events

22 News From Around the State



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

F.B.I. Quarterly

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News

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

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National Philanthropy HONOR

Mike Whalen
First Iowa
Restaurateur to
Receive National
Philanthropy
Honor from
National Restaurant
Association, NRA
Makes \$5,000
Donation to
Wildwood Hills
Ranch



Check out the video featuring Whalen's work at Wildwood Hills Ranch at www.restaurantiowa.com.

Calling All Iowa Restaurateurs!

September has been designated by Governor Branstad as Iowa Restaurant Industry Month. As part of the month-long emphasis on the impact Iowa's restaurants have on the state, Iowa establishments are joining forces to help Wildwood Hills Ranch by donating a portion of their beverage sales from the first week of September toward the Ranch. Restaurants may also make the benefit Lemonade plush toy and book available in their establishments.

For details, promotional materials and to sign up go to: www.restaurantiowa.com or call 800-747-1453



Iowa's restaurant community celebrated with its first ever winner of a National Restaurant Association Philanthropy Award this year with the NRA's announcement that Michael Whalen, president and chief executive of Heart of America Restaurants Inc., was the winner of its 2011 Restaurant Neighbor Award. The award celebrates outstanding community service efforts that restaurateurs perform in their respective communities.

Whalen was recognized as this year's Cornerstone Humanitarian for helping at-risk and disadvantaged youth change the trajectory of their lives through Wildwood Hills Ranch, a camp he founded in St. Charles, Iowa.

National Restaurant Association President and CEO Dawn Sweeney presented Whalen his award along with a \$5,000 charitable contribution during its 2011 Public Affairs Conference in Washington, D.C. She noted, "Michael Whalen's dedication to his community is a true inspiration, and his efforts have changed the lives of thousands of children for the better."

The program was developed in 1999 in an effort to raise awareness of the restaurant industry's contributions to local communities throughout the country, and to inspire more owners and operators to get involved and contribute to their respective communities.

R

Wildwood Hills Ranch Provides Empowerment, Opportunity to Iowa's At Risk Youth

Mike Whalen, founder and CEO of Heart of America Group, has always believed that to whom much is given, much is expected. He is quick to point out he is a man "blessed beyond measure" and as a result he is compelled to go out and serve those least able to help themselves.

This is why Mike Whalen took the same entrepreneurial spirit and skills that helped him build one of the Midwest's most successful hospitality groups to build an organization dedicated to helping Iowa's most at-risk kids.

"When you positively impact the life of one child, you're really changing the lives of 30 or 40 people—because it impacts everyone they touch too—their families and friends as well as future spouses and employers," explains Whalen. "Too often these kids have already defined themselves as people who can't succeed. We help them see they have the power to have a life that's different."



Whalen founded Wildwood Hills Ranch, a 400+ acre camp nestled in the hills of Madison County, in 2001. Each summer the ranch hosts 900 young people ages 8-18. The camp runs on an all-donation basis. Students do not have to pay to attend.

He was moved to start Wildwood Hills Ranch after taking a tour of another ranch for at-risk youth in 1999. Mike explained that as a boy, he never considered that other children led less fortunate lives than his own. It was only after visiting the Rawhide Boys Ranch in New London, Wis., and meeting its founder, John Gillespie, that he knew he would start his own facility to help kids in need. "I knew we could transform lives," said Whalen. He was right. Since opening their doors, they have served more than 8,000 children.

During the week long summer camps, individual impact is accomplished through character mentoring by mature and carefully selected counselor role models. Activities are woven together with purpose, daily reflection times and evening campfire experiences. Programs include leadership, character building and team building components.

For more information on the camps visit www.wildwoodhillsranch.com.



A Lemon of a Fundraiser Turns Out to Be Lemonaid



Mike Whalen never wants to see a kid that needs Wildwood Hills Ranch, not have the opportunity to be at the ranch. That's why no fees are charged to attend the camp. This puts a huge burden on Mike and the Ranch's development team to find creative ways to raise funds. Their latest effort is a lemon—literally.

A bunch of ranch friends took an old yellow Geo Metro they found hidden away in a barn and transformed it into a race car of sorts. This "little lemon that could" started racing in August 2010. With every lap the team completes supporters and sponsors give money—raising funds to support the kids at Wildwood Hills Ranch. Mike has also written a children's book about *Lemonaid, the Little Car That Could* and created a plush toy to accompany the book. The book and toy are being sold across the state with all proceeds going to the Ranch.

new marketing methods

QR Codes Decoded

Been seeing these guys pop up everywhere recently? QR code stands for Quick Response code. They are two-dimensional barcodes that you've likely seen on everything from magazine ads and direct mail pieces to television screens.

What are they for?

QR Codes are rapidly becoming a simple way for restaurants to engage customers into an interactive experience via their smart phones. Customers scan the codes and are instantly led to a website, a Youtube video, or a text message you create.

How does it work?

Restaurants can easily create a QR code via the Internet, download a copy and put it on printed pieces—such as a menu, flyer, brochure, poster, newspaper ad, etc.



40% of smartphone users have already downloaded a QR Code reader! That's 59 million hungry smartphone users!

Getting more food to more tables doesn't necessarily take more trucks.



At Sysco, running good operations and doing good for the environment go hand in hand. We've fine-tuned our distribution to reduce food miles by utilizing fewer and fuller trucks driving optimal routes. Now thousands of trucks will never hit the road, and tons of CO2 emissions will never exist. In the end, our food stays much fresher. Not to mention our planet.

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How do I create mine?

It costs nothing and literally takes seconds to generate a code. Go to a website that generates codes and work your way through a simple form. You will need to know where you want the code to lead the mobile user—a URL, a text, etc. before you start as these generators will instantly create the QR Code for you to download and use.

QR Code Generator from the ZXing Project



Kaywa QR Code Generator



What do customers do?

Customers use a QR code reader on their smart phones to scan the code which leads them to the information you've put in place—2-3 sentences of text, a link to a coupon or special, a Youtube video, contact information, or mobile website, etc.

Isn't this all a little high tech for the average Iowa restaurant patron?

No. By the end of 2011 there will more than 148 million smart phone users in the United States and that number continues to

escalate—40% of those users have already downloaded a QR Code reader to their phones. That's a lot of hungry smart phone users!

How are restaurants actually using this to drive business?

Mobile marketing firm NoTixTech recently offered 16 easy-to-emulate examples restaurants can use QR Codes to drive business. You can find the full article on the IRA website under the "Supplements to FBIQ" page or scan the QR code on this page and it will take you there.

Supplements to FBIQ



A couple of highlights:

1. Take the mobile user to a Youtube video of the chef making various dishes in the kitchen or to interviews of the staff or patrons.
2. Take them to a coupon they can show their server on their phone.
3. Text your "daily specials"
4. Take users to a Google map with a link to your location

OUR COMMITMENT



How to Run a More Efficient Kitchen

The MidAmerican EnergyAdvantage® Commercial Kitchen Equipment program can help reduce operational costs immediately – and for years to come. The program offers special rebates which help with the incremental cost of the higher efficiency equipment. This equipment keeps energy costs down day after day – letting you contribute to a greener planet in the process.

MidAmerican EnergyAdvantage® Commercial Kitchen Equipment Program

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- Natural gas fryers
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800-894-9599
www.MIDAMERICANENERGY.com



Score One for the Restaurant Industry National Lobbying Efforts Help Stop Unfair Debit Card Swipe Fees

Your National Restaurant Association Government Relations team led the fight and scored a major victory this summer for every one of the nation's nearly 1 million restaurants and their customers by helping stop unfair debit-card fees.

After a groundswell of grassroots lobbying from restaurateurs and other retailers, the U.S. Senate got the message and in June voted AGAINST delaying new reforms in debit-card swipe fees.

This means the Federal Reserve can quickly move forward with the reforms Congress ordered last summer. The new rules take effect July 21st and should dramatically scale back debit-card swipe fees for merchants. One note: the final shape of the reform is not yet known, but the NRA is keeping a close eye on the way the reform progresses.

The card-fee fight is one of the toughest battles the NRA and its members have faced. Your National team has worked with merchants across the country for nearly a decade to bring an end to unfair merchant fees. Our fight pit America's small businesses and merchants against Visa, MasterCard and the big banks—and this no vote was a major step forward in the continued fight for fair fees.

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!

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

Both Iowa Senators Grassley and Harkin voted in favor of our industry by voting against delaying the new reforms. A letter of thanks has already been sent to both Iowa Senators on behalf of Iowa's hospitality industry. Check out the Iowa Restaurant Association website at www.restaurantiowa.com to see letters from the Senators to our industry on this issue.

State Legislature Passes Budget at 11th Hour, No Property Tax Reform

The Iowa Legislature had only hours to spare when they finally finished and passed a \$5.99 billion state budget. This year's session, which convened January 11th and completed in the wee hours of the night on June 30th, was the third-longest in Iowa history.

Unfortunately for IRA members, lawmakers headed home without an agreement on property tax reform, which had been promoted by Governor Terry Branstad, as well as lawmakers from both sides of the aisle, as a top priority.

Branstad had advocated for a 40 percent reduction in commercial property taxes as a cornerstone of his legislative agenda while House Republicans sought a 25 percent cut in commercial property taxes. Senate Democrats endorsed a program that would eventually provide up to \$200 million annually in state credits for business property owners. But the parties never came close to an agreement.

New Spirit of Cooperation

One observation long-time Iowa Restaurant Association Lobbyist Craig Walter did share is this, "There seems to be a new spirit of cooperation within the various government departments that most impact the hospitality industry. Since the beginning of the year, we have had productive and positive meetings with Steve Larson of the ABD, Rod Roberts of the Department of Inspection of Appeals and others within the government. These meetings have left the Iowa Restaurant Association team with a sense that they are more interested in partnership than previous administrations. I'm confident this will translate all the way down to the local level and Iowa's restaurant owners and bar operators will see a noticeable difference in how their oversight agencies are working with them."

Case In Point

Changes were made this session related to the makeup of the ABD Board. The new rules open the possibility to an additional industry representative sitting on the Board—a move supported by the Iowa Restaurant Association.

Alternatives for Natural Gas



Seminole will assist you in determining your monthly usage and proactively recommend methods to manage your energy consumption and lower energy costs.

Recent news stories have been predicting a sharp increase in natural gas prices—a major cost of business concern for many Iowa restaurants and bars. The *FBIQ* team checked in with Dan Pearson of Seminole Energy Services, an IRA Member Benefit Partner, to get his perspective.

Two schools of Thought

Dan explained, “Right now, there are differing views on where natural gas prices will go. Some experts predict natural gas prices may double over the next several years. This is based in large part on a recent Department of Energy plan to export liquefied natural gas overseas—which could increase demand and thus prices. On the flip side, several experts at a recent US Energy conference said market pressures have eased on natural gas and with current supply levels, prices should remain steady for years to come. They say even with increased industrial and electric generation demands, the United States will still be producing more gas than needed.”

Protect Yourself

Dan’s Conclusion, “With two widely varying schools of thought—one predicting prices will double and the other suggesting they will remain flat—hospitality operators should protect themselves from the potential of spiking prices, Seminole Energy can help you do this in ways your local utility company cannot.”

Ready to Start Saving?

As a Member Benefit partner of the Iowa Restaurant Association, Seminole Energy Services offers IRA members exclusively discounted rates on natural gas. The average member saves \$600 per year. IRA members can further protect themselves by opting for a fixed price on gas—ensuring price certainty and protection against a rising market

Contact Cindy Jordan at the IRA office
cjordan@restaurantiowa.com or 515-276-1454.



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IOWA STATE FAIR CONTEST

Iowa Restaurants Can

**New Guidelines
Change Required
Cook Temperatures**

Go Pink with Pork

Feeling a little bit dry? For more than 10 years, Iowa's restaurateurs and chefs have balanced their desires to offer patrons center of the plate entrees featuring juicy, tender and flavorful pink pork cuts against the cook time and temperature guidelines set out by the U.S. Department of Agriculture (USDA) Food Safety Inspection Service (FSIS).

However new guidelines from the Agency are allowing restaurateurs to "pink it up." Guidelines for cooking pork chops, roasts and tenderloins now say these cuts can be safely cooked to medium rare at a final internal cooked temperature of 145 degrees Fahrenheit as measured by a food thermometer and followed by a three-minute rest time.

This Time, It's Best to Forget Grandma's Advice

Alison Swanson, Program and Marketing Director for the Iowa Pork Producers, a long-standing IRA Corporate Partner, noted with a bit of "dry humor" of her own, "The new cooking temperature ensures restaurants can easily present menu favorites with pork that's succulent and tender. The days of Grandma's cook time advice and over-cooked hockey puck pork roasts are gone."



The new temperature recommendation reflects advances in both food safety and nutritional content for today's pork, which is much leaner than Grandma's, and even Mom's, pork. On average, the most common cuts of pork have 27 percent less saturated fat than the same cuts 20 years ago.



Sassy pork dishes are signature dishes in many Iowa restaurants. Take advantage of new temperature guidelines to pink up your pork features.

Invest in a Digital Thermometer

Both the USDA and the National Pork Board recommend using a digital cooking thermometer to ensure an accurate final temperature. Ground pork, like all ground meat, should be cooked to 155 degrees Fahrenheit. Pre-cooked ham can be reheated to 140 degrees Fahrenheit, or enjoyed cold on sandwiches.

Hungry for More?

Additional information about cooking pork, including recipes, is available at PorkBelInspired.com, or Facebook.com/PorkBelInspired.

The Iowa Pork Producers Association is a Bronze Corporate Partner of the Iowa Restaurant Association. Visit their website at www.iowapork.org.



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Like Us On Facebook!



The Iowa Restaurant Association, like many Iowa restaurants, is ramping up our use of Facebook as a key communications tool to members and the public. Please take a moment to “like” our page at www.facebook.com/IowaRestaurantAssociation. Check out the photo albums from our 2011 events and follow the travels of the IRA’s new president as she visits and writes posts about restaurants from across the state.

Facebook Marketing Facts



500 million+ Active Facebook users

50% Of active users log on in any given day

700 billion Minutes spent on Facebook per month

80 The number of community pages, groups and events the average user is connected to



If Facebook was a country, it would have the world's 3rd largest population after China and India (and ahead of the United States.)



Check In to Foursquare and Claim Your Venue!

Ever wonder why your Facebook friends keep “checking in” places and letting the world know where they are via Facebook? Chances are they are using one of the fastest growing social media tools out there—Foursquare.

Foursquare is a free, simple way to attract new customers or reward your most loyal ones by offering Foursquare Specials—mobile coupons, prizes or discounts—which are presented to users when they check in at or near your venue. Specials can be tailored to fit your needs, whether it’s a unique discount for first-time customers or rewards for the 10th visit. Foursquare gives restaurateurs a slew of suggestions!

Make Your Claim

But you need to “claim” your business on Foursquare to take advantage of this free promotional tool. When you claim your venue, you’ll be asked to provide some contact information, which is used to verify that you are authorized to manage the venue on foursquare. You can begin that process by going to: <http://www.foursquare.com/business>.



Once your claim is reviewed and approved (typically 7-10 days), you’ll be the manager of your venue on Foursquare and you can start offering specials to entice people to “check in.”



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Doni DeNucci Retires After 16 Years of Leading Association

For many, it's hard to imagine an Iowa Restaurant Association that isn't being led by Doni DeNucci, who retired after nearly 16 years as president and CEO. Doni was recruited in 1995 by then Board Chairman Mike Whalen, president and CEO of Heart of America Restaurants and Inns. Doni came to Des Moines to take the helm from the Bettendorf Chamber of Commerce where she had been the CEO since 1990.

"Truth be told, I never thought I'd stay this long," confesses Doni with a smile. "But I just loved what I was doing and realized that only the decision to retire could pull me away."

The industry and the Association saw many changes under Doni's tenure. One of the most notable (and recent) from Doni's perspective is the increased commitment toward credentialing in the industry. "More people than ever are pursuing careers in the hospitality field—whether on the culinary side, which has seen an explosion of interest and young talent, or the business side through the various post-secondary restaurant management programs," says Doni. "As the professional association for this industry, that evolution has been an amazing thing to be a part of."

Under Doni's leadership the industry and the Association made great headway in further instilling the understanding of the "restaurant industry as a profession" in both the public and the legislature. Doni helped establish the National Restaurant Association's ServSafe program as the de facto standard for food safety education in Iowa and spearheaded initiatives to have the program taught across the state through a partnership with the county extension offices. She was a visible and vocal legislative advocate on behalf of Iowa's 6,000+ restaurants and retail beverage establishments, fighting for an "even playing field" for restaurants across the state. She also introduced a number of statewide recognition programs to honor excellence in the industry including the state's most coveted honors of "restaurateur, employee, chef, and purveyor of the year."

Most recently Doni focused her efforts on drawing attention to the industry's philanthropic endeavors which led to a national

Association award from Share Our Strength, a national anti-hunger organization, as well as a National Cornerstone Humanitarian Award for Mike Whalen's work on Wildwood Hills Ranch.

In addition to her work for Iowa's restaurant industry, Doni was a leader in many national organizations having served in numerous in National Restaurant Association leadership positions including on the NRA Board Directors and the National Restaurant Association Educational Foundation Board of Directors, as well as president of the Council of State Restaurant Association Executives (formerly International Society of Association Executives). At the state level Doni served on the Executive Board of Directors for the Iowa Society of Association Executives.

All that aside, Doni says she will most miss the eclectic characters that make up Iowa's hospitality industry. "Once this industry is in your blood, it never leaves you," she said. "I'm deeply passionate about the industry and will always treasure the relationships I've built."

Doni plans to spend some well-deserved time with her husband Steve and their two teenage sons Devin and Aaron. She also plans to pursue some of her other passions in a more in-depth way. She is an avid outdoorswoman and cyclist, as well as a regular volunteer for her church. She also has an "artistic" side that she will devote a little more energy to.

In her farewell, Doni borrowed the words of Mark Twain, one of her favorite authors to sum up her feelings about retiring from her positions, "Twenty years from now you will be more disappointed by the things you didn't do than by the ones you did do. So throw off the bowlines. Sail away from the safe harbor. Catch the trade winds in your sails. Explore. Dream. Discover," quotes Doni. "That's what I intend to do in the next phase of my life."

"I'm deeply passionate about the industry and will always treasure the relationships I've built."

The Iowa Restaurant Association has set up an honorary fund named for Doni which will benefit the IRA's school-to-work scholarship program. If you're interested in contributing in Doni's honor mail your contribution to: IRAEF Scholarship Fund, Doni DeNucci Honorary Scholarship Program, 8525 Douglas Ave., Ste. 47 Des Moines, IA 50322.



New IRA President and CEO Plans to Travel the State Throughout Summer

On July 1st, the Iowa Restaurant Association had a new leader.

Jessica Dunker was selected by the Board of Directors to serve as the Association's new President and CEO. Jessica may be a familiar face to many Iowa hospitality operators as she has served as editor of the *FBIQ Magazine* for the past several years and has been a part of many of the Association's programs and events.

In accepting the position Jessica commented, "Day in and day out Iowa's 100,000+ restaurant industry professionals are the face of hospitality for this state. A group this large and diverse needs to put forth a strong unified voice both in public policy and patron relations. I'm looking forward to serving as their advocate across the state."

Jessica has worked in both the private business and non-profit sectors having helped found two successful non-profit organizations, as well as an independent consulting practice. She has worked as a consultant within the industry helping clients such as the Des Moines Embassy Club and Gateway Market, as well as with partner associations such as the Iowa Grocery Industry Association and the Iowa Retail Federation.

In making the announcement, Mike Rastrelli, owner of Rastrelli's Restaurant in Clinton and Chairman of the IRA's Board of Directors, said, "Jessica brings a strong understanding of our industry, as well as an entrepreneurial spirit and vision for the IRA's future success and growth to the position."

Jessica replaces Doni DeNucci who retired May 31st after serving in the position for 15+ years.

Jessica plans to travel the state to meet with members and partners throughout July and August. The IRA's Board of Directors is planning to hold several member networking events across the state to introduce Jessica to the membership. Please take the time to join us at one of these events!

Restaurants Across IOWA

Check Out Jessica's Blog

Jessica will be chronicling her travels to Iowa's many hospitality locations in a blog on the Iowa Restaurant Association website. Check out her postings at www.restaurantiowa.com/blog. Would you like your establishment included? Contact Jessica at jdunker@restaurantiowa.com.



Raising Awareness of Restaurant Industry's Impact

One of Jessica's primary objectives in her new role is to raise awareness of the restaurant industry's positive impact on the economies of local communities and the state. She will be promoting the importance of a vibrant restaurant industry to Iowa media, consumers, legislators, community groups, educators, and potential partners across the state.

Would you like Jessica to speak to a local group or organization in your community? Contact her at jdunker@restaurantiowa.com.



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The Iowa Restaurant Association Presents...



Celebrating Excellence

Join the Iowa Restaurant Association for a night of celebration!

Culinary & Mixology Competitions | Food, Wine, Beer & Spirits from Culinary Masters
Silent and Live Auctions | Dessert Salon | Hospitality Industry Awards | Live Music by Bonne Finken

Sunday, September 25, 2011



Prairie Meadows Racetrack & Casino

1 Prairie Meadows Drive Altoona, IA

6 pm: Check in

6:30 – 8 pm: Gala Opens - Tasting Salons, Silent and Live Auctions & Live Music

8 – 9 pm: Competition Awards Presentation

\$50
per person



Reservations limited! Purchase your tickets in advance to guarantee your reservation. (800) 747-1453 or (515) 276-1454



Celebrating Excellence Culinary Arts Gala
Diamond Sponsors to date:



Hawkeye Foodservice Distribution, Reinhart FoodService, Sysco Foodservices of Iowa



Coca-Cola Bottlers of Iowa, Doll Distributing/Budweiser, General Parts, Luxco Spirited Brands/Pearl Vodka, Mrs. Clark's Foods, Pepsi Beverages Company

In-Kind: Certified Angus Beef, Prairie Meadows Racetrack & Casino Sysco Foodservices of Iowa



2011 Golf Classic Fun for All

Wild weather couldn't dampen the spirits of the 180 hearty golfers attending the 2011 IRA Golf Classic. The annual event took place Monday, June 14, 2011 at Briarwood Golf Course in Ankeny. The event kicked off with a cool overcast morning, but a fast storm cut short the morning shot-gun and delayed the afternoon start. By midafternoon, the sun had peaked through and the day ended in a warm, albeit still slightly soggy, day.

The IRA would like to thank the day's hole and inkind sponsors (listed below). In addition, we would like to thank IRA Board Chairman Mike Rastrelli for cooking and Food Marketing Services for providing breakfast, Hockenberg Newburgh for cooking and providing lunch, and Martin Brothers Distributing Company for cooking and providing dinner. Watch for information on the Association's 2012 Golf Classic in the next issue of FBIQ as returning Golf Classic Committee Chairman Mike Volrath of Heartland Payment Systems has already started planning next year's event!

More Golf Classic pictures can be seen at [Facebook.com/IowaRestaurantAssociation](https://www.facebook.com/IowaRestaurantAssociation).

Thank You to the IRA Golf Classic Hole and Event Sponsors!



Event Contributor: Elite Foodservice Specialists LLC

In-Kind: Barmuda Companies, Cadillac Coffee, Coca-Cola Bottlers of Iowa, Food Marketing Services - Iowa, Hockenberg Newburgh, Martin Brothers Distributing Co., Inc., Mrs Clark's Foods, Sysco Food Services of Iowa

IRA Board members John Huntington, Huntington's Restaurant, Marion, Clay Wiley, Prairie Meadows, Altoona, and Mike Rastrelli, Rastrelli's Restaurant, Clinton.



Tracee Halvorson, Mike Beecher, Amber Wasendorf and Connie Wasendorf represented myVerona Ristorante Italiano, Cedar Falls at the outing.



Ron Palmer, Hockenberg Newburgh, Des Moines manned the lunch grill.



Luxco Spirited Brands and Mrs. Clark's Juices gave golfers the opportunity to sample a range of Pearl vodkas and other spirits. **Andrew Best** and Board Member **Jeremy Thompson** both of Luxco with Board Member **Joe Spalding**, **Johnny's Italian Steakhouse** and **Shane Baumgart**, **Clarinda Country Club**.



The afternoon flight winners receive their prizes from **Mike Rastrelli**, Chair of the IRA Board and **Mike Volrath** of Heartland Payment Systems. The winning team was from Coca-Cola Bottlers and included **Andy Compiano**, **Cliff Scott**, **Rick Moran**, and **Dirk Kissel**.



Larry Ross and **Matt Ross** of **Seneca St. Saloon**, **Webster City**, **Patrick O'Connor**, **Reinhart FoodService**, **Iowa City**, and **Nolan Neuroth**, **Fireside Grille**, **Altoona** played in the morning shotgun.



Doll Distributing had four golfers **Cory Boatwright**, **Kelle** and **Jack Molloy** and **DJ Layson**.

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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.



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education and networking events

2011



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July 12th

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July 20th

ServSafe Training Class
ISU Extension Outreach Office
Urbandale, IA
Register: 515-669-7825

August

August 2nd

ServSafe Training Class
Wright County Extension Office
Clarion, IA
Register: 515-295-2469

August 4th

ServSafe Training Class
Webster County Extension Office
Fort Dodge, IA
Register: 515-576-2119

August 4th

ServSafe Training Class
Dubuque Co. ISU Extension Office
Dubuque, IA
Register: 563-608-0868

August 9th

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

Iowa Hospitality Industry Award Forms Due August 19th

Submit Your Nominations for Iowa
Restaurateur or Bar Owner, Chef,
Employee and Purveyor the Year
Forms at www.restaurantiowa.com

September

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Governor Terry Branstad**

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National Food Safety Education Month®

September 1-30

**National Food Safety
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September 13th

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Des Moines, IA
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September 25th

Celebrating Excellence Culinary Arts Gala
and Awards Event
Prairie Meadows Race Track & Casino
6 p.m.
\$50 per person

Call to reserve your spot 515-276-1454
Or E-mail: dorothyg@restaurantiowa.com



news from around the state

Governor Proclaims September Iowa Restaurant Industry Month

Iowa Governor Terry Branstad has proclaimed September 2011 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," Branstad said. Today 90 percent of the state's restaurants and bars participate in philanthropic efforts in their communities. Throughout the month of September, the Iowa Restaurant Association will be sponsoring a series of promotional and philanthropic events in celebration of *Iowa Restaurant Industry Month* culminating in the industry's annual Celebrating Excellence Gala September 25th at Prairie Meadows in Altoona. Find more details at www.restaurantiowa.com.

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 August 19, 2011. Winners will be honored at the Association's Celebrating Excellence Gala at Prairie Meadows, Altoona on September 25, 2011.



Looking for Iowa's Top Mixologist

Pearl Vodka is looking for the best of the best at four regional competitions across Iowa. If you're up for the challenge get ready to battle in a head to head competition in front of a live crowd. The top 2 regional mixologists for each event will advance to the finals to be held at the Iowa Restaurant Association's Celebrating Excellence Culinary Arts Gala on September 25th in Altoona. Final 8 competitors will battle for a chance at winning a \$1000 prize. A people's choice prize of \$500 will also be awarded the evening of the gala.



Burke Corporation Earns Food Safety Certification

IRA allied member Burke Corporation recently earned the SQF 2000 level 3

(Comprehensive Food Safety and Quality Management Systems) certification awarded by the Safe Quality Food Institute, a division of the Food Marketing Institute. To earn SQF 2000 certification, Burke had to meet traceability, regulatory, food safety and commercial quality standards in a structured and cost effective manner.



AMERICANA
RESTAURANT & LOUNGE

Carlson Opens Americana in Des Moines

Longtime IRA member and Board Member Scott Carlson, owner of Court Ave. Brewing Company, has a new restaurant in Des Moines. Americana is an upscale casual restaurant located in the Gateway West portion of downtown Des Moines. The restaurant opened May 27 in a historic building that was once an automobile showroom. The chef is Mike Holman, formerly of the Café in Ames and Dos Rios.

Branstad Speaks at Rastrelli's in Clinton

In June, Iowa Governor Terry Branstad chose member restaurant Rastrelli's in Clinton as the location to meet with Iowans as part of his 43-city "Working

Together for a Better Future" tour. He gave a 15-minute speech about the budget and took questions from a packed room.

Windy Kalmes Anniversary

IRA Board Member Windy Kalmes of Kalmes Enterprises in St. Donatus, Iowa is celebrating 56 years in business in July. His family has been running a hospitality establishment in St. Donatus, population 160, since the 1890s, when his great-grandfather Peter Kalmes emigrated from Luxembourg and opened a bar in the eastern Iowa community. That original bar has been refurbished and is still used in Kalmes Restaurant today.

Whalen Makes National Television Appearance

Long-time IRA member Mike Whalen recently appeared on the national morning program Fox & Friends speaking on behalf of small business. Whalen shared the frustrations of business people seeking business loans to start new projects.

**Are Any Political
Candidates Planning
a Stop in Your
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