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

The 2010
Buyers Guide
Inside This Issue!

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**Expert Vendor
Partners Can
Help Grow Your
Business**

Special Legislative Insert

2010 LEGISLATIVE ISSUES
MAY IMPACT YOUR
BOTTOM LINE

Industry Intel

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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.

Celebrating Excellence Gala

Honors Business, Service, Legislative and Culinary Talent

Hospitality professionals from across the state once again came together at Johnny's Italian Steakhouse and Holiday Inn & Suites at Jordan Creek in West Des Moines to "celebrate excellence" in Iowa's restaurant and retail beverage industry. Attendees of the Iowa Restaurant Association's annual Celebrating Excellence gala spent the evening sampling the culinary competition dishes created by eight Iowa chefs, as well as tasting the latest in wine, beer and spirits. There was a VIP awards reception, raffle and silent auction, live entertainment, and unlike last year, the desserts were available all night. The gala was emceed by WHO Radio personality Mark Pearson and featured a keynote address by National Restaurant Association Board Chairman Mike Gibbons, president and CEO of Mainstreet Ventures, Inc. in Ann Arbor, Michigan, a regional restaurant chain. Earlier in the day, the IRA, Iowa Beef Industry Council and The Soyfoods Council co-sponsored a culinary competition. Proceeds from the evening benefited the IRA's legislative, education, and other member programs.



Mike Whalen Named 2009 Restaurateur of the Year Award and Association Champion



Mike Whalen, president and CEO of Heart of America Restaurants & Inns, headquartered in the Quad Cities, received two of the Iowa Restaurant Association's top honors at this year's Celebrating Excellence gala. Whalen was named the 2009 Iowa Restaurateur of the Year as well as the 2009 IRA Champion. Restaurateur of the Year honors the person who best exemplifies service, quality,

and originality to customers, as well as a dedication to the betterment of the Iowa restaurant industry. The IRA Champion award is given to the person that best demonstrates support of Iowa's hospitality industry. Whalen, together with his wife Kim, has developed, and now owns and operates 29 restaurants and hotels in 10 metropolitan areas across the Midwest. His flagship Machine Shed Restaurants still lead Iowa in sales volume.

Congratulations 2009 Iowa Restaurant Association Award Winners

Chef of the Year

Emphraim Malag

*Tournament Club of Iowa
Polk City*

Tournament Club of Iowa Executive Chef Ephraim Malag, CMFC, CEC, was named the Iowa Restaurant Association's 2009 Chef of the Year. The award recognizes creativity, culinary excellence and service to the industry. Malag's traditional and contemporary dishes have an international influence derived primarily from French-style and Pacific Rim-style recipes. He is a frequent award winner in culinary competitions across the country and his cuisine is well established as some of the best in the Midwest. In addition to his culinary talent, Malag is a well known philanthropist, frequently volunteering his time to organizations that promote culinary education and support youth programs.



Employee of the Year

Imre Torok

*Des Moines Embassy Club
Des Moines*

Imre Torok, assistant general manager for the Des Moines Embassy Club, was named the Iowa Restaurant Association's 2009 Restaurant Employee of the Year. The honor is given to the person who best exemplifies both outstanding performance and customer service. Imre joined the Embassy Club team as a Hungarian political refugee, speaking little English, and worked his way through the ranks to his current position. Today, he runs five facilities, yielding \$5 million in revenue with a payroll of \$2 million all while successfully meeting the needs of the clientele. He exemplifies the American dream, as well as a heart of service.



Culinary Competition Winner

Brian Sonksen

*Soho Sushi Bar and Deli/
The Stuffed Olive
Cedar Falls*

Eight chefs from across Iowa participated in the annual culinary competition sponsored by the Iowa Beef Industry Council, The Soyfoods Council, and the Iowa Restaurant Association. Chefs prepared dishes featuring beef tenderloin with a soyfoods side dish. Chef Brian Sonksen of Soho Sushi Bar and Deli/The Stuffed Olive, Cedar Falls earned top honors for his Lemongrass Smoked Beef Tenderloin and Edamame Dumplings. Second place and People's Choice award winner was Chef Scott Welbourn of Johnny's Italian Steakhouse, West Des Moines, with his Beef Tenderloin Topped with Johnny's Signature Sinatra Sauce and Sun-dried Tomato Pesto Risotto with Edamame.



Legislative Champion

State Senator Steve Warnstadt

*Senate District 1
Sioux City*

The Iowa Restaurant Association named Senator Steve Warnstadt from Sioux City as the 2009 Legislative Champion of the Year, pictured here with Rhonda Capron, board member from Sioux City. In making the presentation, Mike Rastrelli, vice chair Government Affairs for the IRA said, "This award recognizes a man who has truly been an advocate for our industry in the legislative arena. He not only listens to his constituents, but takes action, which has been abundantly apparent in his diligent work on behalf of the hospitality industry." Senator Warnstadt has served four terms in the Iowa House and is currently serving his second term in the Iowa Senate.



Get Creative With Pork This Year

The Iowa Restaurant Association partners with experts from across the state to help members find new ways to enhance profits. *FBIQ* checked in with Alison Swanson of the Iowa Pork Producers Association for the latest information on Iowa pork.

Restaurateurs Find New Uses for Pork Favorites

United States restaurants dish up 10 billion servings of pork annually. One-third of those menu offerings are in the form of breakfast sandwiches, 13% are bacon cheeseburgers, and 10% is bacon, which is increasingly served not just for breakfast, but also as a flavor enhancement in salads, sandwiches and entrees. For example, award winning Iowa chef George Fomaro (South Union Bakery, Centro, Gateway Market) claims, "everything is better with bacon."



However Fomaro, like many other Iowa chefs, has consistently added more pork to his restaurant menus over the past several years. That is good news for Iowa on many fronts as the state's pork industry has an annual economic impact of nearly \$12 billion on the Iowa economy—approximately 5% of the state's total economic output.

Iowa Chefs To Compete

One dozen Iowa chefs will have the opportunity to showcase their creative skills with their favorite pork cuts at the IPPA's annual Iowa Taste of Elegance competition on January 25th at the Des Moines Downtown Marriott Hotel. Competing chefs will be challenged to create entrées that can be prepared within the time constraints of a busy kitchen and easily featured on a restaurant menu. The winning chef will exhibit culinary excellence as well as "practicality with flair." The Iowa winner will go on to compete at the National Taste of Elegance competition, along with other regional winners in the spring of 2010.



New Cuts of Pork Offer Creative Options

The Iowa Pork Producers Association (IPPA) is always seeking new ways to encourage the state's top chefs to further increase pork options on Iowa's restaurant menus. This year the IPPA is hoping restaurants and chefs will create new menu items featuring four new cuts of "the other white meat." Those include:

- Pork Shoulder Breast Boneless
- Pork Shoulder Petite Tender Boneless
- Pork Leg Cap Steak Boneless
- Pork Leg Sirloin Tip Roast Boneless

In the Margins...

As restaurants consider ways to increase profitability, many are taking advantage of current pork prices. For example, the profitability difference of a meal featuring an 8 oz. center cut pork chop versus an 8 oz. steak can be much as a 35% per plate.



That's Creative

The Iowa Pork Producers Association recently helped sponsor The Mid-Atlantic Taste of Elegance contest in downtown Baltimore. The competition winner exhibited not just culinary prowess but a sense of fun with his winning dish. Executive



Chef Jerry Edwards, owner of Chef's Expressions Catering and Consulting in Timonium, Md was entitled, "Three Little Pigs," and featured a Straw House (wheat berry salad garnished with miso bacon), a Stick House (smoked pork loin grilled over rosemary branches with rosemary-onion soubise), and a Brick House (brick-pressed pork belly infused with star anise).

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State Association Represents Interests of Iowa's Restaurant and Bar Industry to Legislative Leaders

Collective Voice to Lawmakers



Because of the breadth of business, insurance, tax, employment, licensing, health, nutrition, and other issues that daily impact restaurants and bars, state and national lawmakers rely on trusted relationships with people well-versed on the collective concerns of the hospitality industry to help guide their decisions.

Legislators know that a strong hospitality industry is one of the cornerstones of a strong economy. In Iowa alone, restaurants and bars employ ten percent of the state's workforce—making hospitality Iowa's largest private sector employer. It's imperative that industry leaders find ways to participate in the political process and ensure the collective concerns of business owners, employees, customers, and communities are represented and acted upon.

The Iowa Restaurant Association is the industry's voice to legislators representing the interests of restaurant and bar operators at the Capitol day-in and day-out. If your establishment is not yet a member, get involved today.

Seasoned Team For 15+ years, Iowa's restaurant and retail beverage industries have benefitted from effective representation at the Iowa State Capitol. Craig Walter, a former state representative himself, has been lobbying on behalf of Iowa's restaurants and bars since the early 1990s.

As the IRA lobbyist, Walter spends the better part of January through May at the State Capitol, tracking proposed legislation and amendments, attending committee meetings, and most importantly networking with legislators in the Rotunda—all to ensure the industry's interests remain "top of mind" when state lawmakers consider issues that could impact the hospitality business climate.

Walter is often joined by IRA President and CEO Doni DeNucci, as well as various IRA members, at committee meetings and hearings—ensuring that the concerns of restaurant and bar owners are heard.

Visible Daily Advocates

One of the simplest and most cost-effective ways hospitality professionals can engage in both the state and national political process and reach the ears of legislative leaders, is membership in the Iowa Restaurant Association (IRA). (Regular IRA members automatically receive dual national membership at no additional cost.)

With headquarters in Des Moines and Washington D.C. respectively, the Iowa and National Restaurant Associations (NRA) are visible and present advocates for the restaurant and bar industry to state and national lawmakers. They also serve as the collective voice to the media and public.

"Our role is to serve as educators. Legislators are not restaurateurs and one can't assume they will automatically understand the impact that any given piece of legislation might have on the day-to-day operations of restaurants and bars. It's our job to help them see that perspective," explains Doni DeNucci, president and CEO of the IRA.

Do you have a message you want to ensure legislators hear? Contact your IRA lobbying team today at info@restaurantiowa.com.

Call
800-747-1453
or e-mail
info@restaurantiowa.com
to join today!



Lobbyist: (def) advocate, educator, supplicant

The word lobbyist comes from the chambers in which the act of "lobbying" usually takes place, an anteroom near legislative bodies, for instance, or even the lobby of hotels where important people are staying.

Legislative Priorities

HEALTHCARE REFORM THAT BENEFITS OPERATORS AND EMPLOYEES

Iowa's restaurant employees need access to affordable, quality health care.

• **SUPPORT** HEALTH CARE SOLUTIONS

The IRA supports cost-effective, market-driven health care solutions for restaurant owner/operators and employees alike. This issue is being addressed by the National Restaurant Association team at the national level.



The IRA and NRA believe:

- Tort reform will alleviate the cost of healthcare.
- The responsibility of health care coverage should not automatically fall to employers.
- Assessing a per employee tax to cover health care would be detrimental to the hospitality industry. For more information, go to restauranthealthcarereforminfo.com.
- Legislation must take part-time employees into account and not unnecessarily burden employers.

FEES = TAXES INCREASE NEITHER

The IRA opposes any additional fees and or taxes that could increase the cost of doing business.

In recent years, Iowa's restaurant industry has been negatively impacted by a series of legislative decisions that increased costs (e.g. minimum wage) and limited choices in Iowa establishments (e.g. smoking bans). Current legislative concerns include:

• **OPPOSE** INSPECTION AND LICENSING FEE INCREASES

License and inspection fees are just taxes by another name. The IRA opposes increases to either.

• **OPPOSE** LOCAL OPTION TAXES

Allowing cities and counties the option of inacting special local restaurant and bar taxes similar to a "hotel tax" further burdens small business owners in an increasingly tenuous marketplace. What's more, it creates an uneven playing field for businesses that adjoin communities with no such tax.

History of Collaboration, Legislative Success

The Iowa Restaurant Association was founded in 1933 by a group of Iowa restaurateurs who sought to promote a spirit of cooperation among members as well as to encourage and influence legislation impacting the industry. Those foundational tenants have remained at the heart of the organization for its 75+ year history.

Over the decades, the Association has successfully promoted the interest of operators—holding at bay tax and fee increases, operating restrictions such as smoking bans, and mandated wage and cost increases for years after other states had inacted such business-unfriendly legislation. The Association's member-driven legislative agenda continues to address the day-in and day-out concerns of operators across the state. The state and national associations' professional lobbying teams have built relationships with lawmakers and serve as the voices, faces and advocates of this agenda.

RECOGNIZE THE ROLE OF PERSONAL RESPONSIBILITY

The IRA believes responsible operators should be given the flexibility to meet customer needs without the fear of frivolous lawsuits.

- **SUPPORT** DRAM SHOP REFORM

Current DRAM Shop Insurance laws place inappropriate liability and a significant insurance cost burden on restaurant operators. Present law places no liability limits and requires no burden of proof that a business owner or employee actively contributed to the intoxication of a person causing injury due to the over consumption of alcohol. This is a law that no other industry that sells alcohol faces. Reform is needed.

- **SUPPORT** INDUSTRY EDUCATION

Food industry research shows that foodborne illness is best prevented by a uniform food code, industry trained restaurant employees, trained inspectors and a uniform inspection process. The IRA supports non-fee based incentives to increase training opportunities as well as a uniform inspection process.

- **SUPPORT** CONSUMER INFORMATION INITIATIVES

The IRA supports the Labeling Education and Nutrition Act of 2008 (LEAN Act) which will provide a national nutrition labeling standard for foodservice establishments with 20 or more locations. This will allow consumers to make wise food choices on their own.

- **STOP** FRIVOLOUS LAWSUITS

Frivolous lawsuits deny the role personal responsibility plays in the dietary choices individuals make. The IRA believes restaurants should not be held legally responsible for serving their customers food that the customer requests. Healthy eating should be promoted by education and information, not lawsuits.

Never Wonder When to Hit the Capitol Steps

Iowa Restaurant Association members receive up-to-the-minute reports about impending legislation, including information about which legislators to call on which topics. These grassroots efforts are part of the IRA's Iowa Grassroots Opportunities (I-GO) Network.



Call

800-747-1453

or e-mail

info@restaurantiowa.com

to join today!

The Iowa Restaurant Association represents the interests of restaurant and tavern operators directly to lawmakers on issues that impact your business.

What is a PAC?

A Political Action Committee (PAC) is a fund that people with shared interests contribute to. Funds are allocated to candidates in both parties that the group feels will best represent their interests. Individuals may give any size contribution to a PAC. Businesses cannot contribute to a PAC. The Iowa Restaurant Association PAC supports state candidates that are advocates for the hospitality industry. Your contribution helps elect people who support your business. You need not be a member of the IRA to contribute.

Help Elect Candidates That Support Your Business

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, 8525 Douglas Ave. Suite 47, Des Moines, IA 50322.

Businesses wishing to contribute to the IRA's political and legislative efforts may do so through the Iowa-GO (Grassroots Opportunities) Fund. These contributions may be made directly to the Iowa Restaurant Association.

Election 2010

In light of the coming elections, state of the economy, and business environment, there is no better time to become politically engaged. Become a member in the Iowa Restaurant Association today. Call 515-276-1454.



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

—Craig Walter

15+ Year Lobbyist for the Iowa Restaurant Association



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

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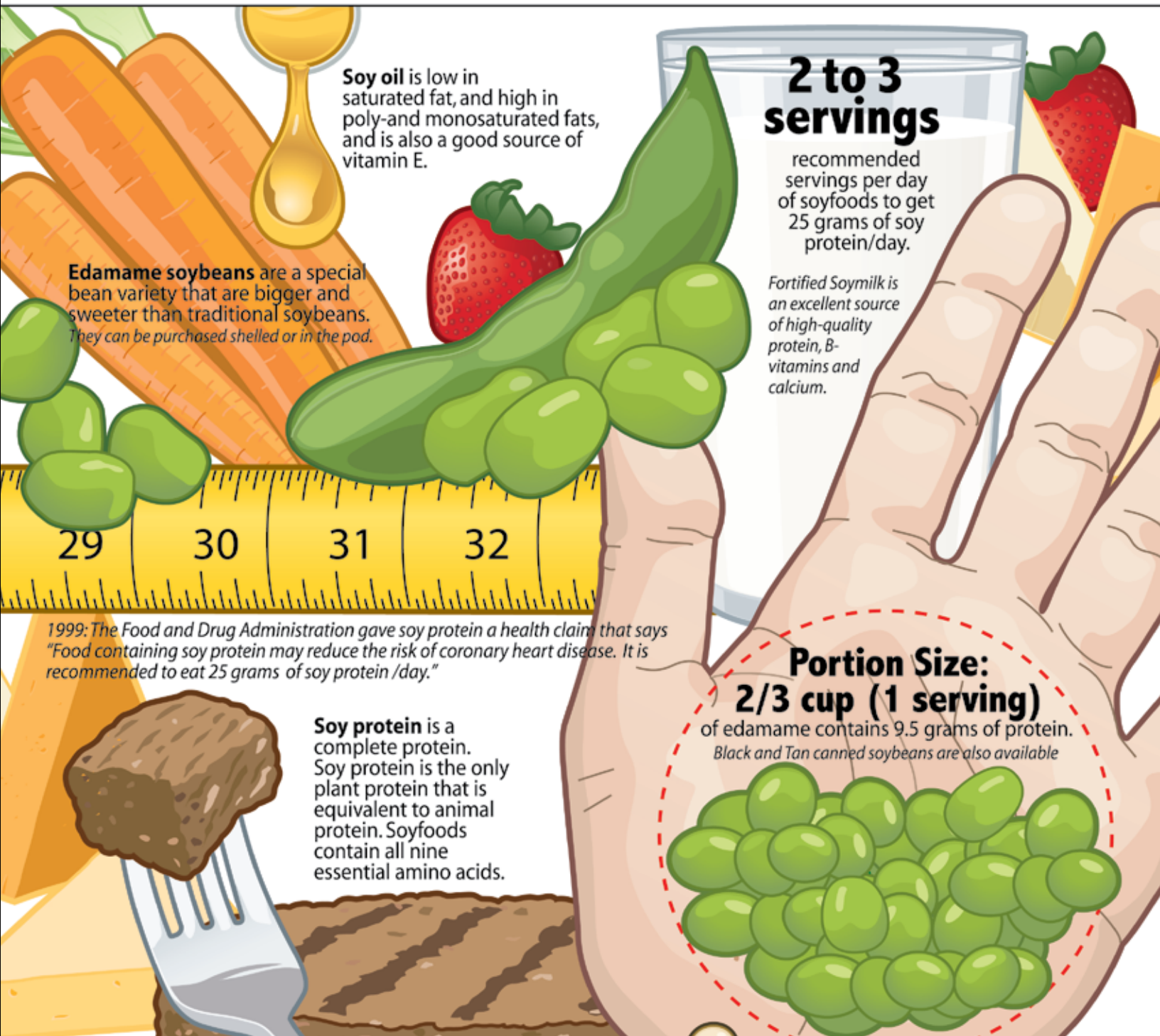
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Power Connection

Membership in the Iowa Restaurant Association

Successful restaurant and tavern operators recognize the importance of forging not just contacts, but partnerships with experienced vendors and suppliers. They understand the advantages of making quality connections. Membership in the Iowa Restaurant Association puts operators on the fast track to establishing such relationships with the industry's power players.

This issue of *Food and Beverage Iowa Quarterly* provides a comprehensive guide to the Association's Allied Members, Member Discount Program Partners and Corporate Partners. IRA partners are reputable, with sound business models and an established

understanding of, and commitment to, the hospitality industry.



Pace Setter Partners

Pace Setter Partners have invested anywhere from \$5,000 to \$20,000 back into the industry by supporting the IRA's various programs and representation efforts. As you make your supplier choices, please give due consideration to the companies that support these programming efforts and services.



Member Discount Program Partners

Member Discount Program Partners offer IRA members exclusive programs and discounts that are guaranteed

"better than street" prices. IRA team members are familiar with the programs and can put you in contact with the appropriate, qualified representative.

Of course, all of the IRA's Member Discount Program Partners, Pace Setter Partners, and Allied Members strive to help restaurateurs and bar owners improve their business operations and ultimately, their profitability. So save this issue of *FBI Quarterly* and use it often!

The Iowa Restaurant Associations goal is to provide programs and services that improve members bottom line profitability. Taking advantage of one or more member discount programs often pays for the price of membership. What's more, members receive a resource CD chalk full of invaluable business tools and information. IRA membership is a sound tax deductible investment in your business. If you are an IRA member and are not yet leveraging the member benefit programs available to you, or if you are not a member and are interested in learning more about how the IRA can help your business, contact Cindy Jordan, Membership Director, ccjordan@restaurantiowa.com or 515-276-1454.



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www.hawkeyefoodservice.com

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Iowa Pork Producers Association

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-  SYSCO Food Services of Iowa, Inc.
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-  Hawkeye Foodservice Distribution, Inc.
- McCormack Distributing Co.
- Rapids Wholesale Equipment
-  Reinhart FoodService

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- Boulevard Brewing Company
-  Doll Distributing LLC
- Diageo
- Fahr Beverage
- Glazer's Distributors of Iowa
- Johnson Brothers of Iowa
- Iowa Beverage Systems
- Kirchoff Distributing
-  Luxco Spirited Brands
- MJ Distributing





Beverages (Non Alcoholic)

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- Farner-Bocken Co.
- Glazer's Distributors of Iowa
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- Johnson Brothers of Iowa
- Kirchoff Distributing
-  Martin Bros. Distributing Co., Inc.
- MJ Distributing
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- Pepsi Americas
-  Reinhart FoodService
-  SYSCO Food Services of Iowa, Inc.
- Voss Distributing/Red Bull LLC

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-  First Data

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- Iowa Des Moines Supply, Inc.
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-  SYSCO Food Services of Iowa, Inc.


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-  North Country Business Products
-  Restaurant Marketing Group




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- Proestler Company
-  Reinhart FoodService

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-  D&J Consulting L.C.
-  Green Applied Technologies
-  Seminole Energy Services
- SM Engineering

Consulting, Financial

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-  D&J Consulting L.C.
-  Lincoln Savings Bank
-  Second Chance Act Solutions
- The Dana Company
- Woolridge Insurance

Consulting, Foodservice

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-  Martin Bros. Distributing Co., Inc.
-  Reinhart FoodService
-  Restaurant Marketing Group
-  SYSCO Food Services of Iowa, Inc.
- Taylor Industries, Inc.

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-  Martin Bros. Distributing Co., Inc.
- Performance Food Group/Thoms
- Proestler Company
-  Reinhart FoodService
-  SYSCO Food Services of Iowa, Inc.
- Wells Dairy Blue Bunny

Dishwashing Equipment Sales

-  Bolton & Hay
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- Edward Don & Company
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- Iowa Des Moines Supply, Inc.
-  Martin Bros. Distributing Co., Inc.
- Performance Food Group/Thoms
- Proestler Company
- Rapids Wholesale Equipment
-  Reinhart FoodService
-  SYSCO Food Services of Iowa, Inc.


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- Fahr Beverage
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- Glazer's Distributors of Iowa
-  Hawkeye Foodservice Distribution, Inc.
-  Martin Bros. Distributing Co., Inc.
- Performance Food Group/Thoms
- Proestler Company
-  Reinhart FoodService
- Reinhart FoodService of Omaha
-  SYSCO Food Services of Iowa, Inc.
- US Food Service Inc.

Educational Materials

- Distilled Spirits Council
-  Iowa Restaurant Association
- Educational Foundation
-  Iowa Beef Industry Council
-  Iowa Pork Producers Association
-  Restaurant Marketing Group
-  Soyfoods Council

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- KCI Restaurant Services
- Sanimax Grease Services

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- Rapids Wholesale Equipment
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- Insurance Station
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- Reynolds & Reynolds, Inc.
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- Skogman Carlson Insurance Company
- Smith D&L Insurance
-   Society Insurance
- The Dana Company
- Woolridge Insurance

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-  Iowa Pork Producers Association
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-  Reinhart FoodService
-  SYSCO Food Services of Iowa, Inc.

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- Lehman's Commercial Service / General Parts LLC
- Martin Bros. Distributing Co., Inc.
- McCormack Distributing Co.
- Performance Food Group/Thoms
- Proestler Company
- Rapids Wholesale Equipment
- Reinhart FoodService
- SYSCO Food Services of Iowa, Inc.
- Taylor Industries, Inc.
- Wilson Restaurant Supply, Inc.

Sales Tax Exemption

- Consolidated Energy Services
- D&J Consulting L.C.

Sanitation Supplies/Cleaning Services

- Clean Des Moines
- Ecolab Inc.
- Edward Don & Company
- G&K Services
- Hawkeye Foodservice Distribution, Inc.
- Iowa Des Moines Supply, Inc.
- Martin Bros. Distributing Co., Inc.

Performance Food Group/Thoms

- Proestler Company
- Reinhart FoodService

Seafood

- Food Marketing Services Iowa, Inc.
- Farner-Bocken Co.
- Hawkeye Foodservice Distribution, Inc.
- Martin Bros. Distributing Co., Inc.
- Midstates Marketing, Inc.
- Performance Food Group/Thoms
- Proestler Company
- Reinhart FoodService
- Reinhart FoodService of Omaha
- SYSCO Food Services of Iowa, Inc.

Security Systems & Equipment

- ADT Security Services

Tobacco/Tobacco Sales

- Farner-Bocken Co.

Uniforms

- Aramark Uniform Services
- Edward Don & Company
- G&K Services
- Premier Linen & Drycleaning, Inc.

Utilities

- Alliant Energy
- Consolidated Energy Services
- D&J Consulting
- Green Applied Technologies
- Mid American Energy Company
- Seminole Energy Services
- SM Engineering

Vending/Game Machines

- Rich and Junnie's Coin, Inc.

Websites

- Well Done Menu Solutions

Wines/Spirits Distributor

- Diageo
- Glazer's Distributors of Iowa
- Johnson Brothers of Iowa
- Luxco Spirited Brands
- MJ Distribution

Wine "To Go" Bags

- Iowa Des Moines Supply
- Wilson Restaurant Supply
- Reinhart Foodservice
- Martin Brothers Distributing
- Sysco Food Service of Iowa
- Wine Doggy Bags LLC

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Thank You 110% Club

The IRA is a member-driven organization. We exist to help hospitality businesses—cornerstones of their communities—build customer loyalty, rewarding careers, and financial success.

Each year members have the opportunity to go above and beyond in their support for the Association. These businesses voluntarily pay 110% of their dues. This provides the IRA team additional resources we need to deliver advocacy, legislative and member discount programs, training and education initiatives and networking events to our entire membership. Please join us in recognizing and thanking the 110% Club.

Can Two Brokerage	West Branch	Tumea & Sons.....	Des Moines
Checkerboard Restaurant.....	Pleasantville	Papa's Place.....	La Motte
Cheers Lounge & Grill	Sergaents Bluff	Ankeny Diner	Ankeny
Leo's Italian Restaurant.....	Oelwein	Harlan's Fine Foods.....	Harlan
West Towne Pub	Ames	Aramark	Des Moines
Hamburg Inn #2	Iowa City	Roisum Elite Sales.....	Clive
Insurance Associates.....	Iowa City	Fahr Beverage.....	Waterloo
Union Station Sports Bar & Grill	Cedar Rapids	Huntington's Restaurant	Marion
Smith D & L Insurance.....	Independence	Mid American Energy	Urbandale
Ludovissy & Associates.....	Dubuque	Montage.....	Cedar Falls
Bob Roe's Point After	Sioux City	Darling International.....	Des Moines
Liberty Fruit Company	Kansas City	The Royal Mile	Des Moines
Iowa Des Moines Supply.....	Des Moines	Chicago Speakeasy	Des Moines
Eichman's Bar & Grill	Sageville	Ickey Nickel.....	Sioux City
West Des Moines Marriott	West Des Moines	Sports Page/Mineral City.....	Ft Dodge
High Life Lounge/El Bait Shop	Des Moines	Taylor Industries.....	Urbandale
Ecolab	Iowa City	Performance Food Group/TPC	Rock Island IL
Colony Market Place.....	Amana	16th Avenue Grill.....	Cedar Rapids
Tastee Inn & Out.....	Sioux City	Papa John's of Iowa	Des Moines
Voss Distributing.....	Des Moines	Culver's of Decorah.....	Decorah
Grinnell College.....	Grinnell	Barrel Drive In.....	Clear Lake
Rhonda's Speak Easy	Sioux City	Clarion Hotel	Cedar Rapids
Vaughn's Pub.....	Marshalltown	The Drake LLC.....	Burlington
Harold Bischman.....	Bettendorf	Georgie's Sky Line Inn.....	Dubuque
Northern States Management/		Wells Fargo.....	Des Moines
Bonanza	Brainerd MN	Moracco Supper Club.....	Dubuque
Meskwaki Casino.....	Tama	Old Chicago Pizza.....	Bettendorf
Mrs. Clark's Foods.....	Ankeny	Skogman Carlson Insurance	Cedar Rapids
Paxton Street Tavern	Sioux City	Kopper Kettle.....	Missouri Valley
Boulevard Brewing Company	Kansas City MO	Wells Blue Bunny Dairy	LeMars
First Data Merchant Services.....	Sewell NJ	Macaroni Grill.....	West Des Moines
University Club/Mauch Enterprises	Iowa City	Barmuda Companies	Cedar Falls/
Pepsi Americas.....	Atlantic		Waterloo
Christopher's	Des Moines	Courtside Bar & Grill	Dubuque
Denison Job Corps	Denison	Culver's of Sioux City	Sioux City
Ainsworth Four Corners	Ainsworth	Hitchin Post Grill	Bevington
J & B Bar.....	Sheldon	Hometown Café.....	Preston
Manhattan Steak House	Centerville	The Homestead.....	Independence
Front Street Brewery	Davenport	Asbury Eagles #4458.....	Dubuque
Café Dodici.....	Washington	MacBehrs	Sioux City
PerXactly Bar & Grill.....	Maquoketa	Latin King	Des Moines

Members Keep the Faith

The staff and leadership of the Iowa Restaurant Association realize hospitality establishments across the state are facing unprecedented challenges, yet most are choosing to stand along side the Association.



Doni DeNucci, CAE
President & CEO
Iowa Restaurant Association

That tells us two things—new members see the potential value of the Association and current members appreciate the value of the Association. To both groups, I want to express a sincere “thank you for your support.”

Your Membership Matters

Your membership makes it possible for us to continue to represent, promote, and serve the state's hospitality professionals through a range of legislative, educational and exclusive member discount programs—programs that can help improve your bottom line.

Please continue displaying your door decals and membership certificates in areas where customers can see them. Whether you serve the general public or the restaurant industry, membership in your professional association makes a positive statement about your business.

Thanks!

Again, thank you for your steadfast support. We look forward to showing you why your membership is a sound investment in the future of your business, as well as the industry!

Long-time member?
We'd like to
hear from you!

If you have been an
Association member for
more than 20 years, let us know.
We're gathering those names
for special recognition.

Contact Cindy Jordan,
Membership Director at
cjordan@restaurantiowa.com
or go to
www.restaurantiowa.com

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news from around the state



Iowa ProStart Students Work with Guy Fieri

Six students from Davenport Central High School and Waukegan High School were given the opportunity to spend some face time with Food Network star Guy Fieri (Diners, Drive-Ins and Dives, Guy's Big Bite and Ultimate Recipe Showdown) as part of the chef's latest endeavor "The Guy Fieri Roadshow." The live stage show visited 21 cities in 30 days combining the worlds of food and rock 'n' roll. At each stop, Fieri worked with ProStart student interns and allowed them to assist in the preparation of the food for the show. Students then stayed on hand (behind the scenes) to help during the stage show itself. The Iowa students were part of Fieri's December 6th show at Harrah's Casino in Council

Bluffs. Visit www.guyfieri.com/tourdates.html for more details. For more information on ProStart visit www.restaurantiowa.com



Ox Yoke Inn Prepares to Celebrate 70 Years

An Iowa landmark will celebrate 70 years of business in the coming year. The Ox Yoke Inn in Amana is one of the largest family-owned restaurants in Iowa. The Ox Yoke Inn is known for its family style service where entrees are accompanied by bowls of fresh made from scratch side dishes and salads. The Inn was opened in 1940 when William and Lina Leichenring converted a former communal kitchen house on Amana's main street into a family restaurant. Today, the establishment is owned and operated by William and Lina's son Bill.



Smiley Takes Helm of IRA Board of Directors

Matt Smiley, vice president of operations for Barmuda Corporation in Cedar Falls, assumed his responsibilities as chairman of the Iowa Restaurant Association Board of Directors at the Association's annual meeting in November. Smiley succeeds Suzanne Summy of Trostel's Greenbriar, Dish and Chip's, all Des Moines area restaurants. Smiley has been a member of the IRA Board for three years and most recently served as the chairman of the Association's Government Affairs Committee. 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. Each

year, the Board is elected by the membership. If you are interested in serving on the IRA Board of Directors, contact the IRA at (515) 276-1454 for a nomination form.

FACES OF DIVERSITY AWARDS

Faces of Diversity Award Deadline January 22, 2010

The restaurant industry's workforce is more diverse than any other business sector. Each year, the National Restaurant Association and PepsiCo Foodservice celebrate and honor those who have realized the proverbial "American Dream" in the restaurant industry through the Faces of Diversity Awards. The program selects four winners and 12 finalists who have achieved success through hard work and determination. The 2010 application is now available online at www.restaurant.org. The application deadline is January 22, 2010.

Got News?

Send news about Iowa restaurants and taverns to:

Jessica Dunker,
FBIQ editor at
jessica@dunker.com



Iowa

education and networking events

2010



Iowa
Restaurant
Association™

January

January 12

ServSafe Food Safety Training
Iowa Restaurant Association
Des Moines, IA

To register, call 515-276-1454

January 12

ServSafe Food Safety Training
Dubuque County Extension
Dubuque, IA

To register, call (563) 927-4201

January 12

ServSafe Food Safety Training
Johnson County Extension
Iowa City, IA

To register, call 319-337-2145

January 19 – 2:00 p.m.

Telewebinar “Purchasing and Menu
Management”

Register online at www.restaurantiowa.com

January 20

ServSafe Food Safety Training
Polk County Extension
Altoona, IA

To register, call 515-957-5763



January 26-28

Risk and Safety Managers
Study Group Meeting
Sponsored by the
National Restaurant Association
<http://restaurant.org/studygroups/meg/> or
714-750-4321 Anaheim, CA

February

February 9

ServSafe Food Safety Training
Iowa Restaurant Association
Des Moines, IA

To register, call 515-276-1454

February 17

ServSafe Food Safety Training
Polk County Extension
Altoona, IA

To register, call 515-957-5763

February 16 – 2:00 p.m.

Telewebinar “Training Service Staff”
Register online at www.restaurantiowa.com

February 16

Legislative Leadership Day
Des Moines, IA

To register, call 515-276-1454

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ServSafe Starters—
a food safety
short course for all
employees—are
available online.*

Contact the Iowa Restaurant
Association at
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or online at
www.restaurantiowa.com
for more information



March

March 2

State ProStart Competition
Park Place Events Centre
Cedar Falls, IA

March 9

ServSafe Food Safety Training
Johnson County Extension
Iowa City, IA

March 11

ServSafe Food Safety Training
Iowa Restaurant Association
Des Moines, IA

To register, call 515-276-1454

March 16

ServSafe Food Safety Training
Dubuque County Extension
Dubuque, IA

To register, call (563) 927-4201

March 16 – 2:00 p.m.

Telewebinar “Ensuring Guest
Satisfaction – Exceeding Expectations”
Register online at www.restaurantiowa.com

March 17

ServSafe Food Safety Training
Polk County Extension
Altoona, IA

Looking Ahead...

Mark your calendars now to join
restaurateurs from around the country
as they gather in the nation's capitol
to discuss policies that impact the
restaurant industry and meet the
lawmakers shaping those policies.

April 14-16, 2010

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Washington D. C.

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<http://www.restaurant.org/paconference/>.



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Industry Resource CD

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

- **Customizable templates** for employee handbook, job descriptions, applications, performance reviews, and more.
- **Business Operations Tools**, including a customizable crisis management plan and health and safety checklists
- **Compliance Information** on wages and labor issues
- **Food Code information** and inspection preparation guides

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Not a member? Contact us and learn more.



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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

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