

# Food & Beverage Iowa Business

Quarterly

## Where is the Workforce?

Iowa's Hospitality  
Industry Finds Creative  
Ways to Fill Talent Pipeline.



**Exec Chef Chris Caes  
of Glen Oaks and  
Recent College Grad  
Melinda Steinberger**

**Inside:** Social Media Best Practice for Your Establishment.





## Serving your restaurant with amazing business solutions.

With Heartland on your side, we guarantee your restaurant will be equipped with the best payments, payroll, point-of-sale, customer engagement and lending products in the industry.

### Product features include:

#### Payments:

- **Contactless Payments:** Enhance your diners experience from ordering to checkout with quick, efficient and secure technology.
- **Mobile Payments:** Accept mobile payments in minutes right on your phone or tablet in two easy steps.
- **EMV Speed and Security:** Process EMV card payments 4 times faster than the industry average while keeping customer data secure.

**Payroll+HR:** Reduce administrative tasks and ensure your business is compliant with Heartland's payroll processing and HR administrative tools.

**Point of Sale:** Choose from a full stack of restaurant management platforms allowing you to capture, view, analyze and take action based on your needs.

#### Customer Engagement:

- **Analytics:** Leverage your restaurant's data to predict and understand guest behavior with an easy-to-implement and powerful system that efficiently compiles information in a way that's useful to you.
- **Gift+Reward Features:** Attract new customers and turn patrons into loyal fans with customer engagement solutions.

**Lending:** Secure loan terms and rates with one of Heartland's reputable lending partners.

# Food & Beverage Iowa Business Quarterly

- 5 Cover Story**  
Workforce Tops Operator Concerns
- 8 Hospitality Expo**  
Join us October 8<sup>th</sup>  
for Education and Fun
- 10 Government Affairs**  
Impact of New Legislation
- 12 Using Social Media**  
Best Practice from Facebook  
Community Boost
- 17 Around Iowa**
- 19 ServSafe Training**  
News and Upcoming Classes
- 21 Upcoming Events**
- 22 Golf Recap**
- 23 Saw You There**



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

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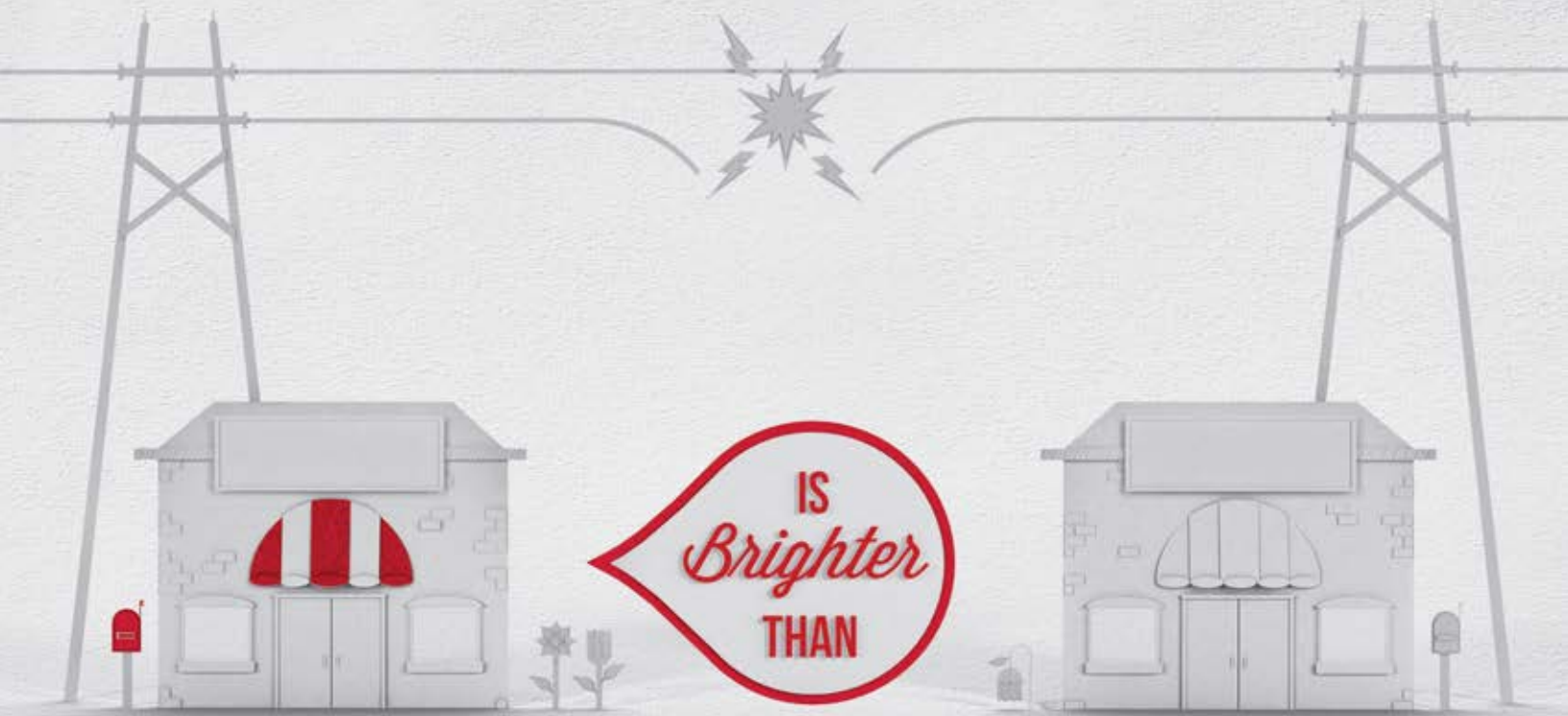
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# Finding Workforce Tops List of Operator Concerns

## Industry Seeks Creative Solutions

The restaurant industry has a people problem — **we can't find any.**

With unemployment rates at historic lows and fewer teens unwilling or interested to participate, the pool of potential restaurant employee candidates has dropped dramatically.

Operators are concerned. In fact, nearly 40% say recruiting employees is their primary worry.

Nearly every restaurant has a “Now Hiring” sign in the window. Sadly, most find new employees by poaching them from another hospitality establishment. The industry must find new ways to attract quality workers into their ranks, as well as help hospitality establishments retain employees.

“We can't be seen as a placeholder industry,” stresses Jessica Dunker, President and CEO of the Iowa Restaurant Association. “We have to help people recognize the potential of a career in hospitality.”



## Emphasizing Advantages of Hospitality Careers

To attract new employees, operators are stressing flexible work hours, a fast-paced work environment, aggressive compensation models and a chance of future growth and ownership. The Iowa Restaurant Association is creating collaborative workforce development programs, filling high school and post-secondary educational gaps, spearheading re-entry programs and pushing for immigration reform at the legislative level to help address the workforce shortage.

The need to find more people will not go away anytime soon. Iowa's restaurant industry is projected to have a net growth of one thousand new jobs every year, for the next ten years.

“With more than 150,000 Iowans working in our industry today, we are already one of the state's largest private sector employers,” notes Dunker. “We know people need a clear path for career growth, as well as high levels of job satisfaction. Our industry is finally getting intentional about building those pathways.”



# ProStart Gives The Next Generation of Hospitality Talent A Chance to Shine

Educating future industry leaders is one of the keys to building a healthy workforce in the coming decades. The Iowa Restaurant Association Education Foundation (IRAEF) is doing just that with its ProStart Culinary and Restaurant Management high school certificate program. ProStart is traditionally offered as a career/technical education course through the Family and Consumer Science departments across the state.

Schools of all sizes and scheduling formats (traditional or block) can successfully implement the program. To earn a ProStart certificate students must pass two standardized exams drawn from *Foundations of Restaurant Management and Culinary Arts I and II*, as well as complete a 400 hour industry internship. Many ProStart students also earn their ServSafe Certified Food Protection Manager certificate through the program.

-J. Jensen



For More Information Visit,  
[chooserestaurants.org/prostart](http://chooserestaurants.org/prostart)



## Transform Your Workforce in Hospitality Through Apprenticeships!

Meeting the demand for a competitive hospitality workforce requires training models that work for professionals. Registered Apprenticeship is one way to equip current workers with the skills needed to succeed and grow in our industry. The National Restaurant Association Educational Foundation has launched a registered apprenticeship program to meet that need.

### What is Registered Apprenticeship?

A management driven program that combines on-the-job training with job-related instructions to earn national credentials. Any size organization may participate.

-D. Willem

For More Information Visit,  
[chooserestaurants.org/apprenticeship](http://chooserestaurants.org/apprenticeship)

# Path to Legal Working Status Must Be Eased

Iowa's restaurant industry is perpetually frustrated by laws that keep many highly qualified and experienced potential team members out of its workforce ranks. Legally hired immigrant employees, particularly those with Temporary Protected Status (TPS) can struggle to maintain legal work status under current immigration law. Many more struggle to establish legal work status at all. The gap between workforce needs and what's happening at the federal regulatory level, has placed the Iowa Restaurant Association and most of its members squarely in the corner of those calling for comprehensive and immediate immigration reform.

"We may well have the shallowest employee work-pool in the history of our industry, yet a large number of qualified workers stand ready to come and fill those gaps. We must find a way to clarify and ease their path to legalization—even if it is only to work in the US—while balancing the security of our borders," says IRA board member Joe McConville, co-owner, Gusto Pizza Co. in Des Moines.

McConville's sentiments well express the position of the Iowa and National Restaurant Associations, whose advocacy teams are lobbying daily for thoughtful and proactive immigration reform. These highly valued and potential members of the restaurant industry workforce need help to gain permanent legal working status.

-J. Dunker



Nearly **19%** of  
working DACA  
recipients hold jobs  
in food service.

\*New American Economy

For Updates on Immigration Reform  
visit:

[www.restaurantiowa.com](http://www.restaurantiowa.com)



# Iowa Hospitality CONVENTION

## Don't Miss the Iowa Hospitality Industry's Biggest Event

The Convention and Expo returns this year on  
October 8<sup>th</sup> after a 25 year hiatus.

### Learn

Be inspired by educational sessions on the trends, processes and solutions you need to propel your business forward.



**EDUCATION  
SESSIONS!**

### Look

Visit the Expo floor and discover new products and services, find new suppliers, connect with current vendors, compare prices and sample products.



**EXHIBITOR  
LIST!**

**The Iowa Hospitality Expo** is a one-of-a-kind event that brings together a diverse group of food and beverage operators and suppliers to Look, Learn and Celebrate all the Iowa's hospitality industry has to offer! Network with food service professionals from across the state and walk away with the latest innovations that will help your business flourish.

### Live it up

Network with others in your field at the receptions, celebrations and entertainment events included with your ticket.



**CELEBRATIONS  
GALORE!**

### Exhibit



**SHOW YOUR  
STUFF!**

#### Details

**Date:** Monday, October 8

**Time:** 9 a.m. to 8 p.m

**Where:** Des Moines Marriott  
Downtown

**Tickets:** \$29 through  
August 1st

#### Want to Exhibit?

Contact Stacy Kluesner  
(515) 975-0640

or

skluesner@restaurantiowa.com

To Buy Tickets Visit:  
[iowahospitalityexpo.com](http://iowahospitalityexpo.com)



# TALITY

## AND EXPO

### Convention and Expo Schedule

- 9 a.m.-10 a.m.** Keynote Breakfast: Joe Essa, President and CEO of Wolfgang Puck Worldwide
- 10 a.m.-3 p.m.** Expo Floor & Education Sessions: • Cyber Liability Protection • Menu-ing for Profit • Food Waste Reduction Strategies • Social Media for Your Restaurant • Employee Healthcare Optics
- 3 p.m.-6 p.m.** Celebrating Excellence Awards Ceremony: Join us as we honor the hospitality operator, employee, philanthropist of the year and other award winners.
- 6 p.m.** Dine Iowa Grand Tasting Gala: Celebrate, sample, sip and savor cuisine and beverages from chefs and vendors across the state.



# New Legislation Impacts to Your Establishment

The legislative session has gaveled out but things are just heating up for the Iowa Restaurant Association Government Affairs Team. New laws passed this cycle took effect on July 1st. Now the IRA must stay on top of key administrative rules and regulatory meetings which issue non-legislative changes that impact your establishment.

## What We're Watching

New DRAM language. The standard for liability for servers and operators in liquor liability cases has changed significantly. Among other things, the language holding servers responsible for patron overconsumption has changed from you "knew or should have known" you were serving an intoxicated person or you "knew or should have known" you served someone who would become intoxicated, to "directly served a visibly intoxicated person."

## New State Tax Code

The Iowa legislature passed some relatively significant tax reform. The IRA legislative team is watching closely one portion of the new code which redefined the definition of manufacturer. This redefinition clarified previous law and may make it possible for Iowa restaurants to receive a sales tax exemption for their purchases of kitchen equipment.

## Stay Tuned...

The Iowa Restaurant Association is pro-actively reaching out to the insurance industry asking for review of DRAM policies and price in the state, as well as inviting insurers who have stopped writing DRAM in Iowa to look at returning to the state. The expectation is increased competition and significantly reduced DRAM rates in the coming months.

## Confirming...

The Iowa Restaurant Association is having a professional review of the new definition of manufacturer and its implication to restaurants and restaurant equipment purchases. Watch for legislative updates in your inbox as we confirm the impact.

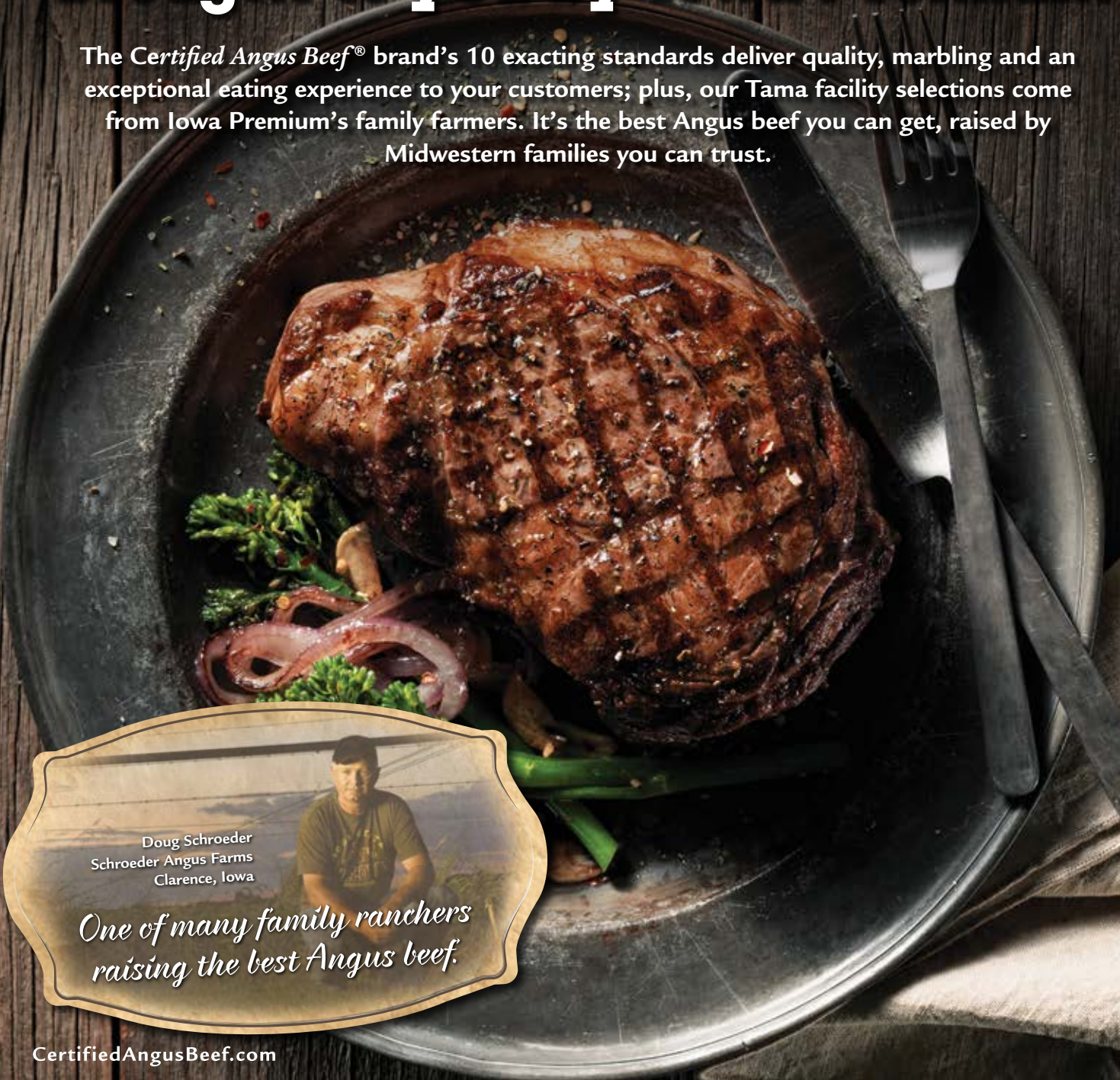
**Not Receiving Legislative Updates? Contact Iowa Restaurant Association President Jessica Dunker at [jdunker@restaurantiowa.com](mailto:jdunker@restaurantiowa.com) to learn more.**





# The original brand of Angus beef brought to you by Iowa Premium

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Schroeder Angus Farms  
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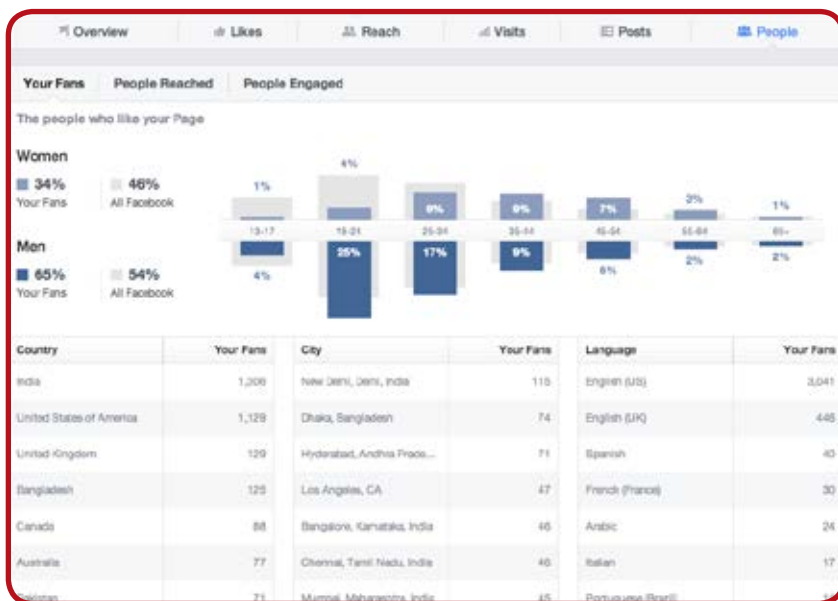
**Sysco**  
At the heart of  
food and service





## Missed “Facebook Community Boost”?

Facebook Community Boost was a seminar for training and advice on growing your business using their platforms.



### Convert to a Business Profile

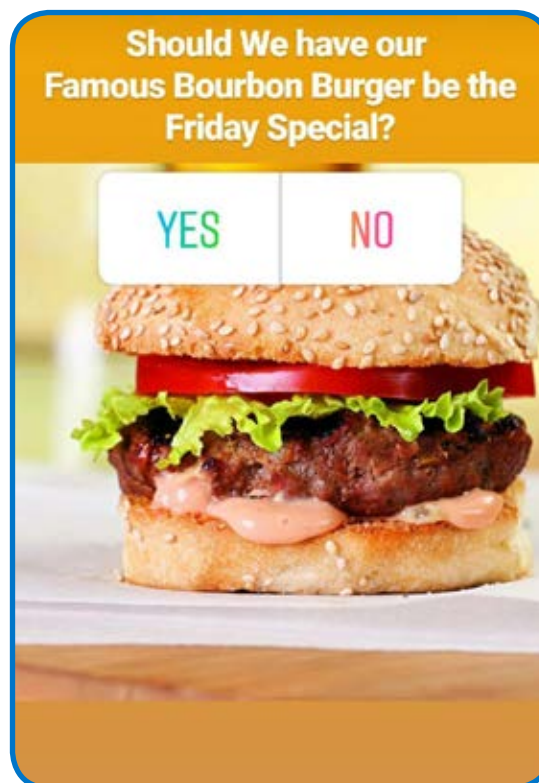
The most important social media step a restaurant can take to increase business is ensure its Facebook (FB) and Instagram (IG) accounts are set up as business profiles. Business profiles allow you to receive direct messages from customers, add contact information, pricing and Insights. Insights generate analytics on every post. Set up a business profile and you'll know what type of customer is looking at your post and at what times.

Insights

### Utilize Stories on Instagram (IG)

Instagram stories only stay up for 24 hours. They are always fresh and the time limit also provides an easy path for interaction with customers. With IG stories you can shoot live video, use [boomerang\\*](#), stickers and much more. Stories will alert your followers to everything going on in your restaurant. Try posting a key word for customers to say to servers to get \$5 off an order or use the poll feature to ask your followers questions.

**Boomerang\***  
A program that creates  
captivating mini videos that  
loop back and forth.



Polls





## We've got you covered.

### Diversify & Get Personal

Don't overuse discount posts. Focus on interactive content. Post should be varied and include visuals. Visuals are the universal language! For example take your followers behind the scenes of the restaurant. Create a short video clip of food being prepped or highlight a chef.



### Top Tips

- If you have a post that does well **PROMOTE IT!** Promoting a post is cost effective and will reach a larger audience.
- Post to your feed at least **weekly**, preferably **daily**. This keeps followers engaged.
- **Create cravings** by sharing appealing visuals of your food during peak dining times to generate awareness and demand.
- **Videos:** Brand in 3 seconds, Use sound, Highlight key products, Inspire action.

-D. Willem

**Hungry For More? Visit:**  
[www.restaurantiowa.com](http://www.restaurantiowa.com)

**come compete**

## Showcase Your Talent in an Upcoming Competition

### IOWA RESTAURANT ASSOCIATION **Mixology Championships**

**Thursday, September 6  
Vivian's Diner & Drinks  
Des Moines**

Think you have what it takes to be Iowa's Top Mixologist? Compete in a regional mixology competition held across the state this summer for a chance to advance to the State Mixology Championships on September 6th at Vivian's Diner & Drinks in Des Moines! The Top mixologist will receive a \$1,000 cash prize and serious bragging rights.



Top mixologist at the regional competitions advance to the state finals.

**Interested in competing? Contact: Stacy Kluesner, [skluesner@restaurantiowa.com](mailto:skluesner@restaurantiowa.com)  
515-276-1454**

Sponsored by:



### **CULINARY COMPETITION**

**Monday, October 8  
Marriott Downtown  
Des Moines**

Enter the Dine Iowa Culinary Competition and create a one of a kind dish to be crowned Iowa's Top Chef!

The Iowa Restaurant Association and a team of traveling judges will visit 10 restaurants from August to October on a designated night to judge a competition dish using beef and

soy. Winners will be announced at the Dine Iowa Grand Tasting Gala on Monday, October 8th in Des Moines. Make Samples of your competition dish for nearly 300 attendees who will vote for People's Choice Award Winner. Competition and People's Choice winners receive cash prizes!

Contact: Josephine Jensen, [jjensen@restaurantiowa.com](mailto:jjensen@restaurantiowa.com), 515-276-1454

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### IOWA RESTAURANT ASSOCIATION'S **Soy Salad Dressing** *Professional Chefs Competition*

**Monday, August 13  
Agricultural Building  
Iowa State Fairgrounds**



The Soyfoods Council, in conjunction with the Iowa Restaurant Association, will be hosting its 5th Annual Soy Salad Dressing Professional Chefs Competition on Monday, August 13th at the Agricultural Building during the Iowa State Fair. Chefs are challenged to create a salad dressing recipe using soft silken tofu as the base for a panel of judges and hungry fairgoers.

**Interested in competing?  
Contact: Mia Rosener  
[mrosener@restaurantiowa.com](mailto:mrosener@restaurantiowa.com)  
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# ENHANCE YOUR MENU

welcome to asian pride.



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- Learn how to answer questions on how beef makes it from pasture to plate
- Access Beef University, a free online training program for your team



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## Creamy Roasted Red Pepper Vinaigrette

*The Tangerine Food Company*

Yield: 12 servings | Serving size: 1 ounce

### DRESSING

- 3 ounces soft silken tofu
- 1/2 cup chopped roasted red peppers
- 2 cloves garlic, minced
- 1 ounce freshly squeezed lemon juice
- 1 teaspoon smoked paprika
- 1/2 teaspoon salt
- 1/4 teaspoon pepper
- 1/3 cup soy oil

### DIRECTIONS

In a blender, add all ingredients except oil. Process until smooth. Slowly add oil. Continue to process until creamy. Refrigerate for 4 hours or overnight for flavors to develop. Serve with your favorite salad greens, vegetables and shrimp.



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### Welcomes and Farewells

The Iowa Restaurant Association is excited to welcome Josephine Jensen our new Public Relations Specialist and David Willem our new Marketing Communications Specialist. David and Josie are excited to begin their careers with the Iowa Restaurant Association and look forward to meeting and connecting with members. At the same time, the Association bids congratulations and farewell to former Public Relations Specialist Katelyn Adams (Kostek) as she and her new husband, Mark, start the next adventure in their lives.



### Heart of America Celebrates 40 Years

Heart of America Group celebrates 40 years of operation this year. Mike Whalen, C.E.O. of Heart of America, is a previous winner of the Iowa Hospitality Operator of the Year Award. Heart of America Group owns many popular restaurants in Iowa including The Machine Shed, Johnny's Italian Steakhouse and more. Congratulations on this milestone.

### Congratulations

#### **Open Table's Best Overall:**

- Table 128 •Baru 66 •801 Chophouse
- Centro •RoCA •Le Jardin

#### **2018 Wine Spectators Award:**

- RoCA •Table 128 •Martini's Grill
- Splash Seafood

#### **James Beard Nomination:**

- Joe Tripp, Harbinger/ Best Chef: Midwest

Congratulations to all on these accomplishments.



### Take a Road Trip! Iowa Main Street Restaurant Week is September 14-23

Larger markets have long enjoyed the opportunity to collaborate with other establishments to create restaurant weeks. This year, the Iowa Restaurant Association has collaborated with Main Street Iowa to help promote a statewide restaurant week across the state. Main Street Iowa Restaurant Week is a collection of activities that features local eateries across the state in Main Street Communities. The Iowa Restaurant Association has conducted a series of workshops to help Main Street communities prepare for the event. Watch for social media information of participating communities and restaurants. Plan to visit one or more of the 50 participating Main Street Communities September 14-23 to discover some of Iowa's culinary talent!

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DISTILLERY

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360°

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- Website Design
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Omaha Division  
800.372.7777





## Responsible Alcohol Service Training At Your Location

With the passing of the new DRAM law, it is now more critical than ever that your staff is trained to recognize the National Standard of visible intoxication. Ensure your staff is equipped to make the correct and lawful decisions that protect themselves and your business. Arrange for a ServSafe Alcohol® Responsible Service training in your establishment.



This four hour course is divided into four key sections:

- Alcohol law and liability
- Checking identification and spotting frauds
- Recognizing and preventing intoxication, and
- Handling difficult situations

## We Bring ServSafe Alcohol Training To You!

We will come to your establishment to train your entire staff! We highly encourage you to collaborate with neighboring businesses to train as many employees as possible in an effort to keep your community safe. Thanks to a grant sponsored by NABCA and the Iowa ABD, classes are available at an 80% discount.

- \$10 per person for nonmembers of the Iowa Restaurant Association
- \$5 per person for members of the Iowa Restaurant Association
- 15 person minimum for on-site classes

### Schedule Your Class Today!

Contact the Iowa Restaurant Association today to schedule a training at your location, or let us host for you at our office in West Des Moines. 515-276-1454 or [skluesner@restaurantiowa.com](mailto:skluesner@restaurantiowa.com)

## Don't Let Sexual Harassment Take Out Your Business

### Free Online Training for Your Staff Available Now

The heart of the hospitality industry is ensuring that people feel welcome. It's friendly and it's fun, but this also makes it an environment ripe for misunderstanding. It is important that every team member knows where to draw the line for interaction with guests, coworkers and supervisors.

The Iowa and National Restaurant Associations are here to help with free Online training that gives prevention strategies for stopping sexual harassment in your restaurant or hospitality establishment. The webinars are available at no charge in July and August.

"Our industry – like so many others – must confront the challenge of sexual harassment in the workplace," said Jessica Dunker, President and CEO of the Iowa Restaurant Association. "Tipped, hourly and salaried team members all deserve the same level of respect and support. It does not matter if the harasser is a customer, a colleague or a manager, it cannot be tolerated."

-J. Jensen



### This Training Covers:

- What sexual harassment is (and isn't)
- How to report sexual harassment.
- Why a harassment-free workplace is every employee's right.

### Schedule Training Today:

[restaurantiowa.com/harrasment-trainings](http://restaurantiowa.com/harrasment-trainings)

## Support and Inspire the Next Generation of Hospitality Professionals



The generous support provided by donors, sponsors and volunteers is essential to the Iowa Restaurant Association Education Foundation's work to build Iowa's hospitality workforce through the Iowa ProStart program.

**Create a legacy, invest in a future. Here's how...**

### SPONSOR

**The 2019 Iowa ProStart Invitational:** Your support of the Iowa ProStart Invitational is a great opportunity to be recognized as an industry leader and build relationships with competing students - who just may be your next talented employees - educational institutions, and industry operators and suppliers. Secure your spot now! Sponsor levels range from \$250 to \$5,000.



Team West Waterloo feeling the heat at the 2017 Iowa ProStart Invitational.



### Scholarship Sponsorship:

The IRAEF strives to make college accessible to individuals committed to a future in Iowa's restaurant industry. Scholarships are awarded annually to graduating Iowa high school seniors, undergraduate and graduate students to further their culinary and hospitality education.

For several years the Trostel family has sponsored a scholarship in memory of their late father Paul Trostel. Pictured: Troy Trostel, Trostel's Greenbriar, with scholarship recipient Jessica Havel.

**For More Information Contact IRAEF  
Executive Director May Schaben  
at (515) 419-1863 or  
[mschaben@restaurantiowa.com](mailto:mschaben@restaurantiowa.com)**

### GIVE

**A Personal or Corporate Donation:** Your **100% Tax Deductible** Donation makes it possible for students to pursue their dreams of careers in the restaurant and hospitality industry.

**IRAEF Endow Iowa Fund:** Another way to make a donation to the IRAEF is through the Community Foundation of Greater Des Moines. The IRAEF Endow Iowa fund, allows you to contribute to the future of the Iowa hospitality industry and receive 25% of the amount donated as a state tax credit. Learn more and follow the link at [www.restaurantiowa.com/donate](http://www.restaurantiowa.com/donate).



Allow us to introduce you to the 10<sup>th</sup> ranked National ProStart Invitational Restaurant Management team. From Des Moines Central Campus High School (L to R) Tyler Scar, Josh Thompson, Mason Bolser & Max Dixon.



Michael Anderson, 2018 Des Moines Central Campus High School ProStart graduate.

### MENTOR

Lend your expertise to make an immediate impact on a student today! Be a guest speaker, conduct a demonstration, teach an industry lesson, host a field trip, mentor a competition team.....just a few ways you can **Feed Dreams and Build Futures.**



## mark your calendars

IOWA RESTAURANT ASSOCIATION

### Mixology Championships

Thursday, September 6

State Mixology Championships

Downtown Des Moines

Mixologists across the state have battled their way to the championship event and you can judge their cocktails! Sample all of the competition drinks and cast a People's Choice vote for your favorite. Tickets on sale soon at [www.restaurantiowa.com](http://www.restaurantiowa.com).

### Tasting Gala

Monday, October 8

Grand Tasting Gala

Des Moines Marriott Hotel

Join the Iowa hospitality industry for a night of culinary tourism and mastery. Celebrate, sample, sip and savor cuisine and beverages from chefs and vendors across the state. Taste all of the dishes of the 2018 Culinary Competition and cast a People's Choice vote for your favorite. Enjoy wine samples, live music, a silent auction and more! Tickets on sale soon at [www.restaurantiowa.com](http://www.restaurantiowa.com).

IOWA RESTAURANT ASSOCIATION'S

### Soy Salad Dressing

Professional Chefs Competition

Monday, August 13

Soy Salad Dressing Competition

Agricultural Building

Iowa State Fairgrounds

10:00 a.m.

Stop by the Agricultural Building at the Fairgrounds and experience the Iowa State Fair's healthiest competition!

Professional chefs will prepare salad dressing recipes using soft silken tofu as the base. Try their dressings, learn their techniques and take their recipes home and try them yourself!

### HOSPITALITY CONVENTION AND EXPO

Monday, October 8

Iowa Hospitality Convention & Expo

Des Moines Marriott Downtown

A one-of-a-kind event that brings together a diverse group of food and beverage operators and suppliers to Look, Learn and Celebrate all the Iowa's hospitality industry has to offer! Network with food service professionals from across the state and walk away with the latest innovations that will help your business flourish.

Register at [restaurantiowa.com](http://restaurantiowa.com)



### Upcoming West Des Moines ServSafe Classes

July 24 & 31

August 6, 14, 23 & 30

September 13, 17 & 25

Iowa Restaurant Association Office

1501 42nd St. Suite 294

West Des Moines, IA 50266

To register call (515) 276-1454 or visit

[www.restaurantiowa.com](http://www.restaurantiowa.com).

Spanish Language

Multi-Day Spanish Courses Available!

July 23, 25 & 27

August 20, 22 & 24

September 24, 26 & 28

To register call Spanish Instructor

Ana Rodriguez (515) 635-5754.

### NATIONAL RESTAURANT ASSOCIATION

October 9-11

Food Safety & Quality Assurance

Executive Study Group

The Ritz-Carlton, St. Louis

The National Restaurant Association's annual conference brings you face-to-face with experienced colleagues and cutting edge ideas. Speakers and content are focused on responsibilities you handle daily, including FDA insights, food safety regulations, food-borne illness, health inspections and allergens — exclusively as they apply to the restaurant industry

Register now at

[restaurant.org/events-networking/networking-groups](http://restaurant.org/events-networking/networking-groups)



# Duffers, Diners & Drives



The morning was perfect for golf! The afternoon was a little soggy, but it didn't dampen our spirits! Golfers & Sponsors alike enjoyed the fun of sampling their way around the clubhouse, rather than the course. We're so thankful for the support we receive as we Dine & Drive our way across the course each year. We look forward to seeing you in 2019!



## Thank You Sponsors!

### Platinum

- Heartland Payment Systems
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- Performance Foodservice
- Sysco

### Silver

- Pepsi
- Reinhart Foodservice
- US Foods

### Gold

- Society Insurance
- Soyfoods Council

### Bronze

- Atlantic Bottling
- Hy-Vee
- Doll Distributing
- Ecolab
- E&J Gallo
- Loffredo Fresh Produce
- Iowa Beef Council
- Sazerac

### Birdie

- Professional Solutions
- Voss Distributing

### Cart

- Trimark Hockenbergs

### Driver

- Southern Glazers

### Registration

- WoodRiver Energy

### Iron

- Iowa Pork Producers
- ResourceOne

### Game

- Heartland Payment Systems
- Fireball
- Gateway Golf
- Dixon Golf

### Breakfast

- Loffredo
- Fresh Produce
- Gusto Pizza

### Lunch

- Martin Bros

### Dinner

- Fong's Pizza

### On the Course

- Southern Glazers
- The Angry Goldfish
- Vivian's Diner & Drinks
- BIGFOOT Bacon & brew
- The Talk Shop Lounge
- FuseDSM
- Gilroy's Kitchen Pub & Patio
- The Machine Shed
- Doll Distributing



## saw you there



1. Christina Moffat, Crème Cupcake and IRA Board Member was honored with Community Vision Award – Inspiring from the Greater Des Moines Leadership Institute. Also pictured: May Schaben IRAEF & Stacy Kluesner IRA.
2. Iowa Pork Lawn Party at Winefest Brad Magg, owner Goldie's, Kelsey Sutter, Iowa Pork Producers & Nate Haggard.
3. Representative David Young made a stop at Jethro's Bacon, Bacon to talk about the positive impact of Tax Reform on small businesses. Also pictured: Mike Holmes, Jethro's/Splash and IRA Board Member; Dan Kramer of Shazam.
4. Johnny's Italian Steakhouse is represented at FUSE DSM Taste of the Southside.
5. Robyn Trostel McSheehy and Suzanne Summy receive a plaque from the National Restaurant Association for Trostel's Greenbriar being named the 2017 IRA Restaurant Neighbor Philanthropy Winner. Also pictured: May Schaben IRAEF & Jessica Dunker IRA.

# Stop the burnout

## Upgrade to LED lighting

LEDs last 25 times longer than traditional bulbs. That means less time changing bulbs and more time running your business. With money-saving rebates, it's the perfect time to make the switch.

[alliantenergy.com/rebates](http://alliantenergy.com/rebates)

1-866-ALLIANT (866-255-4268)

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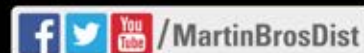
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