



Food & Beverage Iowa Business

Quarterly

Staff Training

And **Best Practices that Protect Your
Business & Retain Top Talent**



***Full Court Press has certified 80+
staff members in responsible
alcohol service through the
Iowa Restaurant Association's
ServSafe Alcohol Program***

***IRA Team Member
Stacy Kluesner (right)
with members
of Full Court
Press Staff***

Inside: Legislative Updates, Call for Mixologists & Upcoming Events

Heartland

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Food & Beverage Iowa Business Quarterly

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STAY CONNECTED!



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

Food & Beverage Iowa Business Quarterly

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

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5 Best Practices for Your Restaurant in 2019

1. Do What it Takes to Keep Great Staff

With only **2.4%** unemployment in Iowa, a decline in workforce participation among teens and estimates that it costs as much as **\$3,500** to hire and train new staff, it's no wonder **59%** of restaurant owners named staffing as a top challenge to success in a recent 7Shifts survey.

4 ways to keep a great staff:

- **Be Flexible**—**77%** of millennials list flexibility as their top motivator.
- **Gamify the job**—Transform daily work tasks into challenges (eg. sales contests) and reward the highest performer.
- **Pay Well, Especially Top Performers**— Require minimum tenure for overtime shifts.
- **Constantly Train Staff**— A workplace study from Udemy found that of the **43%** of employees who claimed they are bored at work, **46%** say it's because they aren't learning any new skills. The same study also found that bored workers are twice as likely to leave.



Stop the Churn!

42% of front-of-house employees leave within the first three months.

43% of managers within a year.





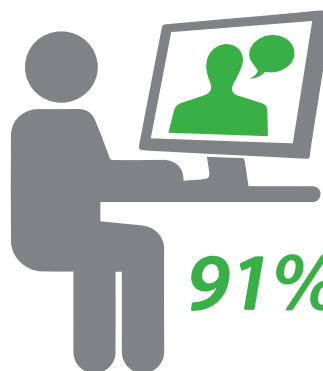
2. Train Everyone, All the Time

Hospitality businesses that spend **5%** or more of their budget on training, experience **23%** less staff turnover. The Iowa and National Restaurant Associations have affordable classroom, in-restaurant and online training options on food safety, responsible alcohol service, customer service, sexual harassment prevention, allergens and more.

Visit iowahospitalityexpo.com and send a group to the annual Iowa Hospitality Expo on November 18th in Des Moines.
More info on page 18

3. Know How to Respond to Online Marketing and Reviews

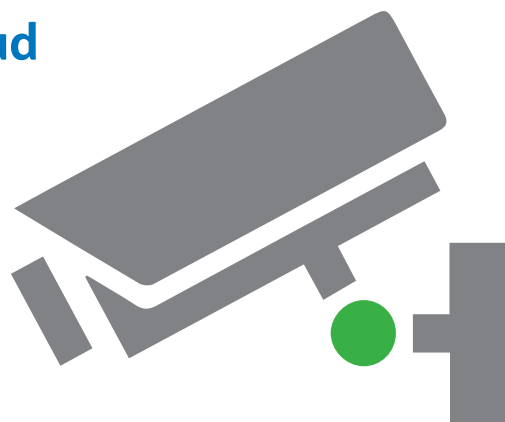
A Harvard Business Review Study found that a one star change in review scores can lead to a **5%** to **9%** increase or decrease in restaurant sales. You need to understand how to respond online. The days of letting a young employee handle online posts, just because they use new mobile apps, have come and gone—independent owners need to own their online image, content and responses much as they did with print or television advertising in the past.



91% of consumers read reviews

4. Serve Alcohol? Get a Camera, Buy Cloud Storage, Save Your Footage

With Iowa's new DRAM laws in place, being able to show what your staff did and did not do in a situation which leads to a DRAM Claim* is increasingly important to your defense. The Hospitality Insurance Group reported that roughly **75%** of its DRAM policyholders did not preserve their surveillance tapes long enough. **Failure to save video could cost your business.**



***- Get expert advice on the new law on page 10**



5. Make a Handbook

Too often an Employee Handbook is on everyone's list of "things I need to get to." Take it off the list! There are multiple free online templates that can get you started. Write it and have your lawyer read it. A handbook is money well spent and will save you from costly mistakes. One of our favorite free downloads is from Toast. Heartland Payment Systems customers can also tap their Heartland representative for assistance.
However, you do it – get it done!

training classes

Responsible Alcohol Service Training at Your Location

With the passing of the state's new DRAM law, it is 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
- Handling difficult situations



We Bring ServSafe Alcohol Training To You!

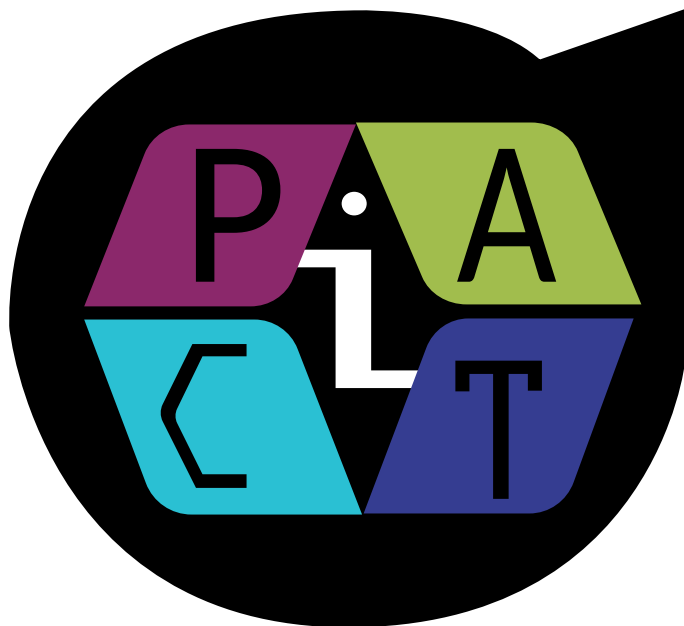
We will come to your establishment to train your entire staff! We highly encourage you to collaborate with neighboring businesses to train as many employees as possible in an effort to keep your community safe.

- \$50 per person for nonmembers of the Iowa Restaurant Association
- \$35 per person for members of the Iowa Restaurant Association
- 15 person minimum for on-site classes

Schedule Your Class Today!

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email: skluesner@restaurantiowa.com



Protect Your Restaurant, Complete I-PACT Training

I-PACT is a free online training which covers the Alcoholic Beverage Control Act (Iowa Code chapter 123), valid forms of identification and how to spot altered and fake IDs. The program focuses on preventing underage sales and sales to intoxicated patrons. Participants learn techniques for refusing the sale of alcohol with minimal confrontation and how to legally confiscate an altered or fake ID. The training also includes regulations and tips for off-site delivery of alcohol.

Affirmative Defense

Establishments that choose to participate in the I-PACT training are granted an affirmative defense, which may be used once in a four-year period. A business may avoid civil prosecution if an alcohol sale-to-minor violation occurs in their establishment. In order for the business to take advantage of the affirmative defense, the employee guilty of the violation must have been I-PACT certified prior to the time the offense occurred.



**Free IPACT Training
available at www.iabd.gov**

Food Safety Training

The current Iowa Food Code requires every food service establishment have a Certified Food Protection Manager (CFPM) on staff.

ServSafe has long been the standard for training and certifying food protection managers in the hospitality industry. This one day food safety and sanitation certification class fulfills Iowa's CFPM requirement. Classes are available weekly at the Iowa Restaurant Association Office as well as throughout the month at ISU Extension offices across the state.

Certified Food Protection Manager Requirement

- All establishments must have 1 CFPM
- New establishments must comply within 6 months
- Existing establishments who lose their CFPM must comply within 6 months
- Any establishment with a food borne illness risk factor or public health intervention must comply within 6 months



Upcoming Classes

April 16, 22 & 30
May 7, 13, 22 & 29
June 6, 11, 14 & 20





Don't Let Sexual Harassment Take Out Your Business

Online Training for Your Staff

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 offering online employee and manager training that gives prevention strategies for stopping sexual harassment in a hospitality establishment. Available in English and Spanish, the employee program is 30 minutes and the manager program is 60 minutes.

“Our industry – like so many others – must confront the challenge of sexual harassment in the workplace. Tipped, hourly and salaried team members all deserve the same level of respect and support.”

- Jessica Dunker, President & CEO Iowa Restaurant Association

Find More Information at
ServSafe.com
Under the ServSafe Workplace Tab

free tools

Iowa Alcoholic Beverages Division Launches App to Help Validate Age to Purchase

The Iowa Alcoholic Beverages Division (ABD) recently released a mobile application to help retailers determine the age of customers attempting to purchase alcohol, tobacco, alternative nicotine, and vapor products.

The Iowa ABD Age to Purchase App allows users to scan driver's licenses with their smartphone. No personal information of the customer is stored on the device. The built-in scanning function uses the camera feature on the device to scan the barcode on the driver's license to quickly help determine age and validity. The app also gives users access to a view similar to the desktop calendars previously issued by ABD.

"The industry is always seeking tools to help us serve customers better and comply with the law," said Jessica Dunker, president & CEO of the Iowa Restaurant Association. "This app is a great step in the right direction."

The Iowa ABD Age to Purchase App checks licenses from all 50 states and is available to download for free from the Apple App Store and Google Play.



To Download: Type in Search Bar:
"Iowa ABD Age to Purchase"



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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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Q&A with Adam Zenor

Best Practices to Protect Your Restaurant in a DRAM Law Suit

Iowa's new liability standard for alcohol service

An establishment can be held liable if they "sold and served any alcoholic beverage directly to an intoxicated person, provided that person was visibly intoxicated at the time of the sale or service." **Iowa Code 123.92**

Des Moines Attorney, Adam Zenor's is a leading defense attorney in DRAM cases. The Iowa Restaurant Association sat down with him to discuss best practices for Iowa restaurants & bars to follow to protect themselves with the new DRAM standards.



Q: What is the legal definition of legal intoxication for purposes of dram shop liability?

A: In Iowa, a person is "intoxicated," if, by drinking beer, wine, or liquor, one or more of the following is true:

- 1) The person's reason or mental ability has been affected;
- 2) The person's judgment is impaired;
- 3) The person's emotions are visibly excited; and
- 4) The person has, to any extent, lost control of bodily actions or motions.

See Iowa Civil Jury Instructions 1300.2 (Defining "Intoxication").

Q: Should restaurants and bars retain surveillance footage – and, if so, for how long?

A: Iowa's DRAM Shop Act requires claimants to provide notice of the claimant's intent to file a DRAM suit within six (6) months. While there are certain limited circumstances where that notice period may be extended, most cases require the claimant to have followed the six (6) month notice period. As such, a DRAM in most cases will know if it is the subject of a claim within six (6) months.

Surveillance, or the lack thereof, is often a pressure-point in DRAM litigation. Maintaining surveillance allows the DRAM to readily provide probative evidence of the alleged intoxicated person's presentation on the date in question. Thus, efforts to preserve surveillance for six (6) months to a year often allow a DRAM to respond to DRAM allegations with such probative evidence.

Q: How long should restaurants & bars save their receipts?

A: Like surveillance, the receipt(s) showing "sale and service" to an alleged intoxicated person can be an important piece of evidence. Depending upon what is shown by the receipt it may assist in avoiding liability on the DRAM claim. Therefore, like surveillance, retention of receipts for at least six months to a year allows a DRAM to provide probative evidence as to any DRAM claim that may be made.

Q: What type of training should restaurants & bars give their servers?

A: Training employees to recognize the signs of intoxication in patrons can be an important consideration for a fact finder in the DRAM context. Such training can be obtained through various third-party vendors, including TIPS and SERVSAFE Alcohol.

Q: What steps should Iowa restaurants & bars take to protect themselves in case of a DRAM suit? What are the overall benefits of following these steps?

A: Retaining documentary evidence and training employees in recognizing a person's intoxication are useful in resisting claims that alcohol service to a particular patron on a particular occasion was not responsible. These measures put the DRAM in the best position to defend itself against claims of irresponsible service.



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Where We Currently Stand

The Iowa Legislative Session is nearing an end. The Iowa Restaurant Association team has been working on a number of key issues that have direct impact on Iowa's hospitality industry. As of press time, here is where the key bills stood.

Horizontal License for 21+

POSITIVE PROGRESS

The Iowa Restaurant Association believes that if Iowa is going to have two formats of licenses, (horizontal and vertical) it should be meaningful. The Association pushed for and was pleased that a bill encouraging a person turning 21 to obtain a horizontal license within 30 days of his or her birthday passed through the Iowa Senate and was headed to the floor of the Iowa House. If passed, this will simplify and improve the process of checking ID's for age verification at establishments and events across the state. **The Association believes the bill has a strong chance of passing this session.**



Removal of Peace Officer Designation from ABD Technical

POSITIVE PROGRESS

The Association pushed the legislature and the Iowa ABD to remove language from the Division's technical bill that would have elevated Compliance Officers to the role of Peace Officers. Your calls and conversations with legislators made a difference. **The bill is expected to pass.**



Service Animals versus Comfort Animals

POSITIVE PROGRESS

The Association supported a bill which aligns the definition of service animals to the ADA and distinguishes actual service animals from "comfort animals." This allows restaurants to refuse entry to non-ADA animals, in compliance with the food code. **The bill was still moving forward.**



Mandated E-Verify for All Employers

MONITORING CLOSELY



The Iowa Restaurant Association was monitoring a bill that would mandate E-verify checks of all employees in all size businesses. Currently, there is no federal requirement on E-Verify and while the Association has been supportive of the Legal Workforce Act, which makes E-Verify mandatory, this bill raises some red flags. E-Verify is not infallible, as unauthorized workers using stolen or borrowed identifications might still pass an E-Verify check. Additionally, when the Federal Government shuts down, so do many E-verify functions and services. Finally, the unfortunate reality is that it's not immigrants, but rather young people and students, who are most often difficult to verify through the system because they do not consistently have the paperwork they need. **The status of this bill is currently unsettled. If passed, the bill will need modification in the rules process so businesses are able to comply.**

Support Sports Betting Proposals

WATCHING

Legislators heard competing proposals for legalization of sports betting in Iowa and then determined it was best to try to work on something new. Sports betting options continue to be debated and revised. Currently, sports betting through their physical locations as well as a mobile app and companies offering fantasy sports look to be the route legislators are most interested in pursuing. The Association continues to be supportive of legalizing sports betting in the state, but knows this will be a multi-year conversation and solution, so **we are watching the bills, but not taking an active role at this time.**



Interested in More Regular Hospitality-Related Legislative Updates? Become a Member Today! Visit: restaurantiowa.com to sign up.

Iowa Restaurant Delegation Meets with Elected Officials in Washington DC

In March, a group of Iowa Restaurant Association board members joined restaurateurs from all 50 states in Washington DC to meet with members of Congress to provide “back home” perspective on national issues of concern.

Iowa industry members covered workforce shortages, sensible immigration reform, preservation of the tip credit and a correction in the tax code on 15-year depreciation. The Iowa restaurant delegation met with Senators Grassley and Ernst, as well as Representatives Axne, Finkenauer and Loebsack.

Top Issues

- 1 Wages**— The potential of a federal \$15 minimum wage will impact our ability to be the first employer to many teens and the potential elimination of a tip wage.
- 2 Immigration**— Today, 19% of DACA designees employed work in the restaurant industry. We also employ a significant number of TPS workers, primarily from El Salvador. The lack of an immigration solution for these valued employees is hurting our businesses.
- 3 Depreciation**—There is an immediate need for a technical fix to the 2017 tax law’s inadvertent omission of 15-year depreciation for Quality Improvement Property (QIP).



The Iowa Restaurant Association delegation met with Iowa Senators and Representatives during a trip to Washington D.C.

Pictured from left to right: Mike Holms, Operations Director of Jethros/Splash; Jessica Dunker, President & CEO of the Iowa Restaurant Association; Joe McConville, Co-Owner of Gusto Pizza Co; Congresswoman Cindy Axne, and Ryan Achterhoff, Chief Administrative Officer of Pizza Ranch Inc.

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**Thursday, April 25th
Smash Park
West Des Moines**

Call for Competitors!

Think you have what it takes to be Iowa's Top Mixologist? Showcase your skills at the 2019 Mixology Competition. As a competitor, you'll prepare three distinct drinks for a panel of professional judges. The first being a variation of a classic cocktail, the second a freestyle cocktail, which must feature a spirit from Sazerac, this year's competition sponsor. And lastly, a third creation on the fly with a spirit assigned by the judges.

Interested in competing?

Contact: Stacy Kluesner
skluesner@restaurantiowa.com or 515-276-1454

Come Sample & Judge!

April 25th | 6 to 8 pm

Mixologists from across Iowa will compete in the state's premier cocktail competition of the spring – the Iowa Restaurant Association's State Mixology Championships. Come out and sample the states most innovative, exquisite and dazzling cocktails, and cast your People's Choice vote for your favorite. Tickets are limited and sure to sell out; get yours today!



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7 am & 2 pm Tee Times

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Mark your Calendar for... the **Iowa Hospitality Industry's Largest Event of the Year**

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 that 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. Tickets* include full access to the Expo floor, education sessions, awards ceremony & cocktail reception and the Grand Tasting Gala.

Visit the Expo



Date: Monday, Nov. 18
Time: 9 a.m. to 8 p.m.
Where: Iowa Events Center
Tickets*: \$29 through Sep. 1st



Keynote Speaker

Melvin Rodrigue



President and CEO of Galatoire's Restaurants in Louisiana.

Under his leadership, Galatoire's

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saw you there

Iowa's restaurant community is always out and about supporting community events. We caught a few of you out there.



Tim Grimes of Templeton Rye at Iowa Tourism Legislative Showcase



Eastern Iowa Martin Bros sales team at Iowa Pork Producers Taste of Elegance.



Chef Nick is retiring from the Isle of Capri in Bettendorf after 20+ years of service!



Culinary Competition Judges & Competitor Chef Aaron Holt at RoCA



The Thunder Bay Grille team presented their Creole and Cajun creations on Fat Tuesday at the 7th annual Cajun Cook-Off at Rhythm City Casino



Chef Monica Cross of Des Moines Central Campus lent a hand at local food & beverage charity event.



February Meeting of the Des Moines Area Bartenders Guild held at Teddy Maroons. Guest speaker: Dan Kaman, Regional Sales Manager, Central Division of Nolet Spirits.



Chef Michael Gabrielson, mentor to Davenport ProStart Culinary Team & Janae Cross, Davenport ProStart Instructor at the 2019 ProStart Invitational.



Chef Chris Koetke & Linda Funk, Soyfoods Council with winner of Soy Chili Competition at Isle of Capri in Bettendorf.



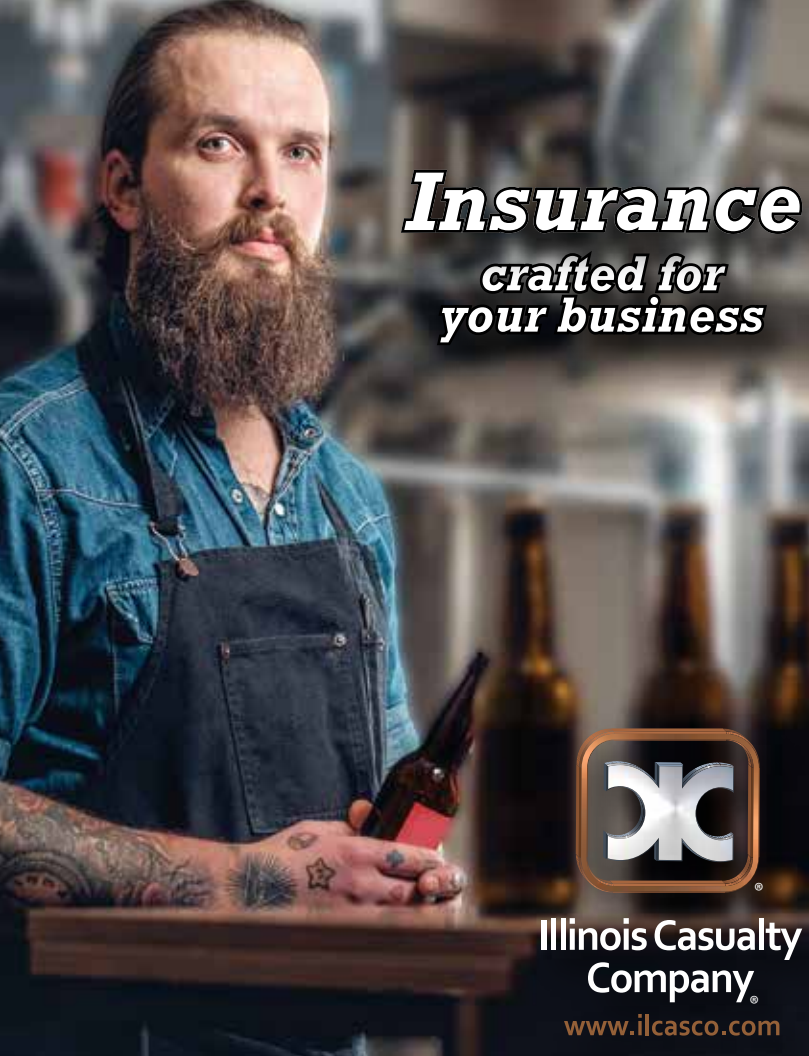
Chef Preston Skip LeMaire & family pictured with Chef Matt Meadows & Chef Michael Gabrielson all of the Isle of Capri as the Iowa Restaurant Association honored LeMaire for his 20+ years in the industry.




Embassy Club West staff at Iowa Pork Taste of Elegance.



Matt Johnson of Council Bluffs, Senator Randy Feenstra & Tom Lustgraff of Council Bluffs & Okoboji discussing this years legislative issues at the Capitol.



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Hampton-Dumont & Des Moines Central Campus to Represent Iowa in National Culinary and Restaurant Management Competition

Culinary and restaurant management students from Hampton-Dumont and Des Moines Central Campus were crowned the 2019 Iowa ProStart Invitational Champions. They competed with high school students from across the state in an event hosted by the Iowa Restaurant Association Education Foundation. The Invitational was held at the Iowa Events Center in Des Moines on Tuesday, February 26. The teams could compete in both culinary and restaurant management events. The winners of both categories will represent Iowa in Washington D.C., on May 8-10 when they face off against winning teams from across the country for the national title as well as for scholarships.

"Top Chef" Style Culinary Competition

Culinary teams were given 60 minutes to prepare a three-course meal using only two butane burners. Teams then presented their dishes to a panel of industry professional judges to taste and critique. Their cooking techniques, knife skills, sanitation and teamwork were also evaluated.

Winners of the culinary competition

- 1st place- Hampton-Dumont High School
- 2nd place- Waterloo West High School
- 3rd place- Davenport Community Schools



1st Place Culinary Competition Team from Hampton-Dumont. From Left to Right: Erin Plagge, Alana Johnson, Jenna White, Mason Johnson, Connor Donaldson

Management Competition

Management teams were challenged to create an original restaurant concept. They wrote business proposals and then pitched their concepts to a panel of Iowa restaurant industry professionals who posed as potential investors and judged their business plans, teamwork, presentation skills and critical thinking abilities.

Winners of the management competition

- 1st place- Des Moines Central Campus High School
- 2nd place – Hampton-Dumont High School
- 3rd place – Davenport Community Schools



1st Place Management Competition Team from Des Moines Central Campus. From Left to Right: Tommy Branstad Phillips, Andrew Klein, Joshua Thompson, Maxwell Dixon, Magdalyn Baack



801 Chophouse Named the Most Romantic Restaurant in America

801 Chophouse in Des Moines was recently named one of the most romantic restaurants in America by OpenTable.



Interested in Iowa Wine?

Check out the just released book, *A History of Iowa Wine: Vines on the Prairie*. The book explores the history of grapevines in Iowa and is sure to be an interesting read for any wine connoisseur.



Iowa Chop House Named Best Steakhouse in Iowa

The Iowa Chop House in Iowa City was recently named the best steakhouse in Iowa by the Food Network.



Iowa Beef Industry Council Announces Top 10 Nominations for Iowa's Best Burger Contest

Congratulations to all of the Nominees:

- Ankeny Diner, Ankeny
- Saucy Focaccia, Cedar Rapids
- Dotzy's Restaurant and Saloon, Elgin
- The IowaStater Restaurant, Ames
- Landmark Restaurant, Williamsburg
- Wood Iron Grille, Oskaloosa
- Morgan's Corner Bar & Grill, Ottumwa
- Rides Bar & Grill, Fort Dodge
- Robin's Nest Café & Bakery, Clarinda



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