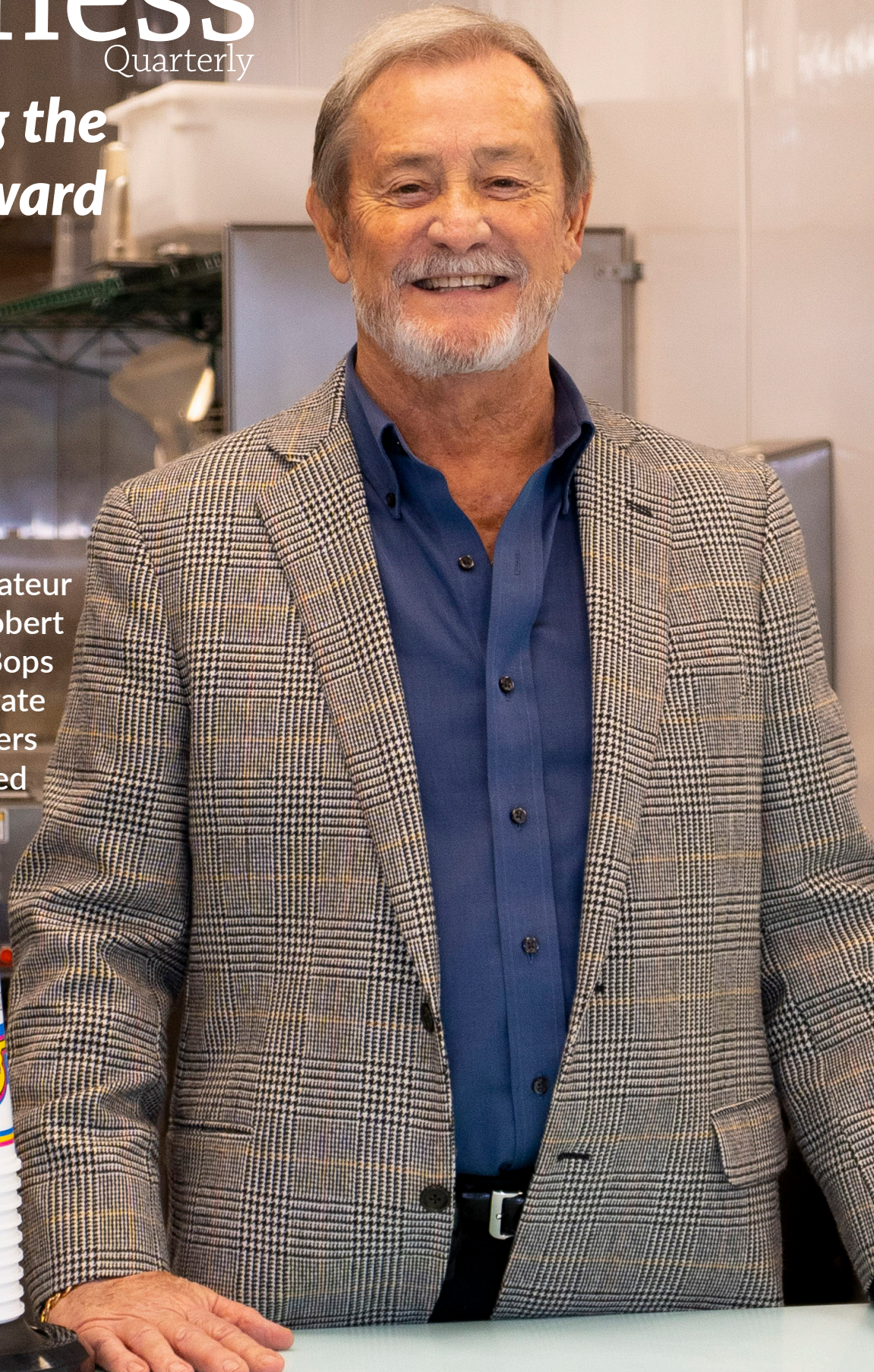


Food & Beverage Iowa Business Quarterly

Celebrating the Industry Award Winners

2019 Restaurateur
of the Year Robert
Johnson of B-Bops
and 11 other State
Award Winners
Honored



Inside: Association Invests in Future Workforce






Restaurant

Powerful. Scalable.
Feature-rich point of sale.



One integrated suite to streamline your entire operations from online to prep line.

- Cloud-based Point of Sale
- Self Order Kiosk
- Mobile Ordering
- Guest Application
- Gift Cards and Loyalty

-  Turn Tables Faster
-  Skip the Line
-  Sync Servers and Kitchen in Real Time
-  Manage Orders From Tableside to Online to Delivery
-  Access Menus, Inventory and Sales from Any Device

Bobby Higdon
robert.higdon@heartland.us
812-989-6044

heartland.us/restaurant

Food & Beverage Iowa Business Quarterly

- 5 Celebrating Excellence
- 6 Winner Features
- 18 Events Calendar
- 20 Culinary Winners
- 23 2020 Legislative Day
- 24 Foundation News
- 25 Winners' Congratulations
- 26 Workforce Development
- 27 Saw You There



STAY CONNECTED!



/iowarestaurantassociation



@iowarestaurant



/company/iowa-restaurant-association



@iowarestaurant



PROTECT PROMOTE EDUCATE ADVOCATE

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

Food & Beverage Iowa

Business Quarterly

1501 42nd St., Ste 294
West Des Moines, IA 50266
Phone: 515-276-1454
Fax: 515-276-3660
Email: info@restaurantiowa.com
www.restaurantiowa.com

Officers

CHAIR
Jeff Duncan
Giordano's
West Des Moines, IA

CHAIR-ELECT

Jake Kendall
Culver's Restaurant
Cedar Rapids, IA

SECRETARY/TREASURER

Joe McConville
Gusto Pizza
Des Moines, IA

IMMEDIATE PAST CHAIR

Ryan Achterhoff
Pizza Ranch, Inc.
Orange City, IA

Executive Committee

At-Large Members

Jessica Dunker
Iowa Restaurant Association
Des Moines, IA

Sarah Pritchard
Samba LC/Table 128 Bistro + Bar
Clive, IA

Directors

Darin Beck
Paramount Capital
Cedar Falls, IA

Alex Banasik
Down Under Bar & Grill
Des Moines, IA

Scott Carlson
Court Avenue Restaurant & Brewing Co.,
Americana Restaurant,
Gilroy's Kitchen + Pub + Patio
Des Moines, IA

Steve Casteel
Mid-States POS
Des Moines, IA

Lauren Doll-Sheeder
Doll Distributing, LLC.
Des Moines, IA

Mike Holms
Splash Seafood
Des Moines, IA

Matt Johnson
Barley's Bar & Grill
Council Bluffs, IA

Kris Kay
Go Fish Marina
Princeton, IA

Brad Korkow
Society Insurance
Fon du Lac, WI

Chef Zeph Leaton
Riverside Casino
Riverside, IA

Christina Moffatt
Crème Cupcake + Dessert
Des Moines, IA

Bret Petersen
Martin Bros. Distributing Co., Inc.
Cedar Falls, Iowa

Millisa Reynolds
Okoboji Barz
Okoboji, Iowa

Jeremy Thompson
Sazerac Co.
Des Moines, IA

Amy Walsh
Mickey's Irish Pub
Waukee, IA

Food & Beverage Iowa Business Quarterly

Publisher/Editor

Jessica Dunker, President/CEO
Iowa Restaurant Association
jdunker@restaurantiowa.com

Graphic Designer

Gage Schuling, Graphic Designer
Iowa Restaurant Association
gschuling@restaurantiowa.com

Writer

Emilee Zimmerman, Public Relations Coordinator
Iowa Restaurant Association
ezimmerman@restaurantiowa.com

Advertising

Stacy Kluesner, Vice President
Iowa Restaurant Association
skluesner@restaurantiowa.com

Please support the advertisers herein; they have made this publication possible. For information on advertising opportunities and a media kit, please contact Stacy Kluesner at skluesner@restaurantiowa.com.

IRA Membership

To learn more about membership in the Iowa Restaurant Association, please contact Stacy Kluesner at 515-276-1454 or skluesner@restaurantiowa.com.

News

News releases and editorial queries are accepted at ezimmerman@restaurantiowa.com or call at 515-276-1454

Food & Beverage Iowa Business 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 members and proprietors.

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

Iowa Restaurant Association and Food & Beverage Iowa Business Quarterly are trademarks of the Iowa Restaurant Association. All other trademarks and registered trademarks are those of respective companies.

*Disclaimer: all artwork is NOT available for reuse.



DO THE DEW



MTN DEW, the MTN DEW Logo and DO THE DEW are registered trademarks of PepsiCo, Inc.



ALL THE FLAVOR. ZERO THE SUGAR.

delicious.
refreshing.
pepsi.



Pepsi and the Pepsi Globe are registered trademarks of PepsiCo, INC.

COVER STORY

Annual Winners Inspire, Governor Kim Reynolds Presents Awards



Each year the Iowa Restaurant Association honors its top hospitality professionals at the annual Celebrating Excellence Awards ceremony. This year twelve awards were given to people who are raising the bar on professionalism, excellence, creativity, culinary excellence, and service.

Winners Span State

All of the winners are successful in the eyes of their fellow operators, employees, and community and have contributed to the positive image of the Hospitality Industry in Iowa. Three of the awards, the American Dream, Faces of Diversity, and Restaurant Neighbor Award winners will now be elevated as Iowa's nominees for national honors consideration.

Governor Highlights Ceremony

The 2019 Celebrating Excellence Awards Ceremony was made even more special by having Iowa Governor Kim Reynolds present the first ever "40 Women to Watch in Iowa's Hospitality" honors. Incoming Chair of the National Restaurant Association Board and New Orleans' Restaurateur Melvin Rodrigue was also on hand to honor many of this year's recipients.

Every award winner has an inspiring story of how he or she has made our industry their life's passion and career. Their stories are featured on the following pages. Grab a warm beverage, sit down, and enjoy their inspirational stories!

Iowa Governor Kim Reynolds honored each of the 40 Women to Watch in Iowa's Hospitality recipients. She is pictured with Sneh Chopra of Melting Bite in Cedar Rapids at the Celebrating Excellence Awards Ceremony November 18th at Community Choice Convention Center in Des Moines.

650+ Participate in Second Year of Iowa Hospitality EXPO "Reboot"

The second year of the new Iowa Hospitality Convention & Expo saw significant upgrades in all areas with almost 650 guests in attendance. Thirty-four exhibitor booths displaying and promoting a variety of goods and services, from coffee companies to point-of-sale systems attracted industry members. Patrons also had the opportunity to attend nine education sessions on topics related to marketing, profitability, and operations. Some of the most attended sessions included a panel on third-party delivery systems and how to use Facebook Live to increase business.

The day was capped off with a Tasting Gala featuring the state culinary competition winners (see page 20) and then the Awards Ceremony and Celebratory Toast.

Mark your calendar for November 16, 2020 at the Community Choice Convention Center in Des Moines for next year's EXPO.



RESTAURATEUR

Robert Johnson

Founder/Owner: B-Bops, Des Moines

In 1970, twenty-something Robert Johnson and his cousin Dave were looking for jobs. They cruised through the classified ads and two openings caught their eye—one for an insurance agency and the other for an assistant manager position at a local fast food restaurant. Dave called the insurance job and Robert was happy to pursue the restaurant position. Thank goodness the chips fell where they did, or the Des Moines Metro may never have found its favourite burger.

Franchise Owner First

Robert Johnson, founder and owner of B-Bop's, now a Des Moines institution, started his restaurant career at a Mr. Quick franchise in Illinois. He was an assistant manager for eight months when he captured the attention of the chain's corporate office. They offered him the opportunity to become a franchise partner and in 1973, Johnson moved to Newton to open his first Mr. Quick. He added stores in Fairfield and Muscatine and then a decade later re-branded the concepts into Sizzlin' Sam's.

“Great people are the key to everything.” --Robert Johnson

But Johnson had a vision for something different. He sold his interest in Sizzlin' Sam's and looked for a site in Des Moines to do something new. Johnson, an avid reader and student of the industry, knew how to create great food, but there was a business model that intrigued him—the double drive-thru. In 1988, he found a building in Des Moines that was about to be bulldozed—he could see his vision taking form there. Within six months, the first B-Bop's, including Des Moines' first double drive-thru, was born on that very spot.

Delivering on Mission

The mission of Johnson's new concept was, and remains, simple—B-bops will offer “The Best Burgers and Fries in Central Iowa As Voted On By Our Customers.” There may be no company anywhere in the country better delivering on its mission statement. B-Bop's has been voted “Best Burger” in Des Moines by Cityview readers twenty-seven years running. They've also been runner-up for Best French Fry for the past five years.

Homegrown Talent

They key to delighting customers according to Johnson is creating every burger made-to-order and retaining great people. In fact, every general manager in Johnson's now 10 location chain started as a crew member. “We watch for talent in our ranks and then work hard to keep them,” says Johnson. “Great people are the key to everything.” And Johnson's management team reflects that belief. His Operations Director John Ferguson has been with

OF THE YEAR

Johnson since day one and several general managers have been with the company for 25+ years.

Consistent Growth

While Johnson and his wife Cheryl now split their time between Florida and Des Moines, he is still involved in the business—particularly in its methodical expansion strategy.

Under his helm, B-bops has grown into one of Des Moines' most iconic restaurants--recognized for its great food, family-fun ambiance and generous support of many Des Moines charities.

The Iowa Restaurant Association is pleased to recognize Robert Johnson as the 2019 Restaurateur of the Year. He was selected for his commitment to the industry, his team and the community along with his vision and continued leadership.



CONGRATULATIONS TO THIS YEAR'S HONOREES!

We Define Success Differently

For nearly 80 years we have devoted our business to helping our customers grow their operations. We establish solid partnerships with our customers from day one. That partnership guides every decision we make.

We are a customer-centric, family and employee-owned operation with a strong mission to serve our customers with innovative solutions and superior performance by delivering the products, tools and service necessary to help you succeed.



Are you struggling to hire and retain quality employees? Download our staffing kit **TODAY** info.martinbros.com/staffingtoolkit



martinbros.com

| 800-847-2404



FOR THE LOVE OF PIZZA

SOME CALL IT THEIR
SECRET INGREDIENT.
WE CALL IT BACIO.



For discerning chefs who know all pizza is not created equal, the only choice in cheese is Bacio.® Made with Grade A milk and our signature Kiss of Buffalo Milk,™ Bacio provides the kind of exceptional flavor and performance that deliver perfection to your pizza.



EXCEPTIONAL ITALIAN PIZZA CHEESE

For more information or to schedule a visit
reach out to us at JoinTPCFamily@pfgc.com

Exclusively Distributed By



PERFORMANCE
FOODSERVICE - Thoms Proestler

CHEF

Chef Kevin Scharpf

Chef/Owner: Brazen Open Kitchen and Bar, Dubuque

You would be hard pressed to find anyone following the Iowa food scene who hasn't heard of 2019 Iowa Restaurant Association Chef of the Year Kevin Scharpf, Chef and Owner of Brazen Open Kitchen & Bar in Dubuque.

Top Chef Season 16 Contender

His meteoric rise to the top of Midwest foodies "must try" restaurant lists was cultivated by his performance on Top Chef Season 16 and fully cemented by his inspired cuisine when he was a guest chef at the James Beard House and featured culinarian in Iowa's only stop on the "Outstanding in the Field" 2019 Summer Tour. Even before these honors, he was named to Full Service Restaurant Magazine's "40 Under 40 Rising Stars" list.

But accolades aren't what drives this passionate chef. He is about relationships. The relationship between people and food, chefs and their craft, and people and their communities.

"You've got to nurture what you love so that you don't fall out of love with it." --Chef Kevin Scharpf

Inspired by Daughter

Inspired by the fight he watched in his daughter when she spent months in a neonatal care unit, he draws on every resource he has to help raise hundreds of thousands of dollars for March of Dimes. Fueled by a belief that "farm to table" isn't a fad, but rather the "way we should understand food," Scharpf calls his culinary approach "simple," leveraging old-school techniques. Some of his philosophy draws all the way back to his high school years, when Scharpf was a ProStart student. He even competed in the student culinary competition, a foreshadowing to his future on Top Chef.

Still Competing

Most recently he joined other members of Top Chef Season 16 to travel to FE Warren Air Force Base. Each lead a team of five food service personnel in a competition. And yes, Scharpf's team came out on top. A graduate of Le Cordon Bleu in Minneapolis, MN he has

a culinary resume that includes top restaurants in New York City, Chicago and Minneapolis.

Committed to Hometown

But Chef Scharpf is right where he belongs—in the community he grew up in, married to his high school sweetheart, raising two beautiful children, running the restaurant he envisioned and created, drawing people to an up-and-coming district and traveling the country to elevate the recognition of Iowa's food scene and encouraging others.



EMERGING LEADER

Chris Diebel

Owner/Operator: Bubba Southern Comforts & Teddy Maroon's, Des Moines

Combining true Southern roots with an unshakable drive, Chris Diebel, owner and operator of Bubba Southern Comfort, caught "lightning in a bottle" when he tested the waters of Des Moines' hospitality market for a southern-style restaurant in 2013. With a little help from his friends, he orchestrated a three-day pop up in the historic Hoyt Sherman Place. At the time, the idea of a "pop-up" or temporary restaurant was relatively new. They sold out every seating. What's more, the food received rave reviews.

Chris knew he was on to something. He started plans for a permanent location.

Hospitality Marketing Pro

He wasn't entering the industry blindly. Chris had worked for a successful restaurant group, Orchestrate Hospitality, since his junior year at Drake University. In fact, he daily put his public relations talents to work in promoting local foodie favorites Django, Centro, Malo and Zombie Burger. He formed a private investment group with long-time friend Kolby Jones called "Teddy Maroon's," named for their Roosevelt and Dowling High School roots. They eventually landed in a historic downtown building.

Historic Building Pays Homage to Family

Chandeliers, wingback chairs and a painting of Chris' grandmother, a southern beauty, created a charming ambiance. "I wanted the décor to be a first impression," says Chris. "But I wanted the food and cocktails to leave a lasting impression." It's a strategy that has kept Bubba on Des Moines' Top 10 restaurant list since its opening.

Second Restaurant

More recently, Chris and Kolby opened a second restaurant in their old Ingersoll neighborhood. The modern gastro pub is called Teddy Maroon's—again paying homage to their high school history. Chris's influence can be felt throughout from the local memorabilia on the walls to the sophisticated drink menu.

Community Leader

When he isn't working in one of his restaurants, Chris is a visible community leader, giving time and energy to causes close to his heart including the Food Bank of Iowa, Iowa Safe Schools and WineFest. When nominating Chris for the Association awards, one community leader noted, "Chris has a fabulous imagination and is constantly finding creative ways to weave the hospitality industry into his many charitable initiatives."

Although he is being honored as an emerging leader, Chris is already a proven leader in both the hospitality and non-profit sectors. His dedication to both the community and the industry is why Chris Diebel was a unanimous choice for the 2019 Iowa Restaurant Association Emerging Hospitality Leader Award.



Chris with his partner Johnathan Brendemuehl



MAKE A BRIGHT FUTURE THE CENTERPIECE OF YOUR BUSINESS

Running a restaurant takes a lot of hard work. Let our restaurant package serve you by protecting your building, business personal property, and income. That way, you can get back to focusing on your specialty: Satisfied customers.

AUTO | HOME | FARM | BUSINESS

grinnellmutual.com



"Trust in Tomorrow." and "Grinnell Mutual" are registered trademarks of Grinnell Mutual Reinsurance Company. © Grinnell Mutual Reinsurance Company, 2019.

INDUSTRY CHAMPION

Mike Holms

Marketing Director: Jethro's & Splash Seafood Bar & Grill, Des Moines

As a high school student working at Urbandale Golf and Country Club, Mike Holms couldn't have imagined all a hospitality career could hold. Now the Communications and Marketing Director for Jethro's BBQ and Splash Seafood Bar & Grill, Mike has been a visible and relentless advocate for the entire industry--whether it's with local officials, state lawmakers, or congressional leaders in Washington DC. "We're an industry that deserves respect," says Mike. "I just go in and remind them."

The Man with the Spreadsheets

One of Mike's greatest advocacy tools is his aptitude for presenting data in an understandable way. He's become well recognized as the "man with the spreadsheets."

Says Mike, "If you consistently show up and share the industry's story and then back it up with numbers, people pay attention. It's surprising how much you can influence public policy if you're just willing to give the time. Sometimes it only takes 2 or 3 people to make real change."

Mike has played a crucial role in a number of key battles the Association has waged on behalf of the industry. Of special note, was serving as the metaphorical "tip of the spear" on state preemption legislation, which passed in 2017 and clarified that it is the role of the state, and not counties or cities, to set wage and other employment mandates, as well as packaging regulations.



Industry Champion Mike Holms and National Restaurant Association Board Chairman Melvin Rodrigue

"Sometimes it only takes 2 or 3 people to make real change." --Mike Holms

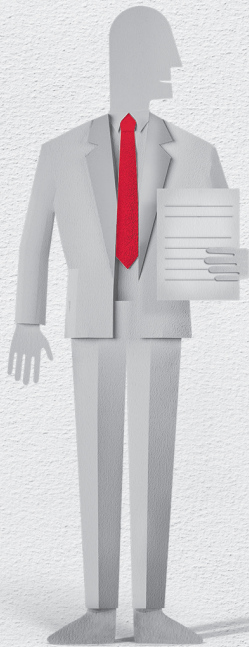
Hospitality Career Opens Doors

For him, the importance of the opportunities provided by the hospitality industry cannot be overstated. The people skills required to work in a restaurant are disappearing in a world of increased automation. Mike himself has worked in every front-of-the-house and back-of-the-house role. He is a prime example of the professional growth and versatility made possible when one chooses the restaurant industry as a profession.

Consistently Show Up

He is one of a handful of people who consistently makes time to improve the business landscape for all. He is proud to point out the hard work and heart required to be successful in the hospitality industry.

For his unwavering commitment to serve as a vocal and visible advocate for change in Iowa's hospitality industry, Mike Holms is the Iowa Restaurant Association's 2019 Industry Champion.



Fine coverage instead of fine print.
Small detail. **Big difference.**

At Society, we keep it simple and protect your outdoor property the same way we do your building—and that includes coverage for wind damage. In our experience, your signage, fencing or satellite dish are more likely to be damaged by wind than anything else. Ironically, some insurance companies don't include this common risk in their outdoor property coverage. To hear more about how we handle the details that make the biggest difference, call 888-5-SOCIETY or find one of our agents at [societyinsurance.com](https://www.societyinsurance.com).



FACES OF DIVERSITY

Chef Bobby Singleton

Chef/Owner: Cashus Italian Cuisine, Batavia

Chef Bobby Singleton is the quintessential “unlikely story.” He grew up in the Chicago projects. His parents worked long hours so he taught himself to cook. “There was a lot of trial and error,” jokes Chef Bobby. “I made quite a few greasy pancakes.” It wasn’t long before the self-taught teen cook was making family dinners.

He pursued a hospitality career and credits his years with the Darden Restaurant Group for teaching him both front and back of the house essentials. He became a trainer for the chain, but the kitchen remained his passion. On the side, he perfected his own recipes—realizing he had a special talent for Italian. “People expected me to cook soul food,” says Bobby. “But that wasn’t what I was called to.”

“I’ve had people flat out tell me black people can’t cook Italian.” --Chef Bobby Singleton

Entertainer and Chef

His restaurant career took a slight side tour when Bobby travelled the Midwest as a rap performer. It was time well spent, because that’s when he met his wife Janeane. The young mom, also a musician, was raising her infant son Dominick on her own. The two married, left the music behind and settled in Iowa close to Janeane’s hometown of Mount Pleasant. She opened a hair salon and Bobby pursued his dream to open a restaurant.

Destination Batavia

He built a reputation as a personal chef, entered and won local competitions, and eventually landed in his current location in Batavia—population 500. He renovated a tiny diner and opened Cashus Italian. The community support was tenuous, in part because he didn’t offer breakfast. He also faced push-back on his cuisine choice. “I’ve had people flat out tell me black people can’t cook Italian,” says Chef Bobby. But those who have discovered his food disagree. In fact, patrons drive hours to the tiny town just to enjoy his dishes.

In February, Chef Bobby and son Dominick were in the restaurant when Bobby collapsed. The now 11 year-old had the presence of mind to call 911. His quick thinking saved Bobby’s life but the restaurant was forced to close while Bobby recovered from heart surgery. Today Cashus Italian is again open and delighting patrons.

Embracing New Lease on Life

This self-taught Italian chef and one-time rap performer from the projects of Chicago, who literally died in his rural Iowa restaurant before being saved by his pre-teen adopted son, encapsulates the grit and opportunity of the restaurant industry, making Chef Bobby Singleton a perfect choice for the Iowa Restaurant Association’s 2019 Faces of Diversity Award.



Chef Bobby Singleton with wife Janeane and son Dominick in their restaurant.



Iowa Governor Kim Reynolds
Congratulates Chef Singleton at
the Iowa Hospitality Expo



Your menu to success.

THE RIGHT INGREDIENTS. FRESH IDEAS.



We understand that stocking your kitchen with food and supplies is only part of the equation, so we go beyond food.

The Sysco Iowa Business Resources team will help you fill seats, generate more revenue and reduce your operating costs. Together, we can simplify the complexities of running your operation, and maximize profitability.

Contact your Sysco Iowa Marketing Associate to schedule your **CUSTOMIZED** business growth consultation.

One Sysco Pl, Ankeny, IA (515)289-5300

   [sysco.com/iowa](https://www.sysco.com/iowa)



**Starting out in 1920 as restaurants...
Almost 100 years later, we serve restaurants...
Let us show you what we've learned in a century!**

"Our history is your business"



**BOLTON
& HAY** Since
1920

100th
Anniversary

**New location: 4333 Park Ave, Des Moines IA 50321
515-265-2554/ 800-362-1861/ info@boltonhay.com
Specializing in consultation, layout, & estimates
Foodservice equipment & supplies**

Better Breads Baked Locally



Pan-O-Gold is one of the largest food service bread suppliers in the Midwest. From ordering the right breads and buns to developing custom recipes just right for you, our team will supply your kitchen with the best quality products.

PAN-O-GOLD

Baking Company

Jamie Richards • 402-515-6507 • jrichards@panogold.com

**Country
Hearth**
NATURAL BREADS

**ARTISAN
HEARTH**
BREADS & ROLLS

**Village
Hearth**

*Restaurant
Deluxe*

AMERICAN DREAM

Chef Austina Smith

Executive Chef: Grand Living at Bridgewater, Coralville

Chef Austina Smith remembers helping prepare food with her family for church functions or to take to the market and sell in Sierra Leone, West Africa. She promised not to pursue the family business because it was hard work and too much personal investment. Thankfully, she had a change of heart.

“If I don’t pass along what I know, then it ends with me.” --Chef Austina Smith

Refugee Settles in Cedar Rapids

Her family immigrated to the US to escape civil war in their home country, settling in Cedar Rapids, Iowa. She attended Kirkwood Community College with plans to be a banker. For fun, she enrolled in a cake decorating class. But Kirkwood instructor and her eventual mentor, Chef Dave Dettman saw something special. He convinced Austina to try culinary classes. She was talented and hooked. Eventually she earned a degree in Culinary & Restaurant Management.

Cancer Diagnosis

Chef Austina held positions in several high profile venues, eventually becoming an Executive Chef. However, three years ago, the now wife and mother of two, was diagnosed with esophageal cancer. Her esophagus was removed, followed by chemo and radiation treatments, and 9 months on a feeding tube. She feared she would never cook professionally again. But this survivor is a thriver.

Relearning Craft

Chef Austina relearned how to taste and swallow food and then restarted her career. Now the Executive Chef at Grand Living at Bridgewater in Coralville, Chef Austina is considered by the 118 residents as much more than a chef. She has forged personal connections with each person —it’s a philosophy she takes into the kitchen she leads as well.

Says Chef Austina, “With some professions, you can operate as an “island” but in a kitchen you have to trust the people you work with. They are the key to your success. They are also your extended family.”

Mentoring Others

Chef Austina hopes to be the type of mentor that Chef Dettman has been to her. She flashes a smile and jokes, “in Africa, we say when the old man dies, the library burns,” adding more seriously, “If I don’t pass along what I know, then it ends with me.”

For her determination in pursuing her goals and commitment to helping others, Chef Austina Smith is this year’s recipient of the Iowa Restaurant Association’s American Dream Award.



Chef Austina Smith Accepting Her American Dream Award from the Iowa Restaurant Association. Her nomination is being submitted for national consideration.

Nothing beats a better cup of coffee!

Step up to RiverWalk Coffee - a premium coffee available in over 25 flavorful ground and whole bean roasts. 100% Arabica beans combined with our lightning-fast inventory turn, it's the freshest coffee you can serve. We not only deliver the coffee and equipment, we provide all the service you need to keep great coffee flowing day after day.



"If you like the coffee, you'll love our fresh iced tea!"

IOWA-DES MOINES SUPPLY, INC.
DISTRIBUTION SINCE 1937
Central Iowa - Call 515-263-1200
iowadesmoinessupply.com

BAKER PAPER & SUPPLY
DISTRIBUTION SINCE 1924
Eastern Iowa - Call 319-366-2781
Bakerpaperandsupply.com

"We've been serving Iowa businesses for nearly 200 years."

Enjoy
40% FEWER CALORIES
than a glass
of white wine*

Just
add
soda.

KetelOne
BOTANICAL

*Real Botanicals.
Fresh taste.*



Upcoming Events and Educational Opportunities

January 28

State Legislative Day
Iowa Tap Room|Des Moines
Register at restaurantiowa.com

Feb 12-14

National Restaurant Association
Human Resources & Risk and Safety
Managers Conference|Dallas, Texas
Register at restaurant.org

March 3

Iowa ProStart Invitational
Iowa Events Center|Des Moines

March 3-4

National Public Affairs Conference
Washington DC
Register at restaurant.org

ServSafe Classes

The Iowa Restaurant Association offers ServSafe Food Manager Certification classes weekly in our West Des Moines office. Additionally, the Association's Teaching Partner ISU Extension Services offers classes across the state throughout the year.



IOWA STATE UNIVERSITY
Extension and Outreach

Check out the full schedule at restaurantiowa.com

Stay Informed on Your Own Time Frame

Members of the Iowa Restaurant Association receive dual membership in the National Restaurant Association giving them access to member-exclusive content including a number of industry-specific webinars. Check out the library of recently recorded and accessible webinars at restaurant.org. Titles include:



- Top Food Safety Violations
- Get Ready: New Overtime Rules Jan. 1, 2020.
- Crisis Recovery: Getting Back to Normal
- Minimizing Food Waste
- Are You Afraid of Cyber Threats?
- Protect Yourself from IRS-issued 226-J Letters
- Restaurants & Service Animals: What Are the Rules?
- Sourcing Sustainable Seafood
- New Health Policy Rules Can Benefit Your Business
- Tipped Employees and Side Work under the FLSA

LEGISLATOR

Iowa State Senator Carrie Koelker

District 29, Dyersville

You would be hard pressed to find an Iowa legislator who better understands, or is more committed to, the state's hospitality industry than first term State Senator Carrie Koelker. She may be new to the floor of the statehouse, but she is a familiar face to anyone who has walked those halls. She has been Executive Director of the Eastern Iowa Tourism Association since 2000 and has been a vocal advocate for the state's tourism industry for more than two decades.

The first bill she floor managed was requested by the Iowa Restaurant Association. Senator Koelker pushed hard to help pass legislation that both simplifies the process, and encourages young Iowans to change their vertical drivers' licenses to a horizontal format within 30 days of their 21st birthday. It also makes it possible to complete this change online. "This was easy to get on-board with," says Senator Koelker. "It just made sense."

Concludes Senator Koelker, "Iowa's restaurants and bars are the state's welcome mat, significantly contributing to our tourism industry and the state's economy!"

"Iowa is a great place to work, live, travel, and dine. We need to promote that in every way possible" --Senator Carrie Koelker



RESTAURANT NEIGHBOR

Kim Brown

Owner: *Inspired Luncheonette, Readlyn*

Inspired Luncheonette in Readlyn may be the world's most aptly named eatery.

Owner Kim Brown was inspired by the memories of her mother Marlene in the family's kitchen, as well as the spirit of hospitality exemplified by her grandmother Alieta. Kim looked at Readlyn, her rural community, whose downtown was faltering and was determined to do something to draw people together. The idea of her luncheonette was born.

Seniors Staff Eatery

Open four days per week and some Saturdays, Inspired Luncheonette serves up true comfort food—drawn from the recipes of local church cookbooks. There are no paid employees, rather local women (ages 65 to 80) come in daily to help cook and serve the paying customers, many of whom are also retired locals. The centerpiece of the repurposed restaurant décor

is her Grandma Alieta's farm table. Readlyn's 800+ residents consider Inspired Luncheonette a community center as well as restaurant.

For her inspired commitment to ensuring her rural community thrives, the Iowa Restaurant Association named Kim Brown as its 2019 Restaurant Neighbor Philanthropy Award Winner.



A photo of Kim's grandmother Alieta.

CULINARY COMPETITION

Beef & Soy Share the Plate, Delight Gala Crowd

Eight chefs from across Iowa competed in the Iowa Restaurant Association's Annual Culinary Competition. Each showcased their dishes for sampling at the Expo's Grand Tasting Gala in Des Moines. The two-part competition challenged the chefs to create an entrée featuring a Beef Sirloin Ball Tip Steak and a soy-based side dish or sauce. Chef Matt Drennan of Fleming's Prime Steakhouse took first place, Chef Alex Beltran of Rathbun Grill took second and Chef Nick Marino of Park Street Kitchen + Bar took third. The People's Choice Award winner was chosen and announced at the Event. Chef Anthony Nace of Blu Toro Cantina took home this award. Thank you to Iowa Beef Industry Council and The Soyfoods Council for sponsoring the 2019 Culinary Competition. Thank you to Performance Food Group for donating Braveheart beef product.

Thank you Culinary Competition Sponsors!



From left to right: Chef Matt Drennan, Fleming's, West Des Moines, Chef Nick Marino, Park Street Kitchen + Bar, Des Moines, Chef Alex Beltran, Rathbun Grill, Moravia, Chef Anthony Nace, Blu Toro Cantina, West Des Moines, Chef Micheal Glesener, Wood Iron Grille, Oskaloosa, Chef Nickolas Kubal, The Whiskey House, Ankeny, Kylie Peterson, Iowa Beef Industry Council, Chef Katie Harvey, Harvey's at Hotel Pattee, Perry, Chef Tim Howard, Cafe Dodici, Washington, and Linda Funk, The Soyfoods Council.

Tofu!

Heart Healthy
& Versatile



Funded by the soybean checkoff

Sweet Garlic Wasabi Tofu Dressing

Kerri Rush,
Fresh Cafe and Market
Yield: 10 servings

Dressing:

- 1 pkg of silken tofu
- 1/4 t wasabi powder
- 1 T granulated onion powder
- 1 T granulated garlic powder
- 2 cloves garlic
- 2 T Veganaise (vegan mayo made with soy)
- 1 T agave nectar
- 1 t Himalayan salt

Directions:

Place all ingredients in blender; blend until smooth.

Served as an Asian Cobb Salad made of: Iceberg wedge, tomato, avocado, edamame, coconut bacon, tamari, liquid smoke, maple syrup and smoked paprika, and shredded carrots.

EMPLOYEE

Emily Hudson

Manager: Hemispheres Bistro, Bettendorf

The Iowa Restaurant Association Restaurant Employee of the Year Emily Hudson is the organizational “right hand” every restaurant owner wishes he or she had. The Manager for Hemispheres Bistro in Bettendorf is an indispensable part of the business according to Chef Owner Aman Razdan. “I trust her completely,” says Chef Aman. “She treats Hemispheres like it’s her own, and our employees like they’re family. We really couldn’t do this without her.”

Hemispheres Bistro’s global menu allows guests to “build their own” dining experiences with flavors from India, Asia, Italy, and France. The locally owned restaurant takes great care to offer its guests an exceptional experience with “every service, every plate, and every pour.” Emily believes Hemispheres Bistro is just one example of how Iowa’s food scene has elevated in recent years.



“My name will never be on the door, but I approach every day like it is.” --Emily Hudson

Big City Service and Cuisine

She boasts, “Guests tell us countless times, walking into Hemispheres is like being transported to a restaurant in Chicago or New York. You get that big city feel right here in small town Iowa.”



Emily with Owner and Chef Aman Razdan

PURVEYOR

Brad Korkow

Senior Regional Sales Manager: Society Insurance, Fort du lac, WI

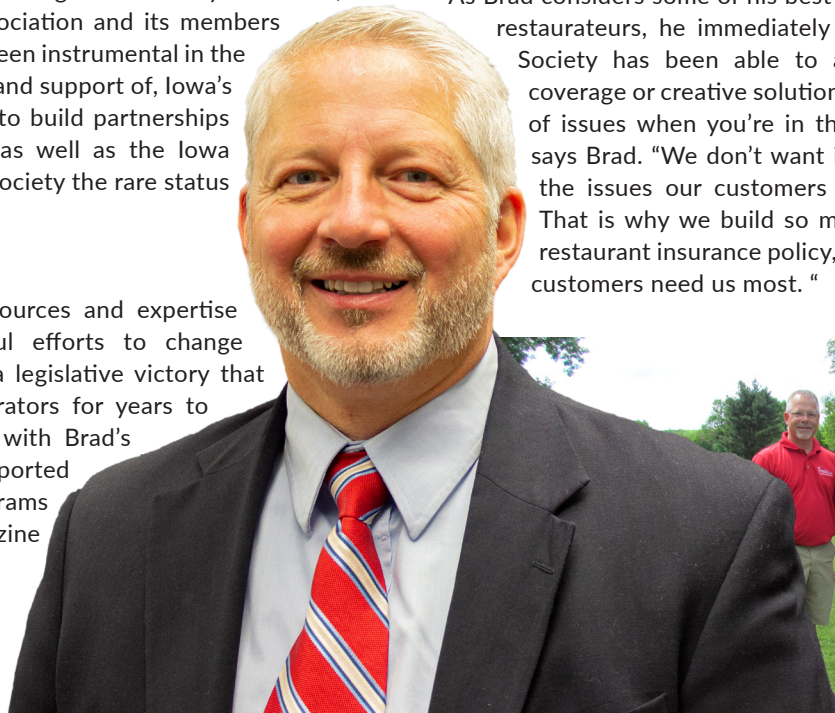
Iowa Restaurant Association Purveyor Employee of the Year Brad Korkow, Senior Regional Sales Manager at Society Insurance, has been working with the Association and its members for nearly two decades. He has been instrumental in the insurance company’s growth in, and support of, Iowa’s restaurant industry. His efforts to build partnerships with local insurance agencies, as well as the Iowa Restaurant Association, netted Society the rare status of “endorsed provider.”

Help With DRAM Reform

Brad recently helped bring resources and expertise to the Association’s successful efforts to change Iowa’s DRAM insurance laws—a legislative victory that will help reduce costs for operators for years to come. But Society Insurance, with Brad’s recommendation, has long supported an array of Association programs including its Gala, EXPO, magazine and golf outing.

Connections with Iowa Restaurants

As Brad considers some of his best connections with Iowa restaurateurs, he immediately points to times when Society has been able to assist with immediate coverage or creative solutions. “There’s no shortage of issues when you’re in the restaurant industry,” says Brad. “We don’t want insurance to be one of the issues our customers need to worry about. That is why we build so much coverage into our restaurant insurance policy, we are there when our customers need us most. “



Brad with Society agents and partners at the IRA Golf outing

MENTOR

Chef Michael Gabrielson

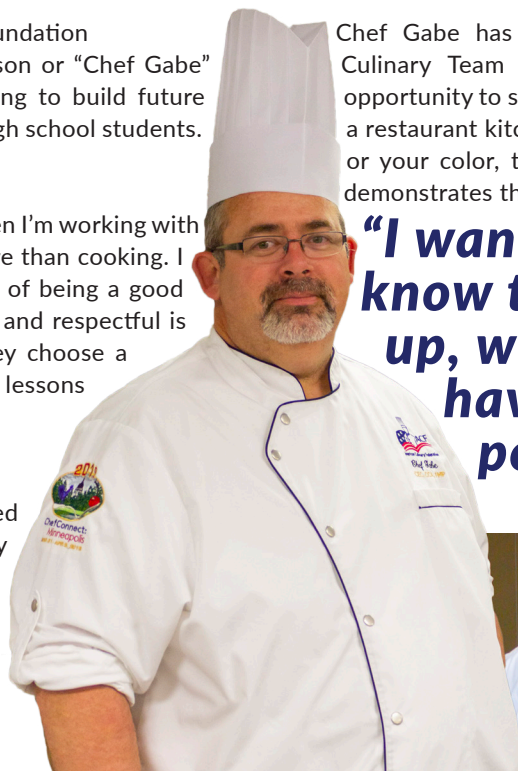
Chef De Cuisine: Isle Hotel + Casino, Bettendorf

Iowa Restaurant Association Education Foundation Mentor of the Year Chef Michael Gabrielson or “Chef Gabe” as most people know him isn’t just looking to build future culinary talent when he works with local high school students. He wants to build “good people.”

Chef Gabe offers sage advice sharing, “When I’m working with kids in the kitchen, it’s about so much more than cooking. I want to help them with the fundamentals of being a good person and a good employee. Being kind and respectful is just as important as sautéing skills. If they choose a career other than culinary, those are life lessons they can take anywhere.”

Veteran, Chef, Mentor

After the military, a VA aptitude test pointed him toward cooking. He enrolled in culinary school and eventually landed as Chef De Cuisine at the Isle Hotel Casino and Convention Center in Bettendorf.



Chef Gabe has mentored the Davenport High School Culinary Team for several years and appreciates the opportunity to showcase the industry. Says Chef Gabe, “In a restaurant kitchen no one cares about your background or your color, they just care about the job you do. He demonstrates this at work and as a mentor daily.

“I want students to know that if you show up, work hard, and have a great attitude people will notice.”

--Chef Michael Gabrielson



EDUCATOR OF EXCELLENCE

Jane Hoegh

FCS Instructor: Hampton Dumont Schools, Hampton

It’s hard to keep up with the 2019 ProStart Educator of Excellence Jane Hoegh. If she’s not working with students in one of her school’s two student-run restaurants, she’s on the hunt for industry mentors and coaches to work with her defending State Champion ProStart Culinary Team, or providing student created food for local fundraising events. In just five short years, the Hampton-Dumont High School Family & Consumer Sciences instructor has turned the rural Iowa district’s ProStart program into one of the state’s best.

Always Pursuing Classroom Innovation

Jane is always seeking proactive ways to “do it better.” Her students have done everything from work alongside Iowa’s top professional chefs to produce five-star culinary dinners, to assisting professional culinarians at galas and competitions. Additionally, they have interviewed for internships at top Iowa resorts. Jane also looks for ways to improve upon her own culinary and restaurant management teaching skills and has completed all of the National Restaurant Association’s ProStart Summer Institute programs.



Her dedication has paid off. The school’s culinary and management teams have consistently placed in the top 3 in the Iowa ProStart Invitational and last spring represented Iowa at the National ProStart Invitational in Washington DC.

Jane’s ProStart students received support for their trip to Washington DC from the IRAEF.



Join Restaurant Industry at Capitol January 28th



LEGISLATIVE DAY
Iowa Restaurant Association

The Iowa Restaurant Association will host its Annual Legislative Luncheon and State Legislative Visits on January 28th. Luncheon Speaker Senator Carrie Koelker was the Association's 2019 Legislator of the Year. She is an expert on state tourism issues and floor led an Iowa Restaurant Association proposed bill in 2019 to incentivize 21-year olds to change their driver's licenses from a vertical to horizontal format.

After the luncheon, attendees we will visit the Capitol to meet with legislators and share the industry's issues of concern. All materials will be provided.



Register Today

Tuesday, January 28th 11:00 a.m.

Legislative Luncheon \$25

Iowa Tap Room

215 E 3rd St Des Moines, IA 50309

Followed by Capitol Visits

Register at restaurantiowa.com or

Call 515-276-1454



E&J Gallo Winery



Contact: Benjamin Poole | Sales Manager | bpole@johnsonbrothers.com | (515) 262-1199

EDUCATION FOUNDATION

Doll Family Creates Scholarship in Honor of First Class of 40 Women to Watch in Hospitality

The Doll Family has created a scholarship in honor of the Inaugural Class of the 40 Women to Watch in Iowa's Hospitality Industry. The scholarship will be awarded through the Iowa Restaurant Association Education Foundation to a young woman who is pursuing an education in a hospitality related field. The family released this note to winners:

"Doll Distributing would like to extend our sincerest congratulations to the 2019 Inaugural Class of the Iowa Restaurant Association's, 40 Women to Watch in the Hospitality Industry. The dedication, determination, and hardworking spirit of this group was impressive to say the least. In honor of this strong group of women, The Doll Family would like to donate a \$2,500 scholarship. We are hoping this scholarship will inspire a young woman to follow in your footsteps."



IOWA RESTAURANT ASSOCIATION

40
WOMEN
TO WATCH
IN THE HOSPITALITY INDUSTRY

Association receives \$50K Future Ready Iowa Grant

The IRA Education Foundation received an Employer Innovation Fund matching grant through the Future Ready Iowa Program for its ProStart High School Program. The \$50,000 was awarded to May Schaben, Executive Director of the IRAEF, by Iowa Governor Kim Reynolds and Workforce Development Director Beth Townsend. The public grant was contingent on obtaining equal funding from private industry. Thank you to our many industry contributors for helping make this possible.



Mark Your Calendars - ProStart Invitational: March 30th

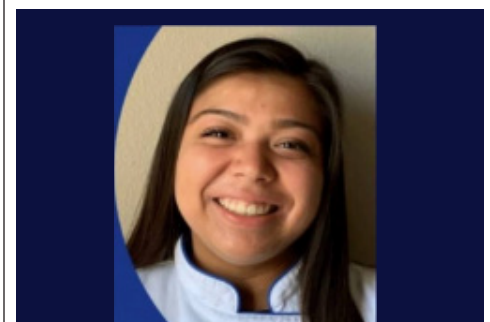
Join the IRAEF on March 3, 2020 for the 2019 Iowa ProStart Invitational at the Iowa Events Center in Des Moines. This event showcases the culinary and restaurant management talents of high school ProStart students from across the state. Students compete in teams of two to five and face off in culinary and/or management competitions judged by industry professionals.



Rachel Ray Scholarship

Congratulations Hampton-Dumont grad and ProStart Alum Delilah Cvasos on receiving a \$5,000 scholarship from the Rachael Ray Foundation "Yum-O!" and The National Restaurant Foundation. She will finish her degree from DMACC Iowa Culinary Institute in Ankeny in May.

Congratulations, Delilah!



"You have provided me the opportunity to continue my education and pursue my dream of one day owning my own restaurant. Your generosity and contribution has allowed my dreams and goals to become reality."
-- Delilah Cvasos



From one woman in Hospitality to all of you...

Congratulations on being named one of Iowa's 40 Women to Watch in Hospitality!

Rebecca Casey
Owner
(515) 207-0048
support@desmoines2go.com




Congratulations Brittany Quaid!
You are the true leader of our restaurant.
Thank you for all you do!
From,
Your Pullman Bar & Diner team!

PULLMAN
BAR & DINER
www.pullmandiner.com



Congratulations Natasha & Christina!
Through the years your talents and efforts have helped achieve Winefest's mission to promote, educate and celebrate the wine industry through wine and culinary partnerships on a local and global scale. Together, we take pride in your accomplishments and your commitment to excellence for both the hospitality industry and the Des Moines Wine Festival Foundation.

wINEfest
www.winefestdesmoines.com



Congratulations Faye Swift!
Your leadership and inspiration guides us on this journey, everyday! Thank you for all you've done and continue to do!





www.biggrovebrewery.com
www.redsalehouse.com
www.pullmandiner.com




Congratulations Linda Funk!
From The Iowa Soybean Association

Your charismatic, relationship-based approach has inspired food producers, food distributors, chefs and consumers to "think soy."




thesoyfoodscouncil.com
iasoybeans.com
Funded by the soybean checkoff.



Congratulations Anne Audo!
From your friends at Sysco Iowa
"At the heart of food and service"

Good things come from
Sysco
Sysco Iowa
www.sysco.com



Congrats on your SWEET success!
We are so proud of you!
Much Love,
Crème Crew

Crème

Crème Cupcake + Dessert
(515) 288-1050
cremecupcake.com



Congratulations, Lauren Doll-Sheeder!
From everyone on the Doll Team
Since 1965, Building Brands,
Building Relationships.



www.dolldistributing.com



Congratulations Liz Ramey!
From Day 1 you've been a key to our success!
Thank you for all you do from your Gilroy's Kitchen + Pub + Patio Team



www.GilroysKitchen.com

2019 Restaurateur of the Year

Congratulations, Bob!
Always a customer favorite and one of ours, too!





Robert Johnson,
Founder of B-Bop's

RAISING A GLASS TO...

Kevin Scharpf
Chef of the Year
Brazen Open Kitchen + Bar
Protected by Society Insurance



Brad Korkow
Purveyor Partner of the Year
Society Regional Sales Manager
Making a Big Difference for 20+ Years



Small details. Big difference.™




SOUTHERN COMFORTS
SUPPER & SPIRITS

BUBBA
ESTABLISHED 1987

congratulates

General Manager
KATE WILLER

Partner
CHRIS DIEBEL

CLASS OF 2019
40 WOMEN TO WATCH

2019 EMERGING
HOSPITALITY LEADER

2020 PRIORITIES

Workforce Development Tops Iowa Restaurant Association Agenda

The Iowa Restaurant Association Board of Directors elected its 2020 officers and determined Workforce Development will be the group's top priority for the coming year. This means the Association's legislative, educational, and promotional efforts will focus on enhancing the workforce pool for Iowa's hospitality industry.

Record Low Unemployment Fuels Needs

The emphasis on increasing interest in hospitality as a career of choice among potential workers has never been more imperative. Iowa's unemployment rate has been hovering around 2.5% -- meaning the state has the lowest, or near lowest, unemployment rate in the nation. Couple this with the projected net growth of 1,000+ hospitality jobs per year, every year for the next decade, and the need for workers becomes the number one inhibitor to business growth.

Attracting Young Talent

The Association will take a multi-pronged approach to combat the workforce shortage. First, they will partner with the IRA Education Foundation to attract more young people to a hospitality career track through its ProStart High School program. The Board of Directors also authorized the Association to join the efforts of other organizations recruiting to students to consider technical trades by participating in events such as the 2020 Build My Future Event.

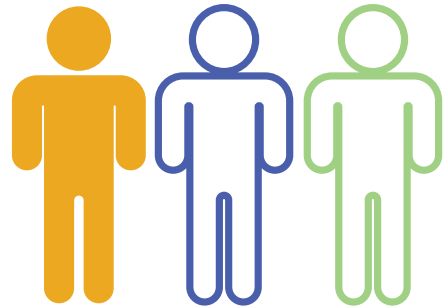
Recruiting Re-entry Population

The Association will also continue to work with the state to help individuals re-entering the workforce after incarceration to land liveable wage positions within the restaurant industry. The Association has been teaching ServSafe, ServSafe Alcohol and Customer Service in the prisons as part of a Federal Grant. The restaurant industry is 2 ½ times more likely to hire people re-entering the workforce than any other industry. These efforts will continue into the coming year.

“The restaurant industry has always been the industry of first opportunities and second chances.”
--Jessica Dunker, Iowa Restaurant Association

By 2028 the number of restaurant and foodservice jobs is projected to grow by 10.3% and provide an additional 16,000 jobs

1 in 3 people in the U.S. had their first job in the restaurant industry



The Restaurant Industry is **2½** times more likely to hire people who were previously incarcerated than any other industry



Watch the IRA Social Media pages for more workforce related information and ways you can engage!

SAW YOU THERE



Nick & Anna Lucs enjoyed the IRA's Culinary Affair 7 course gourmet wine dinner and fundraiser.



Jeff Duncan & friends joined 200+ golfers at the annual Duffer's, Diner's, and Drives golf outing.



Brad Korkow Society Insurance and Jennifer Patten Dana Company sample tasty cocktails at the 2019 Iowa's Top Mixologist Competition



Charlie & Joan Campbell and other PFG colleagues attended the ProStart cook off at the Isle in Bettendorf



Chefs from Pullman Bar & Diner prepared a fantastic farm to table meal at the Kroul Farms dinner held in Mount Vernon



Linda Funk, The Soyfoods Council and Kylie Petersen, Iowa Beef Industry Council presented a \$1,000 check to 2019 Culinary Competition Winner Chef Matt Drennan of Flemming's Prime Steakhouse



Nick Eldredge & Brian Grant are ready to greet customers at the 2019 Johnson Brothers Holiday Show.



Chris Diebel, Jonathan Brendemuehl, Jim & Lori Diebel, George & Sheila Formaro enjoy the Celebrating Excellence Award Ceremony in Des Moines



IRAIEF Board Members: John Andres DMACC, Jeanine Buckingham Orchestrate Hospitality, and Justin Woodard, President Sysco Iowa join IRAIEF Executive Director May Schaben at the annual Andres Family fundraiser benefitting the Education Foundation



Nick & Lynn Kuhn, owners of The Hall celebrate at The Local Harvest Dinner, a part of the Superheroes Dinner Series benefitting the Justice League of Food. Joining them are featured Chef Aaron Holt of Doolittle Farms & Sysco Iowa, Chef Sean Wilson and Karla Walsh.

Food & Beverage Iowa Business

Quarterly

Iowa Restaurant Association
1501 42nd St., Ste 294
West Des Moines, IA 50266

www.restaurantiowa.com

Brands You Trust. Service You Deserve!

Delivering the brands you know and love is a service you can only receive from Martin Bros. which is why over **80%** of our items come from branded manufacturers.

Rebates, menu ideas, serving suggestions and point of sale materials are all available from legendary brands and delivered to you by the trusted leader in foodservice distribution.

Get **FREE** recipes, ideas and trends to grow your business!

Subscribe Today!

DISH!BLOG

martinsnet.com/dishblog

Your business is our business.



Martin Bros.
DISTRIBUTING CO INC



/MartinBrosDist

Foodservice with a Difference