

IOWA RESTAURANT ASSOCIATION'S PREMIER PUBLICATION FOR THE RESTAURANT AND BAR INDUSTRY

3rd Quarter| ISSUE 53

# Food & Beverage Iowa Business Quarterly



## WOMEN TO WATCH IN THE HOSPITALITY INDUSTRY

*Inside: New Federal Credit Card Rules Expected to Decrease Fees*

# Collect payments anywhere, to take your business everywhere.

## Payment | Heartland Mobile Pay

Heartland Mobile Pay is a simple yet powerful solution to accept payment on the spot - whether you're busting lines at your store, taking payment at your food truck, or getting paid upon the delivery of home services.

**Expand your business footprint.** Download the Heartland Mobile Pay app and plug in the Mobile Reader. It's that easy! Compatible with iOS and Android phones and tablets.

**Accept the ways customers want to pay.** Accept EMV chip cards, Apple Pay®, Google Pay™ and Samsung Pay™, magstripe, cash and checks. Send digital invoices and set-up recurring payments.

**Cloud access to real-time reporting.**

Access a web portal to keep track of sales, transactions and inventory, and easily export reports.

**Dependable and secure.**

Ruggedly designed for 99.995% reliability. EMV technology reduces chargebacks and fraud. Card information is encrypted and never stored on your mobile device.

[heartland.us/mobile-payments](https://heartland.us/mobile-payments)

A **Global Payments Company**

© 2020 Heartland Payment Systems, LLC



# Food & Beverage Iowa Business Quarterly

- 4 Letter from the Editor
- 6 Cover Story- 40 Women to Watch in Hospitality
- 14 Preview of 2022 Industry Award Winners
- 18 Iowa Hospitality Showcase Preview
- 22 New Federal Credit Card Rules Expected to Decrease Fees
- 25 State Legislative Updates

## 6-11 2022 40 Women to Watch Write-Ups



## WOMEN TO WATCH IN THE HOSPITALITY INDUSTRY

### STAY CONNECTED!



/iowarestaurantassociation



@iowarestaurant



/company/iowa-restaurant-association



@iowarestaurant



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](mailto:info@restaurantiowa.com)  
[www.restaurantiowa.com](http://www.restaurantiowa.com)

#### Officers

**CHAIR**  
Joe McConville  
Gusto Pizza  
Des Moines, IA

**CHAIR-ELECT**  
Amy Walsh  
Mickey's Irish Pub  
Waukee, IA

**SECRETARY/TREASURER**  
Kris Kay  
Go Fish Marina  
Princeton, IA

**IMMEDIATE PAST CHAIR**  
Jake Kendall  
Culver's Restaurant  
Cedar Rapids, IA

#### Executive Committee At-Large Members

Jessica Dunker  
Iowa Restaurant Association  
Des Moines, IA

Sarah Pritchard  
Sunday Night Foods  
Clive, IA

#### Directors

Jeanine Buckingham  
Orchestrate Hospitality  
Des Moines, IA

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

Steve Casteel  
Paytesa  
Des Moines, IA

Kyle Dehmlow  
Whiskey Road Tavern  
Cedar Falls, IA

Doug Goettsch  
Big Grove Brewery  
Iowa City, IA

Ross Groeneweg  
Pizza Ranch Inc  
Orange City, IA

Marty Hayes  
7G Distributing  
Cedar Rapids, IA

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

Paul Kay  
Parkside Brewing Company  
Burlington, IA

Chef Zeph Leaton  
Riverside Casino  
Riverside, IA

Alexis Lundgren  
Trackside Bar & Grill  
Peosta, IA

Robyn McSheehy  
Trostel's Greenbriar  
Johnston, IA

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

Jeremy Thompson  
Sazerac Co.  
Des Moines, IA

Russell Vannorsdel  
Fridley Theatres  
Des Moines, IA

## Food & Beverage Iowa Business Quarterly

**Publisher/Editorial Director**  
Jessica Dunker, President/CEO  
Iowa Restaurant Association  
[jdunker@restaurantiowa.com](mailto:jdunker@restaurantiowa.com)

#### Managing Editor

Emilee Zimmerman, Public Relations Specialist  
Iowa Restaurant Association  
[ezimmerman@restaurantiowa.com](mailto:ezimmerman@restaurantiowa.com)

#### Advertising

Stacy Kluesner, Vice President  
Iowa Restaurant Association  
[skluesner@restaurantiowa.com](mailto: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](mailto: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](mailto:skluesner@restaurantiowa.com).

#### News

News releases and editorial queries are accepted at [ezimmerman@restaurantiowa.com](mailto: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 & 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.



## Letter from the Editor

Over the past three years I have often been inspired by the sheer will of Iowa's hospitality professionals to go on. I open nearly every public speaking engagement sharing how the Iowa Restaurant Association's volunteer Board of Directors, when told of the Governor's plan to shut down bars on St. Patty's Day in March 2020, recommended to the Governor that she instead "take us all."

Even operators with no liquor license or almost no alcohol sales, understood the importance of standing together as an industry versus acting only in their own self interests. Knowing the average restaurant or bar has only 16 days of reserve cash on hand, that call to the Governor was arguably one the bravest and boldest acts I've ever had the privilege to witness.

Although our industry is no longer facing shutdowns or capacity limits, we are, for the first time ever, facing a simultaneous 15% increase in the cost of goods and a 15% increase in the cost of labor. Couple that with consumer behaviors influenced by 8+% inflation and it's painfully evident that we're still in choppy waters.

Even so, I continue to see acts of bravery and pure determination in all four corners of the state—especially when I speak to female hospitality operators and leaders. Case in point, last month I visited a steakhouse in a tiny rural community (population 300). The young woman who owns and operates the region's largest restaurant is a fourth-generation female restaurateur. Both her grandmother and great-grandmother owned and operated rural Iowa restaurants as well.

She offers all Iowa fare—from steaks sourced from local farmers to hand cut and breaded onion rings. Her desserts are from recipes she found in an old church cookbook. Her steakhouse is where every funeral luncheon and local celebration is held. She contributes to her community, the school district and local charities. She employs 25 locals (mostly teens.)

This young woman continues to scrape and fight her way back from the toll the pandemic took on her business. She made changes to her service model to increase efficiency and went to a cash-only policy to cut card fees. She applied for, and received, nearly every state and federal grant and loan—and is grateful for each, and every, one.

She knew, and still knows, her business is worth fighting for because if she goes away, no one will pick up and start something new. Her community's gathering place will be lost.

Bravery isn't only found in grand gestures. In fact, it's more often found behind the scenes, from people who quietly push through because they love what they do and the communities they do it for. This issue of Food and Beverage Iowa Business Quarterly features 40 such women, but there are hundreds more across the state, opening their establishments and delighting their customers, day-in and day-out.



***"Bravery isn't only found in grand gestures. In fact, it's more often found behind the scenes, from people who quietly push through because they love what they do and the communities they do it for."***

A handwritten signature in blue ink, likely belonging to Jessica Dunker.

**Jessica Dunker, President & CEO**





# Sourcing with Purpose

**Over 1.3 million acres are devoted to Sysco Brand agricultural products worldwide.**

By choosing Sysco Brand canned and frozen fruits & vegetables, Sysco customers aren't only serving great meals today – they're serving a commitment to a more sustainable future.



Visit [www.syscofoodie.com/sustainable-agriculture](http://www.syscofoodie.com/sustainable-agriculture) to learn more about Sysco's commitment to sustainable agriculture.

Delivering a Better Tomorrow®

*Congratulations*  
TO  
**THIS YEAR'S  
IRA HONOREES**







# WOMEN TO WATCH IN THE HOSPITALITY INDUSTRY

The restaurant industry has always been a place where women could consistently find work. In fact, 61% of adult women have been in the restaurant industry at some point during their lives, and 39% found their first job in a restaurant. Today, women hold 56% of all hospitality jobs—compared with 47% of jobs in the overall economy.

However, holding a demographic advantage doesn't always translate into demographic equality. For example, while 63% of today's entry-level restaurant workers are female, as are 70% of waitstaff and 69% of mid-level supervisors and managers, only 38% of executive level positions are held by women. The number of women owners is slightly more encouraging with one-third of all restaurant businesses being majority-owned by women and 48% at least half-owned by women. The Iowa Restaurant Association's

Fourth Class of 40 Women to Watch in the Hospitality Industry is defying the statistics. They exemplify the critical roles women play in the evolution of the industry, but also the creative ways women can chart their own course. The year's list includes well-established entrepreneurs who own restaurants, hotels, bars, and bakeries. For the second year in a row, the class includes multiple home-based cottage business owners—all with nearly cult-like followings. There are also women in industries that support hospitality including purveyors, tourism professionals, marketers, and social media mavens.

The 2022 class of honorees reveals the creativity and innovation of women who see opportunities and fill gaps in the marketplace. For full write-ups on this year's list, as well as to read about previous honorees, visit [restaurantiowa.com](http://restaurantiowa.com)

*In addition to an impressive list of personal achievements, this year's honorees are leaders who proactively find ways to mentor and empower other women hoping to build futures in the hospitality industry.*



**Addison Mittlestaedt** |  
Big Grove Brewery

As Event Director for Big Grove Brewery, Addison oversees events, community engagement, and philanthropy for four locations. She started with the brewery in Iowa City but recently moved to Des Moines as part of Big Grove's expansion. Recommends Addison, "Be open to trying new things that might improve your efficiencies and culture."

**Alyssa Dreeszen** |  
CornerHaus 101

Alyssa Dreeszen's multiple nominators credit her with leading the revival of their western Iowa community by resurrecting the local theater. In 2019, she purchased CornerHaus 101, a main street coffeeshop that is equal parts eatery and meeting place. It quickly became the community hub for the town of 1,400.



**Amanda Ripperger** |  
The Sports Page Bar & Grill

Amanda Ripperger has helped grow Sports Page Bar & Grill from one to four central Iowa locations, employing 180 people. The young mom says the industry is a great place for those looking for flexible hours and lucrative opportunities that allow you to be home with your family.



**Angela Lose** |  
Orchestrare Hospitality

Angela Lose, Marketing & Engagement Coordinator at Orchestrare Hospitality, handles guest engagement for 9 restaurant brands, developing social media content, fielding customer feedback and initiating a number of marketing campaigns. She currently serves on the IRA's Education Foundation Board and often visits high schools to talk about careers in the industry.



**Angela Harrington** |  
Hotel Grinnell | Highlander Hotel

Angela Harrington is the only woman hotel developer/owner/operator (all three) in Iowa. She has been honored for both her Grinnell and Iowa City locations and was recognized as Entrepreneur of the Year in Cedar Rapids/Iowa City. Angela serves on the inaugural board of the newly formed Iowa Hotel & Lodging Association.



**Aom Nishapat Meesangkaew** |  
Eat Thai, Thai Eatery | Ocha Bubble  
Tea & Dessert Cafe

Nishapat (Aom) Meesangkaew came to Iowa 9 years ago to work on her PHD in hospitality management at ISU. Two years into her program she opened a Thai restaurant in West Des Moines and later added two cafés. She plans to franchise her Ocha Bubble Tea & Dessert Café concept nationwide.



**Beth Jackson** |  
Nourished

Beth has always seen food as a means to lift people up. Today she uses her culinary talents to create vegan and vegetarian meals from her home. They are available from her website, as well as in the Iowa Food Co-op, Mars Cafe, Savor the Rise, Thistle's Summit, and Kava DSM.



**Carolina Hudman** |  
Euphoria Cakes

Carolina has built a reputation creating cakes that are as beautiful as they are delicious. The bakery owner appreciates the opportunities she's been given to showcase her skills and support causes important to her. Says Carolina, "Ultimately, I'm a true believer that the best ingredient you can put into your product is love."



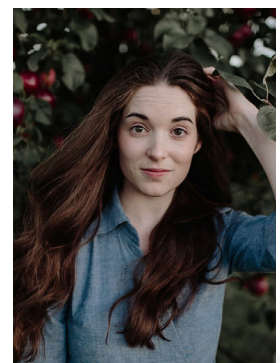
**Christine Johnson** |  
Joppa Experience

Chef/Owner Christine Johnson says her restaurant Joppa Experience aims to feed "mind, body and soul." She had a strong following for her catering, meal prep, and personal chef services when she fulfilled her dream of opening a restaurant. Her Des Moines eatery serves up flavors unique to the Windy City, and often missed by Chicago natives.



**Colleen Brennan** |  
Bread Worthy Bakery

Colleen Brennan is the owner, businesswoman and pastry chef behind Bread Worthy, a popular home bakery in Iowa City. She studied Hotel and Restaurant Management at Penn State, spent a semester in the pastry program at Apicius University (Florence, Italy), and completed The Culinary Institute of America's Accelerated Culinary Arts Program.







**Deja Keppler |**  
Savor The Rise

Deja Keppler, owner of Savor the Rise in Indianola, started in a Farmer's Market stand and built on that momentum to open a storefront on the town square. The mother of two encourages aspiring business owners to, "Just start. Go into it with no expectations and a strong desire to learn."

**Elise Vaux |**  
Johnson Brothers of Iowa

Elise Vaux, of Johnson Brothers, returned to Iowa from New York City with a vision. "I love restaurants, wine and people," says Elise. "I saw the potential to cultivate a wine culture unique to the Des Moines metro." In addition to her work with restaurants, Elise has plans to start an industry organization to expand wine education.



**Dr. EunHa (Lena) Jeong |**  
Iowa State University

As an associate professor in ISU's Hospitality Management Program, Dr. EunHa (Lena) Jeong is the Director of Food & Beverage Research for the university's Department of Apparel, Events, and Hospitality Management (AESHM). Dr. Jeong helps oversee the department's food & beverage facilities including the Joan Bice Underwood Tearoom, and SPARKS, a student operated café.



**Heather Sheffer |**  
Tin Pig | Gamble Block Brewery

Heather is co-owner of seven popular central Iowa restaurants. She says the hospitality industry is always changing so you must be willing to change with it. Today she is trying her hand at craft beer brewing. Says Heather, "Restaurants have been my life's work, but the brewery is my new passion."



**Heidi Messelheiser |**  
Marriott Des Moines Downtown

Heidi wishes she would have discovered the hospitality industry earlier in her career journey. The one time top performing off-premise sales rep for Southern Glazers Wine and Spirits, she has transitioned into a hands on hospitality role as the Food & Beverage Purchaser for the Marriott Downtown in Des Moines.

**Heidi Young |**  
Happenings

Once Heidi opened Happenings Bar in Steamboat Rock, it quickly became the local gathering spot for community members. This year, the restaurant, bar, and live music venue, also added a golf simulator and beer garden. Heidi is quick to credit her team, says Heidi, "Without them we would not be where we are today!"



**Jackie Akerberg |**  
Jackfruitful Kitchen

Jackie describes food as a love language, a source of pleasure, and a path to health and wellness. She promotes these concepts in her popular vegan food blog Jackfruitful Kitchen and colorful Instagram account. Her social media, blog and in her forthcoming cookbook, show that eating more plants can be fun—and delicious.



**Jennifer Ferrell |**  
Yesterday's

Jennifer Ferrell bought the iconic Okoboji eatery Yesterday's in 2019. She had worked for 20 years in the hospitality industry preparing herself for ownership. Says Jenn, "In every restaurant I've worked, someone served as a mentor." She credits at least 10 people for making her the owner she is today and hopes to do the same for future restaurant entrepreneurs.



**Jillian Harrington |**  
Apres Bar Co.

Jillian Harrington, owner of Apres Bar Company, has worked in the hospitality industry for nearly a decade. From her first job in a neighborhood bar, to orchestrating large scale weddings and events, to owning her own mobile bartending business, Jillian has built a reputation as a logistics and details expert.

Joan Sherwood is the owner and operator of one of Iowa's most popular independent pizzerias, Great Plains Sauce & Dough Company in Ames. She is a graduate of Iowa State University's Hotel Restaurant Management program and like many restaurant operators, leaned into her education during the pandemic when she found ways to quickly transform operations.

**Joan Sherwood |**  
Great Plains Sauce & Dough Company







**Julie Stow |**  
Cedar Rapids Tourism Office

Julie Stow, Director of Meetings and Conventions for the Cedar Rapids Tourism Office, has been a tireless champion of the city for more than a decade. The California native has promoted and elevated the region's profile—drawing businesses, visitors, and celebrities from across the country, and world, to the Corridor.

**Chef Katie Porter |**  
The Wallace Centers of Iowa

Chef Katie attended the American Culinary Federation of Colorado Mountain College and held culinary positions across the country, and world, before returning to her home state. Today, she oversees the Wallace House farm-to-table dinners, seasonal culinary classes, and Real Food summer camp for teens. She is often featured in local and state media.



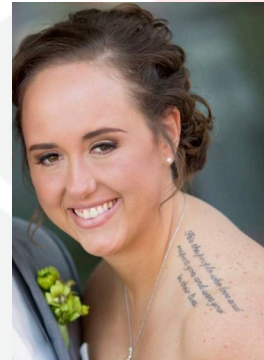
**Chef Katie Van Dyke |**  
Iowa Culinary Institute

An ICI graduate, Chef Katie headed to the Napa Valley to work in a Michelin-starred restaurant. She returned to the ICI to serve as an adjunct instructor and helped launch a series of pop-up “innovative wine pairing dinners.” Says Chef Katie, “This industry has offered me a way to express myself creatively as well as soulfully.”



**Kayleigh Phillips |**  
Ohana Poke Company

After years of working in the industry, Kayleigh Phillips followed her dream and opened her own eatery. Her Hawaiian-inspired rice bowl restaurant allows patrons to build their own bowls using her original sauces. Says Kayleigh, “Even with something as seemingly simple as poké bowls, the bonds that are built with my customers are very strong.”



**Krista Matthes |**  
SOMM Wines

Krista Matthes, discovered her passion for wine while working as a server at Emeril Lagasse's Fish House in the MGM in Las Vegas. She advanced to assistant sommelier and later went to Caesar's Palace as Lead Sommelier. Today Krista's boutique wine store and by the glass lounge are a “go to” spot in Fairfield.



**Kristen Daily |**  
Pie Bird Pies

Kristen taught writing/communications classes centered on food narratives at ISU but wanted to be more “hands on.” She opened her home bakery with her partner Andrea and their pies quickly skyrocketed to cult status, continually selling out at every market and pop-up they do. They share their success by donating to local LGBTQ causes.



**Krystle Mohr |**  
5th Quarter Bar & Grill

Krystle Mohr, owner of 5th Quarter Bar & Grill, has worked in hospitality, marketing, sales, finance, real estate and agricultural. Her common denominator in every industry has been her passion for customer experience and service. “The Hospitality Industry encompasses more than meets the eye. It's an industry where your creative juices can flow,” says Krystle.



**LeShawn Smith |**  
Shawnniecakes

LeShawn “Shawnnie” moved her home bakery into the NewBo Market in 2019. Today she markets her specialty cakes as being baked with “love and soul.” She got a special boost when late-night television host Stephen Colbert featured Shawnniecakes twice as a deserving small business as part of a national “Small Biz Bump” segment.



**Chef Lumarie Rodriguez-Soto |**  
Waterloo Convention Center

Chef Lumarie, Food & Beverage Director and Executive Chef for the Waterloo Convention Center, comes from a culinary family in Puerto Rico. Today, the multi-award winning American Culinary Federation certified executive pastry chef, is also a Latin American social media personality promoting regional and global cuisine to her more than 75,000 followers.



**Lesley Rish |**  
Oh High Bakery

Lesley has been recognized for her culinary prowess and entrepreneurship for everything from Dumpling Darling to Nosh Cafe & Eatery. Today her home-based Oh High Bakery has elevated the chocolate chip cookie to new heights by stuffing it—with everything from brownies and peanut butter, to cream cheese.



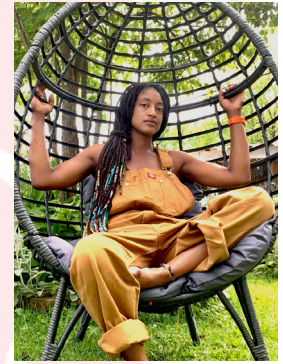




**Lydia Zerby |**  
Iowa Soybean Association  
As the Consumer Insights & Engagement Manager for the Iowa Soybean Association, Lydia Zerby leads the Iowa Food & Family Project (Iowa FFP). She also serves as editor of the quarterly magazine Fresh Pickings which celebrates the incredible food, farms and families that make Iowa a special place to live.

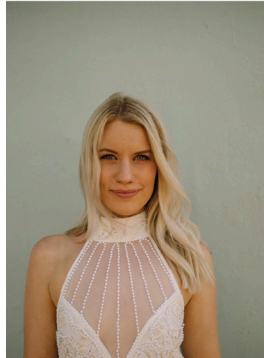
**Lyssa Wade |**  
Veggie Thumper

When Lyssa Wade, owner and operator of Veggie Thumper, realized that Des Moines had room for more vegan food options, she decided she was “just crazy enough to buy a school bus and convert it into a mobile restaurant.” Since 2019 she has been sharing her plant-based recipes on her colorful food bus.



**Chef Mary Sanigular |**  
The Cafe

Chef Mary was Head Pastry Chef at The Café in Ames where she helped establish the restaurant as a premier culinary destination. She recently became the first employee of an up and coming sourdough micro-bakery, Bread By Chelsa B, where she holds the title Kitchen Collaborator. Mary loves “marrying the relationship between food and people.”



**Sandra Hendred |**  
Polar Xpress

Owner of Polar Xpress frozen yogurt shop, Sandra Hendred is equal parts community advocate and restaurant owner. In fact, part of her motive for opening her independent frozen dessert shop in 2015, was to contribute to the revitalization of Ottumwa's downtown. She has been a very visible promoter of the city for nearly four decades.



**Sara Ostrander |**  
The Centennial

Sara Ostrander knows women on a mission get things done. The Jefferson native holds both a culinary and a business management degree. An all female investment group called Why Not Us? recruited Sara to own and operate a restaurant in a renovated historic building in downtown Jefferson. Sara is thankful to the sisterhood that invested in her.



**Shaunna Zanker |**  
Stanhope Locker & Market

Shaunna has always loved the rush of a busy Friday night in a restaurant. Today she owns a full-service meat locker and will soon open a small bar & grill in Stanhope. Says Shaunna, “The hospitality industry has limitless skies—for me it means I have the privilege of seeing the food product from start to finish.”



**Shaye Wynn |**  
The Salty Dog Bar & Grill

Shaye Wynn has been the “operational backbone” of four Council Bluffs restaurant concepts. In 2009, a 19-year-old Shaye started working for the Cadwallader family and her natural management skills were immediately evident. Today she is the Director of Operations for all of their hospitality properties. “We simply couldn't do it without her,” says Brian Cadwallader.



**Sheri Hansen |**  
Prairie Meadows

Sheri Hansen, Assistant Director of Food & Beverage for, and 25 year veteran of, Prairie Meadows, always had strong women role models in the hospitality industry. Today she is paying it forward. Says Sheri, “I am committed to mentoring and helping other women. The hospitality industry is where hard work, spirit and energy bring opportunities.”



**Stephanie Mehmen |**  
Black Sheep Social Club

Stephanie is COO of four Cedar Rapids hospitality establishments. She is described by those who know her as “a force to be reckoned with.” The industry veteran credits her father for shaping her approach. Says Stephanie, “He told me, ‘Your obligation is your employees and then you build from there—It's the best advice I've ever received.’”



**Tanya Doyle |**  
Tanya Doyle Culture Coaching

Tanya Doyle is founder of Whatcha Smokin' BBQ + Brew, a Central Texas style BBQ restaurant in Luther which was recognized by Food & Wine as the Best BBQ in Iowa. Tanya recently sold the restaurant and became an improvement coach, helping others learn to recognize and respond to the “voice of their customer.”



For your smile.  
For your health.  
For your community.



When you choose Delta Dental of Iowa you get more than great dental and vision insurance.

You make a difference for others because **we dedicate 40% of our dollars** to benefit the communities we serve.

Learn more at [deltadentalia.com](http://deltadentalia.com)



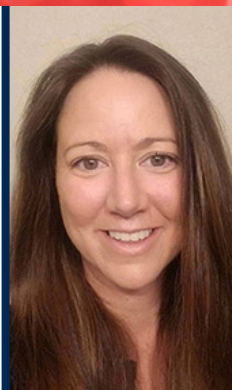


# CONGRATS



Wheatley Vodka,  
congratulates  
Jen Ferrell on  
continuing  
the legacy of  
Yesterday's and  
her success.

WHEATLEY  
VODKA  
CRAFT DISTILLED



MARRIOTT  
DES MOINES  
DOWNTOWN



CONGRATULATIONS

*Heidi Messelheiser*

Marriott Des Moines Downtown Hotel  
celebrates Heidi on her well-deserved recognition.  
Thank you for the difference you make every day!



## CONGRATULATIONS ANGELA!

IOWA RESTAURANT ASSOCIATION  
**40 WOMEN TO WATCH**  
IN THE HOSPITALITY INDUSTRY

The Highlander Hotel and  
Hotel Grinnell proudly  
announce the inclusion of  
entrepreneur, developer,  
operator, and owner  
Angela Harrington in the  
2022 40 Women to Watch  
in Iowa Hospitality!



Orchestrate  
HOSPITALITY  
congratulates

Marketing Coordinator  
**Angela Lose**



AS ONE OF THE **40 WOMEN TO WATCH** 2022

Congratulations, Joan!

We are honored to  
celebrate the recognition of  
your talent and hard  
work. We're so proud of  
you!



THE  
HIGHLANDER  
HOTEL

IOWA CITY | 319.354.2000  
HIGHLANDERHOTEL.US



HOTEL  
GRINNELL

GRINNELL | 641.236.9250  
HOTELGRINNELL.COM



# TO THE 2022 40 WOMEN TO WATCH



Congrats and lots of love to Tanya Doyle from your Whatcha Smokin' family!



IOWA RESTAURANT ASSOCIATION  
**40**  
**WOMEN TO WATCH**  
in the hospitality industry

**CONGRATS ADDISON**

Your ability to generate creative ideas and deliver on them is unmatched.

Thank you, Addison, for keeping our guest experience excelling and our hearts full.

BIG GROVE BREWERY



**Congratulations to Chef Lumarie Rodriguez-Soto,** from your colleagues in the ACF of Southeast Iowa Chapter. We are proud of the work you do!



**CONGRATULATIONS LYDIA ZERBY!**

We're inspired by your passion for promoting the symbiotic relationship between agriculture, hospitality and consumers.

**IOWA FOOD & FAMILY**  
Project

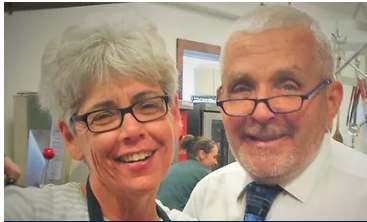


Funded by the soybean checkoff





# 2022 Iowa Restaurant Association Award Winners



## Restaurateurs

Mike & Cindy Breitbach  
Breitbach Country Dining | Balltown

Each year the Iowa Restaurant Association celebrates the industry's "best of the best." The 2022 award winners will be honored November 14th at the Iowa Hospitality Showcase and Celebrating Excellence Awards Ceremony at the Iowa Events Center in Des Moines. Check out their stories on the Association's YouTube Channel.

Watch for the December magazine to read expanded profiles on our winners!



## Hospitality Employee

Rosa Pinon Reyes  
Americana | Des Moines



## Emerging Operator

Haile Duncan  
Mas Margaritas | Cedar Rapids



## Chef

Chef Joe Tripp  
Harbinger & Little Brother | Des Moines



## Industry Champion

Jeremy Thompson  
Sazerac | Des Moines



## Faces of Diversity

Kathy Conway & Teri Link  
Knockout Melts | Dubuque



## Purveyor

John Rasley  
Johnson Brothers | Des Moines



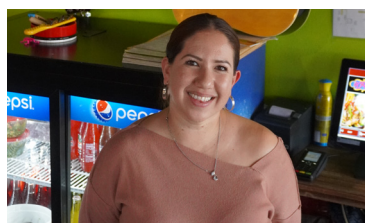
## Legislator

Senator Chris Cournoyer  
District 49 | Le Claire



## Restaurant Neighbor Philanthropy

Bethany DeVries  
Della Viti | Ames



## American Dream

Blanca Plascencia  
El Fogon | Des Moines



## Mentor

George Formaro  
Orchestrate Hospitality | Des Moines



## Rural Restaurant Operator

Staci Watson  
Ada J's | Ute



## ProStart Educator

Andrea Kuhl  
Sergeant Bluff Luton High School



## Sustainability & Innovation

Mike & Ilee Muller  
Grace on Main | Elkhorn





# IT'S ALL IN THE DETAILS

TRIED-AND-TRUE RESTAURANT & BAR COVERAGE WITH NO SURPRISES. **SMALL DETAILS. BIG DIFFERENCE.**

Long-standing industry expertise means that nobody understands the unique challenges of protecting your hospitality business better than Society Insurance. Offering tried-and-true specialized programs, we are proud to provide comprehensive coverage for restaurants and bars.



Find an agent & request a quote at  
[societyinsurance.com](https://societyinsurance.com)





- ✓ EXCELLENT FLAVOR
- ✓ EXCELLENT SPREAD
- ✓ EXCELLENT HOLDING & REHEAT
- ✓ EXCELLENT REWARDS



*Exclusively distributed by*



Earn Cash-Back on Every Pound You Use!

LEARN MORE, EARN MORE AT [BACIOCHEESE.COM/GOLDCLUB](http://BACIOCHEESE.COM/GOLDCLUB)





Silver Sponsor

## Is your natural gas budget ready for this winter?

Save money and protect your budget with a customizable plan from WoodRiver Energy

Learn more:

[www.woodriverenergy.com/ira](http://www.woodriverenergy.com/ira)

1-888-510-9315

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

©2022 WoodRiver Energy, LLC · ADIRA22-1

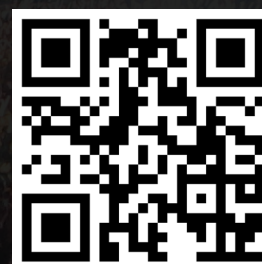
# *Now* **HIRING**



## **FOOD & BEVERAGE OPPORTUNITIES**

- Be a part of a team with a proven track record of advancing careers in the industry backed by the leading venue management company, OVG Hospitality.
- Opportunities in front of house, back of house, and management

*For a full list of opportunities scan below!*





# IOWA HOSPITALITY SHOWCASE

**November 14, 2022**  
**Iowa Events Center**  
Visit [restaurantiowa.com](https://restaurantiowa.com) for tickets

Join hospitality industry professionals and patrons from across the state at the Iowa Restaurant Association's Annual Celebrating Excellence Awards Ceremony, Tasting Gala, and Hospitality Showcase. Your ticket includes the awards ceremony highlighting the 2022 honorees and 40 Women to Watch in Hospitality. Prior to the award presentations, you can visit booths of interest and sample dishes from the Association's statewide Culinary Competition. Guests will also weigh in their favorite dishes by casting a vote for the coveted "People's Choice" honor. A dessert salon and wine and beer samplings are also part of the industry's biggest celebration! This year's special guest is incoming National Restaurant Association Board Chair Scott Redler, co-founder and COO, of Freddy's Frozen Custard & Steakburgers. More information about the evening and all of the award winners can be found at [restaurantiowa.com](https://restaurantiowa.com).







[grinnellmutual.com](https://grinnellmutual.com)

Trust in Tomorrow.®



# TRUST US TO OFFER A RANGE OF OPTIONS

We offer a menu of coverage options. From food spoilage loss to cooking equipment protection and more, we're prepared to serve you. Trust in Tomorrow.® Learn more today.

AUTO | HOME | FARM | BUSINESS

"Trust in Tomorrow." and the "Grinnell Mutual" are registered trademarks of Grinnell Mutual Reinsurance Company. © Grinnell Mutual Reinsurance Company, 2022.

Want something  
delicious? Must  
be a Coke.®



Add an ice-cold *Coca-Cola*  
to the mix



# Career Changing Opportunity

Lake Panorama Association is looking to lease the food & beverage business at Lake Panorama National Resort.

Long-term lease preferred; ex - 5 years

Lease terms will be very lucrative for the lessee

Serving the Lake Panorama and Guthrie County communities

1

Full-service restaurant with fully updated commercial kitchen

2

Banquet and meeting room facilities to accommodate large events



Banquet facilities & Conference Center



LINKS RESTAURANT

**Don't miss the chance to take advantage of this opportunity!**

Contact Barry at [b.monaghan@gcsbank.com](mailto:b.monaghan@gcsbank.com) if you're interested in learning more.



# More Iowa Restaurants Combat Rising Credit Card Fees by Passing Cost to Customers

**T**oday about 30% of Iowa restaurants (as well as other types of businesses) are offering cash discounts. This is a legal way to pass card fees on to credit card users. However, it is important to appropriately communicate the policy.

**Here are 5 important things to keep in mind before you charge back credit card fees to patrons:**

- 1. You are not actually offering a discount, rather you are adding a charge to a non cash payment. This means you should have posted language at the counter and/or menu that says “All prices posted are the pre-applied cash discounted price. All payments made with a credit or debit card will include a 4% fee.” (or whatever your fee is)**
- 2. You can charge the fee on a debit card that is treated like a credit card (as long as no PIN is required).**
- 3. Tips that are added on a paper receipt after the authorization can be precarious as you also have to pay 3% on the tip.**
- 4. It is legal to withhold the 3% fee from the tip payout to the server as long as it is truly used for bank fees and not kept by the owner.**
- 5. Handheld payment devices make things simpler, as they require the server to take it directly to the table. The device prompts the customer asking if they’d like to leave a tip (often including percentage options.) Because the handheld device has collected pre-authorization, it takes into account the 3% from the tips and the food/beverage bill all at once.**

## Bi-Partisan Bill Would Address Soaring Credit Card Fees

In October the Federal Reserve Board of Governors issued a final rule regarding card-not-present (CNP) debit card transactions. The ruling is a small, but welcome, win for restaurants and other businesses. It requires that every (Card Not Present) CNP debit card transaction be able to be processed on at least two unaffiliated payment card networks. This should increase competition and drive down costs.

More than a decade ago, Federal legislation passed guaranteeing merchants the least-cost-route debit transactions, and mandated that debit interchange or

“swipe fees” be “reasonable and proportional” to the actual cost of processing a transaction. However, even with these regulatory guardrails, the average cost to merchants to get a debit card payment processed has continued to rise, even though processors today are actually paying less to process those transactions than they did when the legislation took effect.

The Iowa and National Restaurant Associations will continue to fight for swipe fee reforms to further drive down costs. Visit [restaurantiowa.com](http://restaurantiowa.com) for more information on these advocacy efforts.



**ECOLAB®**

**WHEN YOUR  
RESTAURANT  
SPARKLES,  
THE FOOD  
SHINES.**



## FRONT OF HOUSE

Make a great impression. Smart products and simplified procedures set the stage for exceptional guest experiences.



## BACK OF HOUSE

Helping you stay clean and compliant. Fast-acting products and simplified procedures designed to increase operational efficiency while helping reduce risks.

**Your partner for  
restaurant performance**

Learn more at: **ECOLAB.COM/RESTAURANTS**

©2022 Ecolab USA Inc. All rights reserved.

## THE WORLD'S MOST AWARD-WINNING DISTILLERY

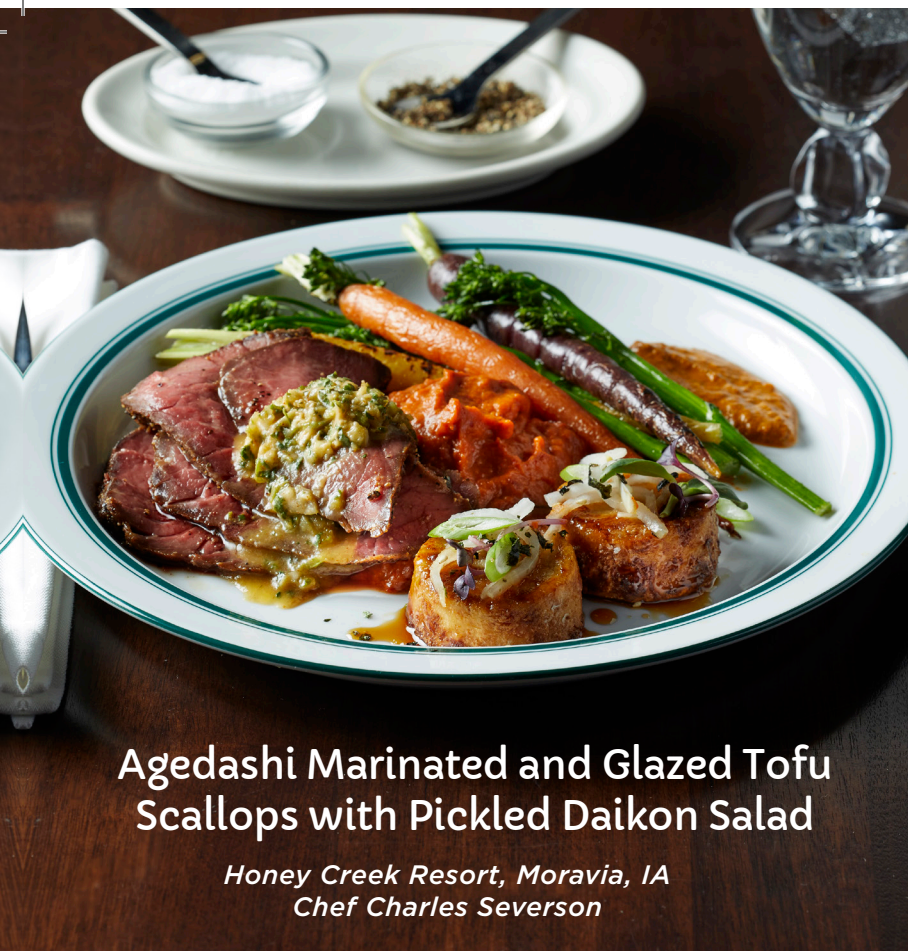


In Kentucky, buffalo carved a pathway followed by early American pioneers. On the spot where the buffalo migration route crossed the Kentucky river, this National Historic Landmark has been making legendary bourbon whiskey for over 200 years. Today, Buffalo Trace crafts the best collection of bourbons and whiskeys in the world by honoring tradition and embracing change.

Distilled and bottled by Buffalo Trace Distillery, Frankfort, KY. Alcohol by volume varies by product.  
www.buffalotrace.com 1-800-654-8471. Please Drink Responsibly.

**BUFFALO TRACE**  
DISTILLERY





Agedashi Marinated and Glazed Tofu  
Scallops with Pickled Daikon Salad

Honey Creek Resort, Moravia, IA  
Chef Charles Severson

Celebrate  
SOY AND BEEF  
ON ONE PLATE.

It is a perfect pairing.



Go to [thesoyfoodscouncil.com](http://thesoyfoodscouncil.com) for recipes!

Funded by the soybean checkoff

# SUN'S UP





## Third Party Delivery Apps Must Remove Your Menu or Face Fines

July 1st third-party delivery company regulations pushed by the Iowa Restaurant Association and passed by the Iowa Legislature took effect. A key provision is the new legislation requires that companies that pirate a restaurant's menu and publish it without an agreement or contract are required to remove the menu within 10 days of a restaurant's request. Those who don't face stiff fines. Companies provide restaurants several outlets to request removal including online forms or by calling directly. If menus are not removed promptly, restaurants may report them to the Iowa Attorney General's Office. Links to the third party app online request for removal forms and the Iowa Attorney General complaint form can be found at [restaurantiowa.com](http://restaurantiowa.com).



### ***Need to Contact a Delivery App Company that does not have permission to offer your menu?***

Door Dash- 855-973-1040

Uber Eats- 833-275-3287

Grub Hub- 712-253-0457

### ***Still Can't Get Your Menu Removed?***

Contact the Iowa Attorney General's Office: 515-281-5926

## Iowa Issuing Digital IDs in January; Learn How to Verify Them

Iowa Mobile ID is a DOT-approved digital version of a person's driver's license/ID that is housed within an app on their phone. The app is expected to launch in January, so it is important to ensure your team members are both aware of Mobile IDs, as well as how to check them for age or identity verification. The Iowa DOT is hosting a series of webinars on the new ID format. Webinars are for businesses interested in participating a pilot of the new technology, receiving notifications about the launch, or interested in learning more. The webinar schedule can be found at [iowadot.gov/Mobile-ID](http://iowadot.gov/Mobile-ID).



## 5 Cases of Beer Purchased from Class E Can't be Delivered

The passage of SF2374 has brought a slew of new privileges to restaurants and bars including the ability to purchase up to 5 cases of beer, high alcohol content, and canned cocktails, once every 24 hours from an off-premises retailer such as a grocery, convenience, or independent liquors store. The intent of this legislation was to provide restaurants and bars with the ability to take care of an immediate need in their business. As a result, the ABD has determined that the Class E retailers may not deliver the 5 cases to the restaurant or bar. You can find the ABD's full explanation for this determination on the Iowa Restaurant Association website under the Rules and Regs tab.



# Pay it Back, *By Paying it Forward*

## 2022 Scholarship Recipients

### Martin Bros. Distributing Co. Inc. Scholarship

Bradee Bouman - \$1,250

### Pete & Ida Rastrelli Memorial Scholarship

Mataya Holmes - \$1,000

### Paul Trostel Memorial Scholarship

Jaelyn Luong - \$1,000

### George & Gina Formaro Family Scholarship

Jacob Puentes - \$2,500

### Future Ready Iowa Scholarships

Joseph Flyr - \$1,250

Christabel Forney - \$1,250

Mia Nichols - \$1,250

Callan Randall - \$1,250

Emily Rice - \$1,250

Alyssa Wolff - \$1,250

Sarah Nelson - \$1,000

Nic Scott - \$1,000

Taylor Warner - \$1,000

Maria Des Jardins - \$500

Isabella Olson - \$500

Haeley Subbert - \$500

Faith Jones - \$250

## Meet Donors: Why they choose to support



*"I can think of no better way to honor my parents and the business they built together, than the creation of the Pete and Ida Rastrelli Scholarship. I hope to encourage young talent in their name for years to come."*

Mike Rastrelli  
Rastrelli's Restaurant, Clinton



*"If I think about the people that inspired me, I'd have to think no further than my parents George and Gina Formaro. Without their passion for food, food stories of "the old country," and dedication to hard work, I would not have what I have today."*

George & Sheila Formaro  
Orchestrate Hospitality, Des Moines

## See the Impact: What scholarship recipients had to say...



*"This scholarship means so much to me. It helps me in significant ways to focus on my schooling and my student teaching experience rather than how I will pay for college. I also appreciate that other professionals want to help me in my career as an educator and as an important part of the restaurant industry and the future."*

Bradee Bouman  
Iowa State University  
Major: Family and Consumer Sciences Education



*"I belong to the food science and culinary science clubs as well as my sorority and church group, so trying to stay active in these groups and balance school responsibilities limits the amount of time I have available to work outside of school. Receiving the 2022 IRAEF scholarship makes a significant impact in allowing me to participate in these enriching activities without taking on crippling school debt."*

Christabel Forney  
Iowa State University  
Major: Culinary Food Science



*"Receiving the 2022 IRAEF Scholarship means financial stability and getting that much closer to my goal of graduating college debt-free. It's helped me secure another year of financial freedom while reaching my goals."*

Joseph Flyr  
Florida International University  
Major: Hospitality Management

# Iowa Culinary Institute® Training America's Top Chefs for Nearly Half a Century

ICI IS ACCEPTING APPLICATIONS TODAY! START ANY SEMESTER, NO WAIT LIST!



Ankeny Campus ♦ Newton Campus ♦ Ames Center

[ici.dmacc.edu](http://ici.dmacc.edu)



**Iowa Culinary Institute**  
DMACC Ankeny Campus  
Whitney Riggs, Culinary Academic Advisor  
[wriggs@dmacc.edu](mailto:wriggs@dmacc.edu) | 515-964-6624

**Iowa Culinary Institute/  
Baking and Pastry Arts**  
DMACC Newton Campus  
Jody Stiles, Academic Advisor  
[jstiles1@dmacc.edu](mailto:jstiles1@dmacc.edu) | 641-791-1722



Des Moines Area Community College (DMACC) shall not engage in nor allow discrimination covered by law against any person, group or organization. This includes in its programs, activities, employment practices, hiring practices or the provision of services. 12996-6-21-M

*Family-owned and operated since 1985, Ferrari-Carano has been a leading producer of world-class, nationally acclaimed wines.*

**FERRARI-CARANO**  
*Vineyards and Winery*

[ferrari-carano.com](http://ferrari-carano.com)

**Contact Andy Lashier**  
**515-556-6644 • [andy@lashier.com](mailto:andy@lashier.com)**  
**for 10% off your first order**





# Food & Beverage Iowa Business

Quarterly

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

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

## WE DEFINE SUCCESS DIFFERENTLY.

For nearly 80 years Martin Bros. has devoted our business to helping our customers grow their business. We establish solid partnerships with our customers from day one, and we work every day to fulfill our mission – to serve our customers with innovative solutions and superior performance – by delivering the products, tools and service necessary to help you succeed.

**CONTACTLESS.**  
*Offer guests contactless access to your menu and greater peace of mind.*

**GO MOBILE.**  
*Martin Bros. mobile app makes it easier than ever to get in, get out and get on with business.*

**STAY SAFE.**  
*Ensure a safe environment for consumers to dine.*

**SAFE CHECK**  
POWERED BY FRESHCHECK

Download on the App Store | GET IT ON Google Play

martin bros



**Martin Bros.**  
DISTRIBUTING CO INC

[martinbros.com](http://martinbros.com)

800-847-2404

