



Food & Beverage Iowa Business

Quarterly



Restaurateur of the Year
Paul Rottenberg



American Dream Award
John Khairallah



Emerging Hospitality Leader
Mike Utley



Purveyor Partner of the Year
Scott Vermillion



Employee of the Year
Elizabeth Kopecky



Philanthropy Award
Trostel's Greenbriar

Chef of the Year

Chef Ross Clark
Chef/Owner | Roux's
Woodbine, Iowa

Celebrating Iowa's Restaurant Industry Award Winners



Inside From The Editor: Celebrate Iowa's Restaurant Industry



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Celebrate the Hospitality Industry October 5th!

Jessica Dunker, President, CEO
Iowa Restaurant Association

Every year Iowa's hospitality industry sets aside time to celebrate our impact on the communities in which we operate, the patrons we serve, and the state in which we conduct business. We also take this time to recognize the industry's top professionals with the Association's annual Operator, Chef, Employee, Emerging Leader, and Purveyor Partner of the Year awards, as well as our philanthropy and education honors. New this year is the American Dream Award Winner. We are extremely excited to present scholarships as well.

We will be hosting at our annual Celebrating Excellence Awards Program on October 5th in Des Moines. Join us and then stay for the after party—the Dine Iowa Grand Tasting Gala. You'll help select the people's choice winner from our statewide culinary competition and enjoy live music, desserts, wine and beer tastings, and a special signature drink from our 2017 State Mixology Competition Champion and People's Choice Award Winners. What better way to celebrate the hospitality industry than a statewide party? Visit our website www.restaurantiowa.com to RSVP. We'll see you there.

Jessica



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Food & Beverage Iowa Business Quarterly

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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 proprietors.

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

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A Career Dedicated to Creating Great Food Stories, Spaces and Experiences

RESTAURATEUR OF THE YEAR Paul Rottenberg, president of Orchestrate Hospitality in Des Moines, is quick to say that regardless of his entrepreneurial ventures or the title on his card, he really is a manager at heart.

"I learned a long time ago you're only as strong as the people around you," says the 40+ year hospitality veteran. "Find great team members, invest in them, and then step aside so they can do their jobs. More often than not, that's a winning formula."

This "leverage everyone's strengths" operational strategy has helped Rottenberg and his business partners envision, create, and expand some of Des Moines' hottest independent restaurants including Centro, Malo, Gateway Market, Django and Zombie Burger +Drink Lab.

Paul started in the industry as a high school student washing dishes for Buxton Ice Cream Shop in his native state of New Jersey. He started at the University of Colorado but left after two years to pursue his interest in the restaurant industry.

He spent nearly a decade traveling the country, opening Good Earth Restaurants—gleaning all he could from the chain's founder Bill Galt. The role eventually took him to Arizona—home of his first solo restaurant—the Samaniego House in a historic district of Tucson.

Three years later, family commitments brought Paul to Iowa and he ventured into another hospitality space—hotels. He became the General Manager of the Hotel Fort Des Moines and was charged with turning around the hotel including its struggling restaurant space. He knew then that the restaurant could only succeed if it was connected to a strong food story—but it would be a few years before Django, one of Orchestrate's many successful concepts, would occupy the space.

In 2000 Paul started the management company that would eventually become Orchestrate Hospitality. He intended to focus on hotels—but less than a year later he was drawn back to restaurants. He and chef partner George Formaro collaborated to develop Centro—an Italian restaurant located in the Temple for Performing Arts. Soon Paul found he was leading the building's renovation effort.



Centro's immediate success led to more opportunities. Paul and George joined forces, along with other well-known

restaurant and development partners like Michael LaValle. They continued to innovate and introduce new concepts to the Des Moines market. Today, Orchestrate owns and/or manages 10 restaurants and 2 hotels.

Paul has also been a visible community leader serving on the boards of the Greater Des Moines Convention & Visitors Bureau and the Iowa Restaurant Association. In 2006, the Des Moines Register named him one of the city's most influential business leaders. An avid music lover, and one-time rock musician, you might occasionally catch him playing a little guitar.

Paul and his Orchestrate team continue to abide by a seemingly simple, but important winning philosophy. Says Paul, "You want to make sure you're creating experiences where people feel better when they leave than they did when they arrived."

Orchestrate, under Rottenberg's leadership, is succeeding in delivering this on all fronts.

Orchestrate
HOSPITALITY

Young Chef Makes Small Town Street a Culinary Destination



CHEF ROSS CLARK IS PROOF that you can go home again. The 2017 Iowa Chef of the Year grew up in the small western Iowa community of Woodbine. After high school, he attended the University of Northern Iowa, but a passion for food instilled in him as a child by his mother and grandmothers led him to continue his education at Le Cordon Bleu Culinary School in Minneapolis. He spent six years working in the Twin Cities in upscale French and Italian restaurants. But in 2015, the now husband and father had the opportunity to return home.

Ross took over a space that had been home to Bob's Café, a longstanding hometown diner in a historic building on Main Street. Ross and wife Jennifer restored the space to much of its original glory—including polished wood floors and copper ceilings. They named the restaurant Roux's—a culinary term, but also a play on Ross' childhood nickname Rossaroo.



Featuring modern-American cuisine with European influences, every dish at Roux's is made from scratch and starts with mirepoix, the time-honored mixture of celery, onion, & carrot. These ingredients are also featured in the restaurant logo. By dinner, the bar & grill feel is transformed to fine

dining ambiance with black table linens and dishes. The dinner menu reflects this upscale change.

Roux's and its young chef owner have brought fresh energy to Woodbine's Main Street—attracting many locals 3 to 4 times per week and drawing customers from a 50 mile radius.

Chef Ross has taken his nearly immediate success in his hometown in stride. "I love good food and I wanted to share that with the people who mean the most to me," says Ross.

The Woodbine Community has embraced the award-winning chef and his innovative cuisine, demonstrating that Iowa's small town main streets are still home to some of the state's best culinary talent.

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Hospitality Leader Sees Vision Realized in Western Gateway Establishment

MIKE UTLEY CREDITS strong mentors and family for helping set him on a path toward success.

By age 5, the Americana Restaurant & Lounge Managing Partner and Co-Owner was immersed in the hospitality business. Much of his family has worked in the industry and his uncle even owned his own small business for a short time, but Mike's dream was to work in the music industry. Through high school and college he worked in many restaurants and bars, taking positions in the kitchen and front of house. While working for Garden Café & Bakery in Missouri, he was offered an opportunity to be a trainer and travel with the company. When the owners wanted to expand to Des Moines, they tapped Mike to train the new team. He agreed and made the move, but shortly thereafter the owners decided to close the doors. Mike decided to stay in Des Moines and joined the team at Court Avenue Restaurant & Brewing Company (CABCo.). He quickly made connections with industry leaders including his future Americana team members, Co-Owner Scott Carlson and Chef Dan Warren.

"I was happy in Des Moines, but I felt I had to give music a shot," said Mike. In 2000 he went to Florida to complete his education in Recording Engineering, and moved to Los Angeles to work in recording studios. He liked the work, but realized hospitality was in his blood. He returned to Des Moines and the CABCo. team as a bartender and quickly worked his way to General Manager. By 2010 he was ready to branch out.

"I saw an opportunity for a different type of restaurant and vibe," remembered Mike. Most restaurants in the area at the time were either high end full service or family casual concepts. Mike wanted to fuse the best of both worlds. "I wanted to bring a new concept to Des Moines where people could be themselves, enjoy exceptional service and culinary fare, and listen to modern music while they cut loose."

He partnered with mentor/friend Scott Carlson and recruited Dan Warren to create Americana Restaurant & Lounge. The now six-year-old establishment is a Western Gateway icon drawing crowds with an eclectic menu and lively atmosphere. Mike still loves the music industry but is involved in different ways now. He has worked with many local music festivals including 80/35 and also volunteers for a youth music organization called Girls Rock! DSM. In his spare time, he travels to concerts, collects music, and DJ's events.

Mike attributes much of his success to his mentors. "My father encouraged me to pursue a management position at CABCo. when I was only 24," says Mike. "This gave me an advantage because I learned about the business at such a young age." Mike also points to friend Scott Carlson as a mentor. "Scott didn't teach me how to run a restaurant. He taught me how to run a business and treat guests and staff like family. If you can't make true connections with people the rest doesn't matter."



"If you can't make true connections with people, the rest doesn't matter."

For his determination to build his dream and better his community, the Iowa Restaurant Association is proud to award Mike Utley the 2017 Emerging Hospitality Leader of the Year award.

Elizabeth Kopecky | 2017 Iowa Restaurant Association Hickory Park Restaurant, Co. Restaurant Employee of the Year



Nearly 40 Years with an Old Ames Tradition

FEW BUSINESSES CAN boast keeping an employee for nearly 40 years, but since 1978 patrons of Hickory Park Restaurant, Co. in Ames have been greeted by the gracious smile of Elizabeth Kopecky—the 2017 Iowa Restaurant Association Employee of the Year. In her 39 years with this family-owned operation, Elizabeth has seen the Ames barbecue restaurant through two moves, thousands of student employees, and impressive growth.

Elizabeth was herself an Iowa State University student when she joined the Hickory Park team. “I heard about the restaurant at freshmen orientation,” shares Elizabeth. “I started as a soda jerk in our original building—which only sat 60 people.” She studied wildlife biology and stayed at Hickory Park after college because she liked the community and her job.

Elizabeth was a part-time floor manager and soda jerk for another 12 years before she assumed her

current role as full time floor manager. Longevity is a strong theme for Elizabeth. She also joined the Iowa Egg Council at the age of 22 and ran the non-profit’s printing press for more than 18 years.

When she’s not keeping things running smoothly in the now 450+ seats of Hickory Park, Elizabeth tends to her butterfly garden and works outside. She has worked as a co-hort volunteer at Iowa State’s Reiman Gardens, and supports the Animal Rescue League and several other shelters in the Ames area. She plans to begin beekeeping and volunteer in the community even more once retired. “I was raised on the principle that hard work pays off,” says Elizabeth. That is a value she both demonstrates daily and fosters in others—making her a model manager, true star of hospitality and the Iowa Restaurant Association’s 2017 Employee of the Year.

Jake Highfill | 2017 Iowa Restaurant Association District 39, Johnston Legislator of the Year



Youngest Legislator Leads On Preemption

REPRESENTATIVE JAKE HIGHFILL understands what it’s like to chase a dream underfunded, under estimated and under recognized. The second youngest person ever elected to the Iowa House, Highfill invested the sweat equity necessary to unseat a Republican legislator in a primary and then go on to beat a Democratic opponent. Highfill ran for office during his senior year at University of Iowa, clearing his class schedule on Mondays and Fridays to come home and campaign. “I knocked on every door in my district 3 times,” says Highfill. “In some neighborhoods four times.”

Johnston residents were impressed and they elected the then 22 year-old.

In his two terms as a member of the Iowa House, Highfill has built a reputation as a fiscal conservative. Last Session, his position on the Local Government Committee put him front and center in one of the most hotly contested

topics—state preemption of key employment issues including minimum wage, scheduling, and mandated paid leave. “It was never really a minimum wage bill,” recognizes Highfill. “It was about whether or not a patchwork of employment mandates across the state was good for Iowa. We can’t afford the economic chaos that would have caused.”

The young legislator floor led the Bill through the House, including a brutal public hearing. Ultimately the legislation was passed and signed by the Governor—a tremendous win and relief for the restaurant industry and other small businesses across the state.

For his unflinching leadership on preemption and a commitment to helping small businesses across Iowa, Highfill is being honored as the Iowa Restaurant Association 2017 Legislator of the Year.

A Career Dedicated to Providing Legendary Customer Service

FROM THE MOMENT Scott Vermillion started working for his family's greenhouse at age 14, he was taught that there is no job beneath you on the road to success. He wore many hats while working there, and he learned to appreciate what each role brought to the overall success of the business. That level of dedication to doing whatever it takes to ensure the job gets done right has defined his career.

Scott discovered the food service industry at age 29 while attending college. He was working in the beer business and taking night classes when an opportunity with Sysco Foodservice arose. "I quickly realized that I couldn't successfully juggle both college and a career," says Scott. After much thought, he decided to put his future in food service.

Within two years of beginning his full-time sales career, Scott was introduced to Martin Bros. Distributing Co., Inc. He accepted a sales position and never looked back. Now 23 years later, Scott has held nearly every sales position in the company, and in 2014, he was named to his current role—Vice President of Sales.

One of Scott's most impactful contributions to the company was the 2004 implementation of a Martin Bros. Culinary Team. This new service proved to be a success from the start by growing business for Martin Bros. and providing new ideas to customers. The team assists in developing menus, conducting customer training and helping to introduce new products. "This team added another opportunity to help our customers be their best," said Scott. "Our entire company is focused on providing legendary customer service to our accounts. That's what truly makes us different."

Just how far does Scott's commitment to customer service go? On Friday afternoons you'll likely find Scott on his Harley traveling



to customer establishments to thank them for their business. "I love having the opportunity to go out and thank our customers personally," says Scott. "It's not only fun for me, but our customers like the casual and comfortable nature of the visits."

For his dedication to improving the hospitality industry, and going above and beyond the call of duty to provide for his customers, the Iowa Restaurant Association is proud to award Scott Vermillion the 2017 Purveyor Partner of the Year award.



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Suzanne Summy, Owner
Robyn McSheehy, Owner
Troy Trostel, Executive Chef, Owner

A Neighbor to Johnston for 30+ Years

TROSTEL'S GREENBRIAR in Johnston is a textbook example of what it means to be a great restaurant neighbor. On any given day, you might find the 30 year family-owned and operated establishment, hosting a fundraiser, catering a community festival, or raising money for families in need.

The late Iowa culinary icon Paul Trostel knew he was taking a chance with the restaurant's off-the-beaten path location when it opened in 1987, but Trostel's Greenbriar quickly became a community and Greater Des Moines area favorite—winning awards for cuisine and service. From day one, Greenbriar was more than a place to find a great meal. “We have always prided ourselves on giving back to the community that gives so much to us,” says owner Suzanne Summy.

The restaurant and its staff are highly involved with the Johnston School District. “Every year we host the top three percent of the graduating class for a special dinner in their honor,” explains owner and former teacher Robyn McSheehy. “The students are also encouraged to invite a teacher who impacted their educational experiences.” The Greenbriar crew also celebrates with top athletic teams. “Any Johnston athletic team that wins a State Championship receives a celebratory banquet,” explains Executive Chef and Owner Troy Trostel.

In addition to their work with the schools, Greenbriar has raised thousands of dollars for the American Heart Association, the Leukemia Lymphoma Foundation, Paws and Effect, Camp Dodge, Adopt a Family and other causes important to their patrons, staff, and community.

Every year they give a scholarship to an aspiring culinary student through the Iowa Restaurant Association Education Foundation in honor of the late Paul Trostel.

For their commitment to partnering with their community and beyond, the Iowa Restaurant Association is proud to name Trostel's Greenbriar the 2017 Restaurant Neighbor Philanthropy Award winner.

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Elizabeth Kopecky
and Trostel's Greenbriar**

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Lebanese Immigrant Builds a Business and Life in Iowa's Restaurant Industry

THE RESTAURANT INDUSTRY has long been the path to the American Dream. According to the Small Business Administration, immigrants own 38% of Main Street restaurants today—proving this industry is one of the last places where entrepreneurial spirit and strong work ethic can still help anyone achieve their dreams.

Case in point is the Iowa Restaurant Association's first ever American Dream Award recipient John Khairallah, owner and operator of Via Sofia's Italian Kitchen in Cedar Rapids.

In 1980, John, then 17 years old, fled war-torn Lebanon with his family. They landed in Illinois and John, who spoke no English, attended high school. But his heart was not in it. "The culture shock was overwhelming," said John. "I just wanted to work."

Work did not come easy. It took 10 months for him to persuade a local restaurant owner to hire him. "I just kept on knocking doors. I finally offered to work for free, just to get experience," recalls John. The owners didn't take him up on that offer, but they did hire him to wash dishes and chop onions.

John soaked in everything he could and took as many shifts as possible. Within two years, a local businessman saw his drive and asked him to partner to open La Gondalla, an Illinois pizza restaurant still operating today.

"But I wanted to be a 100% owner," says John. "That was the dream."

He knew he could be successful in a college town, so on his days off he drove across state lines looking for space. He liked Iowa City, but rent was too high. He headed north to Cedar Rapids and there it was—a "for lease" sign on an old pizzeria across from the hospital.

He was home.

He took all of his savings, signed a lease and named the restaurant Zio Johnno's—in part because his priest had lived in Italy and remembered a favorite restaurant starting with word "Zio." The priest even blessed the restaurant before it opened.

But John needed more than divine intervention to make it go. Business started slow. "We had less than 20 customers a day. I was literally down to the money in my pocket. I had used everything to get started," remembers John.

That's when he made the radical decision to give away food.

He started by offering "free bread"—no purchase necessary. Some people stopped only for their bread, but most ordered more. Then he created a \$15 meal for a family of four with a ½ gallon bucket of spaghetti, bread and a sandwich. "That's what made us," says John.



"But I wanted to be a 100% owner. That was the dream."

Thirty-two years later that offer is still making them. John has raised the price some and rebranded his original location to Via Sofia's, but Zio Johnno's can now be found in four cities—including Iowa City.

John and his family have become an integral part of the Cedar Rapids community.

"I am so thankful for this country and industry," concludes John. "I was truly able to achieve my dream."

Tracey Hulme | 2017 Iowa ProStart®
Waterloo West High School | Educator of Excellence



The Teacher Behind the Three-Year Iowa ProStart Invitational Culinary Champion

WATERLOO WEST High School Family & Consumer Sciences (FCS) Teacher Tracey Hulme knows what it takes to develop a winning culinary competition team—it's the same commitment to excellence she encourages her students to have in all of their studies. Perhaps that is why West's teams have been the state culinary champions three-years running at the Iowa ProStart® Invitational.

Tracey accepted her position at West seven years ago and she quickly transitioned the culinary program to ProStart. In 2013 she registered the school's first team in the Iowa ProStart Invitational. "It was a learning experience," recalls Tracey. They placed second overall, but were hungry for more. Just two years later, the team came back to win their first of now three consecutive state championships.

What's the secret to their success? "Mentorship is key," says Tracey. "Being able to rely on a

professional for guidance is not only helpful to me, but it's an incredible opportunity for my students." Incredible indeed. Her culinary students regularly have the chance to work with well-known Waterloo area and other chefs like current team mentor Chef Blake Landau.

Even with this level of success, Tracey keeps perspective. "Winning the ProStart Invitational is just icing on the cake," says Tracey. "I get to work with amazing kids every day and watch as they grasp new concepts. That's where my true joy lies."

Her students feel the same way. "Mrs. Hulme's passion for the program made me want to dive head first into the beauty of culinary arts," says ProStart student Emily Reinertson.

Her dedication to, and impact on, her students made Tracey Hulme an ideal choice for the Iowa Restaurant Association Education Foundation's 2017 ProStart Educator of Excellence.

Monica Cross | 2017 Iowa ProStart®
PerKup Café | Mentor of the Year



Full Circle Friendship Leads Chef to Central Campus Classroom

AS A LONGTIME MEMBER of the Des Moines culinary scene, PerKup Café Chef Monica Cross sees firsthand the impact that the ProStart Program® has on the hospitality industry.

More than two decades ago Monica, then a sous chef at the Wakonda Club, met a talented young line cook named John Andres. Monica and John both went on to take high profile positions in the Des Moines hospitality market, but their paths would cross again.

Andres became the Des Moines Central Campus ProStart culinary educator in 2015. He was coordinating an in-class competition for his high school culinary students and invited his old friend Monica to be a guest judge. She was immediately enthralled by the skill and enthusiasm of the students and agreed on-the-spot to become a classroom mentor.

"I was hooked from day one," exclaimed Monica. "The work that these students put into their culinary creations is inspiring, and I knew instantly I had to be a part of this program." Monica works with the central campus ProStart students in the classroom, but also serves as a resource as they map their culinary careers. "These ProStart students will enter the workforce with the knowledge and skillset of any professional," said Monica. "They're our future."

Monica is a trailblazer herself. At age 25, she became both the youngest president and first female president of the American Culinary Federation of Central Iowa Board of Directors.

For her dedication to the Des Moines Central Campus ProStart Program and work helping develop Iowa's future hospitality leaders, Chef Monica Cross was an obvious choice for the Iowa Restaurant Association Education Foundation's 2017 ProStart Mentor of the Year award.

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Celebrate with Us!



A lot of great things are going on with the Iowa Restaurant Association Education Foundation this fall! Join us in celebrating the future of Iowa's hospitality industry workforce while supporting and watching ProStart students at work!



CONGRATULATIONS

2017 Scholarship Recipients

The Iowa Restaurant Association Education Foundation's Scholarship Program awards scholarships to Iowa students pursuing higher education toward a future career path in culinary arts, hospitality management, or other foodservice related fields. Iowa restaurant industry professionals provided donations to support the program, and in return a scholarship was named in honor or memory of them, a family member, mentor, business leader, or hospitality business.

Anna Fromm

Iowa State University, Ames, IA

Troy Gipple

Iowa State University, Ames, IA

Jessica Havel

Iowa State University, Ames, IA

Emma Petri

Iowa State University, Ames, IA

Emily Rosburg

Kirkwood Community College, Cedar Rapids, IA

Cedric Stines

Iowa Culinary Institute, Ankeny, IA

Iowa Restaurant Association Education Foundation Fundraiser



Join Us



For an Exquisite Luncheon

Prepared by Eastern Iowa's Top Chefs &

Culinary Arts Students from area high schools

The Quad Cities Waterfront Convention Center

Tuesday, October 17 | Noon - 1

2021 State Street, Bettendorf

Celebrate with us while supporting future talent in Iowa's hospitality industry through the ProStart Program! Your luncheon includes a menu created by top chefs from Eastern Iowa and culinary students from local high schools. RSVP and get more info at www.restaurantiowa.com.

3rd Annual Eastern Iowa

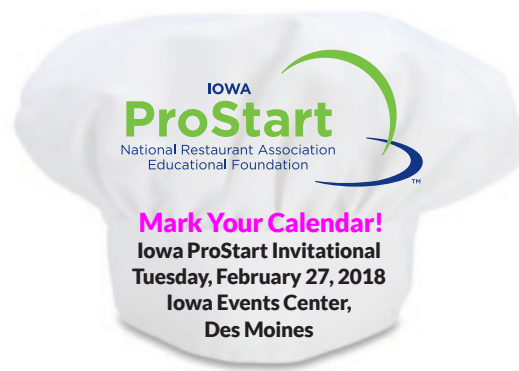
Culinary Affair

Sunday, November 5

Coralville Radisson Hotel and Convention Center

\$99 per person

This seven-course gourmet wine dinner is prepared by seven of Eastern Iowa's top chefs and ProStart culinary students. Proceeds benefit the Iowa ProStart Program and other student programs through the IRAEF. Purchase tickets online now at www.restaurantiowa.com



2017 - 2018 Iowa ProStart Schools

NORTH

Charles City High School
Hampton-Dumont High School
Osage High School
Riceville High School
Waterloo East High School
Waterloo West High School
Waverly-Shell Rock High School

NORTHWEST

Cherokee's Washington High School
Sergeant Bluff-Luton High School
Sioux City East High School
Sioux City North High School
Sioux City West High School
West Lyon High School
West Sioux High School
Woodbury Central High School

EAST

Alburnett High School
Cedar Rapids Community Schools
Davenport Community Schools

SOUTHEAST

Burlington High School
Mediapolis High School
Mt. Pleasant High School

CENTRAL

Adel Desoto Minburn High School
Des Moines Central Campus
Glidden-Ralston High School
Norwalk High School
Saydel High School
Waukee High School

SOUTH

Van Buren High School

Interested in supporting, hosting, or mentoring a school near you? Contact May Schaben to get involved!

mschaben@restaurantiowa.com
or 515-276-1454

we award champions.

Cedar Rapids Bartender is Iowa's Top Mixologist!

Eight innovative mixologists from across Iowa were invited to compete at the Iowa Restaurant Association's State Mixology Championships held September 7th at Vivian's Diner & Drinks in Des Moines. Cedar Rapids mixologist Joel Kane from Beta's Restaurant was named this year's champion. His modern twist on classic cocktails, like his lowish Covfefe coffee drink, gave him the edge over his competitors as he poured his way to the winners circle.

Newcomer and runner-up Chad Boyles from The Whiskey House in Ankeny also impressed both the judges and the crowd with his skills and personality. His craft cocktail, "Butler's Break" earned him the coveted People's Choice award. Visit www.restaurantiowa.com for all of the winning recipes!



Pop culture was the theme for 2017 Mixology Champion Joel Kane with his award winning drinks—What Does The Fawkes Say and the lowish Covfefe.



Abbey Maas from The Stuffed Olive in Des Moines serves up smiles and colorful cocktails for the judges.



Austin Foster from The Diving Elk in Sioux City put a twist on the classic Boulevardier with an apple infused Aperol.



Brandon Uehran from Johnny's Italian Steakhouse in West Des Moines created a Liquefied Carmel Corn cocktail that satisfies any sweet tooth.



People's Choice winner and runner-up Chad Boyles from The Whiskey House in Ankeny shook up the competition with his refreshing M, m, m, my Paloma tequila drink.



CJ Ryherd from Django in Des Moines brought a fantasy theme to the event with cocktails named Dragon's Breath and Unicorn's Horn.



Nick Throckmorton from Saison Kitchen + Pub in Des Moines takes a moment to admire his handiwork at the public tasting event.



Rex Schulze from Splash Seafood Bar & Grill in Des Moines made his own "Coke" syrup with molasses and Coca-Cola for his take on the classic Whiskey and Coke.



People's Choice winning cocktail "Butler's Break" created by Chad Boyles.

IOWA RESTAURANT ASSOCIATION
Mixology
Championships

People's Choice Winning Cocktail

"Butler's Break"

1 ½ Oz. Paddys Irish Whisky
1 ½ Oz. Butterscotch Coffee
Cordial
Milk Chocolate
Coffee Beans

Combine in mixing tin Paddys Irish Whiskey, Butterscotch, and ice and shake. Strain into a chilled Nick and Nora glass. Garnish with 3 coffee beans and grated milk chocolate.

"Butterscotch Coffee Cordial"

½ Cup Unsalted Butter
1 Cup Demerara Sugar
1 Cup Heavy Cream
2 Tsp. Vanilla Extract
1 Vanilla Bean
2 Oz. Paddys Irish Whiskey
Melt butter in medium sauce pan over medium heat, then stir in sugar, stirring constantly. Cook until butter and sugar begin to foam. Add heavy cream, vanilla bean, and vanilla extract, stirring constantly. Reduce heat and slow simmer for 5-7 minutes. Allow to cool, stir in Paddys Irish Whiskey, and bottle. Lasts 14 days.

If You Care About Changes to Iowa's DRAM Law... Join Our Effort Today!

Iowa's restaurants and bars are seeking major insurance reform in the 2017 legislative session. The Association has already drafted a bill which is being circulated among potential partners and state legislators.

At the time of this printing, the Iowa Wine Growers, the Iowa Brewers Guild, the Tourism Federation for Iowa, Iowa Insurance Associates, Allied Insurance, Nationwide Mutual, Nationwide Agribusiness, the Property Casualty Insurers Association of Iowa, and Grinnell Mutual Reinsurance Company have registered in favor of the bill. To date, no one has declared against the bill.

The only way Iowa's restaurant and bar owners can impact change is to rally and get involved.

Join Us as We Fight for Reform

Download your DRAM kit and reach out to IRA President and CEO Jessica Dunker or incoming Board Chair Darin Beck. We will meet you at your place of business to talk to legislators.

Call 515-276-1454
or e-mail
jdunker@restaurantiowa.com.

TAKE ACTION!



Download and Print the Association's DRAM Tool Kit at www.restaurantiowa.com. Print it to share with your insurance carrier, other operators, and legislators.



Invite your legislators to your business. The IRA will send a staff or Board member to support your meeting.



Mark your calendar for JANUARY 23, 2018 to lobby at the capitol with other operators.



Sign up for DRAM alerts at kkostek@restaurantiowa.com or text "Dram Alerts" and your full name to (515) 322-2411.

TAKE ACTION!

Current

123.92 CIVIL LIABILITY FOR DISPENSING OR SALE AND SERVICE OF BEER, WINE, OR INTOXICATING LIQUOR (DRAMSHOP ACT) — LIABILITY INSURANCE — UNDERAGE PERSONS.

1. a. **Any person** who is injured in person or property or means of support by an intoxicated person or resulting from the intoxication of a person, has a right of action for **all damages** actually sustained, severally or jointly, against any licensee or permittee, **whether or not the license or permit was issued by the division or by the licensing authority of any other state**, who sold and served any beer, wine, or intoxicating liquor **to the intoxicated person when the licensee or permittee knew or should have known the person was intoxicated, or who sold to and served the person to a point where the licensee or permittee knew or should have known the person would become intoxicated.**

b. If the injury **was caused** by an intoxicated person, a permittee or licensee may establish as an affirmative defense that the intoxication did not contribute to the injurious action of the person.

Changes in SSB1179

Change to "innocent third party" so the intoxicated person himself cannot seek damages

Change to a maximum of \$75,000

Change to ensure those crossing the border were actually overserved in an Iowa establishment

Replace so only someone directly serving someone who is obviously intoxicated is held to account. Ensures a trainable and defensible standard.

Add the word "proximately" to ensure that the alcohol was actually the cause of incident.

Proposed

123.92 CIVIL LIABILITY FOR DISPENSING OR SALE AND SERVICE OF BEER, WINE, OR INTOXICATING LIQUOR (DRAMSHOP ACT) — LIABILITY INSURANCE — UNDERAGE PERSONS.

1. a. **Any innocent third-party** who is injured in person or property or means of support by an intoxicated person or resulting from the intoxication of a person, has a right of action for **damages up to \$75,000** actually sustained, severally or jointly, **against any licensee or permittee, whether or not the license or permit was issued by the division**, who sold and served any beer, wine, or intoxicating liquor **directly to a visibly intoxicated person.**

b. If the injury was **proximately** caused by an intoxicated person, a permittee or licensee may establish as an affirmative defense that the intoxication did not contribute to the injurious action of the person.

Obama-era Overtime Rule is Dead

After a district court overturned the Obama-era overtime regulation in August and the Department of Labor (DOL) decided not to contest the ruling, the Fifth Circuit Court of Appeals made the final ruling mid-September by closing the pending case that first put a temporary hold on the rule last November. The National Restaurant Association Restaurant Law Center was part of the management team that oversaw the legal strategy and is pleased that the controversial rule is behind us, as it could have done significant damage to both employers and employees. As the DOL begins drafting a new rule, the NRA is putting together extensive comments to respond to the agency's request for information.



All Establishments Must Certify Before January 1



The current Iowa Food Code requires that every foodservice establishment in Iowa have a certified food protection manager by January 1, 2018. Are you in compliance? Avoid unnecessary fines and keep your establishment in business! Register for a ServSafe class today and get certified.

Upcoming ServSafe Classes

Held at the Iowa Restaurant Association
1501 42nd St. Suite 294

West Des Moines

October 9, 19, 24, 26 & 30

November 8, 14, 20 & 29

December 4, 7, 13, 19 & 28



ServSafe classes are also held weekly across the state via the ISU Extension & Outreach offices. Visit the "Training" tab at www.restaurantiowa.com for a full calendar of classes.

JOIN US...

Join the Association's leadership under the gold dome of the Iowa State Capitol to share the concerns of our industry with Iowa legislators. Briefing notes will be provided at the annual legislative luncheon.

Following lunch, members can make visits at the Capitol with local elected officials.

REGISTER!

Iowa Restaurant Association's
Legislative Day

Tuesday, January 23, 2018

Cost: \$25 per person

RSVP by January 19, 2018

Reserve your seat:

515-276-1454

Or online at

www.restaurantiowa.com

AGENDA

11:00 a.m. Legislative Luncheon

Vivian's Diner & Drinks
400 Locust St.
Des Moines

12:30 p.m. Head to the Capitol

1:00 p.m. Legislative Visits

Attendees will make visits at the Capitol with their local leaders and legislative leadership

**There's power in numbers,
be part of reform!
Make your voice heard!**



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Taste of Elegance
2018

PROFESSIONAL CULINARY COMPETITION



MONDAY, JANUARY 22, 2018

Iowa Events Center • Downtown Des Moines



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visit www.iowapork.org

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OF SWEDEN.**

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Iowa News



Le Jardin Chef Wins State Fair's Healthiest Competition

The Iowa Restaurant Association and The Soyfoods Council once again partnered to sponsor the 5th Annual Soy Salad Dressing Competition at the Iowa State Fair. The event took place on Monday, August 14 at the Agriculture Building. The Des Moines area chefs created salad dressing recipes using Mori-Nu silken soft tofu as the base. Chef Tag Grandgeorge from Le Jardin took

home the gold with a creamy Sesame Ginger Tofu Dressing over a kale salad with candied walnuts, roasted sweet potatoes, and bacon. Competing chefs included (from left to right) Sous Chef Jacob Carnes from Golfinch, Chef Tag Grandgeorge, Chef Patti Weidner from Hy-Vee, and Chef Lisa LaValle from Trellis.



Conquer the Iowa Tenderloin Trail

The Iowa Pork Producers Association has created the first ever "Iowa Tenderloin Trail". The trail consists of 14 restaurants across Iowa that serve delicious pork tenderloin sandwiches. Visit at least 10 of the participating restaurants in a span of 24 months, get a special stamp on your "Iowa's Tenderloin Trail Passport", return your passport to the Iowa Pork Producers and receive an "I Conquered the Iowa Pork

Tenderloin Trail" t-shirt! Visit www.iowapork.org to download your passport and for more information.

Jethro's Opens New Ames Location

This summer, Jethro's BBQ opened its new Steak n' Chop location off of Duff Ave. in Ames. Owner Bruce Gerleman cut the blue ribbon to induct the newest restaurant into the now seven-location family. Steve Kotsianis (right) will serve as general manager for the Ames establishment.



Chef Aaron Holt and Jessica Havel of RoCA in Des Moines connected with patrons while serving up lettuce wraps at the 2017 Winefest event in downtown Des Moines.



Chef Mon Sayasit (right) from Beta's in Cedar Rapids won his third Quad Cities Taste of Elegance Competition and earned a trip to attend the Pork Summit in St. Helena, CA.



Bubba Chef Courtney Oberender and Managing Partner Chris Diebel served Virginia ham biscuits and mini pecan pies at the Winefest event.



Senator Joni Ernst visited Splash Seafood Bar & Grill to talk shop with Iowa restaurateurs Christina Moffatt from Crème Cupcake + Dessert, Joe McConville from Gusto Pizza Co., Jake Kendall from Culver's, and Sarah Pritchard from Table 128 Bistro + Bar.



Chef Matthew Finnegan (center) and his crew from Front Street Brewery in Davenport prepared delicious pork sliders for guests at the Quad Cities Taste of Elegance competition.



Iconic Des Moines Embassy Club receptionist Virginia Hayes turned 100 years old in September! The club hosted a birthday meet and greet at their Ruan location where friends and family could celebrate her centennial birthday. Pictured with IRA CEO Jessica Dunker.

upcoming events.

IOWA RESTAURANT ASSOCIATION
CHAIRMAN'S BREAKFAST



NRA & IRA Chairman's Breakfast

Friday, October 6

Iowa Culinary Institute – DMACC Campus, Ankeny

8:00 a.m.

Discuss top hospitality industry issues with the National Restaurant Association's leadership.



Iowa Restaurant Association Education Foundation Fundraiser

Tuesday, October 17

Quad Cities Waterfront Convention Center, Bettendorf

12:00 - 1:00 p.m.

Celebrate with us while supporting future talent in Iowa's hospitality industry through the ProStart Program! Your luncheon includes a menu created by top chefs from Eastern Iowa and culinary students from local high schools. RSVP and get more info at www.restaurantiowa.com.

7 Courses! 7 Chefs! 7 Wines!



3rd Annual Eastern Iowa Culinary Affair

Sunday, November 5

Coralville Radisson Hotel & Convention Center

\$99 per person

This seven-course gourmet wine dinner is prepared by seven of Eastern Iowa's top chefs. A portion of the proceeds benefit ProStart, a statewide high school culinary and restaurant management education program.

Purchase tickets online now at www.restaurantiowa.com



2018 Iowa ProStart Invitational

Tuesday, February 27, 2018

Iowa Events Center, Des Moines

See the future of the Iowa restaurant industry at work as high school students showcase their skills in culinary and restaurant management competitions.



Prepare for
the Holidays

Responsible Alcohol Service Training At Your Location

Avoid unnecessary fines and keep your establishment in business with ServSafe Alcohol® Responsible Service training. Thanks to a grant sponsored by NABCA and the Iowa ABD, on-site classes are available at an 80% discount.

- \$5/person – IRA Members
- \$10/person – Nonmembers
- 15 person minimum for on-site classes

Contact the Iowa Restaurant Association to schedule your on-site training: 515-276-1454 or skluesner@restaurantiowa.com



Spanish Language ServSafe Classes Available

Monday, Wednesday & Friday

October 23, 25 & 27

November 13, 15 & 17

December 18, 20 & 22

Monday & Wednesday

Class: 8:00-11:00 a.m.

Friday

Class 8:00 – 11:00 a.m. | Exam: 11:00 a.m. – 1:00 p.m.

The IRA now offers multi-day morning Spanish ServSafe courses and exams. Multi-day format helps English as second language speakers with the coursework and testing required for certification.



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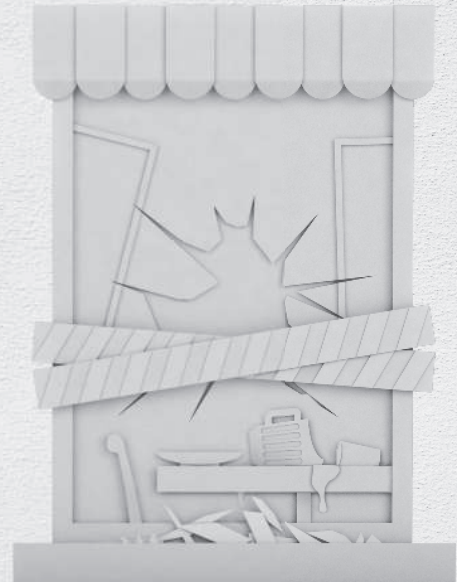
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*2016 State of SMB Cybersecurity Report



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