

# Dual Membership



## We're already working for you. Join us.

An investment in the Iowa Restaurant Association (IRA) and the National Restaurant Association (NRA) is an investment in your business. We exist to help our members build customer loyalty, rewarding careers and financial success. If you are an independent restaurant or a small chain, you're eligible for our dual membership. Dual membership means that when you join the IRA, you receive membership in the NRA as well — two memberships for the price of one!

The IRA and NRA are focused on four areas that determine your business' short- and long-term success:

**1 Profitability and Entrepreneurship:**  
Restaurants operate on tight margins – approximately 3% before taxes on average, which is much lower than many other industries.

**3 Food and Healthy Living:**  
The Association needs to be involved from “farm to fork” to help drive industry and regulatory change to meet the growing demands of safety and nutrition.

**2 Jobs and Careers:**  
The restaurant industry faces a long-term, structural employment problem.

**4 Sustainability and Social Responsibility:**  
The restaurant industry needs to meet the opportunities of sustainability and philanthropy head-on.

**Addressing the breadth and depth of the challenges faced by the restaurant industry requires strong leadership.**

**Our purpose is to provide that leadership, and our promise is to deliver superior outcomes for the industry. Join us!**

# The IRA and NRA create value for members by concentrating activity in five key areas:

## ADVOCACY & REPRESENTATION

Building and sustaining positive public opinion and a favorable political environment.

### Here's what we do for you:

- IRA lobbyists represent the interests of Iowa's restaurants and taverns directly to state legislators
- Iowa Grassroots Opportunities Network encourages and involves members directly in grassroots lobbying
- IRA Political Action Committee contributes to Iowa candidates who support the industry's interests
- We lobby key decision makers so they understand the effects of legislation on your business
- We notify you of policy developments that affect your business, via NRA communications and e-alerts
- We monitor thousands of legislative and regulatory initiatives in concert with SRAs across the country that affect you
- We organize and manage grassroots issue advocacy campaigns and NRA-PAC (political action committee) to promote pro-business candidates and legislation]

## RESEARCH & INSIGHTS

Anticipating and preparing for emerging trends that could impact restaurants.

### Here's how we help:

- Food and Beverage Iowa (FBI) Quarterly Magazine covers the topics that impact Iowa's restaurant, bar, and hospitality establishments
- Monthly Members Brief E Newsletter keeps you updated on state and industry news and events
- Access to NRA research studies like the annual Restaurant Industry Forecast to help you make informed decisions
- Discounts on additional topic-specific research such as the Operations Report and TrendMapper to benchmark your business
- The NRA Knowledge Center – a personalized research service available at no additional charge to members

## TOOLS & SOLUTIONS

Helping grow revenues, increase profitability and develop employees.

### Here's how we save you time and money:

- IRA Member Resource CD provides on demand access to our most requested information including many employment forms and templates
- IRA Buyers Guide puts you in contact with quality purveyors and suppliers dedicated to your success
- Restaurant HealthCare gives you access to individual and group plans plus a wellness discount card
- ServSafe® – teaching safe food-handling practices for managers and frontline employees
- ServSafe Alcohol® – turnkey responsible alcohol service solutions
- Members receive significant discounts with best-in-class industry programs, like credit card processing, payroll, e-mail marketing, nutrition analysis and more
- Advice from legal, research, regulatory, policy and food safety experts, including the new online Legal Problem Solver

## EDUCATION & NETWORKING

Providing opportunities to connect and learn from each other.

### Here's how:

- The IRA can partner you with a mentor, refer you to a vendor, or help you find counsel
- IRA Members receive member only prices on industry standard courses such as ServSafe®
- Executive Study Groups showcase the latest trends in each management specialty, while participants share best practices with peers, to keep your business ahead of the curve
- Exclusive webinars and specialty listservs feature impactful topics and trends – ensuring ongoing education of your staff
- E-newsletters give you the latest news at your fingertips
- Free entrance to the NRA Show – the industry's premier forum for products, services and information, plus over 70 free educational sessions

## RESPONSIBLE STEWARDSHIP & MORE

Providing thought leadership to inspire community involvement and impact.

### We help foster responsible stewardship via:

- IRA works with state and local officials and media to promote member businesses and their philanthropic efforts
- The Conserve Initiative – helping restaurants "Go Green and Save Green"
- NRA's Greener Restaurants – the nation's first and only education and recognition program for the food-service industry
- The Restaurant Neighbor Award – celebrating the wonderful work members do in their communities
- Working with Share Our Strength, Food Donation Connection and many more groups that impact communities

## MEMBERSHIP INVESTMENT

Maximize your membership by sharing this information with your key staff members and by checking out the membership webinar at [www.restaurant.org](http://www.restaurant.org).

Join online at [www.restaurant.org/join](http://www.restaurant.org/join) or contact us at:

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### National Restaurant Association

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