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FOOD & BEVERAGE IOWA
Iowa's Premier Publication for
the Restaurant & Bar Industry **QUARTERLY™**

Helping Iowa Restaurants & Bars Get Discovered

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Locator**

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IOWA'S ELITE 8 MIXOLOGISTS

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AGENDA**

**SPECIAL INSERT—
ENERGY STAR GUIDE FOR
RESTAURANTS**

**BUYERS
GUIDE INSIDE!**

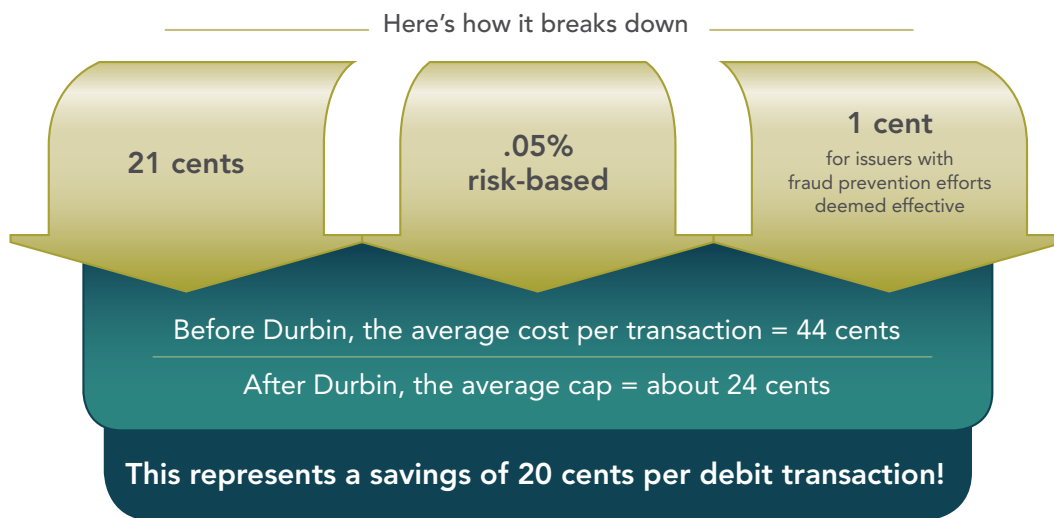
From The Editor — Discount Hunters Rarely Evolve Into Restaurant Regulars

With the Durbin Amendment taking effect

You'll see more money in your bank account.

(As long as you process with Heartland.)

On October 1, important legislation that reduces the amount you pay for processing debit card transactions went into effect. The Durbin Amendment imposed a cap on debit interchange — or transaction fees — and every cent of savings you see adds up to valuable Durbin Dollars you can put to use for your business.



This is exciting news for businesses like yours. But what you may not realize is that before your Durbin Dollars can get to you, they go through your card processor — which may not be passing along these savings to your business.

Without exception, Heartland is sending every single dollar mandated in the Durbin legislation back to its merchants. In fact, based on our calculations, the average Heartland merchant will see an additional \$1,200 annually in Durbin Dollars. **If you're not getting everything you deserve, ask your current processor what they are doing with your savings.**

To learn more, call Team Iowa at 866.976.7191 or visit
GetYourDurbinDollars.com to see how Durbin can positively impact your business.



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Check out the Special Insert —
Energy Star Guide for Restaurants



Find the
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the magazine!



Since 1933, Iowa's Professional Association of the
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F.B.I. Quarterly

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IRA Membership

To learn more about membership in the Iowa Restaurant
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News

News releases and editorial queries are accepted at
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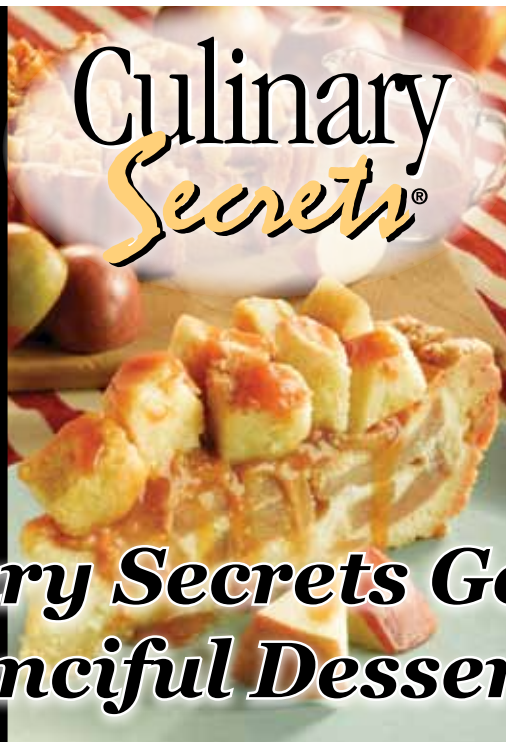


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Discount Hunters Rarely Evolve Into Restaurant Regulars



By: Jessica Dunker, President, CEO
Iowa Restaurant Association

Daily Deals have led many Iowa consumers to believe that everything should be discounted all the time.

Online discounters such as Groupon and LivingSocial sell printable "gift certificates" for half price. They keep half of the revenue and send the balance to the restaurant or bar. In a common scenario, consumers pay \$25 for a \$50 food and beverage certificate. The online discount marketer and establishment split the \$25. When the consumer redeems the certificate, the restaurant provides \$50 worth of food and beverage for as little as \$12.50.

How can this be profitable?

Those promoting the daily deals concept tout the idea daily dealer shoppers will spend more than the certificate value or the deal will attract new customers into your establishment—customers who will come back again and again to pay full price.

And therein lies the rub, I have become fully convinced the vast majority of daily deal bargain shoppers are just that—daily deal bargain shoppers. The only place they go over and over is back to the daily deal website pages to see where they can get a discount today. What's more, most do everything possible to spend no more than their certificate amount. Their loyalties can easily be bought with a bigger, better discount.

There are better ways to leverage technology to drive business. I encourage you to check out Dine Iowa and see how this free tool might hit a more profitable new media "sweet spot" for your restaurant.

Help Get Your Restaurant Discovered

73% of teenagers and adults have smartphones (iPhone, Android, or Blackberry.) Most would turn their car around if they walked out the door without them. These devices are used for everything from playing games and to texting friends to SEARCHING FOR RESTAURANTS!

The Iowa Restaurant Association is taking our member restaurants directly to these smart devices and the consumers who own them with a free mobile app with highly customizable amenity searches.

If your restaurant isn't part of Dine Iowa—call us today—you can participate for as little as \$35 per month.

In the meantime, download the app or check out the online locator and discover an Iowa restaurant.

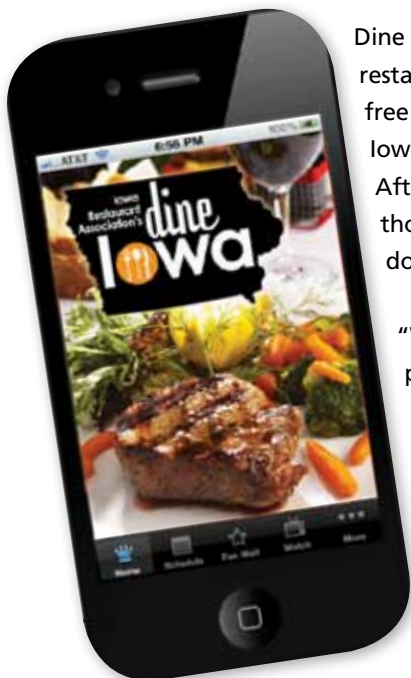
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FREE
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Smart Phone App,
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**Discover Iowa's Best
Restaurants and Bars!**

Dine Iowa Delivers Customers!



Dine Iowa, a free smart phone restaurant search application is a free benefit to members of the Iowa Restaurant Association. After only six weeks, nearly a thousand consumers had already downloaded the free application.

"We haven't even started promoting the apps and online locator to consumers but we're pleased with the initial reaction," said Jessica Dunker president and CEO of the IRA. "Nearly everything to date has been done by word of mouth."

Consumer Promotions Launch in 2012

Dunker added the Iowa Restaurant Association will be launching a "full court press" consumer marketing effort

to encourage downloads of the apps including a media tour, social media promotion, print advertising and events in 2012.

"Obviously the value to members is exponentially increased with consumer downloads," said Dunker. "These initial downloads have been extremely helpful to us because early adopters tend to provide very specific and relevant feedback. We have already released updates accordingly."

Building Consumer Awareness

Free to members, Dine Iowa was created to help people find member restaurants quickly and exclusively.

Ensure Your Restaurant is Included!

Inclusion in the Dine Iowa Restaurant Locator and Mobile Apps is free to IRA members.

**Learn more by contacting
IRA Membership Director at
cjordan@restaurantiowa.com or
call 515-276-1454.**



Members Control Content

The content of all Dine Iowa products is completely controlled by member restaurants. Each establishment is given password protected access to their online locator page. Members can upload their logos, links, and tailored search criteria to help attract customers to their restaurants. Every 24 hours the online locator synchs with, and updates, the mobile applications to reflect the changes.



"Members can modify their locator and app information in minutes," explained Dunker. "What's more, we can help new members add their establishments to all of the products on the day they join."

Members who do not wish to input information will still be included in all of the products. The listing will simply default to the basic contact information contained in the IRA's member database.

Iowa hospitality operators are leveraging smart phone technology to drive business into their restaurants and bars—are you?

Try Dine Iowa

Free download on
iTunes or Droid Market



Check out www.dineiowa.org



Statewide Promotion in a New Media World

One of the key differentiators of Dine Iowa over restaurant location services offered by search engines, GPS systems, and other Internet-based services is consumers can search for restaurants by amenities such as “gluten free” or “live music” as well as by major highway routes. For example, a search on “I-80” will display all of the restaurants that fall along the interstate so people can plan stops when traveling.

Dine Iowa Events, Incentive Programs

The restaurant locator tools are only Phase one of the Dine Iowa Program. The IRA intends to launch a series of Dine Iowa events across the state, as well as loyalty and discount programs tied to Dine Iowa.



“Dine Iowa is a terrific addition to our social media and internet marketing strategy. It is also a simple way for restaurants and bars who aren’t leveraging these new media technologies to get started using them to drive business.”

Carl Wertzberger
General Manager
Court Avenue Restaurant &
Brewing Company
Des Moines



Iowa's Elite 8 Mixologists





Iowa's Top Mixologists Get Creative with Classic Cocktails and New Infusions

On September 25, eight mixologists from across the state gathered together to compete in the Iowa Restaurant Association's state mixology finals. To earn their spots in the field of "Elite Eight," each competitor had to place first or second in one of four regional competitions held earlier in the month. The competitors prepared two drinks—a classic cocktail and an original specialty cocktail. Competitors were required to use Pearl Vodka products to create their drinks.

The finals were sponsored by Luxco Spirited Brands with additional support from Voss Distributing / Red Bull. The mix off was judged by Andrew Best of Luxco Spirited Brands, Scott Bush of Templeton Rye, Bryan Moon of Root Learning, and 2010 Mixologist of the Year - Nate Novotny now with Voss Distributing / Red Bull. Later in the day, a People's Choice competition was also held in conjunction with the Iowa Restaurant Association's annual Celebrating Excellence tasting gala.

"These mixologists are the best of the best," said Jeremy Thompson, Territory Manager for Luxco Spirited Brands and one of the event's key organizers. "They are truly pushing the envelope—infusing new flavors and innovative concepts to lowans."

Caption: The Elite Eight finalists who competed at this year's competition were Ashley Billiet of Pints, Zach Harty of Minerva's, Rhonda Capron of Rhonda's Speakeasy, Shannon Emerson of Alba Restaurant, Joshua O'Connell of The Fieldhouse, Jess Rafoth of myVerona, Eric Sergesketter of Van's Pizza & Pub and Blake Brown of Americana.

Watch the IRA website for information on the 2012 regional competitions.

2011 Mixology Competition Winners

1st Place and \$1,000 Cash Prize
Eric Sergesketter, Van's Pizza & Pub, Davenport

People's Choice and \$500 Cash Prize
Jess Rafoth, myVerona, Cedar Falls

Eric's Winning Recipes:

The Caramel White Russian:

1 ¼ oz Pearl Caramel
¾ oz Kahlua
¼ oz Pinnacle Whipped Vodka
Fill with milk, drizzle with caramel syrup and serve.

Serge's Collegiate Experience:

¾ oz Pearl Plum
¾ oz Pearl Blueberry
½ oz Chambord,
1 tsp sugar
2 squeezed lemon wedges
Fill with sour mix and lemon-lime soda, shake and serve.



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Top Iowa Chef's Face Off in Annual Culinary Competition

Eight chefs from across Iowa faced off in a culinary competition as part of the Iowa Restaurant Association's Annual Celebrating Excellence Culinary Arts Gala held September 25, 2011 at Prairie Meadows in Altoona. Each chef prepared an entrée featuring beef ribeye and a soy side dish or accompaniment. Chef Patricia Weidner took top honors with her presentation of "Cajun grilled Ribeye with Edamame Succotash." Weidner received a \$1,000 cash prize. Chef Aaron King of Dos Rios / Catering DSM / Big City Burgers & Greens placed second and Chef Tim Laielli of the Iowa Machine Shed placed third. Each also received a cash prize.

The competition was sponsored by the Iowa Beef Industry Council and The Soyfoods Council. The competing chefs were given 15 minutes to present their dishes to the panel of expert judges in a blind tasting format. Dishes were judged for appearance, taste, tenderness, texture and product use, overall creativity, and practicality.

The chefs also served samples of their competition dishes to the 300+ attendees at a public Gala. Gala attendees cast their votes for the "People's Choice" award. The People's Choice winner was Chef Kayleen VanderVeen of Central College.



Eight top chefs from across Iowa participated in the IRA's annual culinary competition including: Kevin Moore, the Cellar, Fort Dodge; Chancey Voysey, Bourbon Street Restaurant, Cedar Falls; Aaron King, Dos Rios, Des Moines; Jesus Ojeda, El Chisme Restaurant, West Des Moines; Tim Laielli, Iowa Machine Shed, Urbandale, Kayleen VanderVeen, Central College; Patricia Weidner, Prairie Meadows, Altoona; and Jordan Barkow, myVerona Ristorante Italiano, Cedar Falls. The Soyfoods Council and Iowa Beef Industry Council were competition sponsors.



Stella Artois Pouring Ritual Winner Repeats

The Stella Artois Pouring Ritual includes 9 specific steps starting with Purification and ending with the Bestowal. It is practiced and revered by the world's best bartenders and connoisseurs from around the world. There are many competitions that include the ritual among them the Iowa Restaurant Association's annual Celebrating Excellence. Eight competitors competed in the event which was sponsored by Doll Distributing. For the second year in a row Shannon Emerson of Alba, Des Moines claimed the title.



Tax Issues

Top IRA Legislative Agenda

Heading in to 2012, two tax-related legislative issues are top of mind with the leadership of the Iowa Restaurant Association.

Share Your Concerns with Lawmakers

Iowa Restaurant Association Legislative Luncheon and Capitol Visit

Tuesday, January 24th

11 a.m. to 4:00 p.m.
Des Moines

Join fellow hospitality operators for a legislative briefing and Capitol meetings with state lawmakers

Learn more at
www.restaurantiowa.com

1

“Yes” on Commercial Property Tax Relief

Iowa’s restaurant and bar owners need tax relief and legislators on both sides of the aisle know it. In fact, they spent the better part of six months in the last legislative session debating, proposing and amending possible formulas for reduction, but were unable to reach consensus and pass something for the Governor to sign.

The Iowa Restaurant Association will continue to be a vocal and proactive advocate for aggressive commercial property tax relief.

2

“No” on Local Hospitality Taxes

If commercial property tax relief does pass at the state level, it is highly likely local governments will seek alternative funding sources. The Iowa Restaurant Association has been monitoring municipalities and counties across the country and see a growing number of local entities propose local option “hospitality” taxes on restaurants and bars. In all circumstances, the Iowa Restaurant Association will oppose such taxes. “Local option taxes must be all or nothing propositions,” said Jessica Dunker, president and CEO of the Iowa Restaurant Association. “There is not a single local project or shortfall that should be funded exclusively on the backs of local restaurants, bars, and their patrons.”

“For far too long Iowa has placed an unneeded burden on small businesses.

A Main Street business in Iowa today pays more in property taxes than a business of the same size in midtown Manhattan or Chicago.”

– Iowa Governor Terry Branstad



Navigating and Avoiding the Perilous Path of a PCI Breach

If someone hacks into your restaurant's computer system and steals debit and/or credit card information, you may be subjected to fines, penalties, forensic audits, charge backs, and worse. In dollars and cents, a breach in your payment card system could cost your restaurant more than \$100,000, as well as your reputation.

Breach Risk

Unfortunately, restaurants are prime targets for hackers seeking to steal confidential payment card data. Chicago-based security services firm Trustwave found that 57 percent of data breaches occurred within the foodservice industry; most involved payment card data; and 75 percent targeted point-of-sale (POS) systems.

Breach Response

Many restaurants are uncertain what to do if breach of security is discovered at their establishments. Here are your first steps.

1. Do not destroy any records.
2. Contact your POS vendor immediately to restore security.
3. Contact law enforcement to begin investigation into the breach.
4. Contact any customers you know have had their personal data stolen.

Breach Prevention

Restaurants looking to prevent breaches need to understand the Payment Card Industry Data Security Standard (PCI DSS.) This is a set of requirements designed to ensure a secure environment for ALL companies that process, store, or transmit payment card information. If you accept payment via credit and/or debit card, your compliance with PCI DSS is **mandatory**.

At a Minimum, You Must:

1. Read, review, and become familiar with the PCI DSS requirements at (<https://www.pcisecuritystandards.org/>).
2. Make sure your POS vendor:
 - a. Answers your POS-related security questions.
 - b. Frequently, timely, and effectively updates and patches your POS system's software.
 - c. Provides you with information regarding the data processed, stored, or transferred by your POS system.
3. Purge all unnecessary cardholder data. NEVER store the Full Magnetic Stripe; CVC2/CVV2/CID; or PIN/PIN Block.
4. Restrict access to payment card data only to those individuals whose jobs requires access.
5. Split duties so the individual performing reconciliation is not involved in processing credit card sales or refunds.
6. Check your contracts with card issuers and insurance companies for language that requires perfect compliance with PCI DSS prior to covering your business for a loss.
7. Establish and maintain an Information Security Policy and educate employees on expectations.

PCI DSS compliance is a serious legal matter and non-compliance can cost you your business. If you are not comfortable addressing these matters yourself, contact an attorney for assistance.

Author Bradley C. Neal is an attorney with Kreamer Law Firm, P.C. in West Des Moines. The firm is an allied member of the Iowa Restaurant Association specializing in legal issues impacting the hospitality industry. Contact brad@kreamerlaw.com. See his expanded article on PCI Compliance in the newest IRA Member Resource Guide.



2012 Board of Directors Elected, Association Bylaws Modified at November Meeting

In November, the Iowa Restaurant Association Board of Directors met in Des Moines to conduct elections, as well as to review and modify the Association's bylaws. Of note, the Board downsized the governing body to 24 members, streamlined the number and scope of committees and removed the requirement that IRA memberships be sold as exclusively as annual offerings.

This cleared the path for the Association to offer month-by-month memberships. The change in structure will be rolled out over the coming year.

The IRA's volunteer Board of Directors consists of representatives from various segments within the industry and from across the state. The Board meets three times per year and serves as the Association's policy-making body.

There are currently four open positions on the Board. If you or someone you know is interested in serving on the Board, please visit the IRA website for an application. Applications will be submitted to the nominating committee for review. Mid-term appointments can be made by the IRA Board Chair and ratified at the next full meeting of the Board.

2012 Iowa Restaurant Association Board of Directors

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Dan Warren
Rock Bottom Restaurant &
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Des Moines, IA

Sioux City Bar Owner Wins City Council Seat



Long standing Iowa Restaurant Association member and leader Rhonda Capron, owner of Rhonda's SpeakEasy in Sioux City, was recently elected to the Sioux City City Council. She was elected by a wide margin and is only the fifth woman in the city's history to serve this position.

IRA Seeking Political Season Photos From Your Establishment



Iowa restaurants are favorite stops for national political candidates. Have you had a presidential hopeful stumping in your establishment? The Iowa Restaurant Association is seeking photos of national political candidates and well-recognized media figures enjoying Iowa's hospitality. Please forward your photos for inclusion in future IRA stories to jdunker@restaurantiowa.com.



Developing Tomorrow's Work Force Today

Iowa's restaurants are hiring. In fact, this year alone the industry employed more than 144,000 Iowans—ten percent of the state's overall workforce. Despite higher than usual overall unemployment in the state, finding qualified employees is a challenge for the industry.

The Iowa Restaurant Association is taking this issue head on by ramping up its efforts to expand ProStart adoption into Iowa high schools, as well as form partnerships with more post-secondary hospitality programs.

Industry Steers Curriculum

ProStart is a nationwide, two-year high school program that unites the classroom and industry to develop the best and brightest talent into tomorrow's restaurant and foodservice leaders. Developed by the industry, the curriculum emphasizes culinary arts as well as management skills—providing a real-world educational experience. To receive their ProStart certificates, students must work 400+ hours in a hospitality establishment as well as successfully complete the classroom portion of the program.

Those who wish to further their education will be able to transfer as many as nine hours of college credit to an increasing number of post-secondary programs in the state. Today, DMACC's Iowa Culinary Institute is one which offers ProStart certificate holders 9 hours college credit. The Association is currently working on similar articulation agreements with Kirkwood Community College and Iowa Central Community College's Culinary programs.

"A ProStart certificate is essentially 'advanced placement credit' for students who enter these programs," explained May Schaben, vice president of educational programs for the Iowa Restaurant Association.



education & training

ProStart Students Explore Dining Concepts

A key component of the ProStart program is introducing students to all aspects of the hospitality industry. At right, ProStart students from Des Moines Central Campus enjoy lunch at the top of the Ruan Building and meet with Executive Chef Matt Uitermarkt of the Des Moines Embassy Club.



Experiencing Iowa's Post Secondary Culinary Programs



The Iowa Restaurant Association educational team has been traveling the state to develop articulation agreements with leading post-secondary culinary programs. Above the culinary students of Iowa Central Community College prepare a seven course meal.

Annual Philanthropy Award Nomination Deadline Extended

Your success is tied to your customers. That's why you give back to your community time after time. We'd like to recognize your involvement in your community. The Restaurant

Neighbor Award honors restaurants for outstanding community service and involvement. Four national winners receive \$5,000 each to support their community efforts.

The deadline to apply or nominate someone for either award has been extended December 20, 2011. To apply online, go to www.restaurantiowa.com

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Free Restaurant Resource Guide

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2011-12



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Restaurant
Association™

December

December 13

Webinar

2011 NRA Annual Membership Meeting

Hosted by NRA

Register: www.restaurant.org

December 13

ServSafe Training Class

Sponsored by Iowa Restaurant Association

Des Moines, IA

Register: 515 / 276-1454

December 15

Webinar

OSHA Inspections and Audits: Are You Prepared?

Hosted by NRA

Register: www.restaurant.org

December 15

ServSafe Training Class

ISU Extension - Henry County

Mt. Pleasant, IA

Register: 319 / 394-9433

December 21

ServSafe Training Class

ISU Extension - Story County Nevada, IA

Register: 515 / 669-7825

January

January 10

ServSafe Training Class

Sponsored by Iowa Restaurant Association

Des Moines, IA

Register: 515 / 276-1454

January 18

ServSafe Training Class

ISU Extension - Dubuque County

Dubuque, IA

Register: 563 / 608-0868

January 23

Hawkeye Iowa Buying Show

9:00 a.m. - 3:00 p.m.

Iowa State Fairgrounds, Des Moines

Information: 800 / 272-6467

January 24

Legislative Day at the Capitol

Information: www.restaurantiowa.com

February

February 8

ServSafe Training Class

ISU Extension - Black Hawk County

Waterloo, IA

Register: 319 / 234-6811

February 13

ServSafe Training Class

ISU Extension -

Pottawattamie West County

Council Bluffs, IA

Register: 712 / 366-7070

February 15

ServSafe Training Class

ISU Extension - Polk County

Urbandale, IA

Register: 515 / 993-4281

February 16

ServSafe Training Class

Sponsored by Iowa Restaurant Association

Des Moines, IA

Register: 515 / 276-1454

February 27

ProStart Invitational

Information: www.restaurantiowa.com

For an extended list of events go to
www.restaurantiowa.com.

March

March 12

ServSafe Training Class

ISU Extension - Cass County

Atlantic, IA 50022

Register: 712 / 243-1132

March 13

ServSafe Training Class

Sponsored by Iowa Restaurant Association

Des Moines, IA

Register: 515 / 276-1454

April

April 1

Culinary Affair

Six-Course Gourmet

Food and Wine Dinner

Information: www.restaurantiowa.com

April 10

ServSafe Training Class

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Des Moines, IA

Register: 515 / 276-1454

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Course and ServSafe
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(515) 276-1454
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www.restaurantiowa.com
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The Iowa Restaurant Association is dedicated to the success of the state's hospitality industry. As you review our *Annual Buyers Guide*, you'll find our members receive exclusive rates and benefits on everything from credit card processing fees and insurance coverage, to money-saving energy audits and certification classes.

Additionally, each year the IRA is honored to be chosen by the state's top hospitality industry purveyors and professional associations as a resource for success in their own businesses. These companies invest thousands of sponsorship dollars in the Association in support of the IRA's programs and services. As you make your supplier choices, please give due consideration to the companies that support your professional association.

If you are an IRA member and are not yet leveraging our member benefit programs or if you are not an IRA member and would like to learn more contact Cindy Jordan, Membership Director, cjordan@restaurantiowa.com or call 515-276-1454.



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Businesses listed in this directory are committed to helping restaurateurs and bar owners improve their operations and ultimately, their bottom lines. So save this issue of FBIQ and use it often!

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As you review the Buyer's Guide you will notice that Corporate Partners listings are denoted in **RED**.

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ADT Security Services
www.adt.com 515-558-0241

Appraisal/Media

ABC TV5
www.woi-tv.com 515-457-1026

Bar Equipment and Supplies

Bolton & Hay
www.boltonhay.com 515-265-2554
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C-T Design & Equipment Inc.
www.c-tdesign.com 309-798-5310
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Edward Don & Company
www.edward-don.com 800-777-4366

Farner-Bocken Co.
www.farner-bocken.com 800-274-8692

Glazer's Distributors of Iowa
www.glazers.com 515-252-7173

Hawkeye Foodservice Distribution, Inc.
www.hawkeyefoodservice.com 800-272-6467
See our ad on page 10

Iowa Des Moines Supply, Inc.
www.iowadesmoinesupply.com 515-263-1200

Martin Bros. Distributing Co., Inc.
www.martinsnet.com 800-847-2402
See our ad on the back cover

Rapids Wholesale Equipment
www.rapidswholesale.com 319-447-1670

Reinhart FoodService
www.reinhartfoodservice.com 319-396-1300
See our ad on page 4

Reinhart FoodService of Omaha
www.reinhartfoodservice.com 402-457-3600

Sysco Iowa, Inc.
www.syscoiowa.com 515-289-5300
See our ad on page 19

Taylor Industries, Inc.
www.taylorind.com 515-262-8221

Thoms Proestler Company/Performance Food Group
www.tpcinfo.com 800-747-1234

Beverage Dispensing Equipment

Bolton & Hay
www.boltonhay.com 515-265-2554
See our ad page 16

Coca-Cola Bottlers of Iowa
www.atlanticbottling.com 515-987-1931

Hawkeye Foodservice Distribution, Inc.
www.hawkeyefoodservice.com 800-272-6467
See our ad on page 10

McCormack Distributing Co.
www.mccormackdistributing.com 712-546-5133

Pepsi Americas
www.pepsiamericas.com 800-373-9135
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Rapids Wholesale Equipment
www.rapidswholesale.com 319-447-1670

Reinhart FoodService
www.reinhartfoodservice.com 319-396-1300
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Reinhart FoodService of Omaha
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Beverages (Alcoholic)

Doll Distributing LLC
www.dolldistributing.com 515-299-2207
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Diageo
www.diageo.com 773-793-1364

Fahr Beverage
www.fahrbeverage.com 319-234-2605

Glazer's Distributors of Iowa
www.glazers.com 515-252-7173

Johnson Brothers of Iowa
www.johnsonbrothers.com 515-262-1199

Kirchhoff Distributing Company
www.kdcbud.com 563-556-8911

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MJ Distributing 515-276-2659

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Coca-Cola Bottlers of Iowa
www.atlanticbottling.com 515-987-1931

Farner-Bocken Co.
www.farner-bocken.com 800-274-8692

Glazer's Distributors of Iowa
www.glazers.com 515-252-7173

Hawkeye Foodservice Distribution, Inc.
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MJ Distributing
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Mrs. Clark's Food
www.mrsclarks.com 805-467-3896
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Pepsi Americas
www.pepsiamericas.com 800-373-9135
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Reinhart FoodService
www.reinhartfoodservice.com 319-396-1300
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Reinhart FoodService of Omaha
www.reinhartfoodservice.com 402-457-3600

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www.syscoiowa.com 515-289-5300
See our ad on page 19

Voss Distributing/Red Bull LLC
www.vossdist.com 515-263-1777

Coffee/Tea

Farner-Bocken Co.
www.farner-bocken.com 800-274-8692

Glazer's Distributors of Iowa
www.glazers.com 515-252-7173

Hawkeye Foodservice Distribution, Inc.
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Martin Bros. Distributing Co., Inc.
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Computers/Hardware/Software

Integrated P.O.S., Inc.
www.integratedpos.com 877-442-4767

Condiments

Farner-Bocken Co.
www.farner-bocken.com 800-274-8692

Hawkeye Foodservice Distribution, Inc.
www.hawkeyefoodservice.com 800-272-6467
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Mrs. Clark's Food
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See our ad on page 20

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www.reinhartfoodservice.com 402-457-3600

Thoms Proestler Company/Performance Food Group
www.tpcinfo.com 800-747-1234

Consulting, Energy

Alliant Energy www.alliantenergy.com.....	319-786-7266
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Black Hills Energy www.bhehowto.com.....	515-979-1034
D&J Consulting, L.C.	515-556-7641
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Mid American Energy www.midamericanenergy.com.....	515-252-6762
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Seminole Energy Services www.seminoleenergy.com.....	515-278-2254

Consulting, Financial

D&J Consulting, L.C.	515-556-7641
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John Hines CPA	515-252-2880
Lincoln Savings Bank www.mylsb.com.....	319-268-4242
Neighbor Insurance Services Inc. www.neighborinsuranceservicesinc.com.....	319-378-1089
Pioneer Wooldridge Insurance www.wooldridgeinsurance.com.....	712-255-7644
The Dana Company www.thedanaco.com.....	515-224-4391

Consulting

Bolton & Hay www.boltonhay.com.....	515-265-2554
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C-T Design & Equipment Inc. www.c-tdesign.com.....	309-798-5310
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Green R U LLC www.greenru.com.....	515-325-6133
Hawkeye Foodservice Distribution, Inc. www.hawkeyefoodservice.com.....	800-272-6467
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Martin Bros. Distributing Co., Inc. www.martinsnet.com.....	800-847-2402
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Sysco Iowa, Inc. www.syscoiowa.com.....	515-289-5300
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Taylor Industries, Inc. www.taylorind.com.....	515-262-8221

Credit Card Services/Supplies

Heartland Payment Systems www.heartlandpaymentsystems.com.....	515-250-4618
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Dairy Products

Farner-Bocken Co. www.farner-bocken.com.....	800-274-8692
Food Service Marketing - Iowa, Inc.	515-255-1285
Hawkeye Foodservice Distribution, Inc. www.hawkeyefoodservice.com.....	800-272-6467
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Loffredo Fresh Produce Co., Inc. www.loffredo.com.....	515-285-3367
Martin Bros. Distributing Co., Inc. www.martinsnet.com.....	800-847-2402
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Reinhart FoodService www.reinhartfoodservice.com.....	319-396-1300
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Reinhart FoodService of Omaha www.reinhartfoodservice.com.....	402-457-3600
Sysco Iowa, Inc. www.syscoiowa.com.....	515-289-5300
<i>See our ad on page 19</i>	
Thoms Proestler Company/Performance Food Group www.tpcinfo.com.....	800-747-1234
Wells Dairy Blue Bunny www.bluebunny.com.....	515-987-2103

Dishwashing Equipment Sales

Bolton & Hay www.boltonhay.com.....	515-265-2554
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Ecolab Inc. www.ecolab.com.....	319-358-6886
Edward Don & Company www.don.com.....	800-777-4366
Hawkeye Foodservice Distribution, Inc. www.hawkeyefoodservice.com.....	800-272-6467
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Iowa Des Moines Supply, Inc. www.iowadesmoinessupply.com.....	515-263-1200
Martin Bros. Distributing Co., Inc. www.martinsnet.com.....	800-847-2402
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Rapids Wholesale Equipment www.rapidswholesale.com.....	319-447-1670
Reinhart FoodService www.reinhartfoodservice.com.....	319-396-1300
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Reinhart FoodService of Omaha www.reinhartfoodservice.com.....	402-457-3600
Sysco Iowa, Inc. www.syscoiowa.com.....	515-289-5300
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Thoms Proestler Company/Performance Food Group www.tpcinfo.com.....	800-747-1234

Distributor, Food & Beverage

Fahr Beverage www.fahrbeverage.com.....	319-243-2605
Farner-Bocken Co. www.farner-bocken.com.....	800-274-8692
Glazer's Distributors of Iowa www.glazers.com.....	515-252-7173
Hawkeye Foodservice Distribution, Inc. www.hawkeyefoodservice.com.....	800-272-6467
<i>See our ad on page 10</i>	
Martin Bros. Distributing Co., Inc. www.martinsnet.com.....	800-847-2402
<i>See our ad on the back cover</i>	
Reinhart FoodService www.reinhartfoodservice.com.....	319-396-1300
<i>See our ad on page 4</i>	
Reinhart FoodService of Omaha www.reinhartfoodservice.com.....	402-457-3600
Sysco Iowa, Inc. www.syscoiowa.com.....	515-289-5300
<i>See our ad on page 19</i>	
Thoms Proestler Company/Performance Food Group www.tpcinfo.com.....	800-747-1234
US Food Service Inc. www.usfoodservice.com.....	319-981-1721

Educational Materials

Distilled Spirits Council www.discus.org.....	202-628-3544
Iowa Restaurant Association Educational Foundation www.restaurantiowa.com.....	515-276-1454
Iowa Beef Industry Council www.iab Beef.org.....	515-296-2305
Iowa Pork Producers Association www.iowapork.org.....	515-225-7675
The Soyfoods Council www.thesoyfoodscouncil.com.....	
<i>See our ad page 21</i>	

Employment Resources

InFocus Partners www.infocus-partners.com.....	515-223-2685
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Exhaust Systems

Hoodz of Central Iowa www.hoodz.us.com.....	515-278-1149
Iowa Fire Control LLC www.iowafirecontrol.com.....	515-576-4440

Exhaust System Cleaning

C-T Design & Equipment Inc. www.c-tdesign.com.....	309-798-5310
<i>See our ad page 16</i>	
Enviromatic Corporation of America, Inc. www.enviromatic.com.....	877-325-8476
Hoodz of Central Iowa www.hoodz.us.com.....	515-278-1149

Financial Institutions/Services

Lincoln Savings Bank/LSB Financial www.mylsb.com.....	319-268-4242
Wells Fargo www.wellsfargo.com.....	515-237-5445

Fires Suppression Systems

Iowa Fire Control LLC www.iowafirecontrol.com.....	515-576-4440
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Food Broker

Elite Foodservice Specialists LLC	515-224-0999
Food Marketing Services Iowa, Inc.	515-255-1285
Hockenberg Newburgh www.hnsales.com.....	515-222-0100

Midstates Marketing, Inc.
www.midstates-marketing.com 515-246-8829

Food Products & Manufacturing

Altria Group, Inc.
www.altria.com 608-285-4674

Arden Culinary
www.ardenculinary.com 952-223-8620
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Burke Corporation
www.burkecorp.com 515-382-3575

Hawkeye Foodservice Distribution, Inc.
www.hawkeyefoodservice.com 800-272-6467
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Mrs. Clark's Food
www.mrsclarks.com 805-467-3896
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Wells Dairy Blue Bunny
www.bluebunny.com 515-987-2103

Food Services Equipment Parts & Services

General Parts LLC
www.generalparts.com 515-243-1534

Food Service Equipment & Supplies

Bolton & Hay
www.boltonhay.com 515-265-2554
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Edward Don & Company
www.don.com 800-777-4366

Farner-Bocken Co.
www.farner-bocken.com 800-274-8692

Hawkeye Foodservice Distribution, Inc.
www.hawkeyefoodservice.com 800-272-6467
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Hockenbergs Equipment and Supply Co., Inc.
www.hockenbergs.com 515-282-0033
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Iowa Des Moines Supply, Inc.
www.iowadesmoinessupply.com 515-263-1200

Martin Bros. Distributing Co., Inc.
www.martinsnet.com 800-847-2402
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McCormack Distributing Co.
www.mccormackdistributing.com 712-546-5133

Rapids Wholesale Equipment
www.rapidswholesale.com 319-447-1670

Reinhart FoodService
www.reinhartfoodservice.com 319-396-1300
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Reinhart FoodService of Omaha
www.reinhartfoodservice.com 402-457-3600

Sysco Iowa, Inc.
www.syscoiowa.com 515-289-5300
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Taylor Industries, Inc.
www.taylorind.com 515-262-8221

Thoms Proestler Company/Performance Food Group
www.tpcinfo.com 800-747-1234

Frozen Food

Arden Culinary
www.ardenculinary.com 952-223-8620
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Food Service Marketing - Iowa, Inc. 515-255-1285

Farner-Bocken Co.
www.farner-bocken.com 800-274-8692

Hawkeye Foodservice Distribution, Inc.
www.hawkeyefoodservice.com 800-272-6467
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Hockenberg Newburgh
www.hnsales.com 515-222-0100

Loffredo Fresh Produce Co., Inc.
www.loffredo.com 515-285-3367

Martin Bros. Distributing Co., Inc.
www.martinsnet.com 800-847-2402
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Midstates Marketing, Inc.
www.midstates-marketing.com 515-246-8829

Reinhart FoodService
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Reinhart FoodService of Omaha
www.reinhartfoodservice.com 402-457-3600

Sysco Iowa, Inc.
www.syscoiowa.com 515-289-5300
See our ad on page 19

Thoms Proestler Company/Performance Food Group
www.tpcinfo.com 800-747-1234

Wells Dairy Blue Bunny
www.bluebunny.com 515-987-2103

Grease Removal

Darling International
www.darlingii.com 515-288-2166
See our ad page 20

Hoodz of Central Iowa
www.hoodz.us.com 515-278-1149

KCI Restaurant Services
www.krugerinc.com 641-484-3823

Mahoney Environmental
www.mahoneyenvironmental.com 800-892-9384

Sanimax Grease Services
www.sanimax.com 608-846-5466
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Human Resources

InFocus Partners
www.infocus-partners.com 515-223-2685

Ice Machines

Bolton & Hay
www.boltonhay.com 515-265-2554
See our ad page 16

Rapids Wholesale Equipment
www.rapidswholesale.com 319-447-1670

Taylor Industries, Inc.
www.taylorind.com 515-262-822

Insurance

AW Welt Ambrisco Insurance Inc.
www.awwelt.com 319-887-3700

Brummel, Madsen & Associates, Inc.
www.brummelmadsen.com 319-266-2644

Grinnell Mutual Reinsurance Company
www.grinnellmutual.com 641-269-8600
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Illinois Casualty Company
www.ilcasco.com 800-445-3726
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Insurance Associates of Iowa City
www.insuranceic.com 319-338-1135

Insurance Station
www.insurancestation.com 515-967-0489

Knapp Tedesco Insurance Agency Inc.
www.knapptedesco.com 515-727-0900

Lincoln Savings Bank/LSB Financial
www.mylsb.com 319-268-4242

Ludovissy and Associates
www.ludovissyandassociates.com 563-556-6661

Mauro Insurance Agency
www.mauroinsurance.com 515-287-2257

Millhiser Smith Agency Inc.
www.millhiser-smith.com 319-365-8611

Neighbor Insurance Services Inc.
www.neighborinsuranceservicesinc.com 319-378-1089

Pioneer-Wooldridge Insurance
www.wooldridgeinsurance.com 712-255-7644

Reynolds & Reynolds, Inc.
www.reynolds-reynolds.com 515-557-1214

Society Insurance (Corporate & Member Benefit Partner)
www.societyinsurance.com 888-576-2438

The Dana Company
www.thedanaco.com 515-224-4391

Tulip City Agency Ltd.
www.tulipcity.com 641-628-1270

Weinman Insurance Services
www.weinmaninsurance.com 515-961-2567

Legal Services

Kreamer Law Firm, P.C.
www.kreamerlaw.com 515-727-0900

Schwarm Law Firm
www.schwarmlaw.com 641-592-1031

Linen Sales & Service

Kebos Consulting
www.kebosconsulting.com 515-306-9042

Premier Linen & Dry Cleaning, Inc.
www.premierlinen.com 800-583-9123

Marketing

Fishbowl Online Marketing
www.fishbowl.com 800-836-2818

Meat Information

Burke Corporation
www.burkecorp.com 515-382-3575
See our ad page 20

Food Service Marketing - Iowa, Inc. 515-255-1285

Hawkeye Foodservice Distribution, Inc.
www.hawkeyefoodservice.com 800-272-6467
See our ad on page 10

Iowa Beef Industry Council
www.iabeesf.org 515-296-2305

Iowa Pork Producers Association
www.iowapork.org 515-225-7675

Martin Bros. Distributing Co., Inc. www.martinsnet.com.....	800-847-2402
<i>See our ad on the back cover</i>	
Neesvig's / Empire Fish www.neesvigs.com.....	608-846-1160
Reinhart FoodService www.reinhartfoodservice.com.....	319-396-1300
<i>See our ad on page 4</i>	
Reinhart FoodService of Omaha www.reinhartfoodservice.com.....	402-457-3600
Sysco Iowa, Inc. www.syscoiowa.com.....	515-289-5300
<i>See our ad on page 19</i>	

Meat Purveyor

Burke Corporation www.burkecorp.com.....	515-382-3575
<i>See our ad page 20</i>	
Farner-Bocken Co. www.farner-bocken.com.....	800-274-8692
Hawkeye Foodservice Distribution, Inc. www.hawkeyefoodservice.com.....	800-272-6467
<i>See our ad on page 10</i>	
Martin Bros. Distributing Co., Inc. www.martinsnet.com.....	800-847-2402
<i>See our ad on the back cover</i>	
Reinhart FoodService www.reinhartfoodservice.com.....	319-396-1300
<i>See our ad on page 4</i>	
Reinhart FoodService of Omaha www.reinhartfoodservice.com.....	402-457-3600
Sysco Iowa, Inc. www.syscoiowa.com.....	515-289-5300
<i>See our ad on page 19</i>	
Thoms Proestler Company/Performance Food Group www.tpcinfo.com.....	800-747-1234
US Foods www.usfoodservice.com.....	815-673-6650

Media & Website Marketing

Aireal Mobile www.airealmobile.com.....	913-226-6459
HTML Marketing www.HTMLmarketing.com.....	515-570-3290

Menu Design/Ideas

Bolton & Hay www.boltonhay.com.....	515-265-2554
<i>See our ad page 16</i>	
Food Marketing Services Iowa, Inc. www.farner-bocken.com.....	515-255-1285
Farner-Bocken Co. www.farner-bocken.com.....	800-274-8692
Glazer's Distributors of Iowa www.glazers.com.....	515-252-7173
Hawkeye Foodservice Distribution, Inc. www.hawkeyefoodservice.com.....	800-272-6467
<i>See our ad on page 10</i>	
Iowa Beef Industry Council www.iabeef.org.....	515-296-2305
Martin Bros. Distributing Co., Inc. www.martinsnet.com.....	800-847-2402
<i>See our ad on the back cover</i>	
Reinhart FoodService www.reinhartfoodservice.com.....	319-396-1300
<i>See our ad on page 4</i>	
Reinhart FoodService of Omaha www.reinhartfoodservice.com.....	402-457-3600
Sysco Iowa, Inc. www.syscoiowa.com.....	515-289-5300
<i>See our ad on page 19</i>	
Thoms Proestler Company/Performance Food Group www.tpcinfo.com.....	800-747-1234
Wells Dairy Blue Bunny www.bluebunny.com.....	515-987-2103

Music Licensing

BMI www.bmi.com.....	615-401-2877
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Office Supplies

Rite Made Paper www.ritemade.com.....	800-693-1879
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Paper Products

Edward Don & Company www.don.com.....	800-777-4366
Farner-Bocken Co. www.farner-bocken.com.....	800-274-8692
Hawkeye Foodservice Distribution, Inc. www.hawkeyefoodservice.com.....	800-272-6467
<i>See our ad on page 10</i>	
Iowa Des Moines Supply, Inc. www.iowadesmoinessupply.com.....	515-263-1200

Martin Bros. Distributing Co., Inc. www.martinsnet.com.....	800-847-2402
<i>See our ad on the back cover</i>	
Reinhart FoodService www.reinhartfoodservice.com.....	319-396-1300
<i>See our ad on page 4</i>	
Reinhart FoodService of Omaha www.reinhartfoodservice.com.....	402-457-3600
Sysco Iowa, Inc. www.syscoiowa.com.....	515-289-5300
<i>See our ad on page 19</i>	
Taylor Industries, Inc. www.taylorind.com.....	515-262-8221
Thoms Proestler Company/Performance Food Group www.tpcinfo.com.....	800-747-1234

Payroll Processing Services

Integrated P.O.S., Inc. www.intergratedpos.com.....	877-442-4767
Heartland Payroll Systems (Corporate & Member Benefit Partner) www.heartlandpaymentsystems.com.....	515-250-4618
InFocus Partners www.infocus-partners.com.....	515-223-2685

POS Systems, Cash Registers, Equipment/Supplies

Integrated P.O.S., Inc. (Eastern Iowa Only) www.intergratedpos.com.....	877-442-4767
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Poultry/Eggs

Farner-Bocken Co. www.farner-bocken.com.....	800-274-8692
Hawkeye Foodservice Distribution, Inc. www.hawkeyefoodservice.com.....	800-272-6467
<i>See our ad on page 10</i>	
Loffredo Fresh Produce Co., Inc. www.loffredo.com.....	515-285-3367
Martin Bros. Distributing Co., Inc. www.martinsnet.com.....	800-847-2402
<i>See our ad on the back cover</i>	
Reinhart FoodService www.reinhartfoodservice.com.....	319-396-1300
<i>See our ad on page 4</i>	
Reinhart FoodService of Omaha www.reinhartfoodservice.com.....	402-457-3600
Sysco Iowa, Inc. www.syscoiowa.com.....	515-289-5300
<i>See our ad on page 19</i>	

Produce

Farner-Bocken Co. www.farner-bocken.com.....	800-274-8692
Hawkeye Foodservice Distribution, Inc. www.hawkeyefoodservice.com.....	800-272-6467
<i>See our ad on page 10</i>	
Liberty Fruit Co. www.libertyfruit.com.....	800-445-4782
Loffredo Fresh Produce Co., Inc. www.loffredo.com.....	515-285-3367
Martin Bros. Distributing Co., Inc. www.martinsnet.com.....	800-847-2402
<i>See our ad on the back cover</i>	
Reinhart FoodService www.reinhartfoodservice.com.....	319-396-1300
<i>See our ad on page 4</i>	
Reinhart FoodService of Omaha www.reinhartfoodservice.com.....	402-457-3600
Sysco Iowa, Inc. www.syscoiowa.com.....	515-289-5300
<i>See our ad on page 19</i>	

Protein Purveyor

Burke Corporation www.burkecorp.com.....	515-382-3575
<i>See our ad page 20</i>	
Neesvig's / Empire Fish www.neesvigs.com.....	608-846-1160

Publication Relations/Marketing

ABC TV5 www.woi-tv.com.....	515-457-1026
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Publications

Food and Beverage Iowa Quarterly www.restaurantiowa.com.....	515-276-1454
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Refrigeration Equipment & Parts

Bolton & Hay www.boltonhay.com.....	515-265-2554
<i>See our ad page 16</i>	
Edward Don & Company www.don.com.....	800-777-4366
Hawkeye Foodservice Distribution, Inc. www.hawkeyefoodservice.com.....	800-272-6467
<i>See our ad on page 10</i>	

Hockenberg Newburgh www.hnsales.com.....	515-222-0100
General Parts LLC www.generalparts.com.....	515-243-1534
Mahoney Environmental www.mahoneyenvironmental.com.....	800-892-9384
Rapids Wholesale Equipment www.rapidswholesale.com.....	319-447-1670
Reinhart FoodService www.reinhartfoodservice.com..... <i>See our ad on page 4</i>	319-396-1300
Reinhart FoodService of Omaha www.reinhartfoodservice.com.....	402-457-3600
Taylor Industries, Inc. www.taylorind.com.....	515-262-8221
Thoms Proestler Company/Performance Food Group www.tpcinfo.com.....	800-747-1234

Restaurant Equipment/Services

Bolton & Hay www.boltonhay.com..... <i>See our ad page 16</i>	515-265-2554
C-T Design & Equipment Inc. www.c-tdesign.com..... <i>See our ad page 16</i>	309-798-5310
Edward Don & Company www.don.com.....	800-777-4366
Hawkeye Foodservice Distribution, Inc. www.hawkeyefoodservice.com..... <i>See our ad on page 10</i>	800-272-6467
Law Equipment www.lawequipment.com..... <i>See our ad page 22</i>	515-334-5036
General Parts LLC www.generalparts.com.....	515-243-1534
Martin Bros. Distributing Co., Inc. www.martinsnet.com..... <i>See our ad on the back cover</i>	800-847-2402
McCormack Distributing Co. www.mccormackdistributing.com.....	712-546-5133
Rapids Wholesale Equipment www.rapidswholesale.com.....	319-447-1670
Reinhart FoodService www.reinhartfoodservice.com..... <i>See our ad on page 4</i>	319-396-1300
Reinhart FoodService of Omaha www.reinhartfoodservice.com.....	402-457-3600
Sysco Iowa, Inc. www.syscoiowa.com..... <i>See our ad on page 19</i>	515-289-5300
Taylor Industries, Inc. www.taylorind.com.....	515-262-8221
Thoms Proestler Company/Performance Food Group www.tpcinfo.com.....	800-747-1234

Sales Tax Exemption

D&J Consulting, L.C. <i>See our ad on page 22</i>	515-556-7641
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Sanitation Supplies/Cleaning Services

Clean Des Moines	515-251-3952
Ecolab Inc. www.ecolab.com.....	319-358-6886
Edward Don & Company www.don.com.....	800-777-4366
Hawkeye Foodservice Distribution, Inc. www.hawkeyefoodservice.com..... <i>See our ad on page 10</i>	800-272-6467
Iowa Des Moines Supply, Inc. www.iowadesmoinessupply.com.....	515-263-1200
Martin Bros. Distributing Co., Inc. www.martinsnet.com..... <i>See our ad on the back cover</i>	800-847-2402
Reinhart FoodService www.reinhartfoodservice.com..... <i>See our ad on page 4</i>	319-396-1300
Reinhart FoodService of Omaha www.reinhartfoodservice.com.....	402-457-3600
Sysco Iowa, Inc. www.syscoiowa.com..... <i>See our ad on page 19</i>	515-289-5300
Thoms Proestler Company/Performance Food Group www.tpcinfo.com.....	800-747-1234

Seafood

Food Marketing Services Iowa, Inc.	515-255-1285
Farner-Bocken Co. www.farner-bocken.com.....	800-274-8692
Hawkeye Foodservice Distribution, Inc. www.hawkeyefoodservice.com..... <i>See our ad on page 10</i>	800-272-6467
Martin Bros. Distributing Co., Inc. www.martinsnet.com..... <i>See our ad on the back cover</i>	800-847-2402
Midstates Marketing, Inc.	515-246-8829
Neesvig's/Empire Fish www.neesvigs.com.....	608-846-1160

Reinhart FoodService www.reinhartfoodservice.com..... <i>See our ad on page 4</i>	319-396-1300
Reinhart FoodService of Omaha www.reinhartfoodservice.com.....	402-457-3600
Sysco Iowa, Inc. www.syscoiowa.com..... <i>See our ad on page 19</i>	515-289-5300
Thoms Proestler Company/Performance Food Group www.tpcinfo.com.....	800-747-1234

Security Systems & Equipment

ADT Security Services www.adt.com.....	515-558-0241
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Soy Food

Martin Bros. Distributing Co., Inc. www.martinsnet.com..... <i>See our ad on the back cover</i>	800-847-2402
Sysco Iowa, Inc. www.syscoiowa.com..... <i>See our ad on page 19</i>	515-289-5300

Tobacco/Tobacco Sales

Farner-Bocken Co. www.farner-bocken.com.....	800-274-8692
RAI Services Company www.reynoldsamerican.com.....	336-741-0266

Uniforms

Edward Don & Company www.don.com.....	800-777-4366
Premier Linen & Dry Cleaning, Inc. www.premierlinen.com.....	800-583-9123

Utilities

Alliant Energy www.alliantenergy.com..... <i>See our ad page 24</i>	319-786-4822
Black Hills Energy www.bhehowto.com.....	515-979-1034
D&J Consulting, L.C. <i>See our ad on page 22</i>	515-556-7641
Mid American Energy Company www.midamericanenergy.com/ee..... <i>See our ad page 16</i>	515-252-6762
Seminole Energy Services www.seminoleenergy.com.....	515-278-2254

Vending/Game Machines

Rich and Junnie's Vending www.richandjunnies.com.....	563-588-1083
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Waste Removal

Darling International www.darlingii.com..... <i>See our ad page 20</i>	515-288-2166
Green R U LLC www.greenru.com.....	515-325-6133
Kebos Consulting www.kebosconsulting.com.....	515-306-9042
Mahoney Environmental www.mahoneyenvironmental.com.....	800-892-9384

Wines/Spirits Distributor

Diageo www.diageo.com.....	773-793-1364
Glazer's Distributors of Iowa www.glazers.com.....	515-252
Johnson Brothers of Iowa www.johnsonbrothers.com.....	515-262-1199
Luxco Spirited Brands www.luxco.com..... <i>See our ad page 21</i>	515-274-0103
MJ Distributing LLC	515-276-2659

Wine "To Go" Bags

Iowa Des Moines Supply, Inc. www.iowadesmoinessupply.com.....	515-263-1200
Reinhart FoodService www.reinhartfoodservice.com..... <i>See our ad on page 4</i>	319-396-1300
Reinhart FoodService of Omaha www.reinhartfoodservice.com.....	402-457-3600
Martin Bros. Distributing Co., Inc. www.martinsnet.com..... <i>See our ad on the back cover</i>	800-847-2402
Sysco Iowa, Inc. www.syscoiowa.com..... <i>See our ad on page 19</i>	515-289-5300

ABC 5 TV

3903 Westown Parkway, West Des Moines, IA, 50266 515-457-1026, www.woi-tv.com

ADT Security

6200 Thonon Ave., Des Moines, IA, 50321 515-558-0241, www.adt.com

Aireal Mobile

10947 N Madison, Kansas City, MO, 64155 913-226-6459, www.airealmobile.com

Alliant Energy

200 1st Street Southeast, Cedar Rapids, IA, 52401 319-786-7266, www.alliantenergy.com

Altria Client Services

33 East Main Street, Suite 420, Madison, WI, 53703, 608-251-0195, www.altria.com

Arden Culinary / Bellisio Foods

21150 Hamburg Avenue, Lakeville, MN, 55044 952-469-2000, www.ardenculinary.com

AW Welt Ambrisco Insurance, Inc.

24 Westside Drive, IA City, IA, 52246 319-887-3700, www.awwelt.com

BD Hill Wood Restoration, LLC

8405 Barnham Drive, Johnston, IA, 50131 515-991-9250, www.bdhillwood.com

Black Hills Energy

1701 48th Street, Suite 260, West Des Moines, IA, 50266, 515-979-1034, www.blackhillsenergy.com

BMI

10 Music Square East, Nashville, TN, 37203 615-401-2877, www.bmi.org

Bolton & Hay Inc.

2701 Delaware Avenue, Des Moines, IA, 50317 515-265-2554, www.boltonhay.com

Braunger Food Service

900 Clark, Sioux City, IA, 51101 712-258-4515, www.braungerfoods.com

Brummel, Madsen & Associates, Inc.

318 Main Street, Cedar Falls, IA, 50613 319-266-2644, www.brummelmadsen.com

Burke Corporation

PO Box 209, Nevada, IA, 50201 515-382-3575, www.burkecorp.com

Clean Des Moines / Clean IA

5550 Northwest Johnston Drive #A, Johnston, IA, 50131, 515-251-3952, www.cleandesmoines.com

Coca-Cola Atlantic Bottling Company

16200 Hickman Road, Waukee, IA, 50263 515-987-1931, www.atlanticbottling.com

C-T Design and Equipment Co., Inc.

12527 84th Street West, Taylor Ridge, IL, 61284 309-798-5310, www.c-t-design.com

D & J Consulting, L.C.

729 Northeast Brookhaven Drive, Ankeny, IA, 50021 515-556-7641

Darling International Inc.

907 Walnut Suite 400, Des Moines, IA, 50306 515-265-1381, www.darlingii.com

Diageo North America

333 West Wacker, Suite 1100, Chicago, IL, 60606 847-376-8363, www.diageo.com

Distilled Spirits Council

1250 Eye Street Northwest, Suite 400, Washington, DC, 20005, 202-628-3544, www.discus.org

Doll Distributing LLC

1901 DeWolf Street, Des Moines, IA, 50316 515-299-2207, www.dolldistributing.com

Ecolab

10151 Deer Crest Dr., Toddville, IA, 52245 319-213-6368, www.ecolab.com

Edward Don & Company

14431 Thrush Street Northwest, Andover, MN, 55304, 800-777-4366 xt8964, www.don.com

Elite Foodservice Specialists LLC

8187 University Avenue, Clive, IA, 50325 515-224-0999, www.efsfood.com

Enviromatic Corporation of America, Inc.,

5936 Pillsbury Avenue South, Minneapolis, MN, 50513 800-325-8476, www.enviromatic.com

Fahr Beverage, Inc.

1369 Martin Road, Waterloo, IA, 50704 319-234-2605, www.fahrbeverage.com

Farner-Bocken Co.

PO Box 368, Carroll, IA, 51401 712-792-7441, www.farner-bocken.com

Fishbowl

44 Canal Center Plaza, Suite 500, Alexandria, VA, 22314 800-836-2818, www.fishbowl.com

Food Marketing Services - IA, Inc.

4900 Franklin Avenue, Des Moines, IA, 50310 515-255-1285

General Parts

1501 Michigan Street, Des Moines, IA, 50314 515-243-1974, www.generalparts.com

Glazer's Distributors of IA

4377 Northwest 112th Street, Urbandale, IA, 50322, 515-252-7173, www.glazers.com

Green RU LLC

PO Box 1330, Des Moines, IA, 50305 515-325-6133, www.greenru.org

Grinnell Mutual Reinsurance

4215 Hwy 146 S, Grinnell, IA, 50112 641-269-8616, www.grinnellmutual.com

Hawkeye Foodservice Distributing

P O Box 1820, IA City, IA, 52244 319-645-2193, www.hawkeyefoodservice.com

Heartland Payment Systems

755 Southeast 55th Street, Pleasant Hill, IA, 50327, 515-250-4618, www.heartlandpaymentsystems.com

Hockenberg Newburgh

1400 Northwest 100th Street, Clive, IA, 50305 515-222-0100, www.hnsales.com

Hockenbergs Equipment and Supply Co., Inc.

6000 Aurora Avenue, Urbandale, IA, 50322 515-282-0033, www.hockenbergs.com

Hoodz of Central IA

4927 68th, Urbandale, IA, 50322 515-278-1149, www.centralIA.hoodz.us.com

HTML Marketing

215 80th Street #105, West Des Moines, IA, 50266, 515-570-3290, www.htmlmarketing.com

Illinois Casualty Company

PO Box 5018, Rock Island, IL, 51204 800-445-3726, www.ilcasco.com

InFocus Partners

5930 Grand Avenue, Suite 100, West Des Moines, IA, 50265, 515-223-2685, www.infocus-partners.com

Insurance Associates of IA City

44 Sturgis Corner Drive, IA City, IA, 52246 319-338-1135, www.insuranceic.com

Insurance Station

116 Second Street Southeast, Altoona, IA, 50009 515-967-0489, www.insurancestation.com

Integrated POS, Inc.

102 North Elida, Suite B, Box 127, Winnebago, MN, 61088 877-442-4767, www.integratedpos.com

Iowa Beef Industry Council

PO Box 451, Ames, IA, 50010 515-296-2305, www.iabeef.org

IA Des Moines Supply Inc.

1680 Guthrie Avenue, Des Moines, IA, 50316 515-263-1200, www.IAdesmoinesupply.com

IA Fire Control LLC

3014 5th Ave S Ste B, Ft Dodge, IA, 50501 515-576-4440, www.IAfirecontrol.com

Iowa Pork Producers Association

PO Box 71009, Clive, IA, 50325 515-225-7675, www.IApork.org

John Hines CPA

5785 Merle Hay Road #2, Johnston, IA, 50131 515-252-2880

Johnson Brothers Liquor Co of IA

2515 Dean Avenue, Des Moines, IA, 50317 515-262-1199, www.johnsonbrothers.com

KCI Restaurant Services / Kruger Commodities

3370 L Avenue, Tama, IA, 52336 641-484-3823, www.krugercinc.com

Kebos Consulting

15117 Hawthorn Drive, Clive, IA, 50325 515-306-9042, www.kebosconsulting.com

Kirchhoff Distributing Company

PO Box 692, Dubuque, IA, 52004 563-556-8911, www.kdcbud.com

Knapp Tedesco Insurance Agency Inc.

627 Main Street, Ames, IA, 50010 515-232-7060, www.knapptedesco.com

Kreamer Law Firm, P.C.

6600 Westown Parkway, West Des Moines, IA, 50266 515-727-0900, www.kreamerlaw.com

Law Equipment

10095 Hickman Court, #8, Clive, IA, 50325 515-334-5036, www.lawequipment.com

Liberty Fruit Company Inc.

1247 Argentine Blvd., Kansas City, MO, 66105 800-445-4782, www.libertyfruit.com

Lincoln Savings Bank / LSB Financial

219 Main Street, Cedar Falls, IA, 50613 319-268-4242, www.mylsb.com

Loffredo Fresh Produce

4001 Southwest 63rd Street, Des Moines, IA, 50321 515-285-3367, www.loffredo.com

Ludovissy & Associates

787 West Locust Street, Dubuque, IA, 52001 563-556-6661, www.ludovissyandassociates.com

Luxco Spirited Brands

3410 Kingman Blvd., Des Moines, IA, 50311 515-274-0103, www.luxco.com

Mahoney Environmental

1819 Moen Avenue, Joliet, IL, 60436 800-892-9392, www.mahoneyenvironmental.com

Martin Brothers Distributing Co., Inc.

6623 Chancellor Drive, Cedar Falls, IA, 50613 319-266-1775, www.martinsnet.com

Mauro Insurance Agency

4314 Southwest 9th, Des Moines, IA, 50315 515-287-2257

McCormack Distributing Co.

PO Box 807, LeMars, IA, 51031 712-546-5133, www.mccormackdistributing.com

McDonald's USA, LLC / Central Division

2915 Jorie Blvd Dept 018, Oak Brook, IL, 60523 630-836-1200

MidAmerican Energy Company

666 Grand, Des Moines, IA, 50322 515-252-6762, www.midamericanenergy.com

Midstates Marketing

4489 2nd Avebye Ste 9, Des Moines, IA, 50313 515-252-6762, www.midstates-marketing.com

Millhiser Smith Agency Inc.

PO Box 3100, Cedar Rapids, IA, 52406 319-365-8611, www.millhisersmith.com

MJ Distribution

5525 Northeast 22nd Street, Suite C, Des Moines, IA, 50313, 515-276-2659

Mrs. Clark's Foods

740 Southeast Dalbey Drive, Ankeny, IA, 50021 515-299-6436, www.mrsclarks.com

Neesvig's / Empire Fish

PO Box 288, Windsor, WI, 53598 608-846-1160, www.neesvigs.com

Neighbor Insurance Services Inc.

98 East Willman Street, Hiawatha, IA, 52233 319-378-1089, www.neighborinsuranceservicesinc.com

Pepsi Beverages Company

3825 106th Street, Des Moines, IA, 50322 800-950-1332, www.pepsiamericas.com

Pepsi Beverages Company

400 6th Avenue Southeast, Cedar Rapids, IA, 52401 800-373-9135, www.pepsiamericas.com

Pioneer Wooldridge Insurance Agency

701 Pierce Street, Suite 101, Sioux City, IA, 51102 712-255-7644, www.wooldridgeinsurance.com

Premier Linen & Drycleaning, Inc.

461 West 9th Street, Dubuque, IA, 52004 800-583-9123, www.premierlinen.com

RAI Services Company

PO Box 464, Winston-Salem, NC, 27102 336-741-0266, www.reynoldsamericana.com

Rapids Wholesale Equipment

6201 South Gateway Drive, Marion, IA, 52302 319-447-3563, www.rapidswholesale.com

Reinhart Food Service

4100 44th Avenue Southwest, Cedar Rapids, IA, 52404 319-396-1300, www.reinhartfoodservice.com

Reynolds & Reynolds, Inc.

300 Walnut Street Suite 200, Des Moines, IA, 50309 515-557-1214, www.reynolds-reynolds.com

Rich and Junnie's Coin Inc.

2095 Kerper Blvd., Dubuque, IA, 52001 563-588-1083, www.richandjunnies.com

Rite Made Paper

9030 Jewel Lane North, Minneapolis, MN, 55311 800-693-1879, www.ritemade.com

Sanimax USA Inc.

605 Bassett Street, DeForest, IL, 53532 800-765-6453, www.sanimax.com

Schwarm Law Firm

110 West Main Street, Lake Mills, IA, 50450 641-592-1031

Seminole Energy Services LLC

303 East 17th Avenue, Suite 850, Denver, CO, 80203 515-278-2254, www.seminoleenergy.com

Society Insurance

PO Box 1029, Fond du Lac, WI, 54636 920-922-1220, www.societyinsurance.com

Sysco Iowa, Inc.

One Sysco Place, Ankeny, IA, 50021 515-289-5300, www.syscoIA.com

Taylor Industries, Inc.

4360 112th Street, Urbandale, IA, 50322 515-262-8221, www.taylorind.com

The Dana Company

12345 University Avenue, Ste 300, Des Moines, IA, 50325 515-224-4391, www.thedanaco.com

The Soyfoods Council / Iowa Soybean Association

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