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Quarterly

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10 MUST DO's in 2015



From The Editor DRAM Reform Will be Multi-Year Fight

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Restaurant and Retail Beverage Industries

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"In an instant it was all gone."

Branson, Missouri Tornado
February 2012



"Before the tornado, buying insurance was like buying flour – just a commodity."



Now I look at insurance a whole new way."

Chaz Stennett, Charlie's Steak, Ribs & Ale,
Branson, Missouri



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Reform is a Long Game...

By: Jessica Dunker, President, CEO
Iowa Restaurant Association

During the 2015 legislative session the Iowa Restaurant Association started in earnest what promises to be a hard fought multi-year campaign to “even the playing field” for our industry. In short, it’s time for everyone who sells, serves or consumes alcohol to share in the responsibility of protecting innocent victims. The days of restaurants and bars carrying the whole load alone must come to an end. It’s bad for business and even worse, it’s bad public policy.

80+ years ago, when the state’s liquor liability laws were written, the hospitality landscape was a vastly different place. There were state-run liquor stores selling, and restaurants and bars serving. Today, it seems as though everyone with a cash register is a liquor store. Places that once sold snack foods are inching in on restaurant-to-go business with pizza, sandwiches and more. Iowa’s DRAM laws as written are a remnant of a reality that no longer exists.

Over the next six months, the Iowa Restaurant Association will be traveling the state, holding meetings, meeting with legislators and looking for operators willing to share their stories. Whether you are struggling with the DRAM issue or not, I hope you will add your voice to the conversation. With more than 6,000 restaurants and bars in the state employing more than 144,000 people, we have the potential to be a loud, powerful force for change.

Not Getting Our Legislative Briefs? Contact the Iowa Restaurant Association at 515-276-1454 or skluesner@restaurantiowa.com to learn more about to how engage with your hospitality industry peers in a more meaningful way

We listen. We Advocate. We Act.

If you are not currently a member of the Association, we hope you’ll join us—there may be no greater investment in your business’ future than \$35 per month spent to ensure your voice is added to the conversation.

Favorite Moment...



Last month, the Iowa Restaurant Association Education Foundation brought students from across the state together at its annual Iowa ProStart State Invitational. Twelve culinary teams and eight management teams competed at the Memorial Union at Iowa State University, hoping to represent Iowa at the National Invitational which will be held at DisneyWorld in Anaheim, California later this month. Overwhelmed with joy when they heard their names called as the winners of the management portion of the competition Cherokee Washington high school students Kortney Johnson and Kennedy Bragg ran to the arms of their equally joyful ProStart teacher Lisa Breyfogle. It was a great moment in a day filled with great moments. A special note of thanks to the 70+ volunteers, dozens of sponsors and Iowa State University for a successful event.





10 MUST DO'S for Every Hospitality Operator in 2015



Menu Matters: Size It Down, Price It Up

Does your menu overwhelm your customers? Large menus take longer to order from, as well as longer ticket, prep and production times. You need larger ingredient inventories and often more kitchen staff. Extra time means you can't serve as many people during your peak periods, which is when most restaurants generate 80-90% of their revenue and 100% of their profits. Experts recommend restaurateurs annually review their sales, and eliminate most of the items on the bottom half. Keep your top sellers, then make a list of what kitchen station those items are prepared in. Fill in your menu from the items you didn't eliminate to create a menu that balances the workload within your production stations.



No Dollar Signs!

Research from the Cornell University School of Hotel Administration found that guests given a menu without dollar signs spent significantly more than those who received a menu with them. Even if the prices were written out with words instead of numbers, such as "ten dollars", guests spent less money because it still triggered the negative feelings associated with paying.

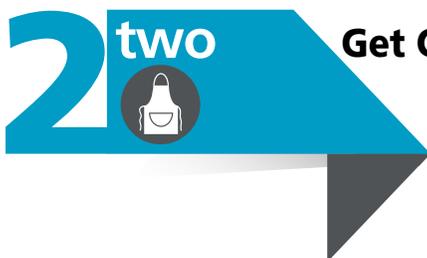


ASK AN EXPERT

How Often Should Menu Prices be Reviewed?

The experts at Performance Food Group suggest...

"As food prices increase, restaurants should not be afraid to raise menu prices accordingly, and data is key. At an absolute minimum, menu prices should be evaluated annually, but we recommend at least twice per year on proteins, and as much as four times per year on produce because of seasonal price fluctuations. For restaurants that are diligent about using consistent recipes, we also suggest using an online pricing tool monthly for proteins and quarterly on all other items, and weigh those findings against food costs to ensure profitability on all menu items."



Get Compliant with Current Food Code — Take ServSafe

Iowa's current food code requires that any foodservice establishment have a certified food protection manager on staff. ServSafe™ is a one day food safety and sanitation certification class offered across the state via the Iowa Restaurant Association and ISU Extension offices. Certification is good for five years. Spanish language classes are also available. Get yourself or one of your team members compliant. Visit www.restaurantiowa.com to find a class near you.



Member Benefit Save \$50

Iowa Restaurant Association Members receive \$50 off of ServSafe Training.

3 three



Music Sets the Mood But You Have to Pay the Price Make Sure You're Licensed

Whether a restaurant or bar is seeking to increase table turnover, provide a soothing ambiance, or liven a festive gathering, music plays a crucial role. No resource has greater value when it comes to establishing a desired mood for a particular restaurant or bar setting. It may have never occurred to you, but if your business makes any use of copyrighted music, you're expected to pay royalties to a variety of musicians. Federal law requires this and you can be fined for noncompliance.

There are some exemptions on music licensing. Check out the music licensing information at www.restaurantiowa.com for more information.



Member Benefit Save 20%

Iowa Restaurant Association Members can receive as much as a 20% discount on BMI music licensing fees; 10% for being a member and 10% for paying in full and on-time.

Need more information?

See the Music Licensing FAQ on the Iowa Restaurant Association website www.restaurantiowa.com under the Education and Training tab.

ASK AN EXPERT

If I Bring in a DJ or Live Band is it My Responsibility to Pay Music License Fees?

The experts at BMI note...

When restaurants decide to provide music for their patrons, whether it be live bands, DJ's, or playing background music from their iPod or online streaming service, it is up to the restaurant owner to ensure that they have the necessary copyright clearances in place. To facilitate such uses of music, Broadcast Music, Inc. (BMI) provides the necessary licensing to comply with copyright statutes for the use of more than 8.5 million musical works. To learn more visit www.bmi.com/ede.

4 four



Don't Make it Hard to Get Money—Figure Out ApplePay™

ApplePay™ has been impacting the market since its release in October 2014, giving consumers with an iPhone 6 or 6 Plus the ability to quickly and easily pay with one touch. The growth of this payment system is inevitable as Apple Pay uses a unique Device Account Number instead of an actual credit or debit card number so that information is never exposed. When consumers use Apple Pay to make a purchase, the Device Account Number, along with a transaction-specific dynamic security code, is used to process the payment and the debit or credit card numbers are kept out of the mix. If you have not yet started to accept ApplePay—2015 is the year you should at least start to understand how to accept this new method of payment.



Member Benefit

IRA partner Heartland Payment Systems can help your businesses accept all of the payment types including ApplePay, and as an IRA member you get better than street pricing.



5 five



Be Ready to Accept EMV Credit Cards by October 2015



What is chip technology?

EMV cards are credit and debit cards that have an embedded microprocessor chip that stores data, information and complete transactions. Instead of the swipe-and-sign method currently used with magnetic stripe credit cards, EMV cards rely on the embedded chips and compatible terminals to complete transactions.

Last year President Obama signed the BuySecure Initiative which requires credit card companies to discontinue traditional magnetic stripe credit cards in favor of EMV chip cards. The embedded chip is used to verify the credit card and a pin number (or in some cases a signature) to validate the cardholder. In theory, this extra layer of security makes it more difficult for criminals to use counterfeit or stolen credit cards. It is imperative that restaurant owners be ready to accept the EMV cards by October 2015 because that is the month when liability shifts from the credit card issuer to the merchant in cases of fraud. Up until now, the law has stated that the credit card issuer (like Visa and Mastercard) is liable for any loss resulting from credit card fraud. The liability shift in October 2015 will make merchants responsible for fraud resulting from a transaction at their establishment in which an EMV card was used and the merchant did not have a system in place to accept EMV payments. For restaurants, this means that if your POS payment system does not accept EMV payments, you could be held liable for thousands of dollars in fraudulent charges after October 1, 2015.

PCI Compliance EMV Ready

Ask Your POS Provider: "Am I protected?"

Even if your current system is PCI compliant, you will still be liable for fraudulent transactions that occur at your restaurant if you do not have a system that accepts EMV cards. PCI compliance and the EMV standards address two different aspects of security. Make sure that your POS provider is knowledgeable about EMV security standards and is already planning to update their system for EMV compatibility.

6 six



Go Beyond Mobile Optimized—Your Website Should Be Responsively Designed

More than 70% of adults say they regularly use a smartphone or tablet, so understanding how your restaurant's website will display on a variety of formats is critical. Having your site be "mobile friendly" or even "mobile-optimized" may no longer be enough. A site based on responsive design is able to detect a specific browser type or device type and automatically orientate itself based on the screen size of the device. Look at your restaurant's website on a computer, smart phone, and tablet and then invest with a website designer that knows how to make everything work together!

HTML Marketing

Member Benefit

Iowa Restaurant Association member benefit partner HTML Marketing offers exclusive member- only pricing for basic and premium website packages including web hosting, e-mail, and complete design starting at \$800.

7 seven



Make Sure Your Posters are Up-to-Date

Do you have the required Department of Labor posters? Unemployment insurance, summary of work-related injuries and illnesses, on-the-job safety and health protection, minimum wage, etc. You can be in full compliance with the New Space Saver 1 State and Federal Labor Law Poster®. Order yours under the store tab at www.restaurant.org or call 1-800-424-5156.



8 eight



Get Diners Devoted with a Loyalty Program

71%

of the core customers who belong to at least one restaurant loyalty program will join the loyalty program of his or her most frequented restaurant and then use it more than any other loyalty program.

The rapid growth of Groupon and other online discount offers has created an entire group of "discount loyalists." Restaurants who participate in such programs often find themselves disappointed because the temporary increase in traffic they net with their half price offer rarely translates into repeat visits from newly attracted patrons. Restaurants looking to build return business and increase table checks should instead consider implementing a loyalty program. Research shows that nearly 50 percent of those using a high performing loyalty program visited the restaurant more frequently and nearly 30 percent increased spending.

—Source: Deloitte

59%

Of people would be more likely to join a loyalty program that offered a smartphone app

--Source: TechnologyAdvice



9 nine



You May Not Have to Offer Coverage, But You Do Have to Inform Employees of ACA Exchange

For many restaurants, complying with the Affordable Care Act (ACA) requirements feels like hitting a moving target. Your obligations to offer coverage, as well as any potential tax credits or penalties, vary according to the number of full time employees you have. However, there is one compliance rule that EVERY restaurant must follow. You must inform EVERY new employee—full-time, part-time or seasonal—of your intent to either offer or not offer health insurance and let them know they have options on the healthcare exchange—within 14 days of hire. The Department of Labor has provided two sample notices which employers may use to comply with this regulation. One notice is for employers who do not offer a health care plan and the second for employers who offer a health care plan. Check their site at www.dol.gov.

10 ten



Join the Iowa Restaurant Association

The Iowa Restaurant Association offers its members exclusive access to a host of resources including—certification and training opportunities, legislative and media representation, and member-only discount programs. The IRA is diligent in its efforts to provide the highest quality member benefit discount programs. You also become part of the Dine Iowa Restaurant Network which promotes Iowa restaurants across the state through a partnership with Iowa Tourism, via the Dine Iowa mobile app, website and Facebook page, and a number of events. Membership is only \$35 per month.

"The real dollar value of a restaurant association far exceeds the cost of dues, even if you only consider the lobbying and representation is not available from any other source."

—Restaurant Startup & Growth Magazine

More Information

To learn more about the way you can put an IRA membership to work for your business, contact Director of Marketing and Association Development Stacy Kluesner at 515-276-1454.

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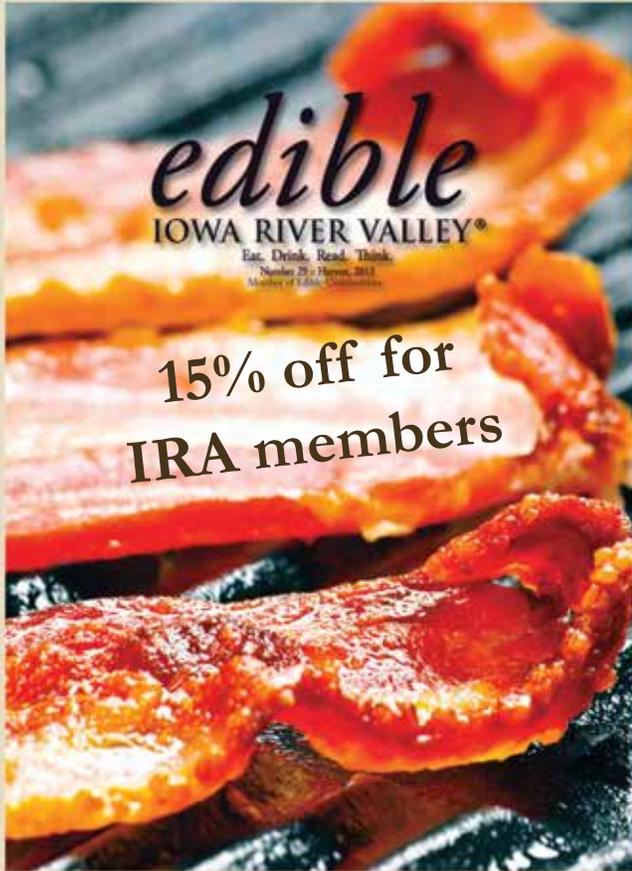
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adjective

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2. real or actual, rather than imaginary.

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Legislators Say “Not Now” to DRAM Study Iowa Restaurant Association Presses On

A delegation of Iowa’s hospitality industry recently spoke at a legislative subcommittee hearing in support of Senate Study Bill 1187 which was seeking a study on DRAM Shop alternatives. The bill was a “retooled” version of a request made by the Iowa Restaurant Association to the Iowa Senate.

Association Pushes to Disconnect DRAM from Licensure

The Association is pushing the notion that DRAM insurance should be eliminated as a requirement for licensure. Instead the Association would like to see the creation of a victim’s fund from the already collected taxes on spirits, beer, and wine. In this way, anyone who sells, consumes or serves alcohol contributes to the fund, and all innocent victims will have a fund from which to seek reparations.

Subcommittee Members Have Mixed Response

Subcommittee members included Senators Chaz Allen (D, District 15), Roby Smith (R, District 47) and Steven J. Soddors (D, District 36). While Senators Allen and Smith were somewhat empathetic to the plight of operators, Senator Soddors was particularly contentious when the Iowa Restaurant Association team discussed reasons that DRAM should be studied. Specifically, he expressed doubt that only restaurants and bars are pursued for reparations when an alcohol related incident takes place—saying he thought car insurance and home owners insurance covered many incidents.

While this version of the bill did not make it through funnel week, the Iowa Restaurant Association was pleased that the issue is making its way onto the radar screen of legislators, government agencies, and other stakeholders. In fact, DRAM is now included on the list of “emerging” legislative issues the Iowa ABD is sharing with legislative leadership.

*Want Change?
Tell your story.*

**TELL
YOUR
STORY**

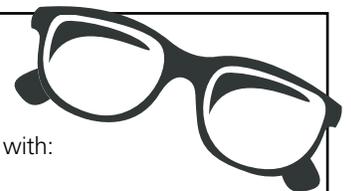
If DRAM reform is ever going to become a reality, operators must be willing to share their stories.

Please take a moment to fill out a simple online survey located under the Government Affairs tab at www.restaurantiowa.com. Once you review and approve the write up, your information will be included in a book of stories presented to legislators.

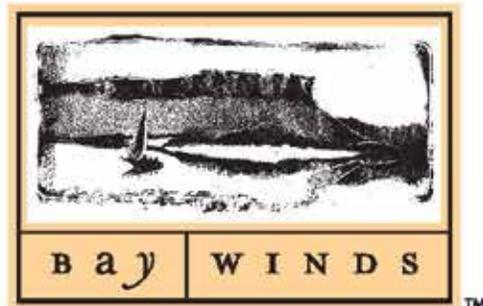
Issues to Watch

The Iowa Restaurant Association is closely tracking other state issues that impact the hospitality industry, including proposed legislation dealing with:

- Minimum Wage Proposals
- Pay Cards
- Wage Theft Definitions and Penalties
- School Start Date
- Growler Sales
- By the Glass Sales in Spirits Tasting Rooms

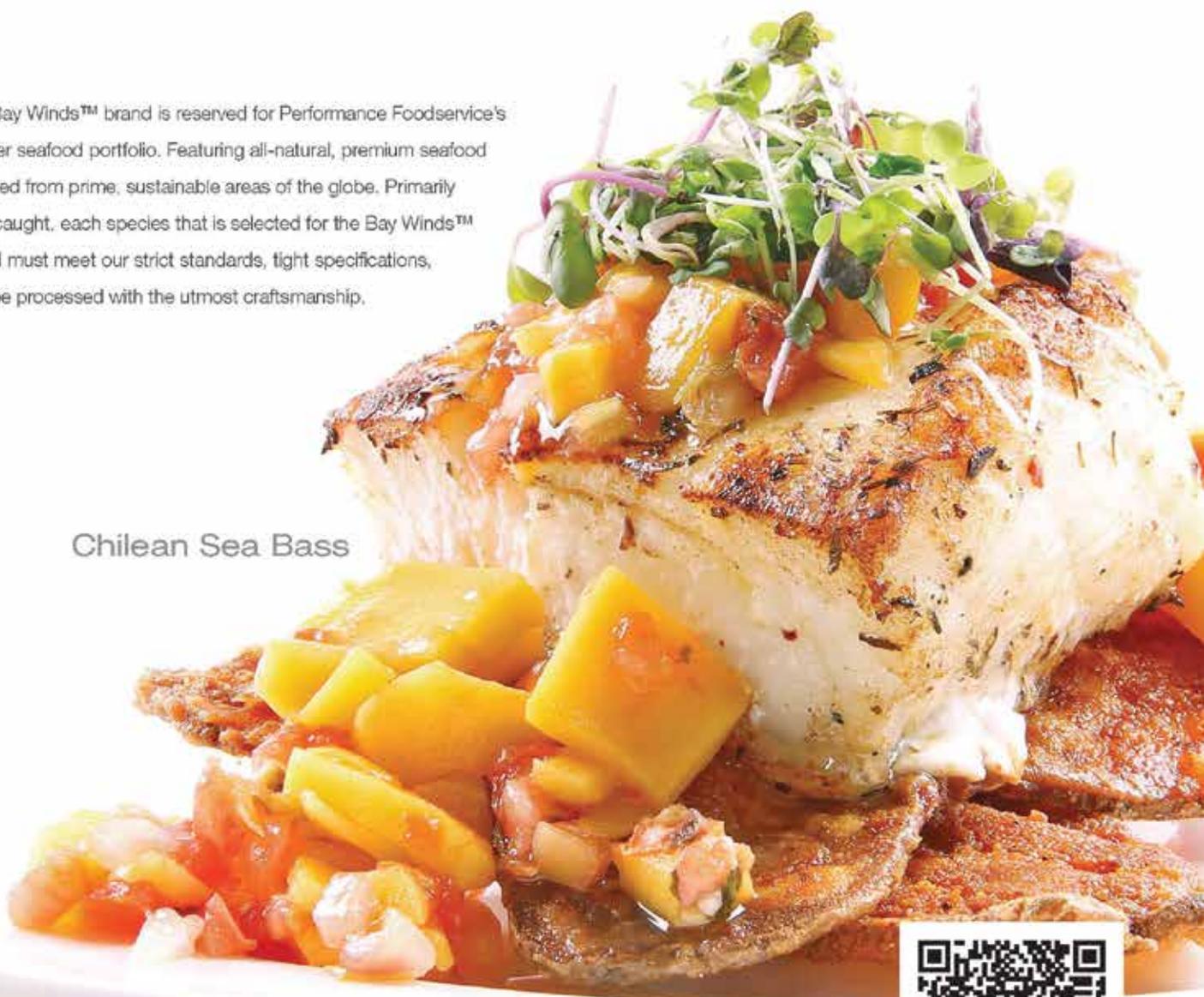


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Culinary Competition

Enter the Dine Iowa Culinary Competition and create a one of a kind dish to be crowned Iowa's Top Chef!

The Iowa Restaurant Association and four judges will visit 10 restaurants from July to September on a designated night to judge a competition dish using beef and soy. Winners will be announced at the Dine Iowa Grand Tasting Gala on September 24th in Des Moines. Make samples of your competition dish for 300+ attendees who will vote in a People's Choice Award. Competition and People's Choice winners receive cash prizes!

Contact: May Schaben, mschaben@restaurantiowa.com, 515-276-1454

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IOWA RESTAURANT ASSOCIATION

Mixology Championships

Searching for Iowa's Top Mixologist! Think you've got what it takes? Throw your name in the "mix"!

The Iowa Restaurant Association is looking for Iowa's top mixologists to compete in the Association's State mixology competition on August 26th. The top mixologist will receive a \$1,000 cash prize and serious bragging rights!

Show your stuff at one of the regional competitions this summer to "stir" up some fun, "shake" up the competition and earn your spot in the state finals.

Regional events will be held in Iowa City, Cedar Falls, Davenport, Council Bluffs, Sioux City and Des Moines during July and early August. State Mixology finals will be held in the Des Moines area on August 26th. Contact: skluesner@restaurantiowa.com.

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2015



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Pleasant Hill

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Space is limited and we are already promoting participating establishments so sign up today!

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Now Available in IOWA

Iowa High School Culinary and Restaurant Management Students Represent Iowa at the National ProStart Invitational at Disneyland

After months of preparation, 12 culinary teams and eight restaurant management teams finally got to show their stuff at the Iowa State University Memorial Union in Ames as part of the Iowa ProStart® Invitational culinary and restaurant management events. With more than 80 students participating, it was the biggest ProStart competition in the state's history. In the end, Waterloo West High School and Cherokee Washington High School were crowned the state culinary and restaurant management champions, respectively. Aside from bragging rights and thousands of dollars in scholarship opportunities, both teams will represent Iowa in the National ProStart Invitational at Disneyland in Anaheim, CA, April 18-20.

Culinary:

- 1st – Waterloo West High School
- 2nd – Waukee High School
- 3rd – Hampton-Dumont High School

Management:

- 1st – Cherokee Washington High School
- 2nd – Waukee High School
- 3rd – Davenport Community High Schools



“ProStart is an industry-based curriculum,” explains May Schaben, Iowa Restaurant Association Education Foundation Executive Director. “It is equal parts culinary techniques and management training. These students are ready to hit the ground running in any industry.”

Develop Future Talent

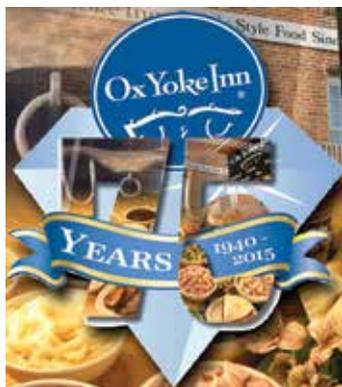
The Iowa Restaurant Association Education Foundation is building the future of the restaurant and hospitality industry. The foundation partners with high school students across the state to offer ProStart, a two-year curriculum which brings the classroom and industry together for a unique, hands-on learning experience. From culinary to restaurant management skills, these high school students are ready to make an immediate impact in your restaurant business.



(Left to right) ProStart culinary champions, Emina Toromanovic, Tina Kajtazovic, LaDonna Hendersen, Jontavious Sanford and Dina Kajtazovic of Waterloo West High School, along with ProStart educator Tracey Hulme, proudly pose for the cameras after defeating 11 culinary teams for the championship title.



(left to right) ProStart management champions, Kortney Johnson and Kennedy Bragg from Cherokee Washington High School, along with ProStart educator Lisa Breyfogle, smile wide after hearing that they're heading to Disneyland for the presentation of their original restaurant concept Le Chat Noir.



Ox Yoke Inn Celebrates 75 Years

The Ox Yoke Inn in Amana is celebrating their 75th Anniversary throughout 2015. The family-owned restaurant will be saying "Thank You" to their loyal customers by giving special offers and discounts while also hosting fundraising activities to assist local organizations. President/General Manager Bill Leichsenring took the reins from his parents, and restaurant founders, William and Lina Leichsenring in 1978. Bill has served on both the Iowa and National Restaurant Association boards.

Three IRA Members Finalists in Best Burger Contest



Congratulations to IRA members the Ankeny Diner in Ankeny, Big City Burgers and Greens in Des Moines and Zombie Burger + Drink Lab in Des Moines for being named finalists in the Iowa Beef Council's 2014 Best Burger Contest. The winner of the contest award will be named after all 10 finalists have been visited by a secret panel of judges.

Got News?

Send news about Iowa restaurants and taverns to:

Katelyn Kostek, Food & Beverage Iowa Business Quarterly writer at kkostek@restaurantiowa.com



IRA Member Pamela Patton Receives Prestigious National Honor

Iowa restaurant operator and IRA member Pamela Patton of Patton's Restaurant & Catering in Des Moines has been selected as one of three restaurant entrepreneurs from across the country to receive the 2015 Faces of Diversity American Dream Award. The award celebrates the stories of opportunity and community engagement within the restaurant industry. Congratulations Pamela on your outstanding achievement!

IRA Members Shine in 2015 Best of Des Moines Awards

Congratulations to the numerous IRA Members who received "Best of Des Moines" awards in 2015!

George Formaro – Best Chef
 Americana Restaurant & Lounge • Bandit Burrito • Bistro Montage • Centro • Chicago Speakeasy • Crème Cupcake & Dessert • Drake Diner • Fong's Pizza • Hockenberg's • Jethro's BBQ • John & Nick's Steak & Prime Rib • Pepsi • Templeton Rye • The Cheese Shop • Tursi's Latin King • Waterfront Seafood Market • Zombie Burger + Drink Lab.



Compete in the 3rd Annual The Soyfoods Council Soy Salad Contest

This summer, The Soyfoods Council, in conjunction with the Iowa Restaurant Association, will be hosting its 3rd annual Soy Salad Contest at the Iowa State Fair. Chefs are challenged to create a unique salad dressing recipe using soft silken tofu as the base for a panel of judges and hundreds of fairgoers. Interested in competing? Contact Katelyn Kostek at kkostek@restaurantiowa.com



IRA Introduces Association Membership category for Food Truck Owners

The Iowa Restaurant Association recently lent its support to a Des Moines pilot project to introduce food trucks to its downtown. The Association stood in support of the idea "with parameters" at several public meetings. The Association's Board discussed the issue at length and determined that food trucks fill an emerging niche in the culinary scene. They also provide an opportunity for young entrepreneurs to start businesses at a lower entry point, as well as provide a unique way for brick and mortar establishments to extend their reach. A membership category has been created for Food truck operators. Contact Stacy Kluenser at skluesner@restaurantiowa.com.

Iowa

Education and Networking



events 2015

April

April 12

Culinary Affair
Embassy Club West
West Des Moines, IA
Register: www.restaurantiowa.com

April 14

ServSafe Training
Iowa Restaurant Association Office
West Des Moines
Register: www.restaurantiowa.com

April 14-15

National Restaurant Association
Public Affairs Conference
Washington, DC
Register www.restaurant.org

April 18-20

National ProStart Invitational
Anaheim, CA

April 21

ServSafe Training
Iowa Restaurant Association Office
West Des Moines
Register: www.restaurantiowa.com

April 30

ServSafe Training
Iowa Restaurant Association Office
West Des Moines
Register: www.restaurantiowa.com

May

May 12

ServSafe Training
Iowa Restaurant Association Office
West Des Moines
Register: www.restaurantiowa.com



NRA Executive Study Groups

These executive level groups meet once per year to discuss trends, benchmarks, issues of concern in their specific areas.

May 13-15

National Restaurant Association
Marketing
Executives Study Group
Chicago, IL
Register: www.restaurant.org

May 13-15

National Restaurant Association
Information Technology
Executives Study Group
Chicago, IL
Register: www.restaurant.org

May 19

ServSafe Training
Iowa Restaurant Association Office
West Des Moines
Register: www.restaurantiowa.com

Are You Iowa's Top Chef or Top Mixologist?

Enter the Iowa Restaurant Association's Competitions.
Details page 16.



May 16-19

National Restaurant Association Show
McCormick Place
Chicago, IL
Register: www.restaurant.org



May 17-18

International Wine, Spirits & Beer Event
McCormick Place
Chicago, IL
Register: www.restaurant.org

June

June 9

ServSafe Training
Iowa Restaurant Association Office
West Des Moines
Register: www.restaurantiowa.com

June 16

ServSafe Training
Iowa Restaurant Association Office
West Des Moines
Register: www.restaurantiowa.com



June 17

IRA Golf Classic
Toad Valley Golf Course
\$90 early bird
\$100 per person after
Register: 515-276-1454

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SPECIAL IRA PRICING

Saw You There!



Representatives from Big City Burgers & Greens, Dos Rios Cantina & Tequila Lounge and Catering DSM (as well as 20+ other establishments) met with hundreds of prospective employees at the IRA's first ever Career Fair.



Christina Moffat of Crème Cupcake and Pamela Patton of Patton's Restaurant & Catering shared their amazing experiences and inspirational wisdom as two featured speakers at the Chrysalis Foundation's luncheon March 24th.



Bill Steffen and Barry Youngdale from Ecolab critique the Des Moines Central Campus culinary team on safety and sanitation at the 2015 Iowa ProStart Invitational.



Iowa Restaurant Association Education Foundation Chairman of the Board Mike Rastrelli announced the 2015 Iowa ProStart Invitational winners.



Iowa restaurant operators gathered together to discuss the important topics of DRAM Insurance and minimum wage with legislators like Mark Smith, House Minority Leader, at the IRA's 2015 Legislative Day.



Chef Neil Stone of Court Avenue Restaurant & Brewing Co., and Chef Scott Hopkins of Performance Foodservice swap comments on Sioux City East's culinary teamwork, organization and skills during the 2014 Iowa ProStart Invitational.

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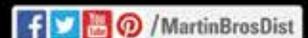
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