



# F.B.I.

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

## Celebrating the Best In Iowa Hospitality



### Restaurateur of the Year

**Michael LaValle**  
General Manager and  
Culinary Director  
Des Moines Embassy Club



### Chef of the Year

**George Formaro**  
Chef Partner  
Orchestrate Management



### Employee of the Year

**Mike Beecher**  
Asst. Manager  
myVerona Ristorante Italiano



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DRIVE BUSINESS

**Restaurant  
Industry Month—**  
SEPTEMBER WAS THE  
MONTH TO CELEBRATE



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

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Jessica Dunker  
President, CEO  
Iowa Restaurant Association

# PROTECT & PROMOTE

**N**early every day since I started my position as President and CEO of the Iowa Restaurant Association three months ago someone has asked me, "What exactly do you do?"

The answer can really be pared back to two words — "Protect and Promote" Iowa's hospitality industry.

## Protect

For more than four decades, the IRA has stood in the gap, serving as a strong collective voice for the state's hospitality operators. That will continue. We proactively lobby at both the state and national levels, provide the most comprehensive food safety education training and certification options, and offer discount programs that positively impact the bottom-line for operators. We protect the industry.

## Promote

Moving forward the Association will place a greater emphasis on the second pillar of our mission. Members and the public alike will notice far greater focus on promoting member restaurants and partner businesses. We will leverage every possible tool to drive business to member establishments. It all starts this month with a series of exciting announcements and events taking place in conjunction with Iowa Restaurant Industry Month.

Many of these new initiatives are featured in this issue of *Food and Beverage Iowa Quarterly*.

As always, I look forward to your thoughts and feedback on new and existing programs we offer to protect and promote your businesses.

***Jessica Dunker joined the Iowa Restaurant Association in July. She can be contacted at:***

**[jdunker@restaurantiowa.com](mailto:jdunker@restaurantiowa.com)  
or  
515-276-1454**



# IF

## You Had a 75% Drop in Sales Next Week, Would There Be a Week After?

### Food Safety Training is the Single Most Affordable Way to Protect Your Business!

- Restaurants often see sales drop 60% to 90% the week after a foodborne illness.  
— *National Restaurant Association*
- Training of food handlers in safe food handling is one of the most critical interventions in the prevention of foodborne illnesses.  
— *Iowa Department of Inspections & Appeals*

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**Away From This...**



**May Be as Simple as This...**



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November 8  
December 13

9:00 a.m. to 5:00 p.m.  
Iowa Restaurant Association:  
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Member fee: \$100 · Nonmember fee: \$150  
Pre-registration required. Call the Iowa Restaurant Association.

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# Hospitality Industry's Excellence Showcased

- Governor Proclaimed September "Restaurant Industry Month"
- Association Launched Mobile App and Healthy Menu Program
- Gala Featured Culinary, Mixology Competitions and Annual Award Recipients

You would be hard pressed to find an Iowa resident or visitor who hasn't been touched by the state's hospitality industry.

## Governor Recognizes Impact

In fact, the industry's tremendous economic impact and community contributions moved Governor Terry Branstad to proclaim September *Iowa Restaurant Industry Month*. "This is a time to celebrate the vital role the restaurant and beverage industry plays in Iowa's economy and to acknowledge their philanthropic contributions to our state," Branstad said as part of the proclamation.

## IOWA HOSPITALITY FACTS AND FIGURES



**5,950 eating and drinking establishments**

**144,100 people employed**

**Projected 2011 sales \$3.2 billion**

**Every \$1 spent in restaurants generates an additional \$1.02 in sales**

## Celebrating Iowa Hospitality

The Governor's proclamation kicked off a full month of events celebrating Iowa's hospitality industry including:

- The launch of *Dine Iowa*, a consumer-brand developed by the Iowa Restaurant Association to showcase member establishments via a smart phone application and online restaurant locator. (see page 14)
- Four regional mixology events. Sponsored by Pearl Vodka, Luxco Spirited Brands, and the Iowa Restaurant Association, these events drew dozens of talented mixologists vying for eight spots at the state final. (see the IRA Facebook page)
- Introduction of *Dine Iowa Dine Well*, a free-to-members program to help Iowa restaurants build healthy menu options and help consumers quickly identify those options. (see page 15)
- Industry endorsement of Governor Branstad's *Make Iowa the Healthiest State Initiative*. (see page 15)

## Excellence Enjoyed

The month of celebration culminated at the Iowa Restaurant Association's biggest annual public event—*Celebrating Excellence! Culinary Arts Gala*—Sunday, September 25, 2011, 6:30 p.m. at Prairie Meadows Event Center. The Awards Gala featured the 2011 industry award winners (see pages 7-10) and included a culinary competition, mixology competition, live music and more. Check out the IRA's website and social media pages for photos and highlights.

### Next Issue

Celebrating Excellence Culinary and Mixology Competition Winners Featured

# Michael LaValle

## 2011 Iowa Restaurant Association "Restaurateur of the Year"

### Des Moines Embassy Club

2011 Iowa Restaurant Association Restaurateur of the Year Michael LaValle, General Manager and Culinary Director of the Des Moines Embassy Club, can't remember a time when he wasn't living and breathing the hospitality industry. From the time he could walk he helped in Rocky's Pizza Restaurant, the pizzeria his parents operated for nearly 40 years.

### A One Pot Chef

In 1975, Michael was working for minimum wage at the club he manages today. By the late 1970s, Michael had ventured out on his own starting first Healthworks and then LaVal Ltd. Catering. "It's no understatement to say I came to town with one skillet to my name," says LaValle. "We had two sauces on the menu so we would have to stop and wash the pot so we could make the other one."

Michael expanded his culinary vision well beyond two sauces at City Grille, Che Pasta, Winston's Pub & Grille, Spirit of Des Moines Riverboat, and finally the Des Moines Embassy Club where he began as General Manager and Culinary Director in 1993. He was also a founding partner in several additional Des Moines hot spots including South Union Bakery & Café, Centro Restaurant and Gateway Market. His wife Lisa is in the industry as well having operated the Des Moines Art Center Café for 19 years.

### Simple Choice

Michael's selection as Restaurateur of the Year was an obvious choice according to current IRA Board Chairman Mike Rastrelli. "Few people have done more for their communities both from a philanthropic and culinary perspective," said Rastrelli pointing to LaValle's extensive work with Des Moines' downtown post-flood revitalization efforts in the early 90s and beyond. "This recognition was overdue."

True to form, LaValle isn't resting on his laurels. He recently led the expansion of the Embassy Club from a city only club to a second suburban location. He has also launched the Jon Anderson White Riverboat, a historic riverboat that travels the Des Moines river offering public and private catered cruises featuring music and/or a Mark Twain actor. It is the next generation of Michael's dining boat excursion offerings.

"I see this as one more way, to celebrate the rich history of Des Moines and Iowa's hospitality industry," says LaValle.





## George Formaro

### 2011 Iowa Restaurant Association “Chef of the Year”

#### Orchestrate Management

Raised in an Italian family on Des Moines’ east side, Chef George Formaro well understands the power of good food in strengthening bonds among family, friends and business associates. He started his restaurant career at age 14, working for 2011 IRA Restaurateur of the Year Michael LaValle, as a dishwasher in LaValle’s catering business. He and LaValle would collaborate many times over the next three decades in restaurants such as City Grill, Winston’s the Des Moines Embassy Club, South Union Bakery, Gateway Market and Centro.

The two, along with Orchestrate Hospitality Management Founder Paul Rottenberg, have done much to reshape the Des Moines hospitality landscape. Formaro’s piece of the equation has always been the food. From his one-of-a-kind artisan breads which became the inspiration of a “sandwich cult” at South Union Bread Café to the wood-grilled specialties at Centro, to the French-inspired cuisine at Django, Formaro is constantly expanding the palettes of Des Moines restaurant patrons.

His newest “brainchild” Zombie Burger + Drink Lab combines his absolute favorite food—a great burger—with a lifelong fascination with zombie flicks. “When I pitched the idea to Orchestrate, everyone thought I was crazy,” said George. But the combination has been a “screaming” success in Des Moines’ East Village with more than 1,300 people arriving on opening day to taste a “bashed” burger.

A passionate lover of all types of food, George never stops developing menus and restaurant concepts. He isn’t committing to what’s next, but hints a Mexican concept may be on the horizon.

“I just can’t believe this is the life I get to live,” concludes the still humble Formaro, who is quick to credit those around him for the success of his concepts. “What a great industry.”



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## Mike Beecher

### 2011 Iowa Restaurant Association "Employee of the Year"

Assistant Manager, myVerona

Mike Beecher's story is one of triumph. He bravely dealt with childhood difficulties—having testified as a teen against the camp workers who hurt him. He has fought through the consequences of his own choices—including time spent in a court-ordered facility. Mike exemplifies the fact that the restaurant industry is an industry of second chances, and he has taken full advantage of the second chance given to him. "Every customer who walks in the door of myVerona is my guest," says Mike. "And I want to make sure they know it. I want them to remember their time with us as more than a meal, I want them to experience something special."

Mike delivers just that. He is well loved for his "sweet spirit" and "winning smile" by customers and staff alike. He pays attention to the details—taking note of special occasions, remembering favorite tables and dishes, walking people to cars when they've forgotten their umbrellas, and checking on customers with a call or a meal in their own times of trouble or loss. "I don't take the chances I've been given at myVerona or the customers who come here for granted," says Mike. "They have given me a place to shine."



## Randy Brass

### 2011 Iowa Restaurant Association "Purveyor Employee of the Year"

Territory Manager, Martin Brothers Distributing

A great purveyor is not just a supplier—they are a partner. This is how restaurants who work with Randy Brass of Martin Brothers Distributing describe him. "He is always looking out for our best interest," says Carl Wertzberger of Court Avenue Restaurant and Brewing Company in Des Moines of Randy. "If something doesn't go as planned, he doesn't wait for someone else to fix it, he personally solves the issue at hand. He puts his own reputation behind the Martin Brothers name."

Brass has spent the past 25+ years ensuring he delivers. "Restaurants are facing a lot of challenges today," says Brass. "Martin Brothers is committed to helping our customers not just survive, but thrive in their businesses. I want my customers to think of me as an extension of their own staff teams, because that's how I think of myself."

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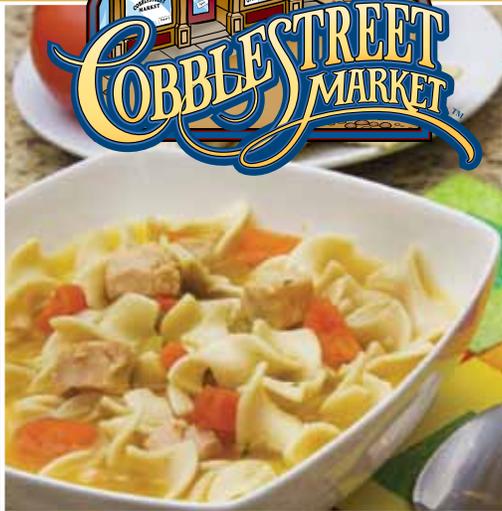
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## Gross Sales Are Up... Will Profits Be Too?

According to the National Restaurant Association's 2011 Restaurant Industry Forecast, total restaurant-industry sales are projected to reach \$604.2 billion in 2011—a 3.6 percent increase over 2010 and the first time in history that industry sales topped the \$600 billion level. But does that mean operators can expect renewed profitability?

Perhaps.

The restaurant industry is expected to register real sales growth for the first time in four years. In inflation-adjusted terms, total restaurant-industry sales should grow at a 1.1 percent rate in 2011. This after three years of unprecedented real sales declines.

The fullservice segment may offer some insight on this small bright spot. In inflation-adjusted terms, fullservice sales are expected to grow at a modest but upward rate of 0.7 percent. This marks the first potential inflation-adjusted increase in the segment since 2007.



## Business is Booming for myVerona Ristorante Italiano



**Cindy Bramblett,**  
General Manager  
myVerona

The fullservice segment of the Cedar Valley restaurant market is exactly the sweet spot locally-owned myVerona Ristorante Italiano tapped. "Business is up significantly over last year," says Cindy Bramblett, general manager for the upscale restaurant located in the heart of Cedar Falls historic downtown district.

Bramblett credits myVerona's hand over fist growth in part to "filling a niche" in the Waterloo/Cedar Falls marketplace. "We focus on northern Italian cuisine," says Bramblett. "we feature light sauces and seafood fueled by fresh ingredients and local produce many of which are grown in their own Verona Farms."

myVerona is also a Wine Spectator Award of Excellence establishment boasting over 1,500 bottles and 275 varietals of wine. People interested in a unique meeting setting can literally "surround themselves" with wine in the "Stanza del Vino," a basement meeting room that is encased by the wine cellar.



### Expansion Underway

myVerona is expanding beyond fine dining as well. Owner Russ Wassendorf recently opened The Verona Deli, Pizzeria, and Bar adjacent to the fine dining establishment. Next up is an outdoor seating area reminiscent of a vineyard. "Russ loves Verona, Italy," says Bramblett. "that's why he keeps bringing pieces of it here to Cedar Falls." Thus the establishment's name "my" Verona.



## Free Restaurant Locator and Mobile App

**New Dine Iowa Locator and Mobile Apps Provide Members Powerful FREE Tools to Drive Business to Their Establishments**



### Building Consumer Awareness

Free to members, Dine Iowa was created to help hungry Iowans and visitors to the state find member restaurants quickly and exclusively. Dine Iowa's initial offering launched this month and includes four key products.

- Online restaurant locator [www.dineiowa.org](http://www.dineiowa.org)
- Free Dine Iowa iPhone app available through iTunes
- Free Dine Iowa android app available through Droid Marketplace
- Dine Iowa Facebook Page and restaurant locator

### 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 IRA President Jessica 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.

### Promotion in a New Media World

The Iowa Restaurant Association will aggressively promote the new Dine Iowa offerings to consumers through traditional and new media outlets, as well as through events. "One of our key differences over products offered by search engines, GPS systems, and other location-based services is that consumers can search for restaurants on major routes across the state," explained Dunker. "For example, one search criteria is I-80 and it will display all of the restaurants that fall along the interstate so people can plan stops when traveling the state."

### 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 Restaurant Week events across the state in markets which do not currently have such an offering. The Association is also looking at loyalty and discount programs that can be tied to the program.

***Ask any Iowa restaurateur what they can never get enough of and they'll always give the same answer, "customers!" The Iowa Restaurant Association is working to deliver just that through its new Dine Iowa Program.***

***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](mailto:cjordan@restaurantiowa.com) or call 515-276-1454.**





## Dine Iowa Dine Well™ Healthy Menu Program Helps Iowa Restaurants Simplify Identification of Healthy Choices on Menus

**Supports Governor's Healthiest State Initiative**

On September 13th, the Iowa Restaurant Association stood with Governor Branstad, Wellmark, the Iowa Grocery Industry Association, and Hy-Vee as part of a public/private coalition announcing ways the groups would work together to make Iowa the healthiest state in the nation.

The IRA used the press event to debut *Dine Iowa Dine Well*, a healthy menu initiative to help restaurants create and offer a wider assortment of healthy menu options, first for children and then other targeted health interest groups. The program will also make it simpler for restaurant customers to quickly identify healthy menu choices.

The Association is collaborating with other groups to establish nutrition criteria that must be met in order for restaurants to identify children's, healthy heart, and other menu items as *Dine Iowa Dine Well* choices. Leading food service purveyors across the state have started compiling options for restaurants interested in transforming their children's menu to offer lighter, healthier and appropriately-sized entrees, sides, desserts and drinks.

"Many Iowa restaurants see expanding and promoting healthy menu choices as a clear and potentially profitable differentiator," said Jessica Dunker, president of the Iowa Restaurant Association. "We expect hundreds of Iowa restaurants will sign on to some segment of the *Dine Iowa Dine Well* program in the coming year."

The nutritional criteria for the *Dine Iowa Dine Well* children's menu will be available in the coming months. The Association will actively pursue commitments from restaurants across the state to roll-out their menu options by March 2012 to correlate with National Nutrition Month.

***Do you want your establishment  
to participate in the healthy  
menu initiative  
Dine Iowa Dine Well?***

**Simply visit our website at  
[www.restaurantiowa.com](http://www.restaurantiowa.com) or give  
us a call at 515-276-1454 and  
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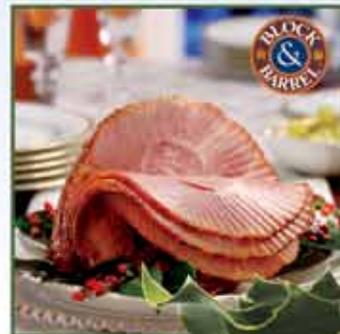
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12:00 to 4:00

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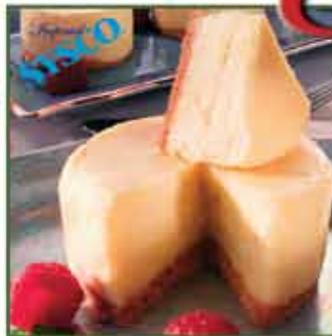


# Savoring the Season

Good things  
come from  
**Sysco**  
Sysco Iowa

October 19 - Wednesday  
12:00 to 4:00

Park Place Event Centre at  
PIPAC Centre on the Lake  
1521 Technology Parkway  
Cedar Falls



Good things  
come from  
**Sysco**  
Sysco Iowa

October 20 - Thursday  
12:00 to 4:00

Ramada Tropics  
Resort & Conference Center  
5000 Merle Hay Road  
Des Moines

## Saw You at the Fair

Members of the Iowa Restaurant Association are the face of hospitality for the state. What better place to showcase their wares than the Iowa State Fair? IRA Members were integrally involved in introducing two new concepts to the 2011 Fair, the Craft Beer Tent and a Frying Frenzy Cooking Competition.

### First Ever Craft Beer Tent

For the first time ever, Iowa breweries were able to feature their brews at the Fair. Thirty-three beers from 13 different Iowa breweries, plus 3 additional brews from 3 regional breweries were featured. The Craft Beer Tent came to fruition in large part due to the efforts of IRA Board of Director Members Scott Carlson of Court Avenue Brewing Company and Mark Doll of Doll Distributing.

“It’s been a long time coming for Iowa to actually have the state’s breweries represented at the State Fair,” Carlson said. Fairgoers were more than receptive as the tent had capacity crowds until midnight daily. In addition to serving up 16 oz. brews, the tent gave brewery representatives the opportunity to present seminars at 10 a.m. and 2 p.m. each day. Musical acts from Iowa were featured nightly on the Iowa Craft Beer Tent Stage.

### First Annual “Frying Frenzy”

The Fair was also the debut of what will now be an annual frying competition. IRA Partner, The Soyfoods Council worked with Pioneer to host the First Ever Plenish High Oleic Soybean Oil Frying Frenzy. Local chefs competed for cash prizes in two categories—fried appetizers and fried desserts.

A panel of four judges rated the entries on taste, innovation, and presentation. The public also got to sample the competition offerings.

First place winner in the appetizer and dessert category was Tag Grandgeorge of Le Jardin Catering who prepared a fried pork wonton and fried fromage blanc. Grandgeorge took home a \$1,000 prize for each entry. The second place winner in appetizers was Tom McKern of Zombie Burger & Drink Lab who featured a buffalo pork belly with fried ranch dressing, garnished with celery fries tossed with blue cheese salt. He received a cash prize of \$500.



IRA Board Member Carl Wertzberger of Court Avenue Brewing Company helped make the First Ever Iowa Craft Beer Tent at the Iowa State Fair a huge success.



Former Iowa Deputy Secretary of Agriculture, Karey Claghorn, who recently joined the staff with the Iowa Soybean Association as COO, Linda Funk, Executive Director, Soyfoods Council, and IRA Member Matthew Brinkman, Executive Chef at Deerfield Senior Living Community take a break from the competition.



IRA members Ric Kerr, Owner/Executive Chef, Tasteful Dinners in Ankeny and LJ Ames, Sous Chef, Oak view Restaurant Tournament Club of Iowa, Polk City prepare to compete in Frying Frenzy.

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## Political Scene Shining the 2012 Caucus Spotlight on Your Iowa Restaurant

The state legislature may not be in session, but with Iowa's first-in-the-nation caucus only months away, political season is in full swing across the state. Republican hopefuls are seeking to garner as much grassroots support as possible with potential-caucus goers and can be found in every corner of the state. Iowa's restaurants are often the backdrops and temporary beneficiaries of these state and national media opportunities.

### Community Rooms Draw Candidates

Restaurant community and meeting rooms are ideal spots for candidates to meet and greet supporters and the politically curious alike. A recent Herman Cain meeting at Rastrelli's Restaurant in Clinton drew 120 people. The Iowa Machine Shed and Pizza Ranch have also had visits from multiple candidates (and their corresponding crowds).

### Has a Candidate Put Your Restaurant on the Schedule? Leverage it with Your Signature Dish

In a recent article in QSR Magazine, Lorne Fisher, of Fish Consulting, a public relations firm that works restaurants across the country, reminded restaurant owners that

politico visits are not a strategy for long-term success but an opportunity to induce additional gains. "The real question for operators is how to utilize that visit and leverage for opportunities that will benefit business," said Fishman in the QSR piece.

He suggests restaurant operators hoping to capitalize on a candidate visit to their establishment, offer the candidate the restaurant's signature dish or a novel product they are seeking to promote.



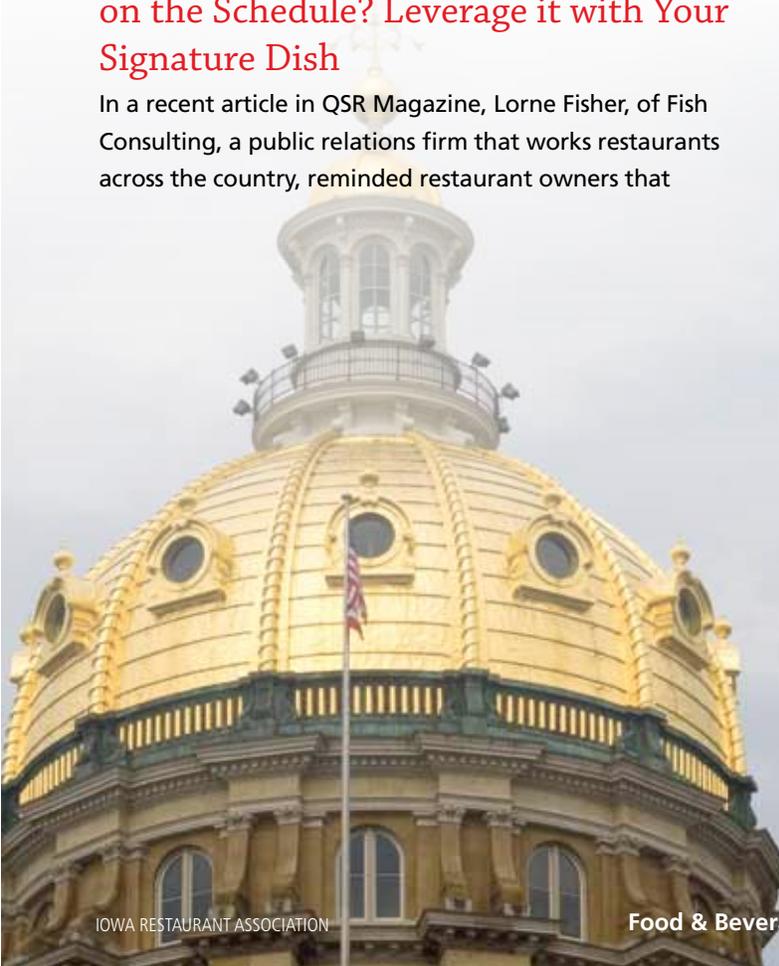
Iowa restaurateurs can be tremendous assets to national candidates. IRA Board member and Owner of Cedar Falls-based Barmuda Corp. Darin Beck (center) helped organize a bus for Cedar Valley area Herman Cain supporters to the Ames Straw Poll in August.

### Presidential Visit Has Lasting Impact

That's exactly what Cynthia Ross-Friedhof owner of Ross' Restaurant in Bettendorf did when she served President Obama a Volcano sandwich at the end of June. She says the presidential visit is still having a sales impact. Ross-Friedhof told a White House blog site, "It's been so helpful to our business. We've even had a lot of people driving down from Chicago."

### Which candidates have spent the most days in Iowa? (As of September 17, 2011)

|                 |         |
|-----------------|---------|
| Rick Santorum   | 57 days |
| Herman Cain     | 35 days |
| Michele Bachman | 33 days |
| Newt Gingrich   | 30 days |
| Ron Paul        | 26 days |
| Rick Perry      | 6 days  |
| Mitt Romney     | 5 days  |



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## Industry Resource CD

The Iowa Restaurant Association has assembled some of its most often requested information resources, document templates, and educational materials onto a member resource CD. Available upon request at no charge in CD form, or for \$69.95 in printed form, this is an exclusive tool for Association members.

- Customizable templates
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## Member Benefits

The Iowa Restaurant Association offers its members exclusive access to a host of resources.

- Certification and training
- Legislative and media representation
- Member-only discount programs
- Dual membership in the National Restaurant Association

The IRA is the de facto source on nearly any topic related to the restaurant and retail beverage industries in Iowa.



**Learn more at  
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## Don't Miss the Opportunity!

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## New Required Posters Inform Employees of Right to Form Unions

Despite concerns from the business community, the National Labor Relations Board will soon require nearly all private-sector employers to post a new federal workplace notice detailing employees' rights under the National Labor Relations Act to organize unions.

The mandate to post an 11" x 17" poster will take effect Nov. 14, 2011. Failure to post the notice could constitute an "unfair labor practice." The National Restaurant Association and more than 30 state restaurant associations, including the Iowa Restaurant Association, filed comments with the NLRB in February objecting to the proposed poster mandate. Posters will be available for download from the NLRB starting Nov. 1, 2011.



## Philanthropy and Diversity Award Nomination Forms Available

Nomination deadlines are approaching for two industry awards.

- The Restaurant Neighbor Award honors restaurants for outstanding community involvement and awards for restaurants across the nation with \$5,000 each to their favorite charity or community project.
- The Faces of Diversity Award raises awareness about the important role of restaurants in providing a ladder of opportunity for millions of Americans to achieve the American Dream. Three winners from across the nation are selected each year and a \$2,500 scholarship

is made in their name to an aspiring hospitality student.

Winners will be flown to Washington, DC in April 2012 for an awards gala held in conjunction with the Public Affairs Conference. Last year, Iowa's own Mike Whalen of Heart of America was one of the national philanthropy winners.

Online applications are available at [www.restaurantiowa.com](http://www.restaurantiowa.com). The deadline for submissions is December 5, 2011.

## Foodservice Equipment Innovation Awards

Nominations are now be taken for the 2012 Kitchen Innovations™ Awards. The award recognizes foodservice equipment companies' for groundbreaking equipment that will cut costs and improve productivity and food quality in restaurant

operations. Winners will be featured in the Kitchen Innovations Pavilion at the 2012 National Restaurant Association Restaurant, Hotel-Motel Show (May 5-8 at Chicago's McCormick Place). The deadline to apply is December 21, 2011. Visit [www.restaurant.org](http://www.restaurant.org) to apply.

## Find PCI Compliance Tools on IRA Website

In 2010, 40% of credit card security breaches occurred within the hospitality industry. The Payment Card Industry Data Security Standard (PCI-DSS) was created by credit card companies to safeguard customer data.

The PCI-DSS regulation has specific requirements related to log data centralization, archiving, monitoring and reporting for security and audit purposes. Small to medium-sized businesses represent prime attack targets for many hackers and a data compromise in your business can literally cost hundreds of thousands of dollars in fines.

There are multiple steps businesses must take to be protected and within compliance. The Iowa Restaurant Association has assembled information for operators to reference as they create protection strategies. PCI compliance tools and information can be found under the "Education" section of the IRA website at [www.restaurantiowa.com](http://www.restaurantiowa.com).



# education and networking events

# 2011



Iowa  
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Association™

## October

### October 6

ServSafe Class  
ISU Black Hawk County Extension  
Waterloo, IA  
Register: [eschauf@iastate.edu](mailto:eschauf@iastate.edu)  
Or 319-234-6811

### October 11

ServSafe Class  
Iowa Restaurant Association Offices  
Urbandale, Iowa  
Register: [info@restaurantiowa.com](mailto:info@restaurantiowa.com)  
Or 515-276-1454

### October 11

ServSafe Class  
ISU Johnson County Extension  
Iowa City, IA  
Register: [mjtemple@iastate.edu](mailto:mjtemple@iastate.edu)  
Or 319-657-2291

### October 17

ServSafe Class  
Montgomery County Memorial  
Hospital  
Red Oak, IA  
Register: [bfuller@iastate.edu](mailto:bfuller@iastate.edu)  
Or 641-202-1843

### October 19

ServSafe Class  
ISU Polk County Extension  
Urbandale, IA  
Register: [jodyg@iastate.edu](mailto:jodyg@iastate.edu)  
Or 515-669-7825

### October 20

ServSafe Class  
ISU Dubuque Co. Extension Office  
Dubuque, IA  
Register: [cbaum@iastate.edu](mailto:cbaum@iastate.edu)  
Or 563-608-0868

### October 24

ServSafe Class  
ISU Woodbury County Extension  
Sioux City, IA  
Register: [rsweers@iastate.edu](mailto:rsweers@iastate.edu)  
Or 712-276-2157

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for more information.

### October 25

Fishbowl Webinar  
1 p.m.  
Social Media & Email Marketing—  
A Winning Recipe for Restaurants  
Watch for email announcement.  
Register:  
[www.gotomeeting.com/register/921282688](http://www.gotomeeting.com/register/921282688)

### October is National Pork Month!

Looking for recipes?  
Visit IRA Corporate Partner Iowa Pork Producers  
Association at [www.iowapork.org](http://www.iowapork.org)

## November & December

### November 8

ServSafe Class  
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Register: [info@restaurantiowa.com](mailto:info@restaurantiowa.com)  
Or 515-276-1456

### December 13

ServSafe Class  
Iowa Restaurant Association Offices  
Urbandale, Iowa  
Register: [info@restaurantiowa.com](mailto:info@restaurantiowa.com)  
Or 515-276-1454



## Executive Study Groups

The National Restaurant Association Executive Study Groups provide a forum for corporate leaders to discuss issues affecting the industry. Participants meet twice a year to share information and discover new strategies to make their operations more effective. Each Executive Study Group focuses on a different management area in the restaurant industry.

### Upcoming Study Groups

Quality Assurance  
Oct. 3-5, 2011  
Atlanta, Ga.

Marketing Executives  
Oct. 12-14, 2011  
Miami, Fla.

Information Technology  
Oct. 24-27, 2011  
Boston, Mass.

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Or e-mail [nmadison@restaurant.org](mailto:nmadison@restaurant.org)



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AWARDS

## Awards Deadlines

Nominations for the 2012 Restaurant Neighbor Awards and Faces of Diversity Award is December 5, 2011. See Iowa News pg. 21 for more details.  
Visit [www.restaurantiowa.com](http://www.restaurantiowa.com) for nomination forms



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