



# Food & Beverage Iowa Business

Quarterly

# Minimum Wage

## A Starting Point, Not a Destination

Why increases will hurt the very people they intend to help

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Poised to be a Strong Win for  
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Waukee High School Students  
Move on to Nationals



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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.



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



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# 2014 Outlook for Iowa’s Hospitality Industry Suggests Mixed Bag

By: Jessica Dunker, President, CEO  
Iowa Restaurant Association

Every January the Iowa Restaurant Association takes a delegation of industry members to the statehouse to meet with House and Senate leaders from both political parties.

The meetings normally begin with the elected leaders asking, “What are the hospitality industry’s big issues?”

This year, the industry’s collective answer has been something along the lines of, “We aren’t asking for anything—please just leave us alone!”

From Federal actions such as the implementation of the Affordable Care Act, new IRS rules on gratuities, and threats to increase minimum wage and decrease the tip credit, to State issues like new food safety training mandates and ramped up enforcement or new interpretations of rules related to alcohol service, many operators feel under constant assault.

Yet even with the onslaught of redundant and often profit-biting rules and regulations, our industry is resilient. We even project a small amount of growth for the coming year. But Iowa’s 2.6% projected revenue growth ranks us a dismal 47th in the nation.

The Iowa Restaurant Association is working to change that reality. We serve as the collective voice of the industry to legislators, regulators and the public. We look forward to partnering with you this year.

## 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’s future than \$35 per month spent to ensure your voice is added to the conversation.



What’s more, the industry is projected to add **1,000+ new jobs** per year, every year for the next 10 years.



Iowa’s restaurant industry is the **2<sup>nd</sup>** largest private sector employer in the state—after healthcare.



**Yet...**

Iowa’s restaurant industry **only projects 2.6%** revenue growth in 2014.



Source: National Restaurant Association 2014 Forecast

# The Battle Over Minimum Wage

Why the Hospitality Industry Keeps Fighting and What Really Matters



**1 in 3**  
**people**

had their first job in the Restaurant Industry

**\$9.10**

the average wage of an Iowa restaurant employee

**80%**

of restaurant owners started as entry-level (minimum wage) employees

**\$10.10**

minimum wage is a

**40%**  
increase

**What Happens When Entry Wages Are Mandated Up?**

Restaurants Change Their Service Models

# Minimum Wage is a Starting Point, Not a Destination

By: Jessica Dunker, President, CEO  
Iowa Restaurant Association



Minimum wage jobs have always served as the first rung on the career ladder, not as careers in and of themselves. Entry level restaurant positions are most often filled by young adults and teens. Even so, today 95 percent of restaurant employees make more than minimum wage. In Iowa restaurants the average worker makes \$9.10 per hour. Why? Because they've proven themselves to be worth more than the minimum wage to their employers.

Naturally, older and more experienced employees expect to make more money—because they've earned it. In fact, research shows that two thirds of minimum wage employees get a raise within their first year on the job. With experience, they rise through the ranks. By the time they're in their late 20s or in their 30s, they're pulling in middle class wages of \$40,000 to \$50,000 a year.

That's why the Iowa Restaurant Association is frustrated our own Senator Tom Harkin is leading the charge for a nearly 40% non-merit based increase in the country's minimum wage. While this may be well-intentioned, it is misguided. Minimum wage is an opportunity wage. It provides a starting point, not a final destination. If Senator Harkin gets his way with a \$10.10 minimum wage, then the ladder of opportunity restaurants provide may well be pushed out of reach for thousands of Iowans and millions of Americans.

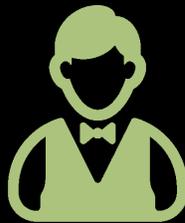


When service-focused industries are subjected to mandated minimums rather than allowed to award performance with income growth, workers become frustrated.

Imagine the unhappiness experienced restaurant employees will feel if entry-level employees suddenly start at the same rate of pay it took them years to obtain through hard work.

Restaurants may try to raise the wage for every employee to ensure more experienced employees are paid more OR restaurants may instead do business differently...

Restaurant owners are a resilient and creative lot who will do what's necessary to deliver great food at prices customers are willing to pay. When costs rise, they find ways to adapt and operate more efficiently.



- **Fewer servers.**
- **No one will take an order tableside—customers order at the counter.**
- **Fewer food runners.**
- **No one will deliver food to a table—customers will retrieve their own meals.**
- **Less floor help.**

- **Customers will serve and refill their own drinks, find napkins, condiments, etc.**
- **Fewer bussers.**
- **You may clear your own table, scrape your dishes and sort what goes in the dishwasher and what gets thrown out.**



**Sound familiar?** Look at Panera, Chipotle, and Noodles, as examples.

**Does food quality suffer?** Absolutely not.

But consumer experience is impacted. And even more significantly, models that eliminate floor staff eliminate entry-level restaurant positions—pushing unskilled adults or the young, especially teens, right out of the work force.



# Tips on Tips

## Tip Credits

### The Industry's Line in the Sand

Today Iowa law allows restaurants and bars to pay employees who earn \$30 or more per month in tips, sixty percent of minimum wage or \$4.35 per hour (twice the federally required \$2.13 per hour.) If employees do not make enough additional income in tips to meet the \$7.25 minimum wage, employers must make up the difference.

In short, server tips are considered a "credit" toward their wages, thus the term "tip credit." From the perspective of the Iowa Restaurant Association, preserving this tip credit is as important, if not more important, than the battle over minimum wage. This is in large part a reflection of Iowa's restaurant landscape, which is dominated by establishments that have tipped, as well as wage-only, employees.

#### Why is the tip credit important to Iowa hospitality operators?

In most Iowa restaurants and bars, tipped servers earn far more than the other employees—even with an hourly wage of \$4.35. Allowing restaurant and bar owners to count a portion of an employee's tips toward their pay ensures there is money available for raises, bonuses and other perks for those who don't receive tips. In short, it gives operators the ability to offer merit-based, pay-for-performance compensation to all employees—tipped and otherwise.

### Share the Wealth — *Tip Pooling Allowed*

Many states, including Iowa, allow employers to require tip pooling or "tipping out." All employees subject to the pool have to chip-in a portion of their tips, which are then divided among a group of employees. The employee must be able to keep at least the full minimum wage. (In other words, if the employer takes a tip credit, the employer can count only the tips the employee gets to take home against its minimum wage obligation.)

The information contained in this article does not constitute legal advice or tax advice. Legal rules and tax rules change frequently and must be always be reviewed within the context your establishment's situation. If you are seeking the name of an accountant or attorney specializing in our industry, please contact the Iowa Restaurant Association or visit [www.iowarestaurantresources.com](http://www.iowarestaurantresources.com).

# Don't Leave Money on the Table—Leverage the FICA Tax Credit.

If your restaurant employs tipped employees, you may be eligible for a tax credit on a portion of the FICA taxes you pay. Research shows that many restaurant owners are not taking advantage of this industry-specific credit—despite the fact it can net real savings.

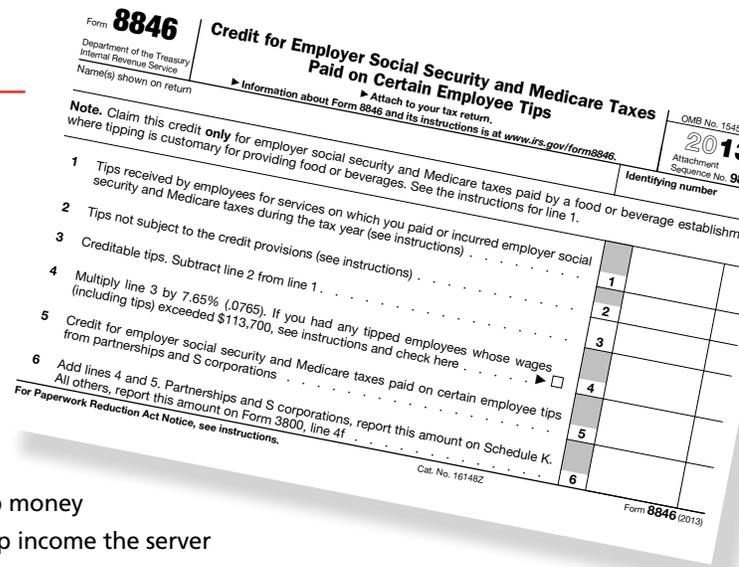
Here's how it works—a restaurant server working 30 hours per week at \$4.35 per hour plus an average of \$250.00 in tips must report all of his income (\$380.50). The restaurant will then pay FICA tax of 7.65% or \$29.11 on the full reported amount. However, doling out taxes on tip money may not be fair to the restaurant, as it does not determine how much tip income the server receives—customers do.

The FICA tip credit allows restaurants to recover the taxes paid on the server's income above minimum wage.

So had the server instead been paid \$7.25 per hour and received no tips, he would have earned \$215.50 and the restaurant would have paid \$16.64 in FICA taxes—a difference of \$12.47.

While at first blush this doesn't seem like much—multiply that by 52 weeks in a year and the savings is just under \$650. If a restaurant has 8 servers earning wages and tips in this range, the tax credit is nearly \$5,200.

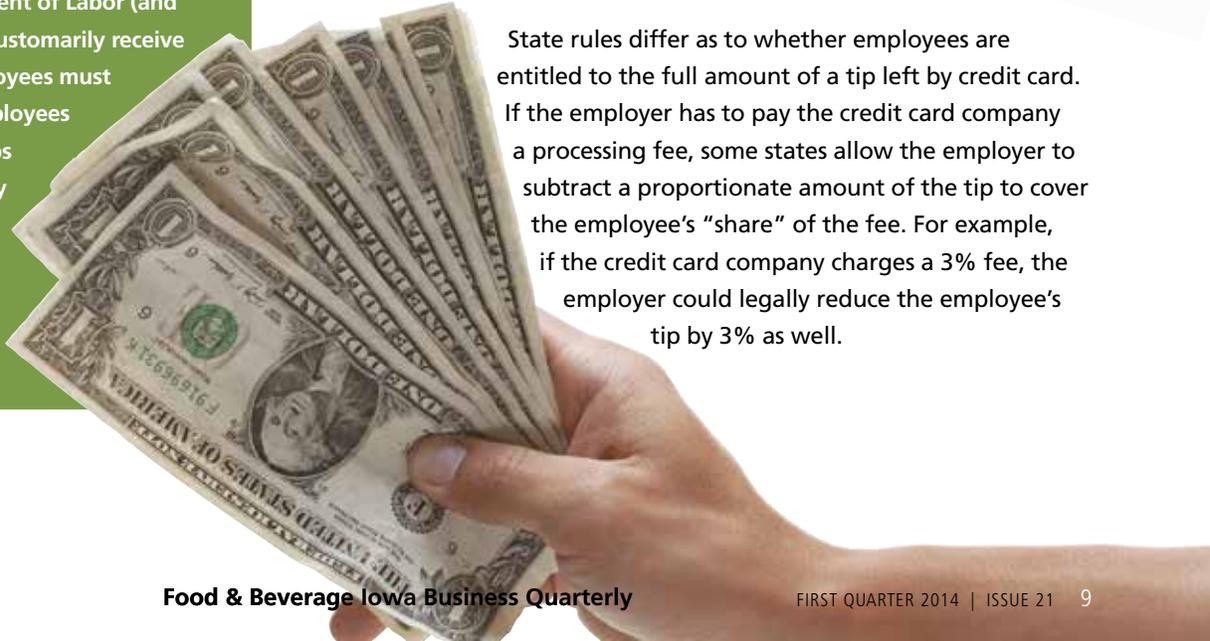
To claim a tax credit, restaurant owners use IRS Form 8846. The credit is a general business credit and can offset other taxes that the business might have. It is not a refundable credit, so it is not applicable if you owe no taxes. However, it does carry back and forward to other periods. Not sure if you're using this tax credit? Talk with your CPA!



According to the federal Department of Labor (and Iowa law), only employees who customarily receive tips can be part of the pool. Employees must receive notice of the tip pool. Employees can't be required to share their tips with employees who don't usually receive their own tips, like dishwashers or cooks. Tips from a tip pool can't go to the employer.

## Employers Can Reduce Employee Tips to Account for Credit Card Charges

State rules differ as to whether employees are entitled to the full amount of a tip left by credit card. If the employer has to pay the credit card company a processing fee, some states allow the employer to subtract a proportionate amount of the tip to cover the employee's "share" of the fee. For example, if the credit card company charges a 3% fee, the employer could legally reduce the employee's tip by 3% as well.



# New IRS Rules on Automatic Gratuity

## How Are You Handling Them?

By: Katelyn Kostek, Public Relations Specialist,  
Iowa Restaurant Association

With the latest IRS ruling on how automatic gratuities must be reported, many restaurants are uncertain on what, if anything, they need to do differently. Some fear changes might negatively impact service staff. Others are concerned about tax implications.

The FBIQ team checked in with several restaurants to see how they were handling the new ruling. Don't go at it alone. Learn from your fellow restaurateurs.



**Suzanne Summy, Trostel's Greenbriar Restaurant & Bar, Johnston**

"We've made no changes to the way we have approached the new automatic gratuity rules. We host a lot of large, private parties, so we decided to keep automatic gratuity on our receipts. We

separate automatic gratuities from other tips and wages in order to easily record them, inform our payroll company of these wages, and pay our employees promptly. It's business as usual and all employees are happy with the results."



**Jeff Duncan, Big City Burgers & Greens, Des Moines**

"We did take auto gratuity off of our receipts. Now, for smaller reservations, we have placed a suggested tip line for guests to use as a reference. In the near future,

we will have a service fee on our large reservations and events. This dollar amount will be split amongst the staff and be put directly onto their paycheck instead of collecting tips the next day."

### The New IRS Rule on Automatic Gratuities:

In January, the IRS began enforcing a law which classifies automatic gratuities as service charges, not as tips. This means such charges are subject to payroll taxes like regular wages. To ensure a tip is not classified as a service charge according to the IRS, make sure the tip line and total amount on any bill is left blank, or suggested tip amounts used only as a reference are available for the customer to complete at his or her discretion.





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# Eeeek! They Said What???

## 5 Tips on Responding to Online Reviews

By: Katelyn Kostek, Public Relations Specialist,  
Iowa Restaurant Association

It's no secret that word-of-mouth is one of the best ways to grow a customer base, and in today's technology-based world, online reviews are the new word-of-mouth. The good and bad thing about online reviews is that the mouth never stops talking. They can live forever in the digital world. So what do you do with a less than favorable review?



To learn more and to hear the "Responding to Online Reviews" webinar, IRA members can visit [www.restaurant.org](http://www.restaurant.org).

**Not a member of the Iowa Restaurant Association?**

**Call today to become a member and receive membership to the National Restaurant Association tool. 515-276-1454.**

**1.**

### *Know Your Response Voice*

Reviews are a part of business, whether good or bad. Don't let emotions drive your response.

Be prepared to meet negative reviews head on and take appropriate action. Determine the voice of your response before you feel under attack (i.e. Are you responding from corporate or employees? Is your voice professional or casual?)

**2.**

### *Establish Guidelines*

Decide a time or day to respond to reviews and put it on your schedule.

Being organized and prompt is important to gaining your customers trust and respect.

**3.**

### *Neutralize the Review*

"Own Up" when necessary. If you decide to respond to a negative review, first find the core of the problem, then acknowledge that someone is unhappy.

For example, "We're sorry you weren't happy with your experience. Our restaurant takes pride in our service and never wants patrons to feel dissatisfied. I hope you will give us another try."

**4.**

### *Share the Task*

The more you engage in online conversations, the more reviews you will receive.

Do not allow reviews to overwhelm you. Train others to use the same voice and guidelines as your replies so they can take reviews off of your hands.

**5.**

### *Don't Flip Flop*

Be consistent in your guidelines and responses.

Make sure the feedback trickles down to all employees. Incorporate lessons learned into staff training and share new insights with coworkers. Use shortcomings and mistakes as teachable moments.

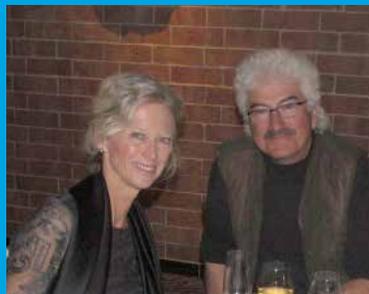
# Saw You There!



Zombie Burger's Executive Chef, Tom McKern, General Manager, Karen Davis, and Floor Manager, Katie Frazee accept the restaurant's multiple awards at the Cityview's 2014 Best of Des Moines event.



Chef Kevin Scharpf of Diamond Jo Casino was named Chef Par Excellence at the 2014 Iowa Taste of Elegance in Davenport.



Michael LaValle of the Des Moines Embassy Club and Lisa LaValle of Trellis Café enjoy the Iowa Culinary Institute's industry appreciation dinner.



IRA Spanish Language ServSafe Instructor Rolando Molina recently helped at one of the Iowa Culinary Institute's special gourmet dinners.



Jaime Niblo, Lauren Davis, and Jessica Scott from Saints enjoyed the CityView's Best of Des Moines event.

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## Gift Card Legislation Poised to be a Strong Win for Iowa's Hospitality Industry

At publication, a bill which will simplify gift card and certificate management for Iowa hospitality establishments was moving steadily through the legislative process. The bill, which would remove the requirement that businesses turn over the revenue from unused gift cards and certificates to the state after three years, had passed both in Senate and House Committees. If signed into law, the bill will allow restaurants and bars to keep the revenue from unused gift cards and certificates as long they do not include expiration dates on the gift cards or certificates, there is not a progressive reduction in the value of the gift, and they honor the card or certificate regardless of when the consumer tries to use it. Some have dubbed this the "Pizza Ranch" bill as the restaurant chain was at the forefront of promoting it to legislators. The Association has been actively engaged in the process and encouraging lawmakers to vote in favor of this legislation.

### D.C. Bound Join Iowa Hospitality Leaders in the Nation's Capital

A delegation of Iowa restaurateurs will be traveling to Washington D.C. to meet with members of Congress on topics of concern—there are many. Any member of the Iowa Restaurant Association is welcome and encouraged to make the trip. Contact the Iowa Restaurant Association at 515-276-1454 if you are interested in joining the group headed to the nation's capital.

### Topics we will be discussing with lawmakers include:

- Minimum Wage
- 30 Hour Work Week
- Changes in Overtime Definitions
- Affordable Care Act
- PCI Compliance

Read more about the Association's lobbying efforts on any or all of these topics at [www.restaurant.org](http://www.restaurant.org) or [www.restaurantiowa.com](http://www.restaurantiowa.com).

### Become a Key Restaurant Advocate

Do you have a personal connection with a Member of Congress or other Washington decision maker? If you do, you are a Key Advocate! Key Advocates serve as the lead advocate and liaison between their Member of Congress and the National Restaurant Association on priority industry issues. The Key Advocate volunteers to actively build and cultivate a professional relationship with their Member of Congress about the restaurant industry and, as an industry stakeholder, works with the National Restaurant Association to identify the best opportunities to engage their Members, as well as pertinent content and messaging.

**Visit [www.restaurant.org](http://www.restaurant.org) or call the Iowa Restaurant Association. 515-276-1454.**



Mike Rastrelli of Rastrelli's Restaurant in Clinton and Linda Dedecker of Hickory Park in Ames are both active participants in the National Restaurant Association Key Advocate Program. In April, they, along with several other Iowa restaurateurs, will again be heading to Washington D.C. to meet with Senator Grassley on behalf of the industry.

# Iowa Restaurant Association Members Meet with Legislative Leadership to Discuss Wages, Taxes and Swipe Fee Reform

The Iowa Restaurant Association held its annual state legislative day in January. Members of the Association met with leaders on both sides of the aisle to discuss issues that impact the industry statewide. Members were able to discuss at length the importance of maintaining the tip credit in any discussions of wages. The Association also made its case for holding fast on minimum wage this year. Lawmakers indicated that a minimum wage increase at the state level was not likely this year.



Mike Holms, Splash and Jethro's, Greater Des Moines area, Matt Anderson, Rubes, Montour, Scott Carlson, Court Ave. Brewing Co. and Americana, Des Moines, Matt Johnson, Barleys Bar & Grill, Council Bluffs, and Crystal Tamillo, Fleming's Prime Steakhouse & Wine Bar, West Des Moines met with House Speaker Kraig Paulsen and Majority Whip Linda Upmeyer (top photo) and with Senate Majority leader Mike Gronstal (lower photo) as part of IRA Legislative Day. The group focused on minimum wage, tip credits, and swipe fee reform. They also took the time to check in with their local legislators.

**Not receiving legislative alerts that impact you? Join the IRA today! Membership is only \$35 per month**

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# mixology competition

## We're On The Hunt for Iowa's Top Mixologist! Think you've got what it takes? Throw your name into the "mix"

The Iowa Restaurant Association is once again looking for Iowa's Top Mixologists to compete in the Association's state mixology competition on August 27<sup>th</sup>. The top mixologist will receive a \$1,000 cash prize and serious bragging rights!

But you can't jump right into the state event—contenders must win their way to the top! Regional competitions will be held across the state to find the best of the best. The top two mixologists from each of the five regional competitions automatically advance to the state final.

New to the competition this year, mixologists at all competitions will be judged on the taste of FIVE drinks all based around different liquor. Flair and personality will also weigh into the judge's decisions.

### *Think you've got what it takes?*

Enter one of the regional competitions this summer to earn your spot in the state finals.

Regional events will be held in Iowa City, Cedar Falls, 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 27<sup>th</sup>.

Contact: [skluesner@restaurantiowa.com](mailto:skluesner@restaurantiowa.com)



## Trends from the Bar

Are you leveraging the latest trends in your establishment? Check out the top 10 alcohol trends for the coming year.

### 2014 Hot Trends

- Micro-distilled/artisan spirits
- Locally produced beer/wine/spirits
- Culinary cocktails (e.g. savory, fresh ingredients)
- Onsite barrel-aged drinks
- Regional signature cocktails
- "New Make" whiskey
- Gluten-free beer
- Food-liquor/cocktail pairings
- Edible cocktails
- Food-beer pairings

\* Source: National Restaurant Association

# Education and Networking events 2014



## April

### April 6

Culinary Affair  
Des Moines Embassy Club  
Downtown Des Moines, Ruan Center  
Register: [www.restaurantiowa.com](http://www.restaurantiowa.com)

### April 21

Iowa Restaurant Association  
PAC Event  
Fleming's Prime Steakhouse & Wine Bar  
West Des Moines, IA  
4:30 pm – 6:30 pm  
Register: 515-276-1454

### April 21-22

National Restaurant Association  
Information Technology  
Executive Study Group  
Miami, FL  
Register [www.restaurant.org](http://www.restaurant.org)

### April 29-30

2014 Public Affairs Conference  
Washington, D.C.  
Register: [www.restaurant.org](http://www.restaurant.org)



### NRA Executive Study Groups

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

## May

### May 3-5

National ProStart Invitational  
Minneapolis, Minnesota

### May 14-17

National Restaurant Association  
Marketing  
Executives Study Group  
Chicago, IL  
Register: [www.restaurant.org](http://www.restaurant.org)

### May 15-16

National Restaurant Association  
Supply Chain Management  
Executives Study Group  
Chicago, IL  
Register: [www.restaurant.org](http://www.restaurant.org)



### May 17-20

National Restaurant  
Association Show  
McCormick Place  
Chicago, IL  
Register: [www.restaurant.org](http://www.restaurant.org)



### May 18-19

International Wine,  
Spirits & Beer Event  
McCormick Place  
Chicago, IL  
Register: [www.restaurant.org](http://www.restaurant.org)

## June

### June 2

IRA Golf Classic  
Toad Valley Golf Course  
\$90 until May 23  
\$100 per person after  
Register: 515-276-1454

### June 25-27

National Restaurant Association  
Tax & Finance  
Executives Study Group  
Philadelphia, PA  
Register: [www.restaurant.org](http://www.restaurant.org)



Join us from a Summer of Fun at these upcoming Dine Iowa events!

Golf Classic, June 2  
Mixology State Final, August 27  
Grand Tasting Gala, September 21  
Learn more at [www.restaurantiowa.com](http://www.restaurantiowa.com)

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# LET'S PAR-TEE!

On the golf course!

Join us for the Iowa Restaurant Association annual Golf Classic. Come network with great people, enjoy delicious food and cocktails and play fun games to win prizes!

**Iowa Restaurant Association's Golf Classic**  
**Monday, June 2, 2014**  
 Toad Valley Golf Course, Pleasant Hill  
 Shotgun Starts: 8 a.m. and 1:30 p.m.  
**\$100 per golfer**  
 \$90 before May 23, 2014  
**REGISTER ONLINE!** [www.restaurantiowa.com](http://www.restaurantiowa.com) or  
 call 515-276-1454

**Want to sponsor a hole?**  
 Stacy Kluesner, Director of Marketing and Association Development at [skluesner@restaurantiowa.com](mailto:skluesner@restaurantiowa.com)

**Iowa Restaurant Association's Golf Classic**  
**DOUBLE EAGLE Sponsors**





## Promote Your Establishment at the Golf Classic 2014

### Be a Featured Restaurant or Bar in the Iowa Restaurant Association's Dine Iowa's Summer of Fun

Come out to the Iowa Restaurant Association's Golf Classic and promote your restaurant or bar. We will place you at one of the holes where you can share food, beverages or both to the 288 event participants who will be dining and drinking their way across the golf course. Meet, greet and entertain your patrons and potential customers.

We encourage hospitality establishments to partner with one of our purveyor event underwriters for product, hole games and prizes.

**Iowa Restaurant Association's 2014 Golf Classic Sponsors (to date):**  
 Heartland Payment Systems, Martin Bros., Sysco, US Foods, Reinhart, Performance Food Group, Society Insurance, Beam, Inc., Luxco Brands, Silver Coin Tequila, Bacardi, Hy-Vee, Doll Distributing, Coca Cola Bottlers of Iowa, Pepsi

## Iowa Restaurant Association's Golf Classic 2014

Monday June 2, 2014  
 Toad Valley Golf Course  
 Pleasant Hill  
 Two Shotgun Starts 8:00 a.m. and 1:30 p.m.

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

Call or E-mail Stacy Kluesner, Director of Marketing and Association Development [skluesner@restaurantiowa.com](mailto:skluesner@restaurantiowa.com)  
 515-276-1454

**Free to Iowa Restaurant Association Members! (\$420 Value)**

## 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.



### IRA Welcomes New Staff Member

The Iowa Restaurant Association welcomes Katelyn Kostek to the staff as Public Relations Specialist. In this role, Kostek will produce and promote written forms of communication including press releases, feature stories and magazine articles pertaining to IRA members, the Association's Education Foundation and the Iowa restaurant industry.

### Got News?

**Send news about Iowa restaurants and taverns to:**

**Katelyn Kostek, Food & Beverage Iowa Business Quarterly writer at [kkostek@restaurantiowa.com](mailto:kkostek@restaurantiowa.com)**

## Competitions to Promote Your Business

Check out these upcoming opportunities to promote your skills and business.



### Cutthroat Kitchen

Now seeking professional chefs with the talent, personality and appetite to compete for up to \$25,000. To apply, visit [CutthroatKitchenCasting.com](http://CutthroatKitchenCasting.com) or email: [CutthroatKitchen@gmail.com](mailto:CutthroatKitchen@gmail.com) (include name, phone, photo and current chef position)



### America's Best Restaurant Families

It's time to celebrate the country's restaurant families! This contest is open to any family who currently owns and operates a commercial restaurant in the 50 states or Washington, D.C. Grand prize winners receive: a 4-day trip to Chicago, passes to National Restaurant Show and \$500 spending money, \$1000 in Jones Dairy Farm products and a displayable America's Best Restaurant Families Award. To enter, visit [www.jonesdairyfarmfoodservice.com](http://www.jonesdairyfarmfoodservice.com)



to submit a new restaurant concept for the former Art al Carte' location. The winner receives a restaurant start up package worth over \$117,000. Last year, Iowa's Best Bite Restaurant Challenge was held in Oskaloosa, resulting in the opening of On the Green. Submissions are due June 16th. [www.iowabestbite.com](http://www.iowabestbite.com)

## Two Des Moines Area IRA Members Named to 2014 Forty Under 40



Chrystal Tammillo, Managing Partner of Fleming's Prime Steakhouse & Wine Bar and executive chair of the IRA board of directors, has been named a 2014 Forty Under 40 for her outstanding success and leadership within the Iowa restaurant industry and the greater Des Moines community.



IRA member Brad Magg of Goldie's Ice Cream Shoppe and Magg Family Catering was also named a Forty Under 40 for his entrepreneurial spirit and his support of small town business.

Forty Under 40 recognizes individuals who demonstrate impressive career achievements and unparalleled community involvement.

## 2014 Best Bite Competition Located in West Liberty

West Liberty has been selected as this year's site for the Iowa's Best Bite Restaurant Challenge. The competition provides restaurateurs the opportunity



## Looking for the Next Generation of Industry Professionals? Check Out Your Local High School



By: Katelyn Kostek, Public Relations Specialist, Iowa Restaurant Association

The Iowa Restaurant Association Education Foundation is building the future of the restaurant and hospitality industry. The Foundation is partnering with high schools across the state to offer ProStart, a two-year curriculum which brings the classroom and industry together for a unique, hands-on learning experience. ProStart students enter the workforce ready to make an immediate impact in your restaurant business.

"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."

### Culinary:

- 1st - Waukee High School
- 2nd - Des Moines Central Campus High School
- 3rd - Davenport High School

### Restaurant Management:

- 1st - Waukee High School
- 2nd - Cherokee's Washington High School
- 3rd - Davenport High School

### State Competition Showcases Talent

A unique component of the program is the opportunity to compete at both the state and national ProStart Invitational competitions. The Iowa Restaurant Association Education Foundation hosted the State Culinary and Restaurant Management Invitational events on February 24th at the Marriott Hotel in West Des Moines. Waukee High School won both portions of the competition and will represent Iowa at Nationals in Minneapolis May 3-5.

## They'll Wear Your Logo!

Would you like to support Iowa's state champions? For a small donation, you can include your business logo on the winning teams chef coats!

Go to [www.restaurantiowa.com](http://www.restaurantiowa.com) for information.



Davenport Community School's culinary team garnishes their dessert.



Waukee High School student, Jenna Preston, prepares her work station.

## Healthcare Coverage Answers for Employees

The reality of Iowa's hospitality industry is that we are primarily a group of small, independent businesses with fewer than 50 employees. Few will feel the impact of most of the employer mandates from the Affordable Care Act, but our employees will. The "individual mandate" portion of the law requires everyone to obtain "minimum essential coverage" for themselves (and their dependents) or be fined. The National Restaurant Association's Healthcare Knowledge Center is a great place for employees seeking answers about their obligations under the law. Visit [www.restaurant.org](http://www.restaurant.org).



### Q: Does my employer have to offer health insurance?

A: Not necessarily. Only businesses with 50 or more full-time-equivalent employees are required to offer some sort of minimum essential coverage to their full-time employees and their dependents.



### Q: Is health insurance going to be free?

A: For most people—no. While employers may offer healthcare programs, in most cases employees will be required to cover a share of the cost. Some employees will be eligible for reduced cost coverage through government programs, but again, in most cases, most will likely require individuals to pay a portion of the cost.



### Q: How much is it going to cost me?

A: There are many variables to determining cost. A simple cost calculator can be found at the Kaiser Family Foundation. (See URL to right.)



### Q: How will I get this coverage?

A: There are many ways to meet the "individual responsibility" requirement. Employees can use employer coverage, purchase a policy on their own through a public exchange, or get coverage through Medicare, Medicaid or and the government programs.



### Q: What happens if I just don't get coverage?

A: You will be fined.

- In 2014, you will be penalized \$95 per adult and \$47.50 per child with a maximum of \$285 for a family, or 1 percent of family income, whichever is greater.
- In 2015, the penalty goes up to \$325 per adult and \$162.50 per child with a maximum of up to \$975 for a family, or 2 percent of family income, whichever is greater.
- In 2016, the penalty will be \$695 per adult and \$347.50 per child with a maximum of \$2,085 for a family, or 2.5 percent of family income, whichever is greater.



### Q: How is the government going to know if I have coverage?

A: You are now required to state on your federal tax return that you have healthcare coverage and identify the source.



***A Simple Online Tool Can Help You Determine if You Qualify for Reduced Cost Healthcare.***

**Go to:**  
<http://kff.org/interactive/subsidy-calculator/>

## Don't Risk an Inspection Issue

Certify a Food Safety Protection Manager Today

By: Katelyn Kostek, Public Relations Specialist, Iowa Restaurant Association

In January, Iowa adopted a new Food code which requires one certified Food Protection Manager per establishment. ServSafe has long been the standard meeting this requirement. Developed by the National Restaurant Association, it is the primary certification used by hospitality establishments across the county. Classes are available monthly across the state via ISU extension, the Iowa Restaurant Association and many food purveyors. Online and alternative learning formats are also available. Managers must certify every five years.

### Certified Food Protection Manager Requirement

#### NOW IN EFFECT

- New establishments must comply within six months of licensure
- Existing establishments that have not had a food borne illness risk factor or public health intervention violation must comply by January 1, 2018
- Establishments that have been cited with a violation must comply within six months
- If the certified food manager leaves employment, the establishment has six months to certify a new manager

## Find a Class in Your Area

### Iowa Restaurant Association Office

1501 42nd Street  
West Des Moines, IA 50266  
Register: 515-276-1454

April 08  
April 17  
April 22  
May 13  
May 20  
May 22  
June 10  
June 19  
June 24  
July 08



### Dubuque County Extension Office

Dubuque  
Register: 563-927-4201  
April 30  
June 03

### Webster County Extension Office

Fort Dodge  
Register: 515-576-2119  
May 06

### Shelby County Extension Office

Harlan  
Register: 712-755-3104  
April 15

### Northwest Iowa Community College

Sheldon  
Register: 712-371-3611  
April 15

### Fremont County Extension Office

Sidney  
Register: 712-237-4235  
April 14

### Woodbury County Extension Office

Sioux City  
Register: 712-276-2157  
April 08  
June 04

### Taylor County Extension Office

Bedford  
Register: 712-523-2137  
June 23

### Buchanan County Extension Office

Independence  
Register: 563-927-4201  
May 21

### Dickson County Extension Office

Spirit Lake  
Register: 712-262-2264  
April 28

### Great Prairie AEA Office

Burlington  
Register: 319-394-9433  
April 02  
June 04

### Johnson County Extension Office

Iowa City  
Register: 319-337-2145  
April 08  
June 18

### Buena Vista County Extension Office

Storm Lake  
Register: 712-276-2157  
April 12

### Linn County Extension Office

Cedar Rapids  
Register: 319-377-9839  
May 14  
July 09

### Greene County Extension Office

Jefferson  
Register: 515-386-2138  
June 19

### Black Hawk County Extension Office

Waterloo  
Register: 319-927-4201  
April 29  
May 28  
June 25

### Wright County Extension Office

Clarion  
Register: 515-341-2061  
May 06

### Harrison County Extension Office

Logan  
Register:  
[www.extension.iastate.edu/foodsafety](http://www.extension.iastate.edu/foodsafety)  
May 19

### Clinton County Extension Office

DeWitt  
Register: 563-659-5125  
April 22  
May 27  
June 24

### Story County Extension Office

Nevada  
Register: 515-382-6551  
April 09



# Are You Taking Full Advantage of Your IRA Membership?

The Iowa Restaurant Association is continually evaluating discount programs for members. Our business is to help members do business more profitably. Here are some of our most cost effective member benefits.



## promote your business

### HTML Marketing Websites

HTML Marketing works with restaurateurs to develop eye-catching, interesting and easy-to-use websites. Special discount pricing is available to IRA members.



### E-Mail Marketing

Members can send 500 free email messages each month using the full Fishbowl product including listings and analytics. Additional discounts are available on larger programs.



### Restaurant Finder

Free to members—inclusion in customizable Dine Iowa online restaurant finder, mobile app, and Facebook restaurant finder. 3,500+ downloads, promoted by Iowa Tourism.



## protect your hard work

### Credit Card Processing

Heartland Payment offers exclusively discounted rates to members on card processing, payroll systems, check management and tip reporting and compliance services. A local representative is available to answer questions and provide assistance within 24 hours.



### Property, Casualty, Workman's Comp

Members receive a 10% discount on Society's Trim Plus enhanced property casualty insurance program and an annual dividend on workers' compensation insurance.



### Discounted Natural Gas

Seminole Energy Services is a third-party natural gas provider which provides members discounted natural gas. Earn up to 8% savings monthly.



### Energy Audit

Under Iowa law, gas and electric consumed by food processing equipment is exempt from sales tax. D&J conducts energy studies and files for you.



## educate your staff

### Required Certified Manager Training

Educate your staff on food hazards and appropriate food handling practices.



## source your best recruits

### Online Job Postings

Members receive an introductory flat rate of \$250 per posting for CareerBuilder.com and \$50 per posting for a restaurant-specific website, JobsOnTheMenu.com.



### FREE IRA Job Board

Members may post their employment opportunities at no charge on the IRA Job Board for 30 days.



### Learn More!

Members save THOUSANDS of dollars with dozens of discounted programs.

Call 515-276-1454

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