



Food & Beverage Iowa Business

Quarterly

SIMPLE STEPS TO IMPROVING BEVERAGE PROFITS

INSIDE:

Get Involved

The Iowa Restaurant Association
Offers Unique Ways to Promote
Your Business

2014 Legislative Recap

Gift Card Legislation a Strong Win
for Iowa's Hospitality Industry





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Food & Beverage Iowa Business Quarterly

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To learn more about membership in the Iowa Restaurant Association, please contact Stacy Kluesner at 515-276-1454 or skluesner@restaurantiowa.com.

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News releases and editorial queries are accepted at info@restaurantiowa.com or via fax at 515-276-3660.

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The Iowa Restaurant Association is the state affiliate of the National Restaurant Association.

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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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Celebrate Summer Iowa's Hospitality Industry is Hiring (*or at least trying to*)

By: Jessica Dunker, President, CEO
Iowa Restaurant Association

It's a great season to be in the hospitality industry—after an extremely harsh winter, Iowa restaurants have thrown open their doors and gotten their patios ready for business. Seasonal hiring in our industry is projected to add 5,000 Iowa hospitality jobs this summer—and word on the street would lead me to believe it's true.

In fact, most of the Iowa restaurant and bar operators I speak to are scrambling for employees. The Association is helping members build their teams in two ways.



Free Iowa Restaurant Job Board

The Iowa Restaurant Association offers a free job board to members. This state job board is heavily promoted on social media—as we've found this is the best way to reach many of the industry's best prospects (those age 16 to 34). IRA members wishing to post employment information should e-mail a 60 word description including contact information, as well as a URL. Applicants must contact the member restaurant, bar or business directly with any inquiries. Postings will remain for 30 days, but may be resubmitted. Contact Cindy Jordan, cjordan@restaurantiowa.com or 515-276-1454.



Discounted CareerBuilder Postings

The Iowa Restaurant Association also offers members a discount on CareerBuilder and JobsOnTheMenu postings. These are especially effective tools for recruiting management and out of state candidates. IRA members receive a discounted rate of \$250 per 30-day posting on CareerBuilder.com, \$50 per 30-day posting on JobsOnTheMenu.com, and 25% discount on other CareerBuilder products and services. Call (877) 513-4867 and ask for the Iowa Restaurant Association member discount program.

Nominate Your Choice for Industry Honors

It's once again time to nominate your candidates for Iowa's Restaurateur, Employee, Purveyor Employee and Chef of the Year. Winners will be honored in September at the Association's Annual Gala. Visit www.restaurantiowa.com and nominate your choices online. More details are on page 8.

Saw You There!

Iowa Restaurant Association members are out and about promoting the industry throughout the year. You never know when our camera's might catch someone!



Jeff Duncan of Dos Rios, Big City Burgers & Greens, and Catering DSM along with wife Becca enjoyed a beautiful night of gourmet cuisine and superb wine at the 2014 Culinary Affair.



Andrew Tommes and Scott Bush of Templeton Rye along with Andy and Amy Walsh of Mickey's Irish Pub in Waukee joined the 2014 PAC event to celebrate Crystal Tamillo, former Operating Partner of Flemings West Des Moines and IRA Chair, as she moved to Texas this May.



Robert and team from Dixie Quicks in Council Bluffs donated time and great food to the Visiting Nurse Services fundraiser.

PROFIT MAKERS

Simple Steps to Improving Beverage Profits

PRODUCT CONSISTENCY = PROFIT CONSISTENCY

Is Your Restaurant's Manhattan Always a Manhattan?

Product consistency is as crucial to profitability behind your bar as it is in your kitchen. The cocktails your establishment serves must taste the same regardless of who's mixing them.

Challenge: Bar experts suggest pulling your staff together periodically and asking them to provide recipes for the 10 to 20 most frequently requested mixed drinks at your bar. The best-case scenario will reveal they're all operating from the same recipe book. However, these conversations often show there's a gap between the bartenders' preparation and portioning of basic cocktails, as well as differences in opinion as to which glassware to use, how to garnish the cocktail, and what the price should be.

Suggestion: Challenge your staff to determine what the recipes should be and conduct a tasting night to sample the mixes vying for each slot. Invite guests, serve hors d'oeuvres and make your choices. Document your house recipes and get everyone on the same page. Changing (or creating consistent) recipes typically involves changing portions, which in turn changes drink costs, so price appropriately and modify your menu.

Result: You will end up with a revamped, reinvigorated and more profitable beverage program featuring recipes your patrons will come back for.

PLAYING YOUR MP3 FILES OR FAVORITE PANDORA STATION REQUIRES A MUSIC LICENSE

Follow these tips to avoid thousands of dollars in fines

Summer is here and many restaurant and bar owners want to ramp up the music offerings. But before you plug your iPhone, Android or mp3 player into a sound system and cue up your favorite playlist, make sure you've secured the proper music licensing.

Small businesses can unwittingly rack up thousands of dollars in fines if they fail to adhere to copyright laws by playing music in their businesses without authorization. Licensing agencies periodically send monitors out to unlicensed businesses to observe how owners handle music. If they find you're playing copyrighted music (which is almost everything) they'll take legal action.

Keep these tips in mind:

1. You Can't Play A Playlist From Your Smart Phone Throughout Your Business Without A License

Small businesses that play copyrighted music—whether it's a live band, CDs, a DJ, or an iPod playlist—require a public performance license from the copyright owner of that music.

2. Get A Blanket License

To gain permission to play copyrighted music in your establishment contact one of the three performing rights organizations (PROs): ASCAP, BMI or SESAC. *Note: Members of the Iowa Restaurant Association automatically receive a discount with BMI.

3. Personal Pandora and Spotify Accounts Cannot Be Used in Your Business

Due to the terms of their music license agreements, restaurants wanting to use an internet-based music service in their business must still get a music licensing agreement from one of the three performing rights organizations (ASCAP, BMI or SESAC).





DON'T FORGET!

The guest that does not drink alcohol is often the one driving—giving them a disproportionate influence over which bar the passengers land in. Draw them into your establishment, and their drinking group comes with them.

NON-ALCOHOLIC BEVERAGES—

Thinking Beyond “Virgin” Versions

Restaurants often invest thousands of dollars in bar inventory and cocktail development but pay little mind to their non-alcoholic offerings. Non-alcoholic beverages are not just for kids—everyone who walks into your establishment is a prospect for an alcohol-free drink. So if you're not thinking beyond soft drinks, coffee, and tea, you may be missing a profit winner.

There are scores of interesting and high quality products that can be used in the creation of alcohol-free beverages. Bars that have created cocktails specifically for patrons not consuming alcohol have gotten creative and reaped significant reward. So don't just leave the alcohol out of an alcoholic favorite—get creative.

“A lot of restaurants treat virgin cocktails like vegetarian dishes: They just make a drink from the regular menu and leave out the alcohol,” said one creative celebrity chef in a recent issue of Food and Wine. “I love the challenge of creating original nonalcoholic drinks that are special in their own right.” It could be your restaurants next profit maker too.

TAKE IT OUTSIDE—

Profit Potential on the Patio

Patios have the potential to serve as an outdoor oasis for guests and sales booster for you—all while increasing your business's dining visibility and exposure.

VSAG, a business consulting group recently shared research showing the potential impact of adding patio dining to a full service restaurant. They found that with a proposed initial investment of \$200k a restaurant could expect \$500k in sales. Hence, by leveraging base costs (adding labor, furnishings, real estate use taxes or public space fees and anything else associated with the front end investment) a gross profit of 65% more could be achieved.

They concluded that if a proper management plan is in place, there is great potential for a hearty profit return on a patio investment for an established restaurant.

So take your service outside!



SEEKING IOWA'S TOP MIXOLOGIST

The hunt is on for Iowa's top mixologist. The Iowa Restaurant Association, along with Pearl Vodka, Beam Brands, and Bacardi are sponsoring six regional competitions. Winners and runners-up will advance to the state final in August.

Think you've got what it takes? Mark your calendar to compete in one of the regional competitions. You can compete in any city and increase your chances to land a spot in the finals by entering in more than one regional event.

July 28	Davenport
July 29	Cedar Rapids
July 30	Cedar Falls
July 31	Des Moines
August 4	Council Bluffs
August 5	Sioux City



The State Mixology Finals will be held in downtown Des Moines at Americana on August 27th. Contact Stacy Kluesner at skluesner@restaurantiowa.com to enter or get more details. (515) 975-0640

Promote Your Business

Are you looking for ways to get more involved in the restaurant community? The Iowa Restaurant Association has some unique summer events and opportunities for you to promote your business.

GET INVOLVED



Dine Iowa Culinary Competition

The annual Dine Iowa Culinary Competition has a new look this year. 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 25th in Des Moines. At that tasting event the competing chefs will make samples of their dishes available to 300+ attendees who will vote in a People's Choice Award. The traveling judged competition and the People's Choice winners will win cash prizes and be announced at the event. For more information contact May Schaben, mschaben@restaurantiowa.com or 515-419-1863.

Iowa State Fair Salad Dressing Competition

The Soyfoods Council and Iowa Restaurant Association are hosting their second annual Soy Salad Dressing Professional Chefs Competition at the Iowa State Fair, Monday, August 11. Join the fun and win cash prizes. For more information and to get involved contact Stacy Kluesner at skluesner@restaurantiowa.com.



Seeking State's Best Mixologist

The Iowa Restaurant Association is seeking mixologists to participate in its annual state mixology competition. Mixologists may participate in any or all of the five regional competitions to compete for one of the top 12 spots at the state final. Finals will be held Wednesday, August 27th at Americana in Des Moines. Dates and locations of regional competitions can be found on page 7. Winners receive cash prizes. To register, contact Stacy Kluesner at skluesner@restaurantiowa.com, 515-975-0610 or online at www.restaurantiowa.com

Be Featured on TV

Iowa Restaurant Association members can be featured on KCWI 23's "Great Day" show with Wini Moranville. Share a recipe with viewers while promoting your establishment, and receive discounted pricing on additional marketing packages through KCWI. To get involved in this excellent opportunity contact Stacy Kluesner, skluesner@restaurantiowa.com



Seeking Nominations for Industry's Best Operators

The Iowa Restaurant Association is accepting nominations for restaurateur, chef, employee and purveyor of the year. All will be honored at the Dine Iowa Grand Tasting Gala on September 25th. Nomination forms are available at www.restaurantiowa.com.

Tattoos and Tailgates "Bash at the Beach"

Spend a day at the beach while you sell your restaurant favorites! Tattoos and Tailgates "Bash at the Beach" is a live concert featuring classic rock and country cover bands at Clearwater Beach, West Des Moines, IA to be held on Saturday, July 19th. For more information about the event visit www.tatoosandtailgates.com. To get involved contact Stacy Kluesner, skluesner@restaurantiowa.com.



Showcase Your Desserts to 300+ Food Lovers

The Iowa Restaurant Association's Annual Dine Iowa Grand Tasting Gala provides restaurateurs the opportunity to showcase their desserts to more than 300 wine and food enthusiasts in a fun, party environment. Restaurants are asked to provide sample sizes of their desserts at the September 25th event which includes live music, a culinary competition tasting, an auction and a raffle.

Bacon & Brew Fest

The city of Ottumwa is hoping that restaurants from across central Iowa will travel to Ottumwa and sell their bacon best at the city's first ever BaconTown & Brew Fest. The event takes place Saturday August 23rd at 2:00 p.m. For more information contact Stacy at skluesner@restaurantiowa.com.

HoQ gets involved in unique ways like sampling hors d'oeuvres to hundreds of guests at the 2014 Wines Gone Wild event at Capitol Square.



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Iowa Restaurant Association Golf Classic

New Format was a Great Success!

The 2014 Dine Iowa Golf Classic had a new look this year! Open to the public for the first time, over 180 golfers showed up to connect with the Iowa Hospitality Industry and eat and drink their way across the course. Radio coverage of the event from Cumulus Radio Stations brought in a crowd to join the fun and raise money for the Association.



Friends from the Des Moines International Airport joined in to mingle with the restaurant industry.



Dos Rios spiced up the day with nachos, tacos and ice cold sangria.



Martin Brothers enjoyed a day of great food, drinks and friends. Pictured: Jake Irlmeier, Tim Borrill, John Royer and Brian Jarchow



Jeff Snowgren, Vicki Wiskow, Patty Weidner, Clay Willey and Mark Bengson of Prairie Meadows tried their luck on the greens for the day.



Don and Christian Garrett of West Des Moines Marriott's Two Rivers Grille made a splash serving Bacon Wrapped Pork Loin to golfers



Thank You Golf Classic Sponsors!

The IRA extends a huge thank you to our sponsors. We could not have done it without you! See you next year!

Breakfast: Food Marketing Services of Iowa

Lunch: Hockenberg Newburgh

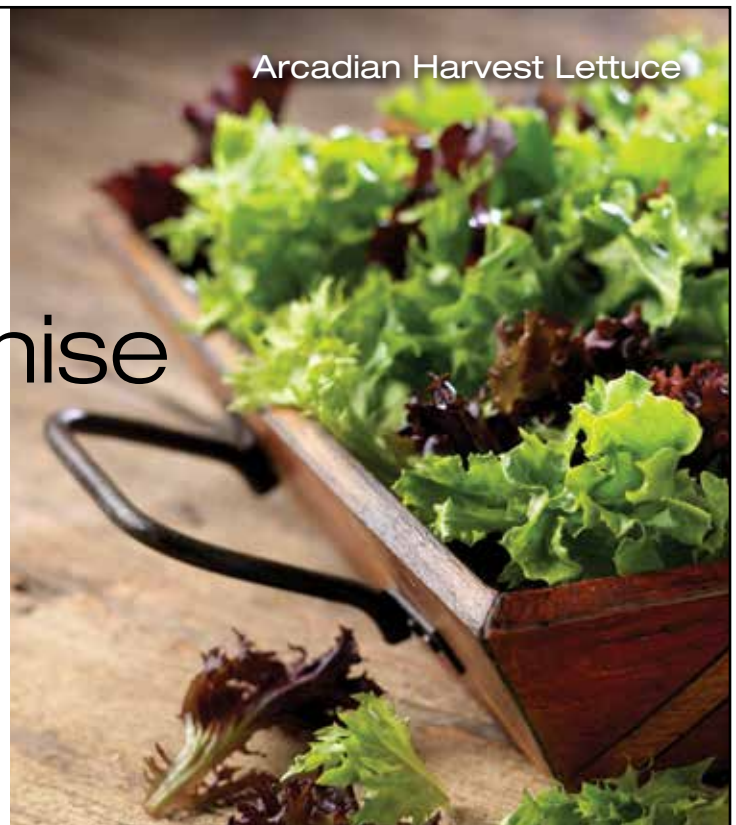
Dinner: Martin Bros. Distributing Co.



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Arcadian Harvest Lettuce

2014 State Legislative Recap

After a highly productive 2013 session and with the 2014 elections in their sights, state legislators were not quick to take up new, controversial or major pieces of legislation this past session. Instead they focused on getting a budget done and passed.

However there were a few legislative and administrative rules proposals tracked and lobbied on by the Iowa Restaurant Association:

- **Supported Passed:** A rule allowing retailers to remove expiration cards and thus escheat reimbursements to the state from gift cards (see adjacent story).
- **Supported Passed:** A rule restricting the sale of vaping products to minors.
- **Opposed Stopped:** A move by the Iowa Department of Inspection and Appeals to raise licensing fees.
- **Opposed Stopped:** Several bills proposing an increase to minimum wage. The Association continues to push Iowa to stay at the federal wage level.

Iowa Restaurant Association Lobbyist Craig Walter

For more than 25 years, the Iowa Restaurant Association has been represented by lobbyist Craig Walter. During the legislative session Craig is at the Capitol day in and day out serving as the face of the industry at Committee meetings and just as importantly in the Rotunda where he works with legislators and their staffs. Walter, a former legislator himself, also represents the Iowa Lodging Association, First Call and several insurance interests. Craig is always interested in working with and hearing from IRA members. He can be reached at Walter1@netins.net.



Iowa Restaurant Delegation Meets Iowa Congressional Leaders

In April, a group of Iowa restaurateurs traveled to Washington D.C. to meet with congressional representatives as part of the National Restaurant Association's Annual Public Affairs Conference. Five of Iowa's six elected leaders—Loebsack, Latham, King, Harkin and Grassley met with the group personally. A staff member from Braley's office also listened to the groups concerns.

The key points covered with lawmakers were:

- The impact a minimum wage increase would have on business—particularly a change in tip credit
- Frustration that under ACA a full-time work week is 30, not 40 hours
- Concerns about compliance with the Affordable Care Act and the administrative burden and confusion its current requirements have created
- Credit card fraud and the weighty burden on retailers versus the card companies
- Immigration reform and its impact on Iowa restaurateurs

Win—New Gift Card Law Good For Restaurants, Good For Patrons

The Iowa Restaurant Association worked with a coalition of retail groups this legislative session to pass new gift card legislation which allows retailers to eliminate gift card expiration dates—meaning unredeemed cards are no longer subject to the “presumption of abandonment” and thus payment of escheat fees to the state. Prior to passage, restaurants were required to pay the unredeemed gift card value to the state after three years, honor the cards, and then seek reimbursement in years four and five.

The new law also requires retailers to honor the cards without expiration, regardless of purchase date. The law applies to cards sold after July 1, 2014.

For retailers who still prefer to have an end date on gift cards, the legislation extended the allowed expiration date to five years.

This is a win for restaurants and patrons. For consumers, the new rule means they have a longer period to redeem gift cards. For hospitality operators, it reduces the compliance burden of having to report unredeemed gift cards and then seek reimbursement.



Iowa Restaurant Industry Bids Senator Harkin Farewell



Iowa restaurateurs had a final meeting with Iowa Senator Tom Harkin in Washington D.C. From left: Iowa Restaurant Association President and CEO Jessica Dunker, IRA Board Member Linda Dedecker, Hickory Park Ames, Senator Harkin, NRA and IRA Board Member Mike Rastrelli, Rastrelli's Restaurant, Clinton, NRA and IRA Board Member Scott Carlson, Court Ave. Brewing Co. and Americana, Des Moines, IRA Lobbyist Craig Walter, IRA Board Member Mike Holms, Jethro's and Splash, Des Moines. Harkin has decided not to seek re-election after 30 years representing Iowa in the U.S. Senate. Harkin was in good spirits during the meeting, despite the fact the Iowa delegation met with him only one hour after his bill proposing a federal minimum wage increase was voted down by the U.S. Senate. State legislator Joni Ernst and Congressman Bruce Braley are vying for Harkin's seat in the November elections.

Watch The IRA Website For
Legislative News!

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

**Call Stacy Kluesner 515-276-1454
skluesner@restaurantiowa.com**

ProStart Schools Looking For Mentors Like You

The Iowa ProStart Program is growing rapidly, adding three new schools for the 2014-2015 school year, bringing the total to 22. Chef mentors are a crucial part of this expanding program as more students become interested in culinary arts and hospitality management. Being a mentor is easy and flexible. Mentors can design their own schedules and even choose the school where they would like to mentor. By developing future industry leaders, mentors are helping to develop a high-quality labor pool for the future of their own business and Iowa's foodservice industry.



Interested In Becoming a Chef Mentor to One of These High Schools?

Waterloo East High School	Hampton-Dumont High School
Alburnett High School	Atlantic High School
Cherokee's Washington High School	Waterloo West High School
Waukee High School	Sioux City North High School
Osage High School	Glidden-Ralston High School
Davenport High Schools	Charles City High School
Gilbert High School	Carroll High School
Sioux City West High School	Burlington High School
Mediapolis High School	Cedar Rapids Community High Schools
Logan-Magnolia High School	Sioux City East High School
Sergeant Bluff-Luton High School	Des Moines Central Campus High School

Contact May Schaben at mschaben@restaurantiowa.com or (515) 419-1863 to learn how to become a mentor for a high school near you.

Chef Pursues a Different Side of the Restaurant Industry

This Fall, ProStart students at Des Moines Central Campus will see a new face in their culinary classroom. The 2011 Iowa Restaurant Association Chef of the Year John Andres will be the school's new chef-instructor. The longtime Executive Chef and Beverage Director for the Renaissance Des Moines Savery Hotel, Andres has been the ProStart students' chef-mentor for the past five years.



Indian Hills Named in Top 20 Culinary Schools in America

Indian Hills Community College has been named one of the Top 20 Culinary Schools in America by FSR Magazine. The Top 20 schools all offer degrees, diplomas and certificates in multiples disciplines such as Culinary Arts, Baking and Pastry Arts, and Food, Beverage and Hospitality Management. These schools also received an "Exemplary" rating for three or more programs from the American Culinary Federation. Congratulations IHCC and Program Coordinator Chef Gordon Rader on your tremendous success!

Ed Foundation Building Its Board

The Iowa Restaurant Association Education Foundation is in the process of expanding its Board of Directors.

Interested in serving? Contact May Schaben at 515-419-1863

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More than 1,500 Iowans Receive Certification—Have You Complied?

Certify a Food Safety Protection Manager Today

On January 1st, Iowa instituted a new food code which includes a requirement that every food service establishment have a certified food protection manager on staff. Since the adoption of the new standard, more than 1,500 Iowans have earned the designation.

ServSafe™ has long been the standard meeting this requirement. 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, Ste. 294
West Des Moines, IA 50266
Register: 515-276-1454
July 08
July 22
August 05, Spanish Language Course
August 12
August 19
September 09
September 16
October 14
October 21



Polk County Extension Office

Altoona
Register: mkrisco@iastate.edu
July 23
August 20
September 24
October 22

Great Prairie AEA Office

Burlington
Register: 319-394-9433
August 06

Linn County Extension Office

Cedar Rapids
Register: 319-377-9839
July 09
September 10

West Pottawattamie County Extension Office

Council Bluffs
Register: 712-366-7070
September 22

Crawford County Extension Office

Denison
Register: 712-263-4697
July 30

Clinton County Extension Office

DeWitt
Register: 563-659-5125
July 22
August 26
September 23

Dubuque County Extension Office

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August 07

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Emmetsburg
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Webster County Extension Office

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August 14

Grundy Center Extension Office

Grundy Center
Register: 515-341-2061
July 17

Johnson County Extension Office

Iowa City
Register: 319-337-2145
August 13
October 08

Ringgold County Extension Office

Mount Ayr
Register: 641-464-3333
July 29

Montgomery County Extension Office

Red Oak
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August 11

Northwest Iowa Community College

Sheldon
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August 04

Woodbury County Extension Office

Sioux City
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August 06
September 15

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September 23

Black Hawk County Extension Office

Waterloo
Register: 319-234-6811
July 30

Hamilton County Extension Office

Webster City
Register: 515-341-2061
August 13

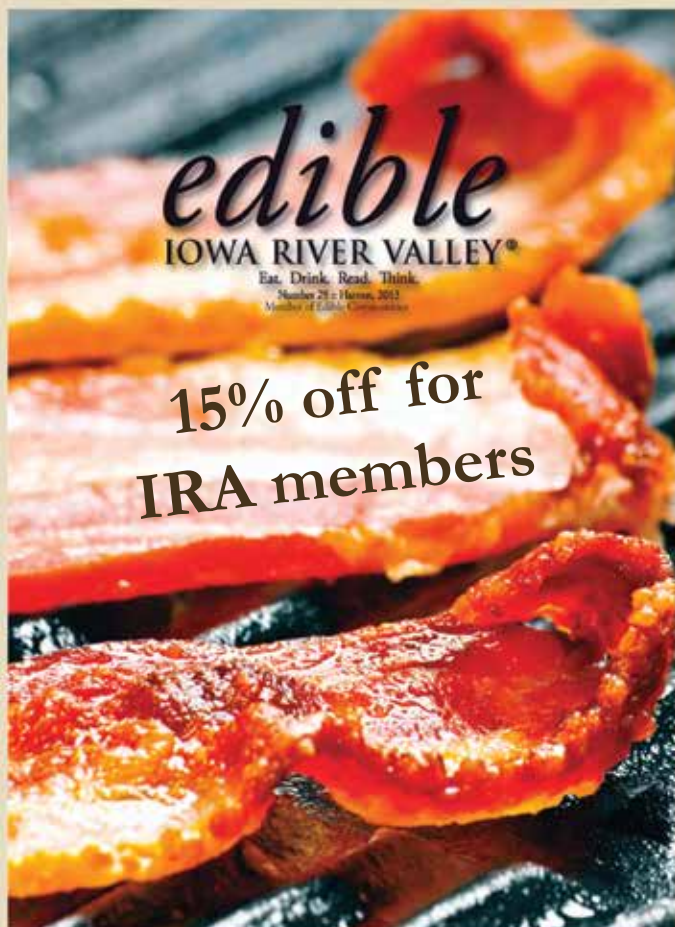
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tan·gi·ble

adjective

1. discernible by the touch; material or substantial.
2. real or actual, rather than imaginary.

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Christy Crème Turns 60

Longstanding IRA member Christy Crème of Council Bluffs turned 60 this year! To celebrate, owner Dave Christiansen has been remembering days gone with special events including a full afternoon of 1954 ice cream prices and hosted a free outdoor movie night featuring the Academy Award Winning classic from Alfred Hitchcock "Rear Window" which was released (you guessed it) 60 years ago. Christy Crème was founded by Dave's parents Art and Jeanne.



ABD Administrator Stephen Larson Reappointed

In April, Governor Terry Branstad reappointed Stephen Larson as Administrator of the Iowa Alcoholic Beverages Division. Administrator Larson began his new four-year term by sharing his plans to dedicate additional resources for education and outreach to the state's 15,000 alcohol license holders. Larson also expects to continue to expand the alcohol compliance program.



Jethro's BBQ, led by Chef Dom Iannarelli, served up a crowd favorite, Bacon Wrapped Ribs, at the 2014 Wildwood Hills Ranch "Wild About The Child" event

Jethro's New West Des Moines Location

Jethro's BBQ will open a new location in West Des Moines in September. The extension of it's expanding concept, the new restaurant will be called Jethro's BBQ n' Bacon.

Iowa Bacon in the Elite Eight

Iowa became one of the Elite Eight in Roll Call's Annual "Taste of America Competition." Iowa's entry of "bacon" was among the final favorite regional foods, alongside entries such as Maryland's crab cakes and Illinois' deep dish pizza. The winner, Utah's Cherry Cobbler, was announced at a reception before the Congressional Baseball Game at Nationals Park in Washington D.C. Since 1909, the Congressional Baseball Game has pitted Senate and House members of each party against one another on the baseball field to raise money for charity.

Matt Klein, Managing Director of Johnny's Italian Steakhouse, and Gina Mondanaro, Director of Johnny's Italian Steakhouse, join Heart of America CEO Mike Whalen (center) for the grand opening of the Johnny's Italian Steakhouse Altoona location.



Barmuda Expands Des Moines Presence

Cedar Valley-based Barumda LLC has opened second locations of two of its popular concepts—Voodoo Lounge and The Stuffed Olive in Court Ave district in Des Moines. Both opened to the public in June.



Orchestrate Adds Latin Concept

Orchestrate Management debuted its first Latin concept in Des Moines. Malo (which means naughty) opened in May with Chefs George Formaro and Scott Stroud at the helm.

Heart of America Opens New Johnny's Italian Steakhouse in Altoona

Heart of America has expanded its Johnny's Italian Steakhouse concept with a new location in Altoona. The 11,000 square feet restaurant opened in June and includes indoor and outdoor seating.



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Carlson Assumes Elected IRA Board Chair



Des Moines restaurateur, entrepreneur and National Restaurant Association Board member Scott Carlson has been elected the Iowa Restaurant Association's Chairman of the Board. Owner/Operator of Court Avenue Restaurant & Brewing Company and Americana Restaurant and Lounge—Carlson has been a highly visible and engaged leader in Iowa's hospitality industry for years. Carlson has served on the Iowa Restaurant Association Board since

1996 and is one of a handful of Iowans to represent the voice of independent restaurants at the national level. Carlson is adequate for a leadership position due to his strong legislative relationships. He has invested the time and energy necessary to build relationships with elected officials at a national level. Carlson assumed his position earlier than planned as Former Chair Chrystal Tamillo took a position with Fleming's in Houston, Texas. Carlson will serve in this role for 18 months with Jeff Duncan of Dos Rios, Big City Burgers & Greens and Catering DSM serving as Chair-Elect.

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July

July 28
Regional Mixology Competition
Davenport

July 29
Regional Mixology Competition
Cedar Rapids

July 30
Regional Mixology Competition
Cedar Falls

July 31
Regional Mixology Competition
Des Moines

August

August 4
Regional Mixology Competition
Council Bluffs

August 5
Regional Mixology Competition
Sioux City

August 11
Soyfoods Council & IRA Soy Salad Dressing Professional Chef
Contest & Chef Discussion
Iowa State Fairgrounds, Agriculture Building, 10:00 a.m.

August 27
Open to the Public
State Mixology Finals Competition
Americana, Des Moines, 6:00 - 8:00 p.m.
Must place first or second in one of the 6 regional competitions
to compete



Learn More!

To register or for more
information about any
events on our calendar
please contact
Stacy Kluesner.

skluesner@restaurantiowa.com
or online at
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September

September 25
NRA Chairman's Breakfast
Iowa Culinary Institute
DMACC Campus
Ankeny, IA, 8:00 a.m.

September 25
Celebrating Excellence Hospitality Awards Event
Renaissance Des Moines Savery Hotel, 4:30 p.m.
Open to all members of the Iowa Restaurant Association

September 25
Open to the Public
Dine Iowa Grand Tasting Gala People's Choice Awards featuring
Culinary Competition finalists and Iowa's Top Mixologist
Atrium, Capital Square, Downtown Des Moines, 6:00 to 8:00 p.m.



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