2nd Annual Gingerbread Competition
November 21st at Southeast Community College

- 2009 FALL GOLF TOURNAMENT RECAP
- SOCIAL MEDIA TOOLS FOR RESTAURANTS
- HEALTH CARE REFORM IS ON THE MENU
Your endorsed Workers' Compensation carrier.

Excellent rates plus dividend plan.

Farmers Insurance Group

Contact your local agent
or administrative agent
Ron Sladek at
(402) 330-8911 to locate
the participating agent
nearest to you.

A 1st Rate Pumping Service, Inc.

Restaurant
GREASE TRAP CLEANING
Environmentally approved
disposal methods
Recycling your product for tomorrow's use

(402) 438-8001

Liquid Waste Leaders
State Certified Master Pumpers of Nebraska
BBB Member since 1995

Owned and operated for Mark Southwick.

A 1st Rate Pumping Service, Inc.
Julie Southwick, President
(402) 438-8001
Servicing Lincoln and surrounding areas.
On October 7, Governor Dave Heineman called a special session of the Nebraska Unicameral to deal with significantly less than expected state tax receipts and the resulting impact on the state budget. September actual receipts were down 11.2% from the September expected receipts. It is anticipated that the special session will commence on November 4, 2009 and last from 7 to 10 session days. The Governor has the authority to limit what can be considered in a special session and has stated his limitations will not allow tax increases to be part of the solution. When asked where the cuts would come from, Governor Heineman has specifically expressed concerns for the University of Nebraska and K-12 education but also added that all state funding will have to be scrutinized.

What legislative concerns should Nebraska Restaurants anticipate in the special session and the 2010 session?

In tough times, anything that negatively impacts the state budget is very difficult to advance but legislators also recognize that tough times exist for everyone and are reluctant to enact legislation that would negatively impact private business.

We do not anticipate legislation in the special session that will negatively impact restaurants as the issues considered will be limited to state spending.

In the upcoming 2010 session, the tight budget times will most likely still be with us.

Bad News.
We anticipate that it will be very difficult to advance our effort to increase the amount restaurants and merchants receive for collecting and remitting state sales tax as it negatively impacts the state budget by approximately $7 million at this point in time. We will still attempt to get it introduced as an education tool for now term limited state senators who do not have the historical knowledge of what used to be. Prior to 2002, collectors of sales tax receive ½ of 1 per cent of the sales tax collected as payment for collecting the tax. This was taken away in 2002 with the idea that it could be restored when economic times were better.

Good News.
We also anticipate that state legislation such as dram shop, menu labeling, storm water fees, and any other legislation that negatively impacts restaurants will face significant opposition in these tough economic times.
Farmers Insurance Group
*Business Insurance*
Contact: Ron Sladek
402.330.8911

The Nebraska Restaurant Association offers Farmers Insurance Group as its endorsed insurance provider for 2009. We are confident that Farmers Insurance Group will provide more comprehensive opportunities for our members.

Riensche, Hall & Dunn
*Health Insurance/Dental Insurance*
Contact: Glen Riensche
402.420.2274

The Nebraska Restaurant Association Health Program covers employees and their family members with medical, prescription drug coverage, dental, disability and life insurance in one convenient plan.

Fishbowl
*E-Marketing Solutions*
Contact: Amy Plumley
703.836.3421 x 130

Fishbowl has proven that targeted email marketing will generate more sales and increase guest frequency. Through a partnership with the Nebraska Restaurant Association and the National Restaurant Association, Fishbowl provides savings to current members.

Jackson Lewis LLP
*Legal Services*
Contact: Chad Richter
402.391.1991

Specializing in employment and labor laws, Jackson Lewis offers members a significant discount for legal services.

Heartland Payment Systems
*Credit Card / Payroll Processing*
Contact: Michael McCarville
402.551.9852

Heartland Payment Systems offers a full line of payment acceptance and payroll processing options designed specifically for association members. Local representation. Flexible, one-stop solution.

Nebraska.Statepaper.com
*Online Dining Guide*
402.403.1176

Nebraska.Statepaper.com is the premiere online dining guide of the Nebraska Restaurant Association. In addition to a free listing, members of the Nebraska Restaurant Association may receive additional discounts with enhanced listings and websites.

Hcareers
*Hospitality Job Board*
w w w . h careers . c om
800.832.3738

Advertise job openings with the leading job board in the hospitality industry. The Nebraska Restaurant Association is pleased to present our partnership with Hcareers to assist our members with recruiting qualified candidates within the hospitality industry.
What is your role with the Nebraska Restaurant Association?

I lobby for the Nebraska Restaurant Association primarily in the Nebraska Unicameral but occasionally on national issues.

Tell us about your family.

My wife Beth (who has put up with me for 39 years) is an Administrative Assistant for a State Senator which is nice because we attend many of the same events and are interested in the same issues. Our daughter Lori is 35. She and her husband Seth are the parents of our two sweet grandchildren (Cameron age 4 and Josie 10 months) and live in Sioux Falls, South Dakota. Our son Rich is 31, works in Lincoln and is still single (potential daughter-in-law suggestions welcome).

What three words would your friends use to describe you?

I hope they would say compassionate, candid, and entertaining because that is what I try to be.

What is one thing that is unique or interesting about you that most people perhaps do not know?

I won the largest mouth gum chewing championship in high school by chewing 125 sticks of Juicy Fruit gum at one time.

What is your favorite thing to do on your day off?

Cook for and entertain family and friends on our deck and in my “man cave” (I have my own man- kitchen in the garage).

What are you most proud of?

Without a doubt, our daughter and son. They are nice and responsible people. What more could I ask for?

What is one item on your “bucket list”? (Something you want to accomplish before you die)

Attend any one of my great grandchildren’s weddings.

If you could travel to any place in the world where would you go?

Anywhere with family, friends, and beer.

Who has been the most influential person in your self development and why?

Actually two people. My father and my wife. My father has always been an inspiration and my wife always lets me know when I am all wet.

What is a talent that you have that you do not use in your career?

I can pretty much build anything if it can be done with wood, concrete, nails, and screws.

What is your favorite local restaurant?

It is a toss up between Grandmother’s and Amigos. I frequent both much more than is good for my waistline.

What are your favorite TV shows?

It used to be the NewsHour with Jim Lehrer on PBS but my 4 year old grandson has convinced me that “Handy Manny” on the Disney Channel is much more enjoyable.
Obesity as a Disability Under the Americans with Disabilities Act

Obesity is one of America’s most pressing public health issues. According to the Centers for Disease Control and Prevention, over the past 20 years, there has been a dramatic increase in obesity in the United States. In 2008, only one state, Colorado, had an obesity prevalence of less than 20% of its population. Thirty-two states had prevalence rates higher than 25% and six of those states had a prevalence rate equal to or higher than 30%. As a result of the high rate of obesity, there is a small, but growing, trend of discrimination cases brought by employees under the Americans with Disabilities Act (“ADA”) based upon obesity or conditions that arise from obesity.

The ADA provides that employers covered by the Act may not discriminate against a qualified individual with a disability with respect to employment matters. A person making a claim under the ADA must show that (1) she has a disability, (2) she is otherwise qualified to do the job with or without reasonable accommodation, and (3) the action taken (discharge, demotion, lack of hiring, etc.) occurred because of the disability. Much of the litigation involving obesity-related ADA claims revolves around whether the plaintiff has a “disability” as defined in the statute.

According to the EEOC, obesity is not considered a disabling impairment except in rare cases because it does not meet the definition of disability under the ADA. Even morbid obesity (being 100 pounds or more above ideal body weight) is generally not considered an ADA disability unless it has a physiological cause. However, a person with obesity may have an underlying or resultant physiological disorder, such as hypertension or thyroid disorder which is an impairment.

There have been several court decisions addressing the issue of whether obesity is a disability under the ADA. Many plaintiffs lose their disability claims because they fail to prove their obesity was caused by a physiological condition. However, plaintiffs who have demonstrated their weight resulted from a physiological condition have been allowed to sue under the ADA. Additionally, causes of action have been heard where employers discriminate against employees on the basis of a perception that the employee is morbidly obese or suffers from a weight condition that is the symptom of a physiological disorder. Under the ADA, if an employer takes an adverse action (termination, pay cut, demotion, etc.) because of obesity as a perceived physical impairment, the employee may be protected even though the employee does not have a qualifying disability.

Of concern to employers is what, if any, impact the ADA Amendments Act of 2008 (“ADAAA”) will have on future cases. The purpose of the ADAAA, enacted in September 2008, is to broaden protection under the ADA. While the ADAAA retains the ADA’s basic definition of “disability,” the EEOC’s proposed regulations change how key statutory terms are interpreted. The proposed regulations: (1) broadly interpret the definition of “disability;” (2) significantly lower the threshold needed to establish that an individual is “substantially limited” (impairment no longer needs to “significantly” or “severely” restrict a major life activity); (3) expand the definition of “major life activities” by providing two non-exhaustive lists of included activities and functions; (4) eliminate consideration of the ameliorating effect of mitigating measures; (5) include an impairment that is episodic or in remission if it would substantially limit a major life activity; and (6) significantly change the definition of “regarded as” so that it no longer requires a showing that the employer perceived the individual to be substantially limited in a major life activity.

Many of the major life activities and functions listed in the ADAAA and the EEOC regulations are activities and functions people struggling with obesity regularly confront such as walking, breathing, bending and digestive, bladder, respiratory, and circulatory functions. The proposed regulations also include a list of impairments that the EEOC believes will consistently meet the definition of disability and examples of impairments that may substantially limit an individual in a major life activity. The lists include conditions often associated with obesity including diabetes, hypothyroidism and high blood pressure.

Even though obesity discrimination cases are estimated to constitute less than 1% of EEOC complaints, employers must be careful about how they treat obese employees or applicants. It is important that employers do not make employment decisions based on obesity and consult legal counsel before instituting any weight restrictions, standards or requirements for job positions to ensure compliance with the ADA and its amendments.

Chad Richter, Attorney, Jackson Lewis LLP can be reached by email at richterc@jacksonlewis.com or by phone at 402.827.4233.
Governor Dave Heineman Proclaims September as Food Safety Education Month in Nebraska at the State Capital

Governor Dave Heineman Proclaims September as Food Safety Education Month in Nebraska at the State Capital

Pictured with the Governor are Beth Haas, Brandy Nielson, Julie Albrecht–Food Safety Specialist for the Department of Education and Nutritional Science at UNL, and George Hansen–Nebraska Department of Agriculture Food Division

2009 Nebraska Beef Backer Chosen Restaurants Vie for “The Best Beef Restaurant in the State”

Over the past couple of months, Nebraska restaurants have been competing for the title of the “Best Beef Restaurant in the State.” The Nebraska Beef Council has recently named Uncle Ed’s Steakhouse the 2009 Nebraska Beef Backer Award winner.

To compete in the Nebraska Beef Backer contest, restaurants first had to be nominated by a Nebraska beef producer or industry partner. After receiving a nomination, the restaurants that completed an official application was evaluated by a committee. This year’s first runner-up was Front Street Steakhouse in Ogallala and the overall Beef Backer winner was Uncle Ed’s Steakhouse in Grand Island. Uncle Ed’s will now be moving on to represent the state of Nebraska in the 2009 National Beef Backer Award contest.

Foodservice accounts for approximately half of the beef sold in this country, and commercial restaurants make up 61 percent of that sector. The Nebraska Beef Backer Award recognizes restaurants that promote beef and the beef industry through innovative menuing, promotions, and the delicious beef entrees that draw consumers back time after time.

We would like to congratulate and thank our 2009 Nebraska Beef Backer Award winner and all of our nominees on doing an exceptional job showcasing beef in their restaurants!

TOP 3 REASONS TO RENEW YOUR NRA MEMBERSHIP

Information and Problem Solving

The Nebraska Restaurant Association maintains full-time staff whose sole purpose is to be of service to you. They are qualified to assist you in many areas such as city, state and federal laws and regulations. NRA members are the first to hear of important news affecting the hospitality industry. The staff at the NRA has numerous resources at their fingertips that may save you time and money. They guarantee that if they don’t know the answer to your question they will find somebody that does!

Government Relations and Advocacy

You are represented by a team of lobbyists in Washington, D.C. as well as Lincoln, Nebraska who monitor and speak for the industry on hundreds of proposals affecting your business that come before legislatures, agencies, departments and commissions. This team is comprised of experts who represent the foodservice industry and its best interests.

NRA Member Programs

The staff at the Nebraska Restaurant Association has done all the hard work for you! We have saved you time by interviewing and analyzing companies’ products, services, and pricing. You receive the highest quality service at competitive pricing when you use an endorsed NRA partner.

Money saving benefits include

• Up to 20% discount through the BMI Association Music Licensing Discount Program
• $40.00 per person discount on ServSafe® training
• Discount on E-Marketing, On-line Ordering, and On-line Reservations through Fishbowl
• FREE 15 minutes of legal consultation through Jackson Lewis LLP
• Workers’ Compensation Group Rate through Farmers Insurance Group
• Discount Dental Insurance through Ameritas
• Dual Membership with the National Restaurant Association
• FREE Subscriptions to Washington Weekly, Restaurant USA, and MainCourse Magazine
• 10% advertising discount in MainCourse Magazine
• A 75% tax deduction on membership dues
FARMERS INSURANCE AND NEBRASKA RESTAURANT ASSOCIATION TEAM UP TO OFFER NEBRASKA RESTAURANT OWNERS A VALUABLE SERVICE

Farmers Insurance Group of Nebraska, an active member of the National Restaurant Association, has teamed up with the Nebraska Restaurant Association to strengthen its members’ benefits.

“The new Business Insurance Program offers all Nebraska Restaurant Association Members up front discounts and reduced rates on their insurance, regardless of the company size,” explains Maryann Vitkievicz, Farmers Commercial Association Manager.

Types of businesses eligible for this program are: restaurants, fine dining, fast food restaurants, doughnut shops, deli’s, coffee shops, & bakeries. “This relationship allows industry specific services and / or benefits to all restaurants that belong to the Association,” Vitkievicz added. “These costs savings and benefits can have an immediate effect on the “bottom line” of running a restaurant.”

“We are excited to be among the first in the country to offer an innovative program to our members,” said Jim Partington, Executive Director of the Nebraska Restaurant Association. “This is a mutually beneficial package that will enhance the business opportunities and bottom line for any member who participates.”

The new program offers:

- The ability for smaller restaurants to have the same benefits as larger restaurants and franchises
- Potential dividends to the Association and its members
- Loss Prevention and Safety Programs
- Local specialized agents
- Restaurant claims specialists
- Specialized coverage including
  - Employment Practices
  - Property & Casualty
  - Workers Compensation
  - Commercial Auto
  - Business Interruption
  - Group Life and Long Term Care
  - Financial Solutions

Information on this program is available by contacting:

- Ron Sladek (Administrative Agent for program)
  Sladek Insurance Agency
  Phone 402.981-5153 email rsladek@farmersagent.com

- Brandy Nielson (Membership & Marketing Coordinator)
  Nebraska Restaurant Association
  Phone 402.488.3999 email bnielson@windstream.net

- Jim Partington (Executive Director)
  Nebraska Restaurant Association
  Phone 402.488.3999 email jpartington@windstream.net

Farmers Group, Inc. is a wholly owned subsidiary of Zurich Financial Services, an insurance-based financial services provider with a global network of subsidiaries and offices in North America and Europe as well as in Asia Pacific, Latin America and other markets. Farmers is the nation’s third-largest Personal Lines Property & Casualty insurance group. Property and casualty products are underwritten and issued by the Farmers Exchanges and their subsidiaries, which Farmers Group, Inc. manages but does not own. Headquartered in Los Angeles, Farmers insurers provide Homeowners, Auto, Business, Life Insurance and Financial Services to more than 10 million households. For more information about Farmers, visit our Web site at www.farmers.com.

EEOC Releases New Equal Employment Opportunity Poster

Federal law requires postings in workplaces informing individuals of their rights under federal employment discrimination laws. The Equal Employment Opportunity Commission has published a notice revising its “Equal Employment Opportunity is the Law” poster to reflect changes required by the employment provisions (Title II) of the Genetic Information Nondiscrimination Act (GINA), which become effective on November 21, 2009. The new poster can be found at http://www.eeoc.gov/posterform.html. According to the EEOC, the poster will be available in Spanish, Chinese and Arabic before GINA becomes effective on November 21, 2009. Employers may want to update handbook policies to incorporate language concerning GINA, consistent with the new posting requirement.
You can change a student’s future... get involved in the Nebraska ProStart® Program today.

ProStart is a high school program designed to attract interested students to the hospitality industry. We need your help. Sponsorships, internships, job shadow sites, volunteers and judges are needed.

Contact Beth Haas
402.488.3999 or email Beth_Haas@windstream.net
Runner-Up
Championship Flight:
Lincoln Poultry-
davinci’s Team
Bryce Brown,
Kelly Knudson,
Jack Miller, John Shamburg

Cash-Wa Team:
Dale Bean, Shawn Engberg, Larry Reigert

Mixed Team Flight
Winners:
HiMark Golf Course Team
Craig Bauer, Shelley
Bauer, Rita Lammle, Guy
Lammle

President Flight Winners:
Omaha Steaks Team
Sam Hardy, Jeff Barnard, Jeff Wiles,
Neil Lucas

Lincoln Hockenbergs Equipment Team
and Tommy Bahama Girls:
Jay Lagge, Mark Shriner,
Jeff Barclay, Bryce Gillett

Overall Winners Championship Flight:
Grandmother’s Restaurant
Tom Manning, John Haney, Jay Sterns, Barry Nelson

Randy Stoppel and Bob
Marolf team up for Meadow
Gold Dairy

Ambassador Flight Winners:
Miller K&Z Distributing Team
Lester Anson, Mark Taylor, Alaric Adams, Jarod Camarigg
Congratulations to our tournament champions!

Once again the 15th Annual Golf Classic was a tremendous success at Hillcrest Country Club in Lincoln! This year’s event drew more than 110 golfers and raised money for the Nebraska Restaurant Association and Hospitality Education Foundation. Sponsors and restaurateurs enjoyed a rather windy, but beautiful day of golfing and networking away from the office!

Congratulations to our tournament champions!

1st Place Champion Flight
Grandmother’s Team: John Haney, Barry Nelson, Jay Sterns, and Tom Manning
Score: 57* Scorecard Playoff

2nd Place Champion Flight
Lincoln Poultry / daVinci’s Team: John Shamburg, Bryce Brown, Jack Miller and Kelly Knudson
Score: 57* Scorecard Playoff

1st Place Presidential Flight
Omaha Steaks Team: Neil Lucas, Jeff Wiles, Sam Hardy and Jeff Barnard
Score: 64

1st Place Ambassador Flight
Miller K & Z Distributing Team: Mark Taylor, Jared Lane, Jared Camarigg, and Lester Anson
Score: 68

1st Place Mixed Team Flight
HiMark Golf Course Team: Guy Lammle, Rita Lammle, Shelley Bauer, and Craig Bauer
Score: 62

Once again, Hillcrest Country Club and their many staff treated us like family with their impeccable service and hospitality! During dinner the winners were recognized with a trophy and a gift certificate to the Hillcrest Country Club Pro Shop. In addition to our tournament champs, Kevin Forest, Brewsky’s Food & Spirits, dominated the putting contest.

A sincere thank you goes out to Kelly Knudson, daVinci’s, who played his luck winning the Poker Hole, and then graciously donated the winning money BACK to the Nebraska ProStart program. Thank you, Kelly!

A wondrous applause for our many sponsors!

5-Star Title Sponsor: Coca-Cola

4-Star Sponsors: ConAgra Foods & Valentino’s/Premier Catering

3-Star Sponsors:
Cash-Wa Distributing
Darling International
Farmers Insurance
Heartland Payment Systems
Hockenberg’s Equipment
Lincoln Poultry
Omaha Steaks
Sysco Lincoln

Hole Sponsors:
Ayars & Ayars, Inc.
Concord Neighborhood Corporation
Fernando’s Café & Cantina
Grandmother’s
Harding & Shultz, P.C.
KCI Restaurant Services
Meadow Gold Dairy
Nebraska Pork Producers
Robert’s Dairy Company
Rotella’s Italian Bakery
Runza
The Thompson Company
Union Bank & Trust
US Foodservice
West Gate Bank

Lunch Sponsor: Premier Catering / Valentino’s

Dinner Sponsors:
Omaha Steaks, Hockenberg Newburgh, Hillcrest Country Club, Roisum Elite & US Foodservice

Beverage Cart Sponsor: Boulevard Brewing Company


Green Sponsor:
Watts & Hershberger, P.C.

Hole-in-One Sponsor:
Anderson Ford

Door prize, Raffle, & Pin Prize Sponsors:
All State Promotions, Inc.
Ameritas Life Insurance Company
Anytime Fitness
Arby’s
Cappy’s Hot Spot Bar & Grill
Curtis 1000
Empyrean Brewing Company
Godfather’s Pizza
High Society Cheesecake
Hillcrest Country Club
Hilton-Omaha
Lazlo’s / Fireworks
Lied Center
Lincoln Racquet Club
Mamasitas Restaurante
Mutual of Omaha Bank
Omaha World Herald
Pepsi
Pizza Hut
Raising Canes
State Farm-Rick Self Agency
Texas Roadhouse
UNICO Group, Inc.
US Bank

And finally, an enormous thank you to our many volunteers that made the 15th Annual Nebraska Restaurant Association Golf Classic the best yet! We couldn’t have done this without you!

Darlene Berks – OktoBeerfest
Glenn Riensche, and Misty– Riensche, Hall & Dunn
Jay and Judy Daniell – Ricardo’s Mexican Restaurant
Dennis Gardner – Mamasitas Restaurante
Lisa Downing – Concord Neighborhood Corporation

Stay tuned for 2 GOLF OUTINGS in 2010!

Join us Monday, June 7th 2010 at The Players Club at Deer Creek in Omaha for the 1st Annual Nebraska Restaurant Association Hospitality Education Foundation Golf Outing!
When it comes to protecting your employees, caution signs are good...

Hospitality Workers Compensation Group Program
Benefits from Accident Fund

- A-Rated and Secure
- Competitive Rates
- Up front Savings on Premiums
- Dividend Payments Possible
- No Minimum Premiums to Qualify

To learn more about enrolling in a Group Program contact:

Beth Goodman
517.367.1659
www.accidentfund.com/groups
Fishbowl announces new expanded Nebraska Restaurant Association member benefits

Restaurants have unique challenges that call for more than a one-size fits all solution. From acquiring and retaining valuable guests to being budget conscious and harboring increased sales, restaurateurs have a lot of responsibilities to juggle. But when it comes to online marketing, Fishbowl has Nebraska Restaurant Association members covered, now beyond email marketing.

Through our new expanded partnership with Fishbowl and the National Restaurant Association, Nebraska Restaurant Association brings you more of Fishbowl’s revenue-driving tools at an exclusive members-only discount. The expanded member benefit now includes special pricing on online ordering and online reservations in addition to their industry-leading core email product.

From its founding, Fishbowl has worked to help restaurants with what matters most – driving repeat traffic, and growing revenue. As a partner of the National Restaurant Association and Nebraska Restaurant Association, Fishbowl has delivered its powerful email solution to many of our members and now with even more products and services, Nebraska Restaurant Association members can streamline and maximize their marketing strategies and generate revenue with Fishbowl’s comprehensive, cutting-edge technologies.

Fishbowl’s on-demand software and professional services allow restaurants to identify their guests by providing turnkey solutions to communicate with them via email marketing to drive loyalty and increased revenue for your restaurant. In addition, Fishbowl offers online ordering and online reservations solutions that optimize their communication tools. Plus, this expanded member benefit simplifies the end-to-end online marketing strategy for Nebraska Restaurant Association members by automating and integrating the hard-to-manage functions of list-building and database management with in-house design, account management and industry leading email deliverability – all under one roof.

All Fishbowl products and services are designed to work together, with the ability for full and seamless integration into the email program through one single provider, allowing owners and operators to focus on the business of running a restaurant company.

With over 30,000 restaurant clients served daily, Fishbowl is the only online marketing solutions provider that solely focuses on delivering proven results to the restaurant industry. With National Restaurant Association and Nebraska Restaurant Association partnering with Fishbowl, we can now offer even more already affordable online marketing solutions at a special discount for Nebraska Restaurant Association members.
Raising Cane’s kicked off their 3rd Annual “Raising Coats with Raising Cane’s” campaign to benefit the People’s City Mission. Justin and Jennifer Jones, co-owners of Raising Cane’s – Lincoln, have partnered with the People’s City Mission since 2007 to help raise coats for those less fortunate or struggling in their community. For every coat donated from October 1st to November 8th, Raising Cane’s will give the donor a FREE combo meal with the purchase of another combo meal of equal or lesser value. Help Raising Cane’s reach their goal of 1,000 coats donated in 2009 to those in need. Thank you to Raising Cane’s for making winter a little warmer for someone this year!

The Institute for the Culinary Arts (ICA) at Metropolitan Community College (MCC), has been one of the fastest growing Culinary schools in the US over the past 25 years, and now serves over 600 students, 500 of them degree seeking. That number is up from 38 in 1991 and 170 in 1999. When the new Pegler Center for the Institute for the Culinary Arts opens on November 30th, the ICA is planning on adding hundreds of new professional development classes for chefs, managers, and owners. It is anticipated that these classes will draw people to the Institute from across the Midwest for training and educational opportunities. The ICA currently draws students from 27 states, and 9 countries.

The ICA, which was ranked in a poll of national food writers as one of the top 12 culinary schools in the US, is the birthplace of education for Research Chefs. In 1997, the ICA started the nation’s first program in what was then called Culinary Research Chef, and is now called Culinology.

The new building will have a conference center that can seat over 500 people, and 6 educational kitchens, along with various classrooms. It is one of 2 buildings. The second will open in late spring.

The new center will host a grand opening on March 22, 2010. Contact Jim Trebbien, 402-457-2510 for more information or jtrebbien@mccneb.edu

Kevin Bailey has partnered with FiltaFry to offer an environmentally friendly service to restaurants and commercials kitchens. The company uses a ground breaking proprietary technology known as oil microfiltration along with vacuum based cleaning techniques to extend the life of cooking oil, which improves the quality of food, prolongs equipment longevity, reduces the likelihood of burns, and contributes to a cleaner environment.

“I get to save businesses time and money while helping the environment. It’s a win win!” stated Bailey when asked about his decision to start a green mobile franchise. If you have not yet seen Bailey’s FiltaFry mobile service van in your area, expect to see it soon. The company is barely keeping pace with the number of new requests for free demonstrations of his service. For more information contact Kevin Bailey at 402.304.7866 or Kevin.Bailey@gofilta.com. Best of luck Kevin!

Lincoln-based grocer Super Saver recently announced that Prairieland Dairy, located in nearby Firth, Nebraska would begin to supply the company’s Super Saver stores with its high-quality local milk. B&R Stores, Inc., a Lincoln, Nebraska-based grocer, places a high priority on stocking locally grown products in its stores. Examples of other products the stores stock include hydroponically grown garden fresh vegetables from O’Neill, fresh steelhead trout from Blue Valley Aquaculture in Sutton, pasta sauce from Valentino’s of Lincoln, and meat seasonings from Misty’s Seasonings of Lincoln. Kudos to B&R Stores, Inc. for making locally grown ingredients a priority!

Brandon Harpster, chef instructor in Southeast Community College’s Food Service/Hospitality program, has received the Certified Executive Chef designation from the American Culinary Federation. There are fewer than 30 people in Nebraska who have the certification. Harpster becomes the third SCC Food Service/Hospitality instructor to earn the designation, joining Gerrine Schreck-Kirby and Ed Janousek. Congratulations, Brandon, in your career!

Do you have news worthy news? Contact Brandy Nielson with the Nebraska Restaurant Association and be included in the “Hot off the Grill” section of the next issue of Main Course. Recognize employees, announce a new store opening, and let people know about special events with the Nebraska Restaurant Association!
Social Media Tools for Restaurants

It takes more than just a perfectly cooked filet mignon and impeccable service from the wait staff to keep your customers coming back to your restaurant time and time again. Here is a list of tools and resources that any restaurant owner can use to engage their customers using social media.

- **Make sure your restaurant can be searched and reviewed through local business guides such as Yelp.com, Urbanspoon.com, and TripAdvisor.com.** Suggest that positive feedback from patrons be shared on these social business guide sites.

- **Twitter** – sign up for a Twitter account. Publish your Twitter profile on all documents. Promote giveaways, specials and announcements via your Twitter profile. Use it also as a tool to listen and converse with your customers.

- **E-Newsletter** – Email a monthly newsletter with the latest happenings, new menu items, entertainment news, recipe of the month etc. This is also a great tool to collect email addresses for future opportunities to connect with the customer.

- **Blog** – Blogging is a great way to bring the customer into the kitchen. It’s a great way bring them behind the scenes and make them feel a part. Sharing a recipe, employee profiles, and kitchen tips and tricks are just a few options to break down the wall between the kitchen and the dining room. Customers want to be part of something more then just a meal; they want to feel like they belong. A blog can be that tool.

- **Google Alerts** – This is a great tool to use to listen to what is being said about your business, website or even your chef. Setting up a Google alert with just the name of your restaurant can bring priceless insight to both positive and negative talk that’s being said online about your business.

- **Facebook** – Set up a Facebook fan page to connect with your customers on Facebook. Keep it updated with fresh content and always make sure you’re involved with the conversations that are taking place on “the wall.”

- **MySpace** – If your clientele is more likely to be found using MySpace, create a profile page and updated it with fresh content as well. Like Facebook, engage in conversations and comments.

- **YouTube** – Incorporate video into your social media strategy. Like your blog, take your customer behind the scene and give them a pass to a part of the restaurant that only insiders are allowed to go. Provide a few quick tips and how-to’s from the house chef. Share these videos on YouTube and other video sharing sites, as well as your blog. Use video to even show where you buy your produce and meats. This also serves a dual role because it promotes your local farmers.

- **Mobile** – Have customers provide their mobile phone number for coupons, specials and latest news via an SMS message.

- **Events** – Host Tweetups for your Twitter community and Meetups for those that gather around topics via meetup.com.

- **The Business Card** – Provide a business card or note-card to each customer that maps out where they can continue their dining experience online.

- **Social Calendars** – Use sites such as upcoming.org and eventful.com to promote the latest happenings and events.

- **Flickr** – Use photo sharing sites to show images of events, behind the scenes and market days. Let your customer see from the eyes of the chef rather then just the brand.

- **Email** – Use email not only for your e-newsletter, but also to give away FREE stuff to your customers and continue to build your email list.

Information gathered from: http://www.socialmediaexplorer.com/author/david-finch/

Adapted from Mike Roman Catersource Magazine
Money on the Table

By Michael McCarville, Territory Manager for Heartland Payment Systems

If you love doing your payroll and have never had an issue with tax codes, tip reporting, the Department of Revenue or the IRS, please don’t waste your time by reading any further.

On the other hand, if you dread doing payroll and have ever experienced any issues with the tax or labor authorities, you may want to read on.

On second thought, I would like everyone to read this next sentence. Would you like to offer your employees a HEALTH BENEFIT that will SAVE YOU MONEY?

Thank you for that brief moment of attention. Now, I know money isn’t everything; however, it is near and dear to most of our hearts. And keeping our hearts ticking in good health is a concern to most of us as well. While the nation is locked in the greatest Health Care Debate in my adult life, we still find ourselves looking for solutions to lower our cost of staying alive.

So you say, “What’s this have to do with processing payroll?” Heartland Payment Systems has a great payroll product with many featured options that can improve not only how you process your payroll, but improve how you treat your employees. In the restaurant industry, many employers just can’t afford to offer all of their employees a full benefits package that includes major medical, dental and vision. As a Heartland Payroll customer, you can offer all of your employees an option to set aside PRE-TAX DOLLARS in a Flexible Spending Account to help pay medical, dental and vision expenses. PRE-TAX DOLLARS are NOT SUBJECT TO FICA. You can offer this benefit to all employees without offering medical insurance. There is NO COST to you as the employer. It’s a win-win situation for both the employee and the employer.

At Heartland, we are more than a payroll processor. We come to your table with other value-added solutions for your business. Call or email your local Heartland Relationship Manager today. You can always reach me at 402.551.9832 or michael.mccarville@e-hps.com. I will be more than happy to answer your questions with no obligation. We want to help you leverage all of your payment processing programs in order to put more Money on your Table.

Comprehensive Health Care Reform is Important to America’s Restaurants

Health Care Reform Key Principles

- Create a more competitive, affordable and accessible private health insurance market for entrepreneurs, businesses of all sizes and individuals.
- Expand choice in health care coverage by bringing more options to market.
- Ensure competitive, viable private based health care insurance options in the marketplace.
- Contain health care costs by group purchasing through a network of private, nonprofit cooperatives and incentivize healthy behavior and tort reform.
- Encourage individual participation by creating new and expanding current tax incentives and tax free savings programs.
- Reform the health care delivery system to curb fraud and abuse, saving dollars for key health care needs.
- Allow small businesses to remain profitable while increasing coverage for Americans who choose to participate.
- Preserve the ability of employers to offer ERISA maintaining uniform standards and benefits across state and local lines. Reform should also be consistent with ERISA’s goals of predictability, and allow employers the flexibility to determine how best to meet the coverage needs of their employees.

For more information visit: http://www.restauranthealthcareforminfo.com

Use this website to learn the facts, stay informed and provide us with feedback on one of the most important legislative issues for our industry.
Calendar of Events
Find updates online at www.nebraska-dining.org

November 21, 2009
2nd Annual Gingerbread Competition
Southeast Community College, Lincoln
Contact Beth Haas at 402.488.3999

November 26-27th, 2009
Thanksgiving
Offices Closed

November 30th, 2009
Grand Opening – New Institute for Culinary Arts Building
Metropolitan Community College, Omaha
Contact Jim Trebbien at 402.457.2510

December 24-25th, 2009
Christmas
Offices Closed

January 1st, 2010
Happy New Year!
Offices Closed

January 28th, 2010
NRA Annual Meeting – open to all members
Governor’s Mansion – Lincoln
Contact Brandy Nielson at 402.488.3999

March 6th, 2010
Regional ProStart® Competition
Southeast Community College, Lincoln

March 27th, 2010
State ProStart® Competition
Central Community College, Hastings

April 19th, 2010
Taste of Nebraska
The Cornhusker Marriott, Lincoln

April 30th, 2010
National ProStart® Competition
Kansas City, Missouri

June 7th, 2010
1st Annual NRA Hospitality Education Foundation Golf Outing
The Players Club at Deer Creek Golf Course – Omaha

September 20th, 2010
NRA Fall Golf Classic
Hillcrest Country Club - Lincoln

New Members
Allied

NEBRASKA FRYER MANAGEMENT
Mr. Kevin Bailey
3534 McLaughlin Drive
Lincoln, NE 68516

HOODMASTERS, INC.
Mr. Don Guthard
7707 S. 172nd Street
Omaha, NE 68136

SERVSAFE Calendar

November
4 York
17 Lincoln Beth Haas 402.488.3999
17 Siouxland Carol Larvick 402.987.2140

December
8 Lincoln Beth Haas 402.488.3999

DISPLAY YOUR MEMBER DECAL

As you renew your membership this year, restaurateurs will be receiving their 2010 Nebraska Restaurant Association/National Restaurant Association decal.

This symbol reflects the pride and commitment of your membership in the Association…and your customers will take note of your “good standing” with your industry’s trade association. Show your professionalism, commitment, and pride by posting your member decal in your establishment’s window or on the door.
Rotella’s Bakery Family

would like to thank all the restaurants that have helped make our bakery become successful.

NRA Allied Award of the Year Recipient.

Miller K & Z Distributing
Miller Brands of Omaha
Contact Deder Knezovich

6949 South 108th St. 402/592-6600
LaVista, NE 68128 Fax: 402/592-2989

Milwaukee’s Italian Bakery

As light as it gets

64 calories of fresh crisp flavor

64 calories of fresh crisp flavor

www.nebraska-dining.org
or call us directly at 402.488.3999
Whether you’re a neighborhood restaurant or a worldwide chain, MICROS Systems, Inc. offers a superior menu of technology solutions to suit your needs. MICROS Restaurant Solutions are designed to be scalable and flexible, which enables you to select the solution that will work best for your operation. Plus, regardless of your type or size of business, these systems are capable of being fully integrated into a complete enterprise solution.

We are dedicated to providing you the tools that will enhance speed-of-service, guest experience, staff productivity, back office operations, and overall efficiency; thereby producing a positive bottom line for your business.

Our bold offering of Point-of-Sale, Kitchen Management, and Back Office Applications provides valuable benefits including:

- POS Terminals that are Intelligent, Easy to Deploy, Easy to Maintain, Reliable and Affordable
- Faster Reaction Time with Improved Data
- Peace of Mind with More Security
- Immediate Visibility into Profit Impacting Situations
- Cash Accountability Through an Integrated Cash Management Module
- Open Architecture That Grows With Your Needs
- Color Kitchen Monitors Improve Staff Performance
COMPREHENSIVE SOLUTIONS FOR BUILDING YOUR BUSINESS

- Fresh Meats
- Dairy Products
- Fresh Produce
- Frozen Foods
- Seafood
- Poultry
- Canned & Dry Goods
- Beverages
- Chemical Products
- Janitorial Supplies
- Equipment
- Paper Products
- Disposables

Sysco Lincoln
1700 Center Park Road
Lincoln, NE 68512
1-800-366-1031