Farmers Insurance is the endorsed insurance provider for the Nebraska Restaurant Association. As a member of the Nebraska Restaurant Association you are eligible for Farmers most competitive rates and a superior dividend program.

Since 1935 Farmers has insured businesses across the country and is one of the nation’s largest insurers of restaurants. Farmers financial strength and stability has made it a standout in the insurance industry, managing small-business premium of over $2.2 billion with more than 600,000 business customers.

With Farmers, you also get a professional, local agent who can help you with all your business, business auto, and workers’ compensation insurance needs. But Farmers doesn’t stop there, the company also offers coverages for your home, autos, life, and Financial Services.

Combine this with Farmers award winning claims response and loss control expense reduction services and you have a winning menu of service choices.

The NRA is your partner in cost savings, legislative support, and access to a wealth of products and suppliers. Let Farmers be your partner in making sure your business and everything you’ve worked hard to build are covered when you have a loss. For more information on Farmers contact professional agent Ron Sladek at 402.330.8911 or rsladek@farmersagent.com.

To contact the Nebraska Restaurant Association call 800.770.8006 or dineout@windstream.net
The owner of Emporium Coffeehouse and Café, Ron Schluter, in Scottsbluff has had the pleasure of working with two very talented pastry chefs over the past three months. Angie Heinz and Jade Roper have been hard at work preparing numerous dishes and, most importantly, gaining real life experience in the culinary field. Heinz, a 1987 graduate of Mitchell High School, will soon be moving to Denver to attend Johnson & Wales University to study culinary nutrition. Roper is a 2005 graduate of Gering High School and a 2008 graduate of Western Nebraska Community College. In September she will graduate from the Le Cordon Bleu College of Culinary Arts in Las Vegas with a 4.0 GPA. Roper will be replacing Heinz as the pastry chef at the Emporium. Good luck girls in pursuing your dreams in the culinary field!

Lazlo’s Brewery & Grill used an innovative process in the installation of their new floor in the dining room of their historic Haymarket restaurant. Todd Rose, co-owner of TODDROSE Decorative Concrete, Inc. used Empyrean Brewing Company house-brewed beer as a concrete stain. Additionally, the logo for Empyrean Brewing Company was stained into the front entryway of the restaurant. Way to go Lazlo’s Brewery & Grill for your creative thinking and making your restaurant stand out once again!

Skeeter Barnes recently partnered with Duffy’s Tavern in downtown Lincoln to sell BBQ sandwiches during lunch on Thursday and Friday. Guests can now enjoy either a large BBQ pork or brisket sandwich served with Skeeter’s famous sweet potato chips for only $5.00! The joint venture is beneficial to both establishments and if sales continue to increase there is a chance they’ll expand to other weekdays. Congrats to Skeeter Barnes and Duffy’s Tavern for their new business partnership!

The Lodge at Wilderness Ridge introduced a weekend breakfast menu that kicked off in June. The breakfast menu runs from 8:00 a.m. to 2:00 p.m. on Saturday and Sunday, and has replaced the breakfast buffet. Marvin Dinsmore, General Manager, eliminated the breakfast buffet in response to reduced customer sales. The new breakfast menu features a mix of breakfast dishes – pancakes, omelets and French toast at an affordable price. Kudos to The Lodge at Wilderness Ridge for being so responsive and receptive to their customer demands!

J.R. Reyes, a server at Petrow’s Restaurant in Omaha, is getting a taste of fame and celebrity. A cousin of Reyes’ submitted J.R.’s application to appear on “The Big Break”, the Golf Channel’s version of reality programming where golfers compete against each other in a series of challenges. The winner is awarded cash and prizes and a spot on several golf tours. The ten episode show will air October 13th on the Golf Channel. Meanwhile, Reyes plans to participate in the Nebraska Restaurant Association’s Fall Golf Classic on Monday, September 28th at Hillcrest Country Club in Lincoln. Round of applause to J.R. Reyes!

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, or advertise special events with the Nebraska Restaurant Association!
What is your role with the Nebraska Restaurant Association?
I do membership and marketing for the Association. I recruit new members, both Restaurant Members and Allied Members, as well as support our existing members. I am also in charge of planning and organizing two of our biggest events every year – Taste of Nebraska and the Fall Golf Classic.

Tell us about your family.
My husband, Bryce Nielson, is the manager of White Electric Supply in Lincoln. We have one son, Hayden Dallas, who will be 2 in February. Hayden takes up most of our time now-a-days and we don’t know what we EVER did without him! We also have a cat named Petey.

What three words would your friends use to describe you?
Outgoing, compassionate, obsessive-compulsive (if that’s one word!)

What is one thing that is unique or interesting about you that most people perhaps do not know?
I played on a select soccer team in High School and got to play in a tournament in Wales England for 2 weeks. I also played Division II College Soccer for Northwest Missouri State University for 4 years.

What is your favorite thing to do on your day off?
On the weekends I enjoy hanging with my family doing just about anything. We enjoy bike rides, camping, going to the park, and visiting friends out of town. I also enjoy long distance running.

What are you most proud of?
I took part in a study abroad class in college and lived in London for a month. I was fortunate to be able to see the world before starting a family. I traveled to Paris, Dublin, Rome, and Wales and brought back so many memories and experiences I will never forget.

What is one item on your “bucket list”? (Something you want to accomplish before you die)
I have always wanted to own and operate my own Subway restaurant. I worked for Subway for 5 years and had an amazing boss who taught me the inside operations of running the restaurant. It was also a job that I truly enjoyed going to every day.

If you could travel to any place in the world where would you go?
I have always wanted to go on an Alaskan Cruise and to visit New York City.

Who has been the most influential person in your self development and why?
There are two people who have been the most influential in my self development. My high school basketball coach, Don Lyons, taught me perseverance, time management, how to set goals, and to have a positive attitude. However, my mother is the person that I admire most and aspire to be. Growing up life “experiences” always turned into life “lessons”. My mother taught me that we never stop learning.

What is a talent that you have that you do not use in your career?
My celebrity knowledge! I read People Magazine every week cover to cover and know many random facts about almost any celebrity!

What is your favorite local restaurant?
I don’t think I can pick just one! Any NRA member!

What are your favorite TV shows?
Army Wives, Two and a Half Men, Rules of Engagement, The Unit, Gary Unmarried and Bachelor/Bachelorette.
Two Nebraska restaurants are in the running for the national Restaurant Neighbor Award, a program by the National Restaurant Association which recognizes restaurants that exemplify the industry’s philanthropic spirit. The winners are: daVinci’s and Raising Cane’s.

“Philanthropy is a natural extension of the restaurant and hospitality industry, and our Restaurant Neighbor Award recognizes extraordinary efforts of community service in our remarkable industry,” said National Restaurant Association President and CEO Dawn Sweeney. “Part of the National Restaurant Association’s vision is to enhance the quality of life for all we serve, and through this awards program we see that this is being realized by restaurants across the U.S. We are proud to recognize these extraordinary efforts.”

daVinci’s is committed to community service through their partnership with Lincoln Public Schools VIP program – Ventures in Partnership. Through this partnership, elementary students of all ages are involved in specifically designed tours that correspond to their curriculum. Each year over 1,500 elementary age school children are given the hands-on opportunity to relate what they are learning in school to the restaurant industry and food preparation.

Raising Coats with Raising Cane’s was started in 2007 to benefit the People’s City Mission of Lincoln. Justin and Jennifer Jones found a tremendous need to help the less fortunate and homeless stay warm during the bitter cold of Nebraska’s winter. Raising Cane’s gave $1.00 off every combo meal purchased when a customer donated a gently used or new coat which was given to People’s City Mission. They continue the program annually.

The National Restaurant Association and founding partner American Express developed the Restaurant Neighbor Award to raise awareness about the restaurant industry’s contributions in local communities across the country and to inspire other restaurant operators and owners to make even greater contributions in their communities.

The Restaurant Neighbor Award honors charitable contributions in four categories: (small business, mid-size business, large business/national chain, and Cornerstone Humanitarian). Each participating state restaurant association selects winners in their respective states that will compete with winners from other states for the national award.

The four national winners will each receive a $5,000 award to continue their community programs and be presented the awards this September in Washington, D.C. Both national and state winners will be recognized on the National Restaurant Association Web site.
Summer Hospitality Roundtable Meeting Well Attended and Educational for NRA Members

On Thursday, July 30th, fifteen Nebraska Restaurant Association members and non-members representing eight different restaurants met on the beautiful patio at Fernando’s Café & Cantina in Omaha for a Hospitality Roundtable meeting.

The meeting was very successful and extremely beneficial for those in attendance! Jim Partington, Executive Director, Nebraska Restaurant Association, opened with a brief Legislative report to update our guests on what has been accomplished in the Legislative. Chad Richter, Partner, Jackson Lewis LLC, gave a valuable presentation on “Labor and Employment Law and Workplace Legal Changes in the New Administration.” After lunch, Jere Ferrazzo, Douglas County Health Department, answered questions regarding health inspections and the food code. Officer Angie Echtencamp, Omaha Police Department, presented Crime Prevention through Environmental Design (CPED) and “What to Do If You Are the Victim of a Robbery.”

Thank you to Denis Hall, Fernando’s Café & Cantina, for sponsoring the Hospitality Roundtable meeting. The food was fantastic and the beautiful setting on Fernando’s patio was perfect!

Save Monday, October 26th for the Fall Hospitality Roundtable meeting in Lincoln, Nebraska. What would you like to hear and learn more about? We want to know what WE can do for YOU. If you have ideas for speakers or topics for the Fall Hospitality Roundtable meeting please contact Brandy Nielson at bnielson@windstream.net.
Save the date and DO NOT MISS the 16th Annual OktoBeerfest on Thursday, October 1st from 6:00 p.m. to 9:00 p.m. at the Lancaster Event Center in Lincoln!

The Nebraska Restaurant Association has partnered with the Nebraska State Stroke Association (NSSA) and Sertoma Clubs of Lincoln to provide refreshments and ticket sales for this exciting annual event.

WE NEED YOUR HELP! For every ticket that a member of the Nebraska Restaurant Association sells we will receive $12.50. The money raised from OktoBeerfest will go to the Nebraska ProStart® program, our high school curriculum that directly impacts the future of the hospitality industry.

There are 3 ways that Nebraska Restaurant Association members can participate in OktoBeerfest:

1. Display posters and sell OktoBeerfest tickets in your restaurant. Sell tickets to your friends and family. Sell tickets to your neighbors. For every ticket YOU SELL the ProStart® program of Nebraska gets $12.50!

2. Get your restaurant involved in OktoBeerfest! Booth reservations are available for the event. Provide samples of your food or beverages to OktoBeerfest guests!

3. Provide gift cards or other donations for the silent auction!

Whichever way you choose to participate you will be publicly supporting two great programs: the Nebraska Restaurant Association’s ProStart® program and the Nebraska State Stroke Association. In exchange for your participation in the 16th Annual OktoBeerfest, you will receive two complimentary tickets as well as FREE advertising by Mark Taylor and Judy a la carte on KFOR 1240 AM.

This is a great way to showcase your restaurant AND support the Nebraska ProStart® program to hundreds of people. Last year over 850 people attended OktoBeerfest and this year we are hoping to top 1100!

Contact Beth Haas at beth_haas@windstream.net or 402.488.3999 to purchase tickets or for more information on how to participate.

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OktoBeerfest

The driving range will be open for practice.

PRIZES

Gift certificates, redeemable for merchandise at the Hillcrest Pro Shop, will be awarded to members of the top team of each flight. Prizes will also be awarded to those winning the hole contests and the Mixed-Team Flight.

Participate in the 2009 Golf Classic

Space is limited, so reserve yours today!

Call Brandy at 402.488.3999 or 800.770.8006 bnielson@windstream.net

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EVENT SCHEDULE

10:00 a.m. Registration and Lunch
11:00 a.m. Shotgun Start
4:00 p.m. Awards Reception and Dinner

FORMAT

18-hole, four-player scramble. The field is limited to the first 144 players. Mulligans will be available at registration the day of the event.

ENTRY

Individual entry is $125 and includes a round of golf, golf carts, lunch, dinner, contests, prizes and awards.

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Join us for the 15th Annual Nebraska Restaurant Association Golf Classic on Monday, September 28, 2009 at Hillcrest Country Club in Lincoln.

participate in the 2009 Golf Classic

SPACE IS LIMITED, SO RESERVE YOURS TODAY!

Call Brandy at 402.488.3999 or 800.770.8006 bnielson@windstream.net

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Save The Date
Lincoln Poultry’s Fall Event
Monday, October 12
5:30-8:30 pm
Cornhusker Marriott Hotel
Lincoln, Nebraska

Call for complete details, 800-477-4433
lincolnpoultry.com

KCI Restaurant Services
4125 Dahlman Ave.
Omaha, NE 68107
Toll Free 1-877-491-9990
Direct 402-898-4700

Providing **FREE**
Waste Cooking Oil Disposal

Modern Fleet  Dependable Service  Clean Bulk Containers  Proper Recycling
EVERY OUNCE COUNTS.

BECAUSE SERVING LEADING BRANDS KEEPS CUSTOMERS DRINKING MORE.

Guests prefer Coca-Cola beverages with meals 26% more than with competitors' brands.* Offering the top-quality lineup of Coca-Cola brands they choose—carbonated, non-carbonated, mixers, juices, smoothies, frozen and bottled water—keeps ordering simple and ensures your guests are satisfied.

Make every ounce count. Call 1-800-241-COKE.

* Source: NPD Brand Performance, Feb. 2005
Prepare Now for Upcoming Flu Season

Anxiety over the new H1N1 flu may have eased during the summer, but the federal government has reminded us that seasonal and H1N1 flu may again command concern with the coming of fall. The Centers for Disease Control and Prevention, anticipating a spread of the H1N1 flu, has released new guidelines (available at www.flu.gov to help businesses and employers prepare now for the impact seasonal and H1N1 flu could have on employers, employees and operations.

The CDC warns, “The severity of illness that 2009 H1N1 influenza flu will cause (including hospitalizations and deaths) or the amount of illness that may occur as a result of seasonal influenza during the 2009–2010 influenza season cannot be predicted with a high degree of certainty. Therefore, employers should plan to be able to respond in a flexible way to varying levels of severity and be prepared to refine their pandemic influenza response plans if a potentially more serious outbreak of influenza evolves during the fall and winter.”

The guidelines urge employers to work with employees to develop and implement plans that can reduce the spread of flu. They push for the preparation of plans that address such points as encouraging employees with flu-like symptoms to stay home, operating with reduced staffing and, where feasible, having employees who are at higher risk of serious medical complications from infection work from home. Employers also might cancel non-essential face-to-face meetings and travel, and space employees farther apart in the workplace, the guidelines say.

The guidelines provide a list of “Actions Employers Should Take Now”:

- Review or establish a flexible influenza pandemic plan and involve your employees in developing and reviewing your plan;
- Conduct a focused discussion or exercise using your plan, to find out ahead of time whether the plan has gaps or problems that need to be corrected before flu season;
- Have an understanding of your organization’s normal seasonal absenteeism rates and know how to monitor your personnel for any unusual increases in absenteeism through the fall and winter;
- Engage state and local health department to confirm channels of communication and methods for dissemination of local outbreak information;
- Allow sick workers to stay home without fear of losing their jobs;
- Develop other flexible leave policies to allow workers to stay home to care for sick family members or for children if schools dismiss students or child care programs close;
- Share your influenza pandemic plan with employees and explain what human resources policies, workplace and leave flexibilities, and pay and benefits will be available to them;
- Share best practices with other businesses in your communities (especially those in your supply chain), chambers of commerce, and associations to improve community response efforts; and
- Add a “widget” or “button” to your company Web page or employee Web sites so employees can access the latest information on influenza: www.cdc.gov/widgets

OSHA also has suggested a number of measures to protect employees in the event of a flu pandemic. It recommends that employers develop pandemic flu plans specifically tailored to the needs of their worksites (see http://www.osha.gov/Publications/influenza_pandemic.html).

SEPTEMBER IS NATIONAL FOOD SAFETY EDUCATION MONTH

“Food Safety Thrives When You Focus on Five”

The Nebraska Restaurant Association will partner with the National Restaurant Association and participate in the 2009 National Food Safety Education Month (NFSEM)®, in September, to showcase its commitment to food safety education and training. This year’s theme is “Food Safety Thrives When You Focus on Five.”

The annual food safety campaign strives to build awareness of the restaurant and foodservice industry’s commitment to serving safe food, heighten awareness about the importance of food safety education, and encourage additional food safety training for all industry employees.

“We are excited about participating in this month-long campaign,” said Jim Partington, Executive Director, Nebraska Restaurant Association. “Americans are aware of food safety now more than ever before and, through National Food Safety Education Month, we have the opportunity to highlight what we are doing in the restaurant and foodservice industry to educate our employees and customers on proper food safety procedures.”
Money on the Table

Michael McCarville, Territory Manager for Heartland Payment Systems

Gift and Loyalty Cards, the electronic evolution of gift certificates and discount cards, have been around for several years now. They are great marketing tools when promoted and tracked properly by the merchant. Therein lies the rub. A Gift or Loyalty program is as good as its supporting marketing program.

Many, if not most, of the gift and loyalty card programs in the marketplace today leave the marketing of the card program totally up to the merchant. Sure, they suggest tools like table tents, posters and card displays, but anything more is the merchant’s responsibility.

Heartland’s NEW Gift Marketing Program is designed to be a marketing partnership, working with our merchant customers to maximize their revenue potential when processing all types of cards at the point of purchase and beyond.

Ask yourself these questions: What marketing do you do today? How would you identify your customer? Where would you find your customer? What would you be willing to pay me to go out and bring a paying customer into your restaurant?

The traditional method of marketing Gift or Loyalty Cards is to use existing customers to acquire new customers. Promotional methods acquire new customers using outside marketing tools. If you are currently using gift and/or loyalty cards, does your program go beyond traditional marketing? Cards or no cards, does your current marketing plan include real-time promotional tools like monthly e-newsletters, quarterly seasonal POP materials and receipt-based promotional messaging? If not, it’s time to consider using the Heartland Gift Marketing program.

At Heartland, we are more than a gift card processor. We are a gift card marketing firm with solutions for increasing revenue for your business. Call or email your local Heartland Relationship Manager today. You can reach me by phone at 402.551.9832 or by email at michael.mccarville@e-hps.com. I will be more than happy to answer your questions with no obligation. We want to help you leverage the Gift Marketing Program to put more Money on your Table.

HOW TO STAY UNION FREE 2009 SERIES

An educational program presented by Jackson Lewis LLP

When EFCA becomes law... Would you know what to do if:

- A union announces a majority of your employees have signed union authorization cards and insists you “abide by the new EFCA law” and grant recognition without an NLRB election?
- Dozens of Unfair Labor Practice Charges (“ULPs”) are filed against your company with hundreds of thousands of dollars in potential damages as the remedy?
- Your biggest customer – as part of its own deal with the union – demands you sign a “neutrality” agreement that would prevent you from expressing your opposition to the union organizing your own employees?
- Busloads of picketers, from four different unions, hold a lunch time rally outside your facility – joined by many politicians and religious leaders – with full press coverage?
- Your employees start using blogs, podcasts, Twitter and YouTube to broadcast messages in support of union and its organizing efforts – using your organization’s own computers?
- You are hit with simultaneous union-driven lawsuits, government investigations and consumer boycotts?
- You must prepare for an EFCA arbitration where an arbitrator is going to dictate what wages, benefits and conditions of employment you must give your employees?

If the answer to any of these questions is NO, contact Chad Richter, Jackson Lewis LLP and make your plans to attend the “How to Stay Union Free 2009 Series” this Fall.

September 30 and October 1 Dallas, Texas
October 7 and 8 Atlanta, Georgia
October 27 and 28 Chicago, Illinois
November 17 and 18 Las Vegas, Nevada

Despite reports of fierce infighting, organized labor is sticking together when it comes to aggressive efforts to pass “EFCA.” With a supportive Administration, the 60th Democratic vote now in the Senate, and a new, more militant AFL-CIO president, it is “do or die” for labor law reform.

Chad Richter, Attorney, Jackson Lewis LLP can be reached by email at richterc@jacksonlewis.com or by phone at 402.827.4233.
Calendar of Events
Find updates online at www.nebraska-dining.org

September 20th-26th, 2009
Share our Strength’s Great American Dine Out
For more information go to: http://join.strength.org

September 28th, 2009
Nebraska Restaurant Association Fall Golf Classic
Hillcrest Country Club, Lincoln
Contact Brandy at 402.488.3999

October 1st, 2009
16th Annual OktoBeerfest
Lancaster Event Center, Lincoln
Contact Beth at 402.488.3999

October 7th, 2009
Cash-Wa Distributing Company Annual Fall Food Show
Lancaster Event Center, Lincoln
Contact CWD at 402.466.3663

October 12th, 2009
Lincoln Poultry 2009 Fall Product Show
The Cornhusker, a Marriott Hotel, Lincoln
Contact Becky Lamb at 402.477.3757

October 26th, 2009
Fall Hospitality Roundtable Meeting
Lincoln, NE
Contact Brandy at 402.488.3999

March 22nd, 2010
Grand Opening – New Institute for Culinary Arts Building
Metropolitan Community College, Omaha
Contact Jim Trebbien at 402.457.2510

Welcome New Members!

Restaurant Members

Outback Steakhouse
Mr. Rob Langley
7763 County Rd. P35
Blair, NE 68008
All Nebraska locations: 2 in Omaha, Bellevue, and Lincoln

The Uptown Brewery
Ms. Rosalind Lamson
801 10th Street
Stanton, NE 68779

Toast
Mr. Tony Young
570 Fallbrook Blvd.
Lincoln, NE 68521

Allyed Members

Patrice & Associates
Roxanne Krasno
5410 S. 161st Street
Omaha, NE 68135

U Build It of Nebraska
Randy Fisbeck
6121 South 58th Street, Ste. A
Lincoln, NE 68516

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<td>402.488.3999</td>
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<td>Siouxland</td>
<td>Carol Larvick</td>
<td>402.498.2140</td>
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