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Fourth Quarter 2011
The Voice of Nebraska Hospitality

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The mission of the Nebraska Restaurant Association is “To Represent, Educate and Promote the Hospitality Industry.” The purpose of this report is to share with you some of the ways we are working to accomplish our mission in 2011.

Legislative Review

Membership in the Nebraska Restaurant Association is a “two for one deal” as it also includes membership in the National Restaurant Association. The National Restaurant Association provides the research and financial resources to support and coordinate lobbying efforts at the federal level. At the state association level we are personally acquainted with the members of the state’s congressional delegations so we are able to meet with them on a regular basis and discuss national issues in person.

Both Associations have been working together diligently to represent the interests of the hospitality industry with particular focus on the following issues.

Federal Issues

The Employee Free Choice Act and Paycheck Fairness Act
These issues, both hostile to business, did not pass this session and with the Republican majority in the House of Representatives are not likely to do any better in the 2011 session.

Comprehensive Immigration Reform
This is a strategic issue and reform is necessary to support future economic growth and an adequate labor pool. We will continue to work for legislation that provides for control of our international borders, legal entry procedure for immigrants in adequate numbers to meet labor requirements, fraud proof identification for documented immigrants that employers can rely on, and establishes a process that will convert the estimated twelve million undocumented immigrants to legal status.

Interchange Fees
We worked hard in support of the Durbin Amendment to the financial reform package. Nebraska Senator Ben Nelson’s vote in favor was a key to getting it passed in the United States Senate. On December 16, 2010, the Federal Reserve released proposed regulations to implement the Durbin Amendment. Under the proposal, debit card swipe fees would be capped at no more than 12 cents per transaction rather than the current fee structure that can be as high as 2 percent of the purchase price. That means a restaurant would pay his or her bank a maximum of 12 cents to process a $100 transaction rather than a maximum of $2.00. However, Senator Ben Nelson nearly reversed his position and came out in favor of delaying implementation to study the issue further. In our opinion, delay really meant derail and we were successful defeating the attempt to delay and kept the original Durbin Amendment in place.

Depreciation
We are supporting the permanent reduction of the depreciation schedule for restaurant buildings to 15 years to promote economic growth for the industry and nation.

State Issues – Nebraska Unicameral Legislature

The 2012 session of the Nebraska Unicameral is fast approaching. Besides the ongoing issues outlined in the summary of the 2011 session, we also anticipate working on the following:

Out of State ID cards
A Nebraska drivers license, a Nebraska ID card, an out of state drivers license, and a passport are legal forms of identification to prove age for the purchase of alcohol in Nebraska. Out of state ID cards are not. This is a concern for our members near the Nebraska border. We are considering alternatives to address this issue.

Child Obesity
We anticipate that Senator Avery will introduce legislation addressing child obesity. We are hoping it’s not another “toys in children’s meals” bill and is something we can support as we share many of his concerns on the subject.

Sales Tax Cost of Collection
Nebraska restaurants collect and remit sales tax and receive practically nothing for this service. The cost

Continued on Page 6
Farmers Insurance Group  
*Business Insurance*  
Contact: Ken Richards  
402.420.5355

The Nebraska Restaurant Association offers Farmers Insurance Group as its endorsed insurance provider for 2011. We are confident that Farmers Insurance Group will provide more comprehensive opportunities for our members.

Fishbowl  
*E-Marketing Solutions*  
Contact: Joe Gabriel  
703.836.3421 x 230

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  
402.551.9832

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.

Broadcast Music Incorporated (BMI)  
*Music Licensing*  
Contact: Cleve Murphy  
615.401.2877

Nebraska Restaurant Association members can save up to 20% thru BMI. BMI collects license fees on behalf of songwriters, composers and music publishers and distributes them as royalties to those members whose works have been performed.
The Fundamentals of Responsible Alcohol Service textbook provides practical, yet comprehensive, knowledge that assists all front-of-the-house staff in learning what they need to know to serve alcohol responsibly. Lessons are reinforced with guides, charts, exercises and case studies to make concepts much more memorable.

The Fundamentals of Responsible Alcohol Service textbook also covers today’s biggest issues, serving as an ideal reference manual.

- Was scientifically developed from the knowledge of experts across the industry.
- Includes relevant information addressing today’s biggest challenges, including checking IDs, alcohol laws and responsibility, and determining intoxication.
- Includes state-of-the-art instructional design resulting in the highest quality education.
- Includes holistic team training that helps all front-of-the-house staff work together to prevent and handle difficult situations.

Contact Beth Haas for more information on ServSafe Alcohol™ and to make sure YOUR staff is prepared for the holiday crowds. beth_haas@nebraskadining.org or 402.488.3999 ext. 1

Industry News

Are Your Servers Ready for the Holiday Crowds?

Are You Feeding Dreams and Building Futures?

ProStart® is a nationwide, two-year program that develops the best and brightest high schools talents into tomorrow’s industry leaders. From management skills to culinary techniques, ProStart’s industry-driven curriculum provides real-world educational opportunities and builds practical skills and a foundation that will last a lifetime. ProStart® gives students a platform to discover new interests and talents and opens doors for fulfilling careers.

ProStart’s mission

- ProStart® unites industry and classroom to create a unique and unparalleled experience for the students.
- ProStart® sets high standards of excellence for students and the industry overall.
- ProStart® offers life-changing opportunities for students and provides direction on potential career paths.
- ProStart® is developing tomorrow’s restaurant and foodservice industry workforce.

Proven Results – 5 years after

- After earning the ProStart national Certificate of Achievement, 87% of students are still studying and/or working in the industry.
- After competing in the ProStart Competitions, 78% are still studying and/or working in the industry.
- After completing one year of ProStart, 93% are still working and/or studying in the industry.

Get involved!

- Donate to the ProStart competition
- Participate as a judge for the regional and state competitions
- Hire ProStart students and graduates
- Sponsor an educational day for ProStart Students
- Fund ProStart Scholarships
to restaurants is significant especially on credit card sales as the transaction fee is charged on the sales tax portion too. We are working on legislation to address this issue.

Below is a summary of issues addressed in the 2011 session. Any bills introduced in the 2011 session and not acted on can still be considered in the 2012 session.

**Budget**
The Legislature successfully dealt with a predicted two year shortfall for the State budget in excess of $900,000,000. It took much time and intense soul searching as each agency and program fell under the scrutiny of the budget knife. It also doomed nearly any new legislation that would cost the state money. Nebraska is a national leader in fiscal responsibility and the budget was addressed successfully, unlike many other states.

**Toys with Children’s Meals**
Senator Avery introduced legislation that would have made it illegal to include a toy with a children’s meal unless the meal met some strict dietary standards. Commonly called the “Happy Meal Bill,” it attracted significant media attention. We worked hard to stop the legislation. It was killed in the Agriculture Committee by a unanimous vote.

**Immigration**
State Senator Charlie Janssen of Fremont introduced an immigration bill similar to Arizona’s bill (or legislation). That bill requires police to verify a person's immigration status if there’s “reasonable” suspicion the person is in the U.S. illegally. The Judiciary Committee did not advance the bill to the floor of the legislature. They chose instead to initiate an interim study on the issue. Senator Coash also introduced legislation that would require employers to use the E-Verify system. In light of recent supportive U.S Supreme Court action, that legislation will probably get more support in the 2012 session. We will work to ensure it is not overly burdensome on restaurants.

**Occupation Taxes**
In 2010, the cities of Lincoln, Omaha, Grand Island, and Norfolk enacted occupation taxes to be collected by restaurants. State law presently requires cities to get legislative approval to increase city sales tax but allows cities to enact and raise city occupation taxes. We supported legislation to put controls on future city occupation taxes and were successful in limiting some occupation taxes in the future, but not as successful as we hoped. We will continue to work on this issue in upcoming sessions.

**Dram Shop**
“Dram Shop” refers to legislation that holds sellers/servers of alcohol liable for damage, injury, or death as a result of selling or serving an intoxicated person. The term “dram” comes from 18th century businesses in England that sold gin by the spoonful, called a dram. Nebraska is one of the few remaining “non-dram shop” states. Each time someone is killed by a drunk driver, the momentum to make Nebraska a dram shop state grows. It especially grows when it is obvious that the seller served alcohol or sold to an intoxicated person and unfortunately there are a few who do. There have been numerous bills introduced over the last several legislative sessions to make Nebraska a dram shop state. To date, we have been successful in stopping all of them. Senator Carlson introduced dram shop legislation in the 2011 session. We aggressively opposed the legislation and the Judiciary Committee did not advance it to the floor of the legislature. However, it could advance in the 2012 session.

**Driving While Intoxicated Legislation**
In an effort to further address and curtail people from driving while intoxicated, legislation was introduced and passed to address several areas of abuse. The original bill, as introduced, contained language that would have inflicted a minimum of “two days in jail or community service deemed equivalent” on a clerk who sells alcohol to a minor, including when this occurred in the process of a state compliance check. This would obviously be an unintentional mistake by the clerk. We were successful in getting that language out of the legislation. We testified in favor of requiring a breathalyzer ignition lock for drivers convicted of driving under the influence. We will continue to work with the legislature to find methods of keeping intoxicated drivers off the roads as long as no excessive or unfair penalties or third party “deep pockets” financial liability is imposed on the hospitality industry.

**Commission of Industrial Relations**
Along with other members of the Nebraska Chamber of Commerce and Industry, we supported efforts to reform the state’s Commission of Industrial Relations (CIR). An agreement was reached that reformed this process for the first time in 40 years. The compromise maintains collective
bargaining for public union employees, but also provides local officials with new tools to contain labor costs. The compromise also requires the CIR to consider pensions and other benefits for public workers when requiring restaurants to collect occupation taxes to help meet the prevalent wage. This compromise is especially important in light of recent popularity of adding occupation taxes to be collected by restaurants to help meet local city budgets.

Education
The education part of our mission is fulfilled by the Hospitality Education Foundation which supports the ProStart® Program and the various ServSafe Training curricula developed by the National Restaurant Association. Beth Haas is responsible for both of these programs. She serves as a resource for the teachers in the forty-six high schools participating in ProStart. She did an exceptional job scheduling and managing the regional and national competitions. Her goal is to expand ServSafe and ServSafe Alcohol training in the state. In order to accomplish this she has established a cooperative relationship with the University of Nebraska Extension Department and uses their resources across the state to support the training program.

Promoting the Hospitality Industry
One of our priorities is to be more proactive and aggressive in promoting the hospitality industry, Nebraska restaurants and our association. Brandy Nielson has worked diligently to update our website and improve the quality of our publications, programs and events benefiting our members.

We are always looking for ways to expand existing service and develop more effective ways of delivering these services. Our primary focus for the rest of 2011 will be to:
• Effectively represent your interests to the Nebraska Unicameral and the Nebraska Congressional Delegation;
• Continue to expand food and alcohol safety training and consulting programs;
• Aggressively promote the hospitality industry, individual restaurants and the association;
• Recruit new members;
• Maintain more frequent and effective contact with existing members throughout the state.

All of the staff and I appreciate your strong support and guidance as we navigate our way through the challenges of 2011.

Test Yourself on Food Safety

1. Which of the following is a correct way to serve?
   A. Grasp a glass at the top
   B. Stack coffee cups
   C. Carry spoon by its handle
   D. Use a glass to scoop ice

2. Hot foods on a serving line should be held at a minimum temperature of:
   A. 135°F or above
   B. 145°F or above
   C. 155°F or above
   D. 165°F or above

3. Food held in refrigerated storage should be between:
   A. Within 42°F to 50°F
   B. At 41°F or below
   C. Within 51°F to 55°F
   D. At 60°F or above

4. Which of the following is the most important rule of food safety?
   A. Do not smoke near foods
   B. Wash hands often
   C. Consult a sanitarian twice each year
   D. Wear gloves at all times

5. Hands should be washed for a total of
   A. 10 seconds
   B. 5 seconds
   C. 15 seconds
   D. 20 seconds

Find answers on page 8
In an effort to help educate our members about the requirements of and any obligations under the health care reform law, I wanted to tell you about a new tool the National Restaurant Association has developed. Our Health Care Knowledge Center is a one-stop website source of helpful information about the Patient Protection and Affordable Care Act (PPACA) of 2010 and provides explanations of how the law affects our industry now and through full implementation in 2014. On www.restaurant.org/healthcare members will find:

- Facts and timeline details on the health care reform law
- Case studies to assist members in understanding the impact of the law
- An online calculator to help determine an operator’s obligations under health care reform
- Health care and wellness solutions available to members and their employees
- NRA updates and continuing advocacy efforts that address health care reform
- A glossary of critical health care reform terminology

I also wanted to provide you with an outline of the materials that we have prepared on your behalf which may be used to promote the Health Care Knowledge Center as a resource for members. These resources include editorial and promotional materials that work hand-in-hand with our website and that you may post to your websites or use in your publications and e-newsletters. The material, available on the State Extranet at http://inside.restaurant.org under the “Benefits & Marketing tab” includes:

- Ads for print and online use (for questions contact Adrienne Weil: aweil@restaurant.org)
- Five editorial articles for print and online use, including:
  - “Member Resource” primer on the Health Care Knowledge Center
  - “Who Are You” document to help determine if an operator is affected
  - “Case Study” of how health care reform impacts a specific restaurant owner
  - “Healthcare Timeline” outlining key milestones of the health care reform law
  - “Healthcare Buzzwords” that will help you understand the law
- Promotional copy for inclusion in publications and on your website

Please contact Renee Theragood at rtheragood@restaurant.org for your login information for the state extranet.

As always, I welcome your comments and suggestions.

James Balda
Chief Marketing & Communications Officer
National Restaurant Association
1200 17th Street NW
Washington, DC 20036-3004
Preparing for Fall and Winter Sickness Seasons

By Kenneth M. Wentz III, Attorney, Jackson Lewis LLP

Fall is upon us, and winter is around the corner, two seasons normally associated with increased employee illness. Whether dealing with the H1N1 flu, seasonal flu, or another infirmity, a company’s ability to manage itself during an epidemic is often more important than the epidemic itself. As always, preparation is the key.

The new preparation guidelines urge employers to work with employees to develop and implement plans that can reduce the spread of flu and other illnesses. This fall and winter there will be a 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 encourage employers to protect their employees by promoting infection control practices, including hand washing, avoiding direct and incidental contact with others, providing hand sanitizers or wipes throughout the workplace, and providing disinfecting cleaning supplies for employees to clean their work surfaces.

Beyond employee protection efforts, employers should consider:

• Reviewing or establishing a flexible pandemic plan and involve your employees in developing and reviewing your plan;
• Conducting 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;
• Having 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;
• Engaging state and local health departments to confirm channels of communication and methods for dissemination of local outbreak information;
• Allowing sick workers to stay home without fear of losing their jobs;
• Developing 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;
• Sharing your pandemic plan with employees and explain what human resources policies, workplace and leave flexibilities, and pay and benefits will be available to them;
• Sharing best practices with other businesses in your communities (especially those in your supply chain), chambers of commerce, and associations to improve community response efforts.

Being prepared in case of an epidemic, or simply a heightened increase in seasonal illnesses, is a step towards protecting business operations.
17th Annual NEBRASKA RESTAURANT ASSOCIATION Golf Classic

Coca-Cola Title Sponsor

1st Place Champion Flight
Concord Neighborhood Corporation Team
John Gabel, Lyle Thompson, Bill Hooks, and Mark Rudd

2nd Place Champion Flight
Lincoln Poultry & daVinci’s
Kelly Knudson, Scott Sterling, Jack Miller, and Scott Miller

Heartland Payment Systems Team
Michael McCarville, Dennis Carpenter, Eric Hanke, and Chad Preuss

1st Place Presidential Flight
Deer Springs Winery Team
Jim Partington, Jeff Ligel, Scott Stewart, and Al Camrath

1st Place Mixed Team Flight
Grisanti’s Team
Greg Reynolds, Dave Tridle, Meghan Quinn, and Bob Tridle

Runza Team
Linda Dennis, Dawn Amend, Colleen Potratz, and Kathryn Witte

Reinhart Foodservice Team
Jay Daniel, Brian Lockman, and Cal Kathol
2011 Fall Golf Classic…Another Success!

The 17th Annual Golf Classic was a tremendous success at Hillcrest Country Club in Lincoln. This year’s event drew more than 100 golfers and raised money for the Nebraska Restaurant Association and Hospitality Education Foundation. Sponsors and restaurateurs played on through the heat and humidity of a hot summer day, and thoroughly enjoyed a day of golfing and networking away from the office!

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, Hockenbergs Equipment’s Bryce Gillett, dominated the putting contest. Greg Reynolds, Grisanti’s, had the winning hand of Poker and took home $122.00!

1st Place Champion Flight
Score: 61
Concord Neighborhood Corporation Team
John Gabel, Lyle Thompson, Bill Hooks, Mark Rudd

2nd Place Champion Flight
Score: 62* Scorecard Playoff
Lincoln Poultry / daVinci’s Team
Jack Miller, Scott Miller, Kelly Knudson, Scott Sterling

1st Place Presidential Flight
Score: 66* Scorecard Playoff
Deer Springs Winery Team
Jim Partington, Jeff Ligel, Scott Stewart, Al Camrath

1st Place Ambassador Flight
Score: 69
Lincoln Sysco Team
Dave Frost, Zach Navrkl, Steve Leising, Greg Kohout

1st Place Mixed Team Flight
Score: 61
Grisanti’s Team
Meghan Quinn, Greg Reynolds, Dave Tridle, Bob Triddle

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A special thank you goes out to Spin Linen Management for the beautiful basket they raffled at Hole #5. All proceeds from the raffle were graciously donated back to the Nebraska Restaurant Association! Thank you Spin Linen Management.

And finally, an enormous thank you to all who donated a raffle or pin prize and our many volunteers that made the 17th Annual Nebraska Restaurant Association Golf Classic the best yet! We couldn’t have done this without you.

Volunteers
Jennie Warren – Omaha Restaurant Association
Darlene Berks – OktoBeerFest
Judy and Megan Daniell – Ricardo’s Mexican Restaurant
Larissa German – Heartland Payment Systems
Rita Reiman – Accountant, Nebraska Restaurant Association
Celebrate Fall with fresh ideas!

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What Will REALLY Kill Us: Food-Borne Pathogens

Maybe too much emotional focus has been on an issue that has little impact upon food safety and not enough on what will REALLY kill us: food-borne pathogens.

In the movie “Butch Cassidy and the Sundance Kid,” the Sundance Kid says to Butch that he doesn’t want to jump off the cliff into the water below because he can’t swim. Butch says to him, “Are you crazy? The fall will probably kill you!” Are we, as buyers and consumers of food, saying the same thing about our food?

Why are we worried about the antibiotics or hormones that might be present in foods when, in fact, the E. coli or Listeria can probably kill us first? Maybe that’s not a fair analogy, but sometimes we sure can’t keep from thinking it. Food pathogens like E. coli, Listeria and Salmonella pose a far greater threat to food safety than naturally occurring hormones or animal antibiotics. Recently, the Director of the Center for Disease Control and Prevention was asked at a Congressional hearing if there is a definitive study that links the use of antibiotics in animal feed.

Food recalls seem to be an increasing occurrence and makes us sometimes unsure if our food is safe. The recent romaine lettuce recall demonstrates the food supply industry’s inability to adequately monitor and police fresh produce. Federal safety regulation is needed in order to make us feel more confident about any supplier. In my opinion, all growers – organic or not – without safety regulations and inspection are susceptible to food pathogen risks. Most would agree that there is considerable expense involved in quality assurance (though the costs incurred when safety has been breached are considerably more!), but that reason shouldn’t jeopardize the safety of our food supply.

There have been approximately 34 food-borne illness outbreaks involving leafy vegetables in the past 15 years in the United States. In 2006, spinach was the problem, involving E. coli 0157:H7. The recent romaine outbreak involved the rare E. coli 0145. Nevertheless, most recent incidences have involved E. coli organisms. As growers partake in more “all-natural” fertilizer recycling there also comes with that a need for accountability and oversight in the use of that manure as a fertilizer source. Here is why:

When romaine is harvested, the head is cut off at ground level and is set upside down on the ground for gathering. Therein lies a real possible path of contamination. To reduce risk of an outbreak, produce harvesting procedures need to include the total eradication of pathogens in the soil surfaces, both during growing and harvesting.

It seems that our biggest food safety culprit is E. coli. Beef and food industry scientists are presently working on research that will minimize or even possibly eliminate E. coli 0157:H7 and 0145. Some of the current cattle studies suggest the problem is diet related while there are environmental and genetic issues as well. Regardless, the federal government (i.e., FDA and USDA) needs to initiate a testing program to eradicate the E. coli problem in cattle just as they did in the early 1900s when pasteurization was introduced as the total effective solution to eradicate the tuberculosis organism. Trichinosis in pork was another food pathogen that was totally eradicated over 60 years ago.

The safety solution in that case was to cook it to a minimum of 138 degrees. The safety solution for E. coli lies in proper handling and cooking of the food product, but the real elimination of the problem lies in its eradication. In the meantime, we as foodservice professionals need to demand from our primary food suppliers some kind of performance standards designed to reduce the risk of pathogen contamination. Large corporations are demanding that their suppliers have effective intervention programs and are held accountable to their standards. Recently, I visited with a quality assurance specialist from a national fast food burger corporation. They individually audit beef slaughter and processing suppliers regularly for pathogen reduction compliance. If not in compliance, that plant is removed from the supplier list. We, as independent restaurant operators, should require our wholesale suppliers to gather similar information for us so that we may be proactive in assuring food safety for our own restaurants. Our customers are relying on our ability to source for them the safest and most wholesome food available. If you don’t believe that statement is true, you don’t deserve to serve those customers!

Prepared with years of formal education in Animal Science, Chef Ed Sabatka worked as a cattle nutritionist and consultant for over 20 years. He began a smoked meats catering business in 1994 and, in 1998 opened Uncle Ed’s Steakhouse in Grand Island, Neb. Chef Sabatka has won numerous prestigious awards for his restaurant and his beef in particular, including 2009 Best Beef Restaurant by the Nebraska Beef Council.
The ‘End’ of Data Breaches is in Sight

Despite recent debates on the topic of payment card security, there is one issue that security experts and analysts agree on: the need for end-to-end encryption, a technology I introduced to you in the previous article.

Heartland Payment Systems has a unique perspective on end-to-end encryption. We believe true end-to-end encryption is defined by the points where the encryption — or scrambling — of payment account numbers (PANs) starts and ends. It is this perspective in which we based our E3 end-to-end-encryption solution on. E3 protects credit and debit card data from the moment of card swipe or key entry and through the processing network — not just at certain points of the transaction flow.

Because E3 assists in protecting data before it enters your payment system, it reduces the cost of PCI compliance by 79 percent for merchants using a dial-up connection and by up to 69 percent when using an IP connection.* And E3 can minimize the resulting costs of PCI compliance assessment and validation. These are big benefits for your restaurant.

What’s more, no large equipment purchase is necessary. You may obtain an E3 terminal or PC-based magnetic stripe reader/wedge at — or below — the prices of standard, less-secure processing equipment on the market today. And, because of Heartland’s E3 End-to-End Encryption Warranty, (http://www.e3secure.com/pdf/E3_Warranty_R5a.pdf) if the sensitive data protected by E3 is ever breached at your restaurant you’ll be reimbursed for the fines or fees assessed.

Next, up, learn about upgrading your restaurants’ data security system with E3. * Based on an independent security evaluation by Coalfire Systems, a Payment Card Industry (PCI) Qualified Security Assessor conducted an independent security evaluation of E3. You can find the report here at http://www.e3secure.com/coalfire

Actionable item: Review your current processing methods and identified PCI validation deficiencies to determine if end-to-end encryption is a technology that can bring value to your business.

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Social Media & Email Marketing
A Winning Recipe for Restaurants

Join us for a Webinar on November 29
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Believe the hype! With 75% of daily social media users preferring to be communicated with via email, integrating your email and social media marketing plans is a strong strategy to increase guest acquisition and loyalty. This informative webinar, presented by Fishbowl, will guide you through how to get more out of your businesses online marketing efforts by combining your email marketing program with social media sites such as Facebook. Learn how to capture the millions of consumers logging into social media sites daily as well as how to have them share your restaurants promotions to their friends. Don’t miss this customer traffic building opportunity!

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Title: Social Media & Email Marketing—A Winning Recipe for Restaurants
Date: Thursday, November 29, 2011
Time: 10:00 a.m. - 11:00 a.m. CST
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Nebraska’s Runza Restaurants earned a hearty congratulations from the National Restaurant Association for earning the first runner-up spot in the “Taste of America” contest. The national restaurant association is a sponsor of the contest.

Established by Roll Call, a Capitol Hill newspaper, the contest began with 64 food items selected from around the country. In online voting, the field was narrowed to the “Final Four” - Nebraska’s Runza Sandwich, Georgia’s peaches, Maine’s lobster and the Northern Mariana Islands’ coconut—were honored at a reception at Chef Spike Mendelsohn’s We, the Pizza restaurant in Washington. The Northern Mariana Islands’ coconut was crowned the ultimate champion, while the Runza Sandwich finished as the first runner-up.

“Runza Restaurants, a member of the National Restaurant Association, has made our industry proud as a Taste of America finalist,” said Scott DeFife, Executive Vice President of Policy and Government Affairs for the National Restaurant Association. “We congratulate the hardworking people of Runza Restaurants for their good work and tasty Runza Sandwich.”

“We are honored to have been included in the Taste of America competition with the best foods from across the country. Runza Sandwich fans near and far supported us and we enjoyed the excitement each vote created. I extend a special thank you to everyone who participated in the contest,” stated Donald Everett, Jr., President of Runza National.

Greta’s Gourmet won “Best of Show” at the Lincoln Chamber of Commerce’s “Savor the City” held at the Cornhusker Marriott Hotel on August 25th. Kevin Mandigo, owner of Greta’s Gourmet, served Fresh Mozzarella Bites, Smoked Salmon Cheesecake, Bacon Wrapped Crab and samples of Glace Artisan Ice Cream from Christopher Elbow.

Raising Cane’s held a nationwide “Cane’s Rocks” commercial contest this summer in which any worker could submit a video of why they love working at Raising Cane’s. Contestants put their videos on YouTube, and the winner would be the video with the most views. Austin Nolte, who works at the 48th and R location in Lincoln, put his creative mind to the test. His video was in second place until its sheer absurdity got recognized by the aggregator site Buzzfeed.com, which highlighted the video and gave it a last-minute viral boost in page views. It took the lead and won.

The video opens with Nolte standing in front of the Lincoln Raising Cane’s. He starts to say why he likes working there but is interrupted by a missile or a bomb hitting the restaurant. We see shots of Nolte’s baffled face and close-ups of broken chicken fingers and spilled coleslaw. Nolte then emits a blue magic from his hands, putting the spilled food back into a full meal and the blown-up bits back into a building. “And this,” Nolte says at the end, “is why I like working at Raising Cane’s!” To watch Austin Nolte’s winning video go to: http://goo.gl/6SB8t.

The Omaha Restaurant Association and the Institute for the Culinary Arts at Metropolitan Community College were partners for the 18th Annual Omaha Hospitality Hall of Fame celebration and dinner at the MCC Fort Omaha Campus. The Hall of Fame honors restaurateur owners and managers, chefs, educators, purveyors and friends of the industry.

Congratulations to all of the Hospitality Hall of Fame honorees! The 2011 honoree’s were: Chef – Michael J. Flanagan, Methodist Hospital Purveyor – Greg Lindberg, Absolutely Fresh Seafood Owner – Anthony (Tony) J. Piccolo, Piccolo’s Restaurant Purveyors – Paul & Gary Epstein, Nebraska Wine & Spirits Chef – Pierre Bossant, Boys Town Owner – Marie & Don Losole, Lo Sole Mio Restorante Italiano

Several Nebraska Restaurant Association members participated in Omaha Restaurant Week September 16-25. Omaha Restaurant Week was a ten-day celebration of the culinary scene in Omaha. Participating restaurants offered a multi-course dinner for the fixed price of $19, $29 or $39. Patrons selected from their choice of appetizers, entrees and desserts, and food lovers dined out at as many participating restaurants as they like, exploring new dining opportunities and enjoying old favorites. The official event beneficiary was Food Bank for the Heartland. Participating Nebraska Restaurant Association Members included: Anthony’s Steakhouse, LaCasa Pizzaria, Liberty Tavern, Rick’s Café Boatyard, Ryan’s Bistro, and Stoke’s Grill & Bar.
From chef to manager, bookkeeper to plumber, restaurateurs wear many hats in their business. As the roles continue to expand within the restaurant, the operator’s most valuable commodity is time, an increasingly shrinking commodity at that. Now in the ever changing landscape, restaurateurs have to add another title to their resume - Online Marketer. The explosion of social media and online solutions provide a fantastic opportunity for restaurants to engage guests and grow loyalty and sales. The challenge lies in the questions of “What should I be doing?”, “How should I be doing it?”, and “Who should be doing it?”. The answer is as simple as putting together a recipe book, with five easy steps to take to successfully manage your online presence.

**Ingredient 1: Claim Your Online Presence**

It is easy to get lost in the confusing online marketing landscape. Key is to keep it simple. Focus on two main areas - Presence and Engagement. There is a lot of information on the web regarding your business, whether you have placed it there or not. Make sure that you take ownership of your online presence by developing or claiming your own page on sites such as Google, Bing, Yelp, Facebook, Twitter, Foursquare and Trip Advisor. Each site has very easy to follow instructions to claim your business and ensure that all of your restaurant’s information is accurate. Claiming your presence on these sites will make your business easier to find in the search engines and will help potential new guests find you.

**Ingredient 2: Manage Your Online Presence**

Now that you have claimed your presence online, it is vital to make sure you allocate resources to continue to monitor or manage your online pages. Your online reputation is the first thing that potential new customers view to help them in the decision making process on whether or not to frequent your restaurant. The first thing you can do to streamline your online presence is to open an account with an application such as Hootsuite. These applications will allow you to stream all of your social media sites into one easy to view page, so you can monitor and respond to guest comments on Facebook, Twitter, LinkedIn, etc., from one central platform.

Next is to pay attention to the reviews on sites such as Yelp, Urbanspoon and Zagat. 85% of these reviews will be positive, but it is how you respond to the negative ones that will strengthen your relationship with your guests.

**Ingredient 3: Build Your Online Audience**

Building an online marketing database today is imperative. Without it, you will fall behind the crowd for sure. The power of our marketing message now belongs to the consumer, so establishing a strong permission-based database is the key to gaining a positive return on investment for your restaurant. The core constant that all consumers must have to participate in all of their social media and online activities is an email address. Build your email list with in-store enrollment tactics, fully educating your staff on the importance of capturing email addresses. Build your following online as well, on Facebook and Twitter. Offer incentives and promotions to gain “Likes” and “Followers” that will eventually also enroll in your e-club but get their permission or they will be hacked off at getting your spam. Don’t forget to integrate solutions like online ordering and OpenTable. Goal is to funnel all of the guest data online from all of your sources into one clean easy to access database.

**Ingredient 4: Engage Your Online Audience**

Now the fun begins. You have built your online presence and developed a viable online database. Start engaging your guests to build guest loyalty and increase their frequency in your restaurant. Start with loyalty communications, thanking those most loyal guests for their patronage by offering VIP experiences and targeted communications on key events such as birthdays and anniversaries. Plan on 1-2 promotions via email a month that are focused on guest appreciation, not just a discount. Use Facebook and Twitter for your daily guest engagement. Offer trivia contests, witty commentary and live event information. Have fun with it.

**Ingredient 5: Keep Score of Your Online Campaigns**

Just like a new menu item, you keep track to see how it sells. The same concept applies here. When you launch a promotion or campaign to your online database, keep score on the results. Track the number of messages sent, offers redeemed, the cost of the campaign, discounts and of course net sales. Then report your success to your staff. It will build their confidence in the value of building a strong database.

When you invest some time and energy to establish an online presence, you’ll set your restaurant up for success during this social media era. It takes a while. Plan on 4 - 5 hours per week to start. Once you’ve established your presence, you’ll need 2 -3 hours per week.
Calendar of Events
Find updates online at www.nebraska-dining.org

November 15
Food & Wine Pairing Fundraiser for ProStart
Hillcrest Country Club, Lincoln
6:00 P.M.
$75.00 per person. Contact Beth Haas at 402.488.3999 ext. 1

November 24-25
Thanksgiving
Offices Closed

November 29
Fishbowl Webinar
“Social Media & Email Marketing – A Winning Recipe for Restaurants”
10:00 A.M.
Contact Brandy Nielson at 402.488.3999 ext. 2

December 3
Gingerbread Competition
Strategic Air & Space Museum, Ashland
Contact Beth Haas at 402.488.3999 ext. 1

January 15
Omaha Restaurant Association Annual Dinner
Anthony’s Steakhouse & Lounge, Omaha
Contact Jennie Warren at 402.493.4739

January 23
Annual Meeting
Governor’s Mansion, Lincoln
Noon-2 P.M.
Contact Brandy Nielson at 402.488.3999 ext. 2

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Thedford, NE 69166
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Deshler, NE 68340-0099
(402) 365-4282

SHUCKS FISH HOUSE & OYSTER BAR
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1218 S. 119th Street
Omaha, NE 68144
(402) 827-4377

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SERVSAFE Calendar

October
11  Lincoln  Beth Haas  402.488.3999
24 & 25  Omaha  Cindy Brison  402.444.7804
24 & 25  Kearney  Cami Wells  308.385.5088
25  Lincoln  Beth Haas  402.488.3999

November
7 (Spanish)  Omaha  Cindy Brison  402.444.7804
15  Lincoln  Beth Haas  402.488.3999

December
13  Lincoln  Beth Haas  402.488.3999

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