MainCourse
The Voice of Nebraska Hospitality
Second Quarter 2012

Second Quarter 2012
The Voice of Nebraska Hospitality

Taste of Nebraska
2012

Featured Guest: Tom Osborne
TASTE OF NEBRASKA
Monday, April 23 2012
Strategic Air & Space Museum
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— OUR VISION —
To be our customers’ most valued and trusted business partner.
The second quarter of 2012 has been busy and productive for the NRA staff. Pro Start® Regional competitions are complete and Beth is in the process of organizing the State Competition which commences on March 24th at UNL East Campus. Check out Facebook and the NRA website for the announcement of the winners and photos. She has also provided ServSafe® training in western Nebraska and visited several of our members to update them on NRA activities.

Brandy attended a seminar on membership development for not-for-profit organizations and is developing a strategy for increasing membership. She has been visiting potential members in Omaha and Lincoln to discuss the benefits of association membership and considering policy options that could make it easier for prospective members to pay dues.

Continued on Page 6
New Century Agency  
*Business Insurance*  
Contact: George & Arlene Thietje  
888.424.3800

New Century Agency was founded in 1993 by George & Arlene Thietje. New Century specializes in restaurant insurance and currently writes over 500 restaurants throughout the Midwest.

**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**  
*Cred*it 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.
Nebraska Restaurant Association Members and Nebraska ProStart® Schools Compete for the Title of “Chili MasterChef”

The Strategic Air and Space Museum in Ashland, Nebraska hosted the 2nd Annual Chili Bomb Competition on Saturday, January 28th. Nineteen teams prepped and cooked from scratch Nebraska’s Best Chili and the right to earn the title of “Chili Masterchef”.

The nineteen teams that competed were Bailey Haas, Aaron Young, Rock Bottom Restaurant and Brewery, Runza Restaurants – Gretna, Heartland Payment Systems – Larissa Codr, Mama’s Dream Bakery and Deli, daVinci’s, Greenfield’s, UNL Dining Services, Carol Joy Holling Center, John Wade, Steve Wade, and Jim Otto and Senator Avery. Schools participating included Plattsmouth, Norris, Beatrice, Platteview High School Team 1, Platteview High School Team 2.

By 3:00 PM the votes were counted and the People’s Choice was awarded to the Plattsmouth High School team. The other winners are listed below.

**Vegetarian Chili**
1st – Bailey Haas
2nd – Aaron Young

**White Chili**
1st – Heartland Payment Systems – Larissa Codr
2nd – University of Nebraska – Lincoln
3rd – Platteview High School

**Red Chili**
1st – Beatrice High School
2nd – daVinci’s
3rd – John Wade, Restaurants, Inc.

**Top Business**
Mama’s Dream Bakery and Deli

**Top School**
Norris High School

Thank you to all of our Nebraska Restaurant Association members and our Nebraska ProStart® schools who competed.

Don’t miss the chance to hear keynote speaker, Tom Osborne, at Taste of Nebraska!

The Strategic Air & Space Museum will play host to the Annual Taste of Nebraska on Monday, April 23rd. Over 600 guests will dine beneath the wings of some of the most striking aircraft and enjoy exquisite fare prepared by Premier Catering Company. Tickets are still available for this event and can be purchased by calling the Nebraska Restaurant Association office at 402.488.3999. Tickets are $60.00 each or you can reserve a table of 10 for $550.00.
We reviewed our endorsed provider list as we started the new fiscal year and made a change, effective on March 16, 2012, that we believe will benefit our members. Our agreement with Farmers Insurance has not proved to be as beneficial as either party expected so we have mutually agreed to terminate the contract.

We are pleased to introduce you to New Century Agency, as our endorsed property/casualty insurance agency. New Century Agency is located in Norfolk and has been in business since 1993. George and Arlene Thietje are the owners and will be calling on you to introduce you to the services they can provide to benefit you as a member of the NRA. They are very familiar with the challenges of the hospitality industry and have a lot of experience with corporate chain organizations as well as individual restaurants in the Midwest.

The primary objective of endorsing New Century Agency is to develop a workers’ compensation dividend program for our members. A secondary benefit is to offer their services in providing you a review of your current insurance and a competitive quote. While we understand that you receive solicitations from numerous agents, this service is being offered as a no obligation, low pressure service to our members. George and Arlene are exceptionally pleasant people and easy to work with. We encourage you to take advantage of this opportunity to review your insurance plan.

Jim Otto has been active in representing our interests at the Unicameral. We have been actively monitoring the issues outlined below and testifying at committee hearings when appropriate. I will be attending the National Restaurant Association Public Affairs Conference in Washington, DC on April 17 and 18, 2012. I plan to meet with each member of the Nebraska congressional delegation to discuss issues of interest to the hospitality industry.

Taste of Nebraska is coming up on April 23rd. Planning is going well and our keynote speaker will be Tom Osborne. We look forward to seeing you at this gala event.

State Legislative Issues

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. Nebraska is one of the few remaining “non-dram shop” states. 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 in 2011. We continued the efforts and, as of this writing, it has not yet advanced in the 2012 session. We are confident that it is stuck in committee this session but will probably be reintroduced next year.

Mandatory Training for Servers and Sellers of Alcohol
Over the interim between the 2011 and 2012 sessions, there was significant discussion about the need for mandatory training for servers and sellers of alcohol. There are also training requirements popping up in various cities. While we support training, we do not agree that it is feasible to train every server/seller and we would like the training requirements to be consistent across the state. As a result, we supported an effort by Senator Lautenbaugh. He introduced a bill that would include the following provisions:

• Training programs be approved by the Nebraska Liquor Control Commission.
• A “train the trainer” approach be adopted requiring managers be trained and providing resources for them to train their respective staffs.
• State approved training programs would preempt city training.
• The training programs would be accessible online and affordable.
• Training should be valid for three years and transferable from employer to employer.

As a result, we are on the record in support of training. We don’t believe that the bill will advance.

Immigration
The “Arizona style” legislation introduced by Senator Charlie Janssen of Fremont did not advance out of committee. Senator Coash introduced legislation that would require employers to use the E-Verify system. In light of supportive U.S Supreme Court action, we felt this legislation would get more support. However, as of this writing, it has not advanced out of committee. We will work to ensure it is not overly burdensome on restaurants.

Continued Next Page
Sales Tax
Nebraska restaurants collect and remit sales tax and receive practically nothing for this service. The cost to restaurants is significant—especially on credit card sales as the transaction fee is charged on the sales tax portion too. Senator Tony Fulton introduced legislation to address this issue. As of this writing it has neither been killed nor advanced by the Revenue Committee.

Out-of-State ID cards
A Nebraska driver’s license, a Nebraska ID card, an out-of-state driver’s 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
Senator Avery took the time to meet with us and evaluate the progress being made by the industry in combating child obesity. We are very appreciative of his decision not to reintroduce another “toys in children’s meals” bill.

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 control on future city occupation taxes and were successful in limiting some future occupation taxes. We also support Senator Fischer’s present effort to require all occupation taxes to be voted on by the people of the city, not just the city council. The Nebraska Supreme Court will also eventually take a stand on this issue.

Federal Legislative Issues
Health care reform has emerged as the issue of the year and we continue to work with the National Restaurant Association and our congressional delegation in an effort to modify some of the aspects of the legislation that could adversely affect our industry. The employer obligations included in the legislation passed by Congress in 2010 represent a very significant challenge and burden for restaurateurs.

The new health care law, a combination of the Patient Protection and Affordable Care Act, (PL 111-148) and the Health and Education Reconciliation Act of 2010 (PL 111-152) contains a wide range of provisions that will be implemented over the next several years, with the most significant changes taking effect in 2014.

The National Restaurant Association has established a Healthcare Knowledge Center that provides a detailed, current analysis of the legislation, answers specific questions, and provides options for compliance. This is the most accurate and up to date information available to assist you in complying with this complex legislation, and I strongly encourage you to use that excellent membership benefit. It can be found on the website: www.restaurant.org

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. However, Senator Ben Nelson later 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 worked hard to keep the original Durbin Amendment intact and implemented as scheduled. The result was a successful defense from an aggressive attempt by the banks to undo critical debit swipe fee reforms. In the end, the effort produced a win on behalf of the broad merchant community, a win that will save restaurants, merchants, and consumer’s money and bring competition to a market where there previously was none. Debit card swipe fees are now capped at no more than 12 cents per transaction rather than the previous fee structure that was as high as 2 percent of the purchase price. This means a restaurant will pay a swipe fee to the bank of a maximum of 12 cents to process a $100 debit card transaction. Previously this fee could have been as high as $2.00.
Chuck Bosselman – Grandma Max’s Restaurant

Bosselman Family of Companies chairman, Chuck Bosselman, 67, lost his battle with cancer on January 14th in Grand Island, Nebraska surrounded by his family. Bosselman was a second-generation business owner. His father, Fred, founded the first Bosselman's location in 1948. In 1967, Bosselman became general manager of the Grand Island Interstate 80 Bosselman Truck Stop. Bosselman was credited with shaping many of the practices truck drivers find standard today. The Bosselman Travel Centers were among the first to offer showers, movie theaters, and fast-food restaurants within a truckstop.

Since then, Chuck was instrumental in establishing the AmBest network of truckstops, authorized the Grandma Max’s Restaurant concept, added several fast-food franchises to the company. In 2011, he was a driving force in establishing the Uni-Maxx Truck Care Network, a full-service truck repair shop network including the 35 Boss Truck Shops and the 38 Wingfoot Truck Care Centers (owned by Goodyear). This Uni-Maxx Network is now the nation’s second largest truck care network with more than 70 locations coast to coast.

Founded in 1948, the Bosselman companies are based in Grand Island, Neb., and own and operate business in 20 states: 46 Pump & Pantry convenience stores; a Hampton Inn, three Pump & Pantry Motels and five Motel 6 franchises; a Bosselman Travel Center; six Grandma Max’s and Max’s Highway Diner Restaurants, Sam Bass’ Saloon & Steakhouse, and Schmooter’s Bar & Casino; food courts including Subway, Little Caesars, and Caribou Coffee; 35 Boss Shops; and the Nebraska Danger Indoor Professional Football Team.

Excerpt taken from www.theindependent.com

Lisa Riley – Culver’s

Mrs. Riley passed away on Feb. 14, 2012, while on a trip to Las Vegas, Nevada.

Lisa was born on June 24, 1971, in West Point, the daughter of Allen and Patricia (Glaubius) Gooee. She was raised in Stanton and attended Stanton Public Schools.

After completing high school, Lisa attended Northeast Community College for a year. She had been working at the grocery store in Stanton while going to school. She then moved to Columbus, where she was employed at Wal-Mart. Later, she moved to Randolph.

On April 29, 1989, Lisa married Richard Riley in a ceremony in Yankton, S.D. The couple continued to live in Randolph for about four years before moving to Marshall, Minn., for a short time before going to Roscoe, Ill. It was there that Rich and Lisa became familiar with Culver’s Restaurants. They purchased a franchise and moved to Norfolk to be closer to home. On May 13, 2002, Rich and Lisa opened their Culver’s Restaurant on South 20th Street in Norfolk.

Excerpt taken from www.norfolkdailynews.com

Show Your NRA Pride
1st Quarter Winner – Kelly Knudson

Kelly Knudson, daVinci’s, is the 1st quarter winner of the Nebraska Restaurant Association’s Show Your NRA Pride! Proudly displaying daVinci’s membership window sticker is Kelly’s beautiful daughter, Olivia Knudson.

Why Kelly is a member of the Nebraska Restaurant Association: “We have been a member of the Nebraska Restaurant Association for many years and have received many valuable benefits from our membership. Being a small, family-owned, local restaurant it’s great to have a larger voice that’s watching out for us. Thanks for all you do.”

Excerpt taken from www.norfolkdailynews.com
In its latest strategic plan, the Equal Employment Opportunity Commission has indicated it will dedicate significant resources to focus on remedying systemic discrimination. Under the agency’s strategic plan for years 2012-2016, approved on February 22, 2012, the EEOC will target widespread patterns or practices of discrimination, such as discriminatory policies having a broad impact on an industry, profession, company, or geographic area.

The Agency first announced its campaign against “high impact” systemic discrimination cases in 2005, when it established its Systemic Discrimination Task Force. Since then, employers increasingly have seen the EEOC use individual charges of discrimination as launching pads for broad investigations into policies and practices affecting large classes of applicants or employees, regardless of whether the underlying charge had merit.

According to the 2012-2016 plan, the agency has seen a dramatic increase in the number of discrimination charges filed since the economic downturn. This, along with a recent cut of over $7 million in its budget, according to the agency, has “created a need for the EEOC to think strategically about how best to target its efforts to ensure the strongest and broadest impact possible in its efforts to stop unlawful employment discrimination.” The EEOC concluded that the most efficient way to target discrimination is to find and pursue big cases.

That is not to say the agency will not pursue individual claims of discrimination. The plan states, “Even as the EEOC increases its percentage of these cases, it will continue to pursue individual cases of discrimination. Strategic selection of individual cases furthers the agency’s statutory mandate of preventing unlawful employment discrimination.”

Still, the EEOC’s heightened emphasis on systemic discrimination should lead employers to consider that every charge has the potential for company-wide ramifications. Thus, responses to discrimination charges should be drafted with this in mind. For example, an employer’s volunteering statistical data in a position statement may tempt the EEOC to request additional information regarding any larger samples, even that for the entire workforce. With advancements in technology, large data sets on workforces are readily available and easily producible. The EEOC has taken advantage of this and will not hesitate to request data on classes of individuals to search for trends indicating potential discrimination.

In the same vein, employers also should exercise caution when using such language as “pursuant to our consistently applied policy” when defending against allegations potentially applicable to groups of applicants or employees (e.g., such as those concerning pre-employment screening, employee testing requirements or triggers for automatic discipline). This type of defense may open the door to a broad request for information regarding all employees affected by the same policy or procedure.
Test Yourself on Food Safety

True or False

T __ F __ 1. If food is not held at the proper temperature, customers can become ill.
T __ F __ 2. The Temperature Danger Zone is between 41°F and 135°F.
T __ F __ 3. Food being held at room temperature is in the Temperature Danger Zone.

Multiple Choice

__ 4. Hot beef and vegetable stew should be held at
   a. 135°F or higher
   b. 120°F or higher
   c. 90°F or higher
   d. 70°F or higher

__ 5. Cold tuna salad for sandwiches should be held at
   a. 60°F or lower
   b. 55°F or lower
   c. 50°F or lower
   d. 41°F or lower

__ 6. Where should raw Mahi Mahi be stored in the refrigerator?
   a. above the banana cream pie
   b. below the ground pork
   c. above the Beef Sirloin
   d. below the ground chicken

Find answers on page 16

Join us for the 3rd Annual Nebraska Restaurant Association Hospitality Education Foundation (HEF) golf outing on Monday, June 18th, 2012, at The Players Club at Deer Creek in Omaha. Proceeds help support the Nebraska Restaurant Association ProStart program.
The first 250 people to arrive will have the opportunity to participate in “Diamonds on Ice”!

Purchase a glass of champagne in a souvenir “Taste of Nebraska” champagne glass and select your ice cube! One lucky winner will have a DIAMOND frozen inside and will win the grand prize! Ice cubes can be purchased for $20.00 each or six for $100.00.

Ladies 14 Karat White Gold Diamond Earring & Necklace Set. 1 Ct. Total Diamond Weight, appraisal price is $3795

Call the Nebraska Restaurant Association for more information at 402.488.3999 or email bnielson@nebraska-dining.org

Don’t miss the Live Auction & Awards Presentation

Featured Speaker: Tom Osborne

Hall of Fame and three-time national champion football coach Tom Osborne assumed the role of Nebraska’s Interim Athletic Director on Oct. 16, 2007.

He was named NU’s full-time A.D. on Dec. 19, 2007. Osborne, who has most recently served the state of Nebraska in the U.S. House of Representatives, is one of the winningest college football coaches of all time with 255 victories in his 25 seasons as NU’s coach from 1973 to 1997.

In his roll of Athletic Director, Osborne concentrated on three areas he thought were most important – a strong academic program for student athletes, a strength and conditioning program, and a more formalized program to attract walk-on players. Today, each of these three areas has grown into an important asset for all 23 Nebraska sports programs. Within months of his appointment, Osborne quietly re-established an athletic department mission based on five core values – integrity, trust, respect, teamwork and loyalty.

Nebraska fans across the country and around the world have expressed confidence in Osborne’s experience, his understanding of Nebraska, and his desire to elevate the program back among the nation’s elite.
The independent restaurant business, as we all know, is not easy by any stretch of the imagination.

Though faced with many challenges, I believe we are mainly vexed by the question of how to survive the competitive pressures from large and small corporate chains that have large capitalization, huge negotiation/buying power, and national advertising capabilities.

**Why this is a high-stakes business**
As independent restaurateurs, we are the majority in the industry, owning 70 percent of the restaurants. Yet, according to a recent marketing study, we command the minority share of restaurant traffic and hence the purchases and sales. Another recent study concluded that major chains controlled 59 percent of the customer traffic, small chains 12 percent and independents 29 percent, which, for the independents, is a number down 1 percent from 2009 and down 3 percent over the last five years.

These numbers may not be too alarming to some, but realize that the major chains in 2010 saw a less than one percent change in their own in-house numbers while the independents lost 4 percent. Percentages like these translate into numbers like these: in 2009, according to the National Restaurant Association, 439 chain restaurants nationwide closed versus 5206 independents. Why this disparity in our industry? Is it simply in the cards that independents are not going to survive? I don’t believe it is, not if we put together a proactive business battle plan that will keep ourselves competitive and in business.

Many people may be tempted to ask what it is that the chains are doing. But I believe it is more important to ask what we, the independents, are not doing to keep our businesses viable and customers coming in.

**Accentuate the positive**
First, I believe we must each fully emphasize the most important advantage we have over chains — our hospitality. By this, I don’t just mean that we must offer good service, because chains can offer good service, too. I mean we must nurture our relationships with our customers.

One chain has a motto that states their customers will feel like family when they are there. But most independents have been making customers feel that way for years, no motto required. When was the last time a corporation sent a sympathy card to a customer or celebrated a graduation with them, not just for them? If you’re not already practicing personal customer relations of this sort, start immediately. You will make your customers feel that you’re genuinely grateful for them coming to your restaurant, as you should be.

**Understand the cost of price cutting**
The next step in building a battle plan is understanding that we cannot compete with chains on price. Our menus must reflect the utmost in quality and value and not simply offer cheap food. Pricing down to be comparable with chains is an automatic concession that the chain food is better than yours. We need to focus on freshness and fine...
ingredients to demonstrate a discernable difference in our menu offerings.

Our food must be reflective of who we are in personality, character, and ethics to help differentiate us from our corporate competitors. If an independent cannot increase customer traffic, then the only other option for enhanced profit is increased margin per customer transaction. But customers will not pay for poorer food quality, no matter how good your relationship is with them.

Don’t accept business as usual
To this end, we must stand firm when dealing with food distributors and suppliers. How many times has your national corporate supplier said you can’t buy a certain product because it’s a national account item or a premium product only for a chain? In the same breath, the food rep says, “I just hate those big chains. We never make any money on their business.”

So where do the national distributors make their money? Thirty percent of their business comes from independent operators. The bottom line is this. In order to sell independents something competitive in price, national distributors often ask us to accept poorer quality products or to pay more than chains for better product.

Personally, I quit participating in that vicious cycle about four years ago. Now I buy almost 90 percent of my needs from a local, independent, family-owned and operated food distributor – and I love it.

These folks are more empathetic, responsive, and concerned for my business success than my national rep. My food costs have progressively decreased while items like meats rose in quality and consistency. I feel comfortable that the distributor margin generated by my purchases is not going to subsidize my corporate chain competitors. Consider where your money goes. Do you like being the main profit center for your national distributor while they cut the good deals on the good product to your chain competitors?

In sum, it’s time we, as independent owners and chefs, think about connecting with our customers on an individual level – fostering relationships established through our food and service – because that’s our biggest competitive advantage. I believe our customers sincerely want us to be profitable and to succeed. And by fulfilling our end of the relationship through finding effective ways to offer high quality food at good value, customers will fulfill theirs through

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.

By Chef Ed Sabatka
ServSafe Alcohol™ is real-world preparation for any situation

Responsible alcohol service is an issue that touches your business, your customers, and your community. That’s why the National Restaurant Association Educational Foundation (NRAEF) developed the ServSafe Alcohol Program – to raise the bar in responsible alcohol service training and certification.

ServSafe Alcohol is today’s real-world training solution, with practical knowledge and best-in-class resources that help to prepare and protect every operation every day.

Developed by our industry to meet today’s challenges

Why is ServSafe Alcohol™ always the right decision?
In short, it sets the standard for responsible alcohol service training. Take a closer look at the program and it’s easy to see why.

ServSafe Alcohol™ is based on a model of success. ServSafe Alcohol is vital, practical and current responsible alcohol service training. It implements the same approach ServSafe® pioneered for the industry’s most recognized food safety training and certification. That makes ServSafe Alcohol a smart training solution for every operation and every classroom.

Real-world expertise makes a real difference.
The ServSafe Alcohol program was developed with input from experts in the restaurant, legal, regulatory, academic, insurance, medical, and law enforcement fields. Together, they determined the tasks that the front-of-the-house needs to know. It’s a holistic approach that helps ensure everyone has the training they need to serve alcohol responsibly.

The most current and comprehensive training solution.
ServSafe Alcohol includes the latest studies and science-based information, explores real-world situations, and makes it all engaging and accessible with the latest instructional design techniques.

Test Yourself on Alcohol Safety

1. A server should start counting drinks when a guest
   a. places the first order
   b. shows signs of intoxication
   c. has been at the bar for over an hour
   d. has had a few drinks but hasn’t ordered any food

2. What is the correct procedure for checking ID’s?
   a. Greet the guest, ask for the guest’s ID, serve the guest
   b. Greet the guest, ask for the guest’s ID, verify ID
   c. Ask for the guest’s ID, greet the guest, serve the guest
   d. Ask for the guest’s ID, greet the guest, verify the ID

3. Blood Alcohol Content (BAC) is
   a. the percentage of alcohol in a drink
   b. the number of alcoholic beverages a person has consumed in one hour
   c. the percentage of alcohol that has been absorbed into a person’s bloodstream
   d. The amount of alcohol a person must consume to have blood-alcohol poisoning

4. After checking an ID, the bartender remains unsure whether the ID belongs to the guest. Which questions would help verify that the ID belongs to the guest?
   a. Where were you born?
   b. What is your address?
   c. What is your license number?
   d. What color of shirt are you wearing in your ID photo?

5. Which form of ID is not acceptable in Nebraska?
   a. Driver’s license
   b. Nebraska state ID card
   c. Passport
   d. Birth certificate

6. Which activity removes a large amount of alcohol from the body?
   a. Walking
   b. Drinking coffee
   c. Urinating
   d. Waiting for time to pass

Find answers on page 17
hot off the grill

once again, runza® has been honored by the readers of omaha magazine in the best of omaha survey. runza restaurants was awarded #1 best french fries and #2 best hamburger. “thank you for this wonderful honor. we are very proud of these awards and thankful to all of the customers who voted for us,” stated donald everett, jr., president of runza® national.

daVinci’s, champions, and valley vending hosted the 10th annual holiday wishes come true, providing a free day of fun to low-income children and their families. they received six arcade tokens, bowling, an adventure challenge pass, pizza, and a drink. nearly 300 children and their families attended. champions asked local nonprofits -- center for people in need, salvation army, et al. -- to invite low-income families they serve. the end result was a day centered on lots of fun and warm smiles all over the kids’ faces.

mr. erin vik was named the general manager of the institute for the culinary arts at metropolitan community college, according to jim trebbien, dean and executive director of the institute. erin is responsible for all events held at the institute, faculty support, and student resources. the institute has grown to over 900 students in its new facility, which opened in late fall of 2009, and soon will add on a full array of new, non-credit professional development classes, workshops, and seminars for chefs, cooks, managers, and event planners. additionally, new classes will be added for non-professionals in cooking techniques.

greg lindberg announced shucks fish house & oyster bar has a third location now open in downtown omaha at 1911 leavenworth. shucks fish house, featuring finfish and shellfish from absolutely fresh seafood company, serves fresh fish, shrimp, lobster, crab legs, fish n chips, po’ boys, soups, salads and lots of appetizers.

omaha steaks is the winner of the greater omaha chamber of commerce 2011 headliner of the year award. the award recognizes a person or an organization that improves the omaha area by making the city more visible in a positive way. omaha steaks won the award for its participation in the 11th season of

“the celebrity apprentice.” in the episode, contestants on the donald trump program were asked to create a 15-minute infomercial featuring a variety of omaha steaks products.

jesse anderson, executive sous chef at the embassy suites lincoln, captured the people’s choice award for the 5th consecutive year at the 26th annual chocolate lovers’ fantasy. the event was sponsored by the historic haymarket and benefitted cedars. chef jesse, inspired by a recent trip to mexico, created a ‘dia de los muertos’ theme into her décor and chocolate creations. flavors included wildberry banana chocolate tarts; molé mango truffles which incorporated chiles, mango and roasted pumpkin seeds; an orange-marigold spice truffle (marigold is the mexican flower of the dead); kahlua-dulce de leche tarts; and tropical chocolate bark.

originally from topeka, kansas, chef jesse earned a degree in culinary arts and hospitality management from johnson county community college. she has also been a five-time winner of the food bank of lincoln’s “empty bowls” fundraiser and soup contest. when chef jesse is not preparing for events at the embassy suites, she continues to showcase her culinary talents in her own business, la bonne femme, which features artisan chocolates, candies and tarts from locally sourced ingredients and organic chocolates.

the nebraska beef council is pleased to announce the second annual “nebraska’s best burger” contest sponsored by the farmers and ranchers of nebraska. this annual contest has become a signature event where they seek to find the juiciest, most mouthwatering burger in the state. the contest asks the public’s vote for the restaurant, big or small, that serves the best burger. the top five nominees will be evaluated by a panel of judges who will determine the overall winner. participants can nominate and vote online at www.nebeef.org, or contact the nebraska beef council for more details. the goal of the contest is to gain state-wide – and eventually national recognition – with this contest. nebraska is known for raising great beef. it’s time to recognize those who serve it!

Do you have newsworthy news? Contact Brandy Nielson with the Nebraska Restaurant Association to 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 how you support the hospitality industry of Nebraska with the Nebraska Restaurant Association!
Hello from New Century Agency!

We are very proud to say that, as of March 15th, we are the newly endorsed property, liability and workers’ compensation insurance agency for the Nebraska Restaurant Association.

Who Are We?

We are an independent insurance agency located in Norfolk, NE. The agency is owned by George and Arlene Thietje. While we are new to the Nebraska Restaurant Association, we are not new to restaurant insurance. We are a niche agency and restaurants and the food service industry have been our specialty for over 20 years. We insure lots of “Mom and Pop” single location restaurants but we also insure one of the nation’s largest franchise groups with nearly 400 locations. They are all important to us. We have insured some of our restaurant clients for over 20 years.

It’s a penny business, George!!

We have been around the restaurant business long enough to know that cost is the primary consideration behind every purchase. An insured once told me that a restaurant is a “penny business”. He said he has to figure his profit margin on each ingredient that goes into each dish for each meal. Those profits are measured in pennies and not dollars. The National Restaurant Association tells us that a well run restaurant will have a profit margin of roughly 5%. That means that for every $1.00 you spend on an expense like insurance you have to produce $20.00 in sales. If your insurance goes up $1,000, it cost you $20,000 in annual sales.

We promise that we will diligently fight for every cent that we can save our clients.

The Three Most Important Things:

Service to us doesn’t mean just doing a certificate when it is requested or reporting a claim when it happens. Service is an attitude of wanting to help people. Your insurance is one of your largest expenses. For that much money you should expect and receive friendly, courteous service. But, we go much further than that – we take it personally and work as if the problem or the issue were our own. We don’t stop seeking a resolution until you are satisfied.

Going above and beyond what is expected is what makes great customer service.

Please Take This Opportunity To Meet Us!

We will be hosting some Roundtable Meetings this spring and summer in conjunction with the Nebraska Restaurant Association. You will receive an invitation to the one in your area as the times and places are set. They will be strictly informational.

We Look Forward to Serving You!

Money On The Table

By Michael McCarville, Restaurant Specialist for Heartland Payment Systems

Let’s talk wireless transactions. Over the years we have seen changes in the world of wireless credit card transactions. Fifteen years ago it was expensive and not as reliable as the service providers promised. More often than not, I recommended that my customers steer clear and with good reason. The reliability and longevity of the wireless providers just wasn’t worth the investment. In fact, now that we are using the cellular airwaves, we have left three or four dead soldiers in the wake.

Well… things they are a changing. With the rapid growth of smart phones in the cellular world, we have seen processing methods being offered right and left and some with FREE this and FREE that as leaders. First, let me warn you. The FREE OFFERS can also lead to trouble, so make sure what they truly mean by FREE. If the process is NOT FULLY ENCRYPTED, do not go there.

Heartland Payment Systems has developed a FULLY ENCRYPTED SYSTEM called Mobuyle for processing on most major Droid and iOS cellular phones. The app is offered at no charge and, if needed, the fully encrypted card reader attachment is less than $90 with Nebraska sales tax included. Finally we have a low cost solution in the wireless arena.

The beauty of the Mobuyle platform is that there are no additional charges added to your regular card processing fees. The features offered include electronic signature capture and emailing of receipts which eliminates the need for printers. Remember, most phones in the DROID and APPLE world are certified, including the iPod Touch 3G & 4G and the iPad 1 & 2. If you have wanted to get into this wireless world for delivery or curbside service, Mobuyle is here to help you better serve your customers.

Heartland Payments Systems offers many other great tools for your business. We offer some of the best payment processing and marketing tools for the restaurant industry including the state-of-the-art Heartland 360 POS, Heartland Gift Marketing and Frestxt, a SMS marketing and online reservation solution. We want to be your partner because we are the best provider of solutions for your business-solutions that will bring more money to your table.

For more information, contact me at 402.551.9832 office, 402.699.1502 mobile or michael.mccarville@e-hps.com.
Calendar of Events
Find updates online at www.nebraska-dining.org

For additional information contact
Brandy Nielson at 402.488.3999, ext. 2

April 17-18
NRA Public Affairs Conference

April 23
Taste of Nebraska
“Diamonds on Ice”
Strategic Air & Space Museum, Ashland

April 27-29
National ProStart Competition
Baltimore, Maryland

May 9
Regional Roundtable
Uncle Ed’s Steakhouse, Grand Island – 1:30 - 3:30 PM
Contact Brandy to register bnielson@nebraska-dining.org

May 23
Regional Roundtable, North Platte

June 6
Regional Roundtable, Omaha

June 11
Omaha Restaurant Association’s BBQ, Beatniks, & Baseball
ConAgra Campus, Omaha – 6:00 PM

June 18
Hospitality Education Foundation Golf Outing
The Players Club at Deer Creek, Omaha

June 20
Regional Roundtable
Beacon Hills, Lincoln – 1:30 - 3:30 PM

July 11
Regional Roundtable
Ricardos Mexican Restaurant, Norfolk – 1:30 - 3:30 PM

July 25
Regional Roundtable
Valentino’s, Beatrice – 1:30 - 3:30 PM

September 17
NRA Fall Golf Outing
Hillcrest Country Club, Lincoln

Welcome New Members

Restaurant Members
Grata Bar & Lounge –
Clocktower Square
Justin Heider
6981 A Street, Ste. 108
Lincoln, NE 68510
402-261-3019
www.gratabar.com

Grata Bar & Lounge –
Jamie Lane
Andrew Johnson
2755 Jamie Lane Ste. 15
Lincoln, NE 68516
402-328-0287
www.gratabar.com

Allied Members
Harbor Touch Point of Sale
Joe Messina and Liz Horton
2202 N. Irving Street
Allentown, PA 18109
800-201-0461 ext. 101
www.harbor touch.com

SERVSAFE Calendar

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Contact Beth Haas to register 402.488.3999 ext.1 or beth_haas@nebraska-dining.org
GREETINGS FROM
NEW CENTURY AGENCY
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Especially when we’re talking about protecting your hard earned assets. Selecting the right insurance agent to protect your assets is the most important part of your insuring decision. You need someone who not only understands insurance but who understands the restaurant business. For nearly 20 years we have been insuring restaurants. We know how to do it correctly and economically.

We’re looking forward to meeting you soon.

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TORVAC – The Darlington professional service that makes grease traps worry free.

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A wine country steak of mind. Steak and wine have a lot in common. They’re sensual, emotional, and all about pleasure and satisfaction. And the good news is, they actually have the power to sell each other. In fact, 57% of operators say steak has a positive impact on red wine sales.* So, try this: serve a big-flavored, bone-in Strip steak in a Zinfandel reduction sauce. Now you’ve got steak selling wine and wine selling steak. That’s a Zin-win. For this recipe and more about beef and wine pairing: 1-800-922-2373 or www.beeffoodservice.com

*Source: Technomic Inc. “2008 Volumetric Assessment of Beef in Foodservice Study”
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