

RESTAURATEUR

Official Publication of the Western New York Chapter of the New York State Restaurant Association

SERVING • ALLEGANY, CATTARAUGUS, CHAUTAUQUA, ERIE, GENESEE, NIAGARA, ORLEANS AND WYOMING COUNTIES

Volume 11 - Number 5

May 2011

Wally Lorenz Annual Golf Outing - June 21st



L-R: Bill DeLuca (Mr. Bill's); Mark Wright (ECC-North); Peter Longo (CA Curtze Co.); Don Spasiano (ECC-North)

Typical Food Folks - One Guy Working and Three Guys Watching!

~ 2011 Fast Facts for Annual Golf Outing ~

- Diamond Hawk and dinner at Joseph's

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- **Double Eagle Sponsor - \$2,000** •

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(due to time needed for embroidery this sponsorship will close on May 16th)

~ Golf & Dinner Foursome - \$560. value ~

~ Tee Box Signage - (suitable for display) ~

~ Start at Hole #1 ~

~ Opportunity to present and speak at dinner reception ~

- **Eagle Sponsorship - \$1,000** •

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~ Start at Hole #2 ~

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~ Tee Box Signage - (suitable for display) ~

- **Bogie Sponsorship - \$90** •

~ Golf ~

- **Double Bogie Sponsorship - \$50** •

~ Dinner Only ~



Chairperson - 2011 - Larry Pilarz

To reserve contact:

Kerri Riedel - 716.432.2300
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Larry Pilarz - 716.688.1045

Bill DeLuca - 716.634.0783

Dan Garvey - 716.652.5552

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1. Must be a graduating ProStart high school student (senior) class of 2010.
2. Must have completed all requirements for the ProStart Certificate

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3. Must have (3) letters of recommendation: (A) Student's Culinary teacher (B) Owner/Operator of site where student was employed (C) A non family member who has had a significant impact on the student
4. Must have sr. year transcript of grades (home-school) showing a 2.75 - 4.00 GPA
5. Must have a letter of acceptance to a post-secondary institution with a foodservice/hospitality program
6. Must submit a 300 word essay: Guidelines as follows - What has the ProStart Culinary Arts program done for you? - What attracts you to the restaurant & foodservice industry? - Incorporate your industry work experience in the essay.

• HOW APPLICATIONS WILL BE JUDGED AND SELECTED •

(A) Presentation: Spelling, punctuation, & grammar. Rules of Standard English Essay: Quality of writing, word count. (B) GPA (C) All paperwork is in order & sent on time. All directions have been followed.

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You should consult an appropriate and qualified professional for specific advice tailored to your particular situation.
Melissa A. Fleischut - Director of Government Affairs - New York State Restaurant Association



STRAIGHT AHEAD

FRED G. SAMPSON, PRESIDENT ~ SAMPSON CONSULTING, INC.

Food Service ----An Industry in Transition Part Two

In Part One, I touched on the weak economy and its impact on the industry, the rising cost of goods, the continuing high employment, the sluggish sales picture and the changing competitive climate led by the retail food industry.

There is another type of competition that is limited to many urban areas across America, and that's the regional casual and fine dining chains. These operations are under the direction of an individual or individuals in the same marketing areas but are not, in some cases, similar in name or cuisine. Their success has given them an edge in purchasing power and strong balance sheets, which landlords and banks prefer when "hot" locations become available, and flexibility with staffing and shared administration costs. They raise the competitive bar for the independent operator. They are becoming more numerous. I would estimate that there are at least 100 of these multi-unit groups in the Metro New York area.

Now I would like to discuss how consumers are helping change their role in this transformation.

First, thanks to enormous media attention, the consumer is reading, hearing and seeing more about food service, nutrition, sanitation, healthy choices, industry legislative issues (menus postings, banning toys from kid's meals) and last but not least, back-of-the-house techniques demonstrated by celebrity chefs. All of this is producing a much more informed and savvy patron.

Then there are general media stories with headlines like "The Online Reservations Restaurants Love to Hate" or "Table for 2? Get Ready to Wait in Line." The first deals with Open Table and RezBook. The other deals with many new operations that are replacing the reservation book with no reservations at all and why they are doing so.

Both stories contain information that normally would be confidential, not because it is improper or illegal, but because they deal with costs that are really none of the guest's concern. While I agree with the mindset that says "An educated consumer is our best customer," I also believe that too much information can be a dangerous thing.

Then there are the social media-blogs and web sites-dedicated to having consumers rant or rave about the food and/or the service. There are also blogs that visit restaurants on opening day and post their findings, which eight out of ten times are not helpful to a brand new enterprise.

One of the industry's most difficult problems deals with various legislative matters that the public perceives as easy to implement, such as no smoking,

continued page 4

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Sampson Continued...

menu postings, eliminating trans fats and reducing salt in the food we serve. The industry finds itself in a quandary: How do you oppose something that your patrons for the most part find desirable and not appear as obstructionist. It's not easy. That does not mean that the industry should not voice its objections if it feels that it is being burdened by more and more regulations as it has done in every one of the above-mentioned areas and has seemed able to do without being unreasonable.

One of the more interesting issues has been the posting rule. While most patrons stated in various surveys that they thought it was good idea, a more recent survey reported that 64 per cent do not use the posted information when ordering and only 23 percent do. It may sound contradictory, but that is always the consumer's choice. Did someone once say "the customer is always right." Each of the issues is now the law of the land with the exception of reducing salt.

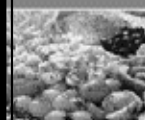
Every one of the above listed matters is a classic example of the consumer's influence and how that influence has and will to continue to impact the industry

In my next and last installment, I will discuss some of the ways the government has impacted how you operate your business, for example:

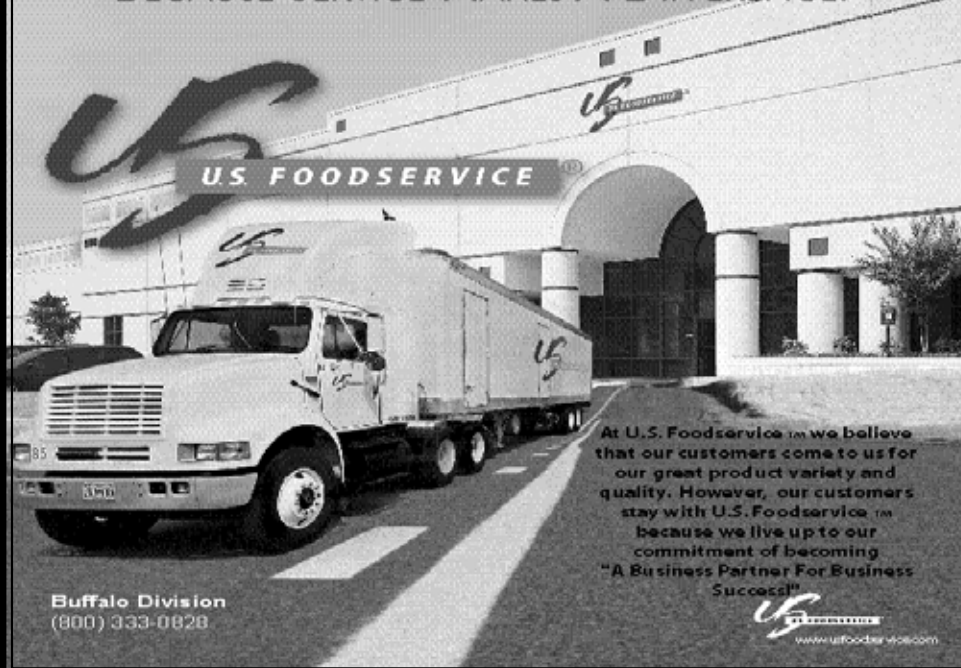
- \$ Have you given any thought to how many business decisions you make that are influenced by some government rule or law
- \$ We are just seeing the beginning of how the food police are and will affect the make-up of your menu and in some case its ingredients
- \$ How about zoning laws that will prohibit certain types of food service establishments, or determine what you must have on your menu in order to receive a permit to operate.

These are not proposals but actual laws in several areas of the country. Stay tuned.....'til next time.

Comments can be sent to fredgsampson@juno.com



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George Schaeffer

IFSEA (International Foodservice Executives Association) Annual Outing

A couple summers ago I am standing in the fresh clam line with Neil and Seymour Goodman, (Uncle John's Pancake Houses, Park Lane and Hertel Parker Liquor Store) whom both are in there 80's. We talk about the 1960's, when this outing was held, always on a Monday, at Pine Hedge Grove in Hamburg. It was called the "Stewards Stag." I think the cost was \$10. That was outrageous! It started at 1:00 PM with the sizzle of hot dogs, hamburgers and sausages. Shortly after 1:00 PM, Bud Jaus (Hayes Seafood) would begin to organize the games. There would be clipboards attached to a gallon jar of nails, gallon jar of macaroni and several other gallon jars filled with whatever. Whoever came closest to the number in that jar won a prize. The egg toss was followed by the water balloon toss. Then there was the annual softball game. The "Stewards" versus the "Suppliers." Being an astute "Supplier", I slow pitched many of those games and grooved that ball so every steward could knock it out of the park. Most didn't, as the cups of beer on each base and the filled pitchers at home plate took their toll on any resemblance of coordination. Luckily, the Hamburg rescue squad never had to be called. A half of a cooked and chilled lobster, a charcoal broiled 1# strip steak, corn on the cob etc. was served at 6:00 PM. Ice cold draught beer washed all down.

Sometime in the 1970's the scene shifted to Stan and Dorothy Kloc of Kloc's Grove. The games continued, the beer flowed and the turnout dramatically increased as the "Stewards" outing became the IFSEA picnic, with women allowed to attend. It was a dramatic improvement from the outhouses at Pine Hedge to the modern facility at Kloc's. As the numbers grew to nearly 300, the prizes for the raffles increased also. There were cases and cases of beer and pop, complete golf sets, televisions, weekend retreats, hundreds of restaurant gift certificates and my favorite was the Durkee Spice rack. I always had a couple of them. Joe Kloc would man the burger stand and at 4:00 PM, he would shift to the clam stand. With a helper, Joe would open bags and bags of clams. He was faster than anyone. Dozens of these delectable morsels were consumed. Stanley Kloc held high court behind the bar, cracking one-liners, pouring beer and an occasional shot of 7 Crown for himself and the patrons. Dorothy was in the kitchen preparing dinner practically by herself. Dinner was again served at 6:00 PM and then the drawings began. They lasted well into the evening, as most everyone walked away with a prize, some needed a wheelbarrow to gather their haul to the car. Tuesday usually was not a productive day.

So here we are again and the weather chairperson has done a great job!

The pace has slowed, the consumption of food and beverage may have dwindled with some un-named exceptions, but the friendships and camaraderie continue to grow.

The IFSEA & WNY Chapter of the NYSRA share, and support many events. Hence my story.



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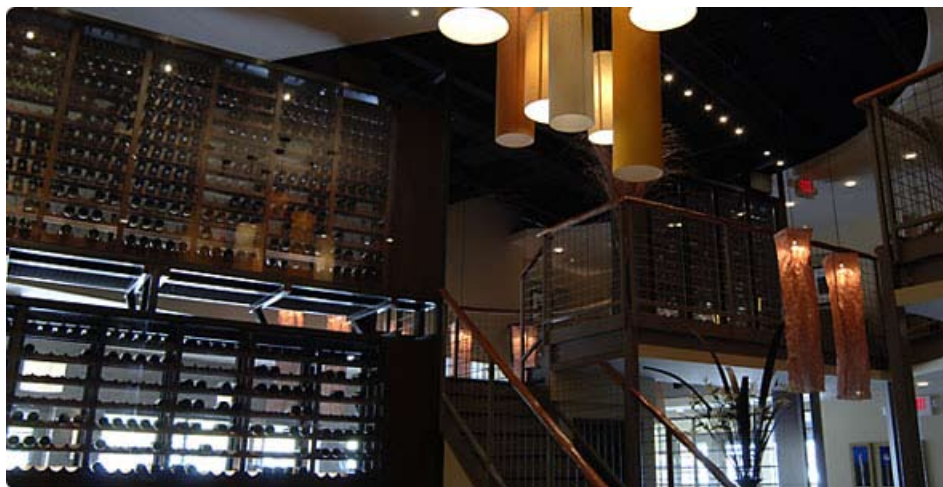
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Patricia McGee



Meet Patricia McGee!

With over 20 years business management experience, Patricia McGee, founder of McGee Coaching is an expert in the challenges faced by new managers. Promoted through the ranks in the restaurant industry, Patricia advanced from entry level to multi-unit district

management. Often without mentors for guidance, she encountered all of the pitfalls developing managers experience along the way. Patricia trained numerous supervisors and managers, setting in motion a career focus on management development and coaching. Her unique perspective comes from having been there herself.

While opening restaurants as a district manager for Harvey's, a Canadian quick-service hamburger chain, Patricia developed a new-store-opening training program that took locations from barely finished construction sites, with a truckload of food and 50 teenagers, and trained them into functioning restaurants over the course of a 3 day weekend. That experience has developed into a variety of training programs she now offers. Workshops in coaching for performance, new supervisor training, superior customer service, effective communication, conflict resolution and employee engagement and motivation are available.

The promotion to supervisor or manager is one of the biggest steps an employee can take in their career. Often assigned to supervise former peers, the role can be fraught with early pitfalls for a rookie. Learn to Think Like a Manager is a comprehensive program Patricia has designed that takes managers through all of the key supervisory skills: delegation, conflict resolution, coaching for performance, giving feedback, and creating a strong team environment will help new managers be successful. Program elements are also offered as separate workshops, custom tailored to the needs of the client. No one can tell you what your idea solution is; only you can determine that for yourself. A coach supports the discernment process. That is what Patricia does.

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Charlie the Butcher's Kitchen	May 31, 1994
King's Court Restaurant	May 19, 1995
C.A. Curtze Foodservice	May 16, 1996
Loughran's Bar & Restaurant	May 10, 1999
Pizza Plant Italian Pub	May 25, 2001
Pietro's	May 6, 2003
EnergyMark, LLC.	May 10, 2005
Plummer's Tavern/Stateline Restaurant	May 14, 2007
Tandooris Royal Indian Restaurant	May 12, 2009
Schwabl's Restaurant	May 6, 2010
Parings Wine Bar	May 20, 2010

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