

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 6

June-July-August 2011



Access Buffalo and the WNY Chapter of NYSRA are offering a FREE disability awareness training seminar for you and your staff.

This seminar will help to educate you on how your establishment can become more accessible so that some of the millions of dollars spent locally by people with disabilities can help your bottom line. The seminar will also speak to understanding the proper response to customers with disabilities, etiquette and interaction skills, and what you can do to market your establishment to the disability community.

Monday, June 27th

5:00 pm in the SLR conference suite

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Following the seminar you are invited to stay in the suite and watch the Buffalo Bisons take on the Norfolk Tides at 7:00 pm.

Complimentary food and beverages provided by the WNY Chapter

Space is limited so reserve your spot today by calling Lindsay Carucci @ 846-2040.

(Because of limited space, we ask that a maximum of two people attend from any one establishment. Foodservice professionals only, please.)



February 12–July 3, 2011

Burchfield-Penney Art Center at Buffalo State College 1300 Elmwood Ave

“Overabundance of Detail” Exhibit

Sylvia L. Rosen and Charles Cary Rumsey Galleries

Overabundance of Detail focuses on artists who create intricate aesthetic experiences by focusing on minute variations and fluctuations in content and form. A commitment to detail borders on obsession in some works; while in others, it reveals to us the unique nature of the objects presented. Large-scale pieces can entice from afar with rich patterns, examined closely they reveal precision. Smaller works, because of their tooling or architectural reference points, seem monumental. Works as varied as paintings, drawings, metal sculpture, and **cake designs** will illustrate different artists' use of extreme detail work.

Note: Carolyn Panzica (Chocolate Bar -114 W. Chippewa St) is the artist who has created an incredible design in several cakes that are part of this exhibit. I would encourage everyone to see this exhibit at the Burchfield-Penney. It is truly amazing

15th. Annual Wally Lorenz Golf & Dinner Outing - Tuesday, June 21st



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www.nysra.org/associations/2487/chapters.cfm

I want to touch on a couple of things I have spoken about in the recent past.

The first being something I mentioned a couple of issues ago: Namely, that I announced in the April issue that Spring is here! Misfired on that one, obviously. Here's hoping that all of the lousy weather we have already endured is behind us, and that we will get to enjoy one of those summers that Western New York is quietly famous for!



Robert Free
President

I have also mentioned, quite often, over the past year and a half about that which your WNY Chapter can do for you. Our mantra has been **Education, not Legislation!** And that continues in full force! Working in tandem with the home offices in Albany we continue to fight against unrealistic tax audits, wage order rulings, and a myriad of other legislative proposals that threaten to stifle restaurants, and all small businesses, in New York State. Visit nysra.org for more details on what the association is doing on your behalf.

Here in WNY, your Chapter has been able to create relationships with local governmental agencies that espouse our philosophy of working together to further business, instead of legislating it. Our Healthy Choices program with the Erie Co. Dept. of Health is one example of that. Recently it was lauded as the government/business partnership of the year. Visit www2.erie.gov/health/ and click on the Healthy Choices link to sign up.

But enough about Legislation – what really makes the WNY Chapter the jewel of New York State is what we do in terms of Education. Did you know that the chapter offers scholarships to students attending accredited culinary programs at local colleges? We do! We invite you to come out for a **Family Fun and Scholarship Night at the Ballpark** on Monday, June 13th to honor the students as they receive their \$1000 scholarships. Bring your staff, family, and friends to enjoy a pre-game party and watch a Bisons game for only \$15 per adult/ \$10 per child. (see attached sheet for info or visit Bisons.com for more details)

If baseball is not your game, how about golf? **The 15th Annual Wally Lorenz Chapter Golf Outing** is on Tuesday, June 21st and the proceeds help benefit the NYSRA Educational Foundation. (see attached sheet for more info on the tournament or visit our micro site on LocalFoodservice.com - *Community Website* - **WNY Chapter - NYSRA**)

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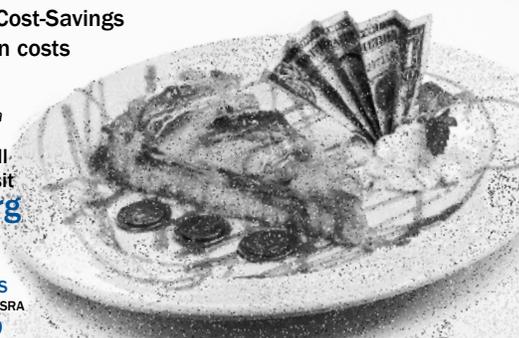
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Melissa A. Fleischut - Director of Government Affairs - New York State Restaurant Association



STRAIGHT AHEAD

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

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

Before I proceed any further, please understand my observations are just a brush stroke in this portrait of the industry. This is due to both space limitations and the enormity of the subject matter.

Part One dealt with the weak economy and its impact on the industry and the ever-changing competitive environment. In Part Two I discussed how the consumer's role in this transformation is playing out and now Part Three will touch on how government, through mandates, regulations and laws is changing the way you do business.

Have you ever given any thought to how many business decisions you make that are influenced by some government law, rule or regulation? Well, unfortunately, at the rate this interference is taking place, be prepared for more.

There seems to be a school of thought that if they, the food police, can have laws and regulations passed that impose restrictions on what restaurants can serve, that will cure the country's obesity problem. An example of that credo is the calorie notices that ALL chain operators with more than 20 units must list on their menus. This ruling is expected to take effect at the end of 2011 and will affect over 275,000 restaurants, according to the FDA. The estimated cost is \$110 per establishment. Don't be surprised if, after it is in effect for two or three years, the food police will demand that it be mandatory for all food service establishments.

Then there is a bill introduced in the California legislature to "improve the health of children in California by setting healthier standards for children's meals that are accompanied by toys or other incentive items." A similar bill has been introduced in San Francisco and New York City. This, I think, is the greatest reach yet by government to impose its will on an industry. The city council of Watsonville, California, recently approved an ordinance that would require restaurants to offer healthful options on their menus in order to obtain a building permit. Dubbed the "Healthy Eating Options Ordinance," under the plan, restaurants seeking a permit to build or renovate would have to obtain a certain number of points by meeting nutrition criteria on a check list. The list includes offering four choices of fruits, vegetables prepared in a low-fat way, offering at least one fat-free or low-fat salad dressing or offering at least one low-fat vegetable dish with less than 500 calories. You will note that not only does the ordinance tell what you can serve but how it should be prepared.

Another example of the questionable use of zoning or restrictive legislation is

continued page 4

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Sampson Continued...

Los Angeles where quick-service restaurants will be prohibited in certain sections of the city. The purpose is to make it as inconvenient as possible, all in the name of controlling obesity. Reminds me of an old saying “The obvious cure for a headache is decapitation, but I wouldn’t recommend it.”

The next battle will be sodium reduction in restaurant food. The Institute of Medicine is recommending a series of steps that restaurants can take to do so.

Recommendation 1: The Food and Drug Administration should expeditiously initiate a process to set mandatory national standards for the sodium content of foods.

There are five more recommendations, all eventually requiring mandatory compliance. No. 5 says it all, and I quote: “Federal agencies should ensure and enhance monitoring and surveillance relative to sodium intake measurements, salt taste preferences and sodium content of foods, and should ensure sustained and timely release of data in user-friendly formats.” This obviously means more menu posting.

Operating a food service establishment has never been more difficult than it is today. A sluggish economy, rising commodity prices, problems raising operating capital, an army of bureaucratic officials and inspectors adding to our dilemma and now the exploding gas prices, not only reduce discretionary dollars available for eating out but add to our cost of doing business. The interesting fact of a transformation is that sometimes you don’t even realize that it is taking place; however, if you just look back to 2007 and compare it with 2011, I think you will agree that it has happened and continues to happen.

It is my personal observation that the most disturbing aspect of the transformation we are going through as an industry and as a country is that for the first time in our history we are not sure how it is going to play out. We feel as though we are not in control of our destiny and that is the greatest transformation of all.

Comments can be sent to fredgsampson@juno.com

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George Schaeffer

It's Showtime!

The inception of a "food show" in the late 1960's was a revolutionary idea. From a manufacturer's point of view it was a way of demonstrating or showing your product(s) to a wide range of that particular distributor's customers. Hickman, Coward and Wattles was one of my first food shows.

The show would last 2 days. Many times it would be on a Sunday and Monday in late spring. That always made for a terrific family weekend, when we would have to set up on a Saturday. Anyway, our product line was so extensive at Hickman, we would need two to three booths. Then we had to rent and deliver equipment. Back then many of the places where the shows were held did not have adequate equipment nor space to handle the multitude of companies' cooking needs. An outside concern would set up the booths and drape the tables. They would also bring in generators for all the extra power that was going to be needed. Too many times that was a bust as they miscalculated the power and "poof" your booth and equipment are in the "weeds."

We would rent multiple deep fryers, portable convection ovens, microwave ovens, heat lamps, flat top griddle, warming trays, display materials and one of the most important pieces of equipment was the PVC pipe, 1½" by 16" tall. Four pieces for each table leg. This was mandated by our Frozen Regional Manager in New York – Laurence Haskell. The idea was to raise the height of the table, so the customer could see your display easier and write an order more easily, without having to bend over excessively. But I digress...

Our District Manager was a wonderful guy by the name of Paul Jones. Paul was big on demonstrating everything we had. We would deep fry our chicken tenders, veal cutlets, sample our 6 oz. chopped sirloin steaks, bake our Gretchen Grant hors d'oeuvres, sample our fresh pack dill pickles, sample our tuna salad on our Kasanoff kosher bread, and the beat went on. We would bring in all the Durkee troops to man this operation, sometimes 5 or 6 of us. Our uniform was a white lab coat, with a thermometer in the pocket (just to look professional).

So now it is Sunday night and the show is closing. This is when we start serious selling. Customers were still buzzing around in the bar at the Hearthstone Manor. So for the next few hours, sales continued on and customers were created. We did not believe in just getting a sale, but creating a customer was our goal. We reached our goal many times over. Thanks to terrific teamwork lead many times by "Magic Man" Don Marquardt and the Durkee expense account.

Then on Monday, you got to do it all over again. Guess, nothing much has changed in 40 years!



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Free Continued...

But your Chapter is not done there! We can all look around and see the homegrown talent that has chosen to remain in WNY. That is what differentiates us from other areas of the state and country. Our culinary talent chooses to stay in the region and that makes for such a vibrant and varied restaurant experience! It is vitally important that we nurture just that; and we do. The WNY Chapter of NYSRA also offers a ProStart (see: ProStart.restaurant.org) scholarship to an individual that excels in his/her high school culinary program and is accepted to an accredited culinary college. Shortly, we will be announcing the individual that has earned this **\$3000 scholarship!** And we will once again honor that recipient with an event that we hope you choose to attend.

This is **YOUR** chapter; this is **OUR** culture! We should all be proud of the restaurant industry here in Western New York – it is a truly special and a close-knit group of restaurateurs, individuals, vendors, and most importantly, our customers that loyally frequent the continuing tradition of WNY restaurants. It is a tradition worth preserving!

I urge you be active in our chapter events – they are fun today, and rewarding tomorrow!

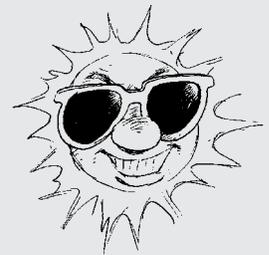
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International Food Executives Association

SUMMER OUTING



Monday, June 27th

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15th Annual Wally Lorenz Golf & Dinner Outing

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WNY Chapter New York State Restaurant Association



Tuesday

June 21, 2011



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9:30 Registration

10:30 Shotgun Start

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4:30 Open Bar & Wine Station

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Anchor Bar	June 20, 1990
Aunt Millie's Restaurant	June 20, 1991
Deerhead Inn	June 4, 1993
Original Pancake House of Wmsville.	June 21, 1994
Town & Country Restaurant of Alden	June 13, 1995
Pegasus Family Restaurant	June 13, 1995
John & Sarah's Family Restaurant	June 30, 1998
Teddy's Restaurant	June 3, 1999
McPartlan's Corner	June 17, 2002
Pesci's Pizza	June 22, 2004
Gabriel's Gate, Inc.	June 21, 2005
Zebros on the Lake/Harbor House	June 19, 2007
Oregano's Family Restaurant	June 25, 2007
Shango Bistro	June 3, 2009
Chudy Paper Co.	June 15, 2009
Village Eatery Italian Bistro	June 16, 2009
DiGiulio's Restaurant & Catering Co.	June 3, 2010
Micros Systems	June 3, 2010
Caputi's Sheridan Pub	June 3, 2010
Byrncliff Resort & Conference Center	June 10, 2010
Crown Energy Services Inc.	June 14, 2010
Frontier Catering	June 22, 2010
Italian Fisherman	July 23, 1991
Danny's Restaurant	July 1, 1992
French Pub & Restaurant	July 16, 1996
Picasso's Pizza	July 20, 2004
LaScala Ristorante	July 1, 2005
Gator Pub	July 22, 2005
O'Brien's Pub, Inc.	July 10, 2006
Black & Blue Buffalo	July 24, 2007
Amici Ristorante	July 8, 2009
Arriba Tortilla LLC.	July 10, 2009
Pepsi Bottling Group	July 17, 2009



OUTSTANDING STUDENT WINS AWARD

Trocaire Hospitality Student **Peter S. Del Cotto** has won an all-expense paid trip to Chicago, Illinois for the 2011 National Restaurant Association Show to be held at the end of May. The contest was sponsored by ChefUniforms.com.

Peter S. Del Cotto

To have a chance at winning the grand prize, Peter submitted an original recipe – his was a Simple Marinara Sauce - a short explanation on why he deserved to win, a photo of himself and a photo of his dish. On April 4th, ChefUniforms.com put up a voting page for each contestant and contestants then recruited their family and friends to vote. Peter utilized the power of social media to solicit votes – using skills he gained in his sales and marketing class. The virtual voting booths closed on April 29 and the votes were tallied. He was named the culinary student with the most votes, garnering the grand prize which includes airfare, hotel stay and all incidental costs for his attendance at the National Restaurant Association show in Chicago.

Peter noted that it feels “pretty darn good” to win an all-expense paid trip to the 2011 NRA Show – a dream of a lifetime for Peter that has become reality. He also dreams of someday opening his own restaurant and feels the National Restaurant Association Show experience will be invaluable. “The NRA Show has every exhibitor in the industry available to meet with and consult,” said Peter Del Cotto. “In addition, I hope to network with other leaders in the industry and utilize their experiences to mold my restaurant.”

Peter is an outstanding student and a role model for other hospitality students at Trocaire. “Peter is a pleasure to have in the program and someone who models our program mission of leadership, teamwork, service and diversity,” noted Hospitality Program Director Jim Carlo. “I am proud of his accomplishment and I know he will enjoy his trip to the restaurant show.”



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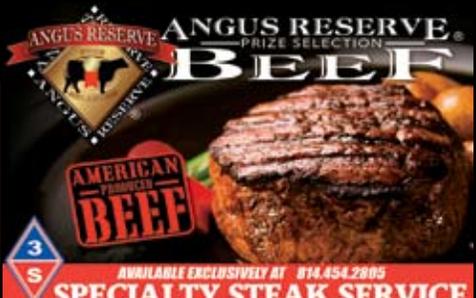
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