

# 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

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*A Happy, Healthy, Prosperous New Year to All!*



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# RESTAURATEUR

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[www.nysra.org/associations/2487/chapters.cfm](http://www.nysra.org/associations/2487/chapters.cfm)

Happy New Year! I hope that everyone had a safe and joyous holiday season and that 2011 is a prosperous one for you and your business.

The board and I are excited about what 2011 will bring. In my December notes I asked everyone to let me know if there were any things that you wanted YOUR Chapter to do as we begin the year. Many of you responded and your ideas will be brought up at our board meeting on January 4<sup>th</sup>. That's not to say, however, that we are waiting until then to plan our events and programs – that process has been underway for some time. You will



**Robert Free**

see with this newsletter the flyer relating to the ServSafe course we will be offering. It's not until February but we want to give you enough time to sign up your associates so that we can order the books and get them into their hands with enough time for review.

Also, we are working with the state association's office in Albany to have a follow up meeting regarding the tax audit situation. Due to the persistence of Assemblyman Schroeder and his staff coupled with the dogged efforts of NYSRA leaders, the Department of Tax and Finance has agreed to come to Buffalo to speak before concerned restaurateurs on what the Dept. is doing in regard to issues and complaints we have voiced. The date has not been absolutely finalized, but it should be sometime in mid January. We will obviously let you know as soon as the date for the meeting is firmed up.

Another project has already been started and is nearing completion. We have been working closely with LocalFoodService.com on strengthening our partnership to create a way for the WNY Chapter member community to be able to access all types of information about local chapter events, programs, and benefits with a simple click of the mouse. Look for news on that announcement shortly.

On a final note, winter is only (officially, at least) a couple of weeks old but seems to have been here for months! In another couple of weeks some cabin fever will definitely be creeping in. To ease the winter doldrums we will be having a WNY Chapter golf outing in early February. Yes, you read that correctly. We will be offering a day out for you, your staff, friends, and family to play 18 holes at a renowned course of your choice at FrogHair Grille and Golf on their state of the art simulators while enjoying some fine food and drink. We will post the day and available tee times soon after the first of the year. And if you're not a golfer, we encourage you to stop by to laugh at those of us that think we are.

As I alluded to, we have more things in the planning stages as we move forward into to 2011, and we are committed to offering many more. We want to make this a truly great year to be member of the WNY Chapter!

As always, let me know your thoughts. [rfree@bisons.com](mailto:rfree@bisons.com) or 716-846-2081

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Rob

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Bill Marvin

## The Restaurant Doctor™

Bill Marvin

### WHAT'S YOUR PROBLEM?

I know, you don't have problems, you have challenges. You might say they are not problems, they are opportunities.

I acknowledge that it is less paralyzing to think of opportunities rather than problems but whatever euphemisms you use, you are still left with a problem in drag! I wonder if the wording ever appreciably changes things for most people.

However, problems (challenges, opportunities or whatever) are a daily fact of life and dealing with them seems to define the job of most hospitality managers. So let's take another look at problems, not from a cosmetic point of view but with an eye toward reaching a different understanding of what is and what is not really a problem.

#### Problems.

A problem is merely a situation that you don't yet have a handle on. Think about that for a minute. The only reason you would look at a situation as a problem is that you just cannot quite see how to deal with it. Certainly if you knew how to handle it, you would not be likely to think of it as a problem in the first place. A nuisance, perhaps, but not really a problem.

If you are honest with yourself, you have to admit that virtually all of the situations you face in life, personal or professional, ultimately have a workable solution. So when something looks like a dilemma, all you are really facing is an event where the answer is not yet apparent to you. You know there is a solution, you just have to figure out how and where to find it. So there really is no problem.

#### Conditions.

If you have a situation where there is no possible resolution, you do not have a problem, you have a condition. For example, gravity is not a problem, it is a condition.

Now you can love gravity or you can hate it but you are not going to change it! Because gravity is a condition, you are best advised to just accept it and devote your energies to pursuits more productive than complaining about it.

What other "problems" do you face every day (and waste time getting upset about) that are, in fact, really conditions? Government regulations? Taxes? Business seasonality?

continued page 4

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Marvin Continued...

*Telling the difference.*

You may well ask how you can tell what is a condition and what is a problem. If making the distinction is interesting to you, see the article "What Do You Think?"

for further information, contact:

Read more: <http://www.restaurantdoctor.com/articles/problem.html#ixzz19R9qhNtJ>

## The Restaurant Doctor™ is making a House Call

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George Schaeffer

## Polarized Days

A guy by the name of Paul Jones was the "meat and chicken" mentor for me and a number of other Durkee reps. Durkee Famous Foods was owned by a typewriter company, Smith Corona Marchant (SCM). They were new to the food business, with their purchase of Durkee Famous Foods. Then they bought Polarized Meat and Empire Chicken in Pennsylvania. The challenge was to integrate these two businesses into one under the Durkee banner. Paul Jones was named District Manager of Upstate New York and operated out of his home in Amherst. We local reps would gather there many a morning and get our directions. We flew by the seat of our pants, changing direction on a dime.

Paul was a showman extraordinaire. He taught me that if you knew your product inside and out, looked professional and liked people, you would always succeed. He instilled that in everyone, but he also showed all the value of flexibility. Paul grew up in the meat and chicken (actually turkey) business. His in-depth knowledge of the industry rubbed off on me and I gobbled up all I could. No pun intended.

Paul's sales style was put to the test during this one presentation at the Polarized plant in Moosic, PA. Led by Paul and the Durkee team, along with the management of Hickman, Coward and Wattles, we invited a number of "lunch ladies" from all the local school districts for a two-day event at the plant. Paul would get two busses and we would travel the five plus hours to our hotel. Each "lunch lady" would check into her room and be surprised by the fruit basket, flowers and a bottle of wine. Paul knew how to make an impression.

The guy who ran the plant offset Paul's suaveness and knowledge. Al Justin was a rough talking New Yorker who chewed on cigars, and cursed like a sailor. So what does this pitchman do? He asks the group, "How many b-y Polarized Meats?" A few raise their hands, but not enough to satisfy Al Justin. He begins to run down the competition. This is completely not in the "Paul Jones playbook," and we are getting a bit nervous with this maniac's crass style of salesmanship. He then proceeds to begin grinding chunks of beef and asks the group, "How does that look?" It looks like ground beef, it looks fine were the collective responses. On that note, he takes a stack of paper towels, and his chewed up cigar along with some other objects and throws them into the grinder with the beef! Then he asks, "Does it still look good to you?" We have a USDA inspector on-premise! Does the garbage you buy have that at their plant?! He might have misjudged his more refined upstate audience.

Paul and I noted on the long, quiet bus ride home that we might take a different approach in demonstrating our products in Western New York.



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# From *Nation's Restaurant News*

## Restaurant Guests Making Healthful Choices

NPD ( Leading Consumer Research company ) : *Consumers are straying from foods high in fat, toward items including grilled chicken, fruit and yogurt*

Bret Thorn • contact: [bthorn@nrn.com](mailto:bthorn@nrn.com).

For years Americans have talked about the importance of eating more healthfully in restaurants, and now it seems as if they're finally beginning to take their own advice, according to a new study from The NPD Group.

The Chicago-based foodservice market research firm said consumers over the past decade have been cutting down on foods that are high in sugar or fat, and shifting more toward items that could be seen as being more nutritious.

NPD's CREST service, which tracks consumer usage of restaurants, has found a gradual decrease in consumption of carbonated soft drinks, hot dogs, fried chicken and French fries, and a modest increase in the purchase of milk, grilled chicken and grilled chicken sandwiches, non-fried fish, breakfast cereals, fruit and yogurt.

NPD said 410 million more sandwiches with grilled, broiled or roasted chicken were ordered in the year ending August 2010 compared with the year ended December 2001. Broiled, baked, grilled and raw fish was ordered 111 million more times while fried fish consumption was down by 187 million orders. Hot and cold breakfast cereal was up by 134 million, grilled chicken not in a sandwich was up by 111 million orders and fried chicken was down by 477 million. French fries fell by 1.6 billion orders and 2.8 billion fewer carbonated soft drinks were ordered, NPD reported.

NPD restaurant industry analyst Bonnie Riggs said the shift could be due in part to the increasing availability of healthier foods on restaurant menus. "Restaurant operators are responding to their customers' needs for healthier or lighter foods," she said.

Indeed, as *Nation's Restaurant News* reported earlier, many operators are reacting both to consumer demand and to pending regulations that will require chains with 20 or more units to post nutrition data by developing lower-calorie items or marketing lower-calorie combinations.

That result was predicted by the U.S. Department of Agriculture's Economic Research Service in a 2005 report assessing the likely effects of menu labeling and growing concerns about obesity in this country.

To read the full article go to: <http://nrn.com/article/npd-americans-eating-more-healthfully-restaurants>



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