November 6th is Election Day. While there are three ballot questions that will appear at the end of the ballot, the Massachusetts Restaurant Association has determined that two questions will have an impact on the restaurant industry in Massachusetts. The MRA is encouraging voters to **Vote No on 1 and Yes on 3**.

Question 1 would mandate nurse staffing ratios throughout Massachusetts. The MRA does not believe that the government should mandate staffing for any industry, especially for one as costly as the Healthcare industry.

Here are the reasons to consider voting **no on question 1**:

- If passed, rigid government mandated nurse staffing ratios will be enforced at all hospitals, on all units, at all times with no exceptions.
- If implemented, the cost to the Commonwealth will be $1.31 billion annually. Healthcare costs for everyone will rise in Massachusetts.
- Out of all 50 states only one other state (California) has mandated nurse staffing ratios and there is no evidence that it contributes to quality care. In a 2018 patient safety data assessment, Massachusetts ranks 4th in the nation for percentage of hospitals with the top patient safety rating, while California ranks 25th.
- Question 1 would result in longer wait times in the emergency room and the reduction of 1,000 behavioral health beds throughout the state (38% of the total supply) impacting our ability to combat the opioid crisis.
- Vote no on question 1 to defeat this costly proposal.

Question 3 if defeated would repeal full equal rights for the transgender community. Voting **Yes on 3** is to protect our existing transgender nondiscrimination law from repeal.

- The MRA’s board of directors was proud to support this anti-discrimination law when it was signed into law in the summer of 2016.
- Restaurants serve all patrons and discrimination policies are bad for business and bad for the Massachusetts economy. North Carolina is projected to lose $3.76 billion over the next 12 years as a result of their adoption of anti-transgender legislation.
- Vote Yes on 3 to ensure protections for all customers that patronize our establishments.

Polling locations will be open from 7am - 8pm, be sure to vote on Tuesday November 6th.

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**Congratulations to the 2018 Hall of Fame Inductees**

NANCY MATHESON-BURNS
President & CEO of Dole & Bailey

PAT MOSCARITOLO
President & CEO of Greater Boston Convention & Visitors Bureau

RON EMMA
Owner and Operator of Emma’s Pub and Angelo’s Beachside

JUDY HERRELL
Owner and Operator of Herrell’s Ice Cream

Four industry leaders were inducted into the MRA Hall of Fame on October 23rd at Royal Sonesta Hotel in Cambridge. Congratulations to Nancy Matheson-Burns, Ron Emma, Judy Herrell and Pat Moscaritolo! Thanks to all who attended, Sonesta Hotel for hosting the event, our generous annual sponsors and Colonnade Hotel Boston, our event sponsor!
Dear Members,

The “Hunt For Red Soxtober” is complete, and what a ride they gave us. Now it also looks as if the ship has been righted with our fall Sunday afternoon friends who play into the winter. The other two teams have hit some bumps in the road, but it is early. All in all, exciting times in state of champions, Massachusetts!

As the calendar is turned to November, we as business owners and restaurateurs have a big day coming upon us – Tuesday November 6th. That is of course election day, and the heralded “mid-term elections”. Obviously, it will be a big day nationally, but it is also a very big day here at home. My first and most important message - please get out and vote and urge your employees to do the same. Being able to have a voice in the election process is one of if not the greatest rights we have in America. I am not advocating for you to vote for any particular candidates, I am just asking all to vote. There are a number of statewide races that are being contested and each vote counts.

We also have several ballot questions, and on these, our Board of Directors have reviewed two and have recommended positions as we believe they have negative consequences for our industry and your business. Our Board is recommending a vote of **No on Question 1**, which would require government mandated staffing levels for nurses. We do not believe the government should mandate staffing levels in any industry, (the restaurant industry is not far off from consideration) and a search of the facts shows that MA has among the safest best of class medical facilities in the nation. With a price tag approaching $1B, nobody can afford this initiative.

The Board also recommends voting **YES on Question 3**, which would keep current regulations in place that protect the transgender community. Restaurants serve all, and our Board was proud to be an early advocate for this legislation when it passed two years ago, and nothing has changed since. North Carolina is expected to lose nearly $4B in event revenue due to cancellations over their states anti-transgender regulations.

Also, a very important reminder - I hope you can join us at our Political Action Committee fundraiser on November 14th at The Apex Center in Marlborough. This is a great time to network with other restaurant industry leaders and have fun while also supporting a great cause. You may participate at any donation level, and 100% of the funds raised will be used to support candidates and causes both federally and statewide that support and protect the restaurant industry. This is a very important event, please consider attending or sending in a donation if you are unable to be there.

I wish to thank any of you or your teams who have served, and let’s go out of our way to recognize all of our guests that have served on Veteran’s Day. And finally, let me be the first to wish you and your teams a very Happy Thanksgiving later this month!

Pat Lee
MRA Chairman
email: plee@themassrest.org
MINIMUM WAGE UPDATE EFFECTIVE JANUARY 1, 2019

There will be an update to the Massachusetts minimum wage laws effective January 1, 2019. Click here for a poster size version that you may print and post at your business.

MASSACHUSETTS ADOPTS NEW FOOD CODE

Massachusetts Adopts New Food Code

The Massachusetts Department of Public Health (DPH) has adopted the 2013 FDA Food Code. The new code includes amendments made by FDA in 2015 and additional amendments adopted by DPH in 2018. Prior to this adoption, Massachusetts had been operating under the 1999 Food Code by statute. Many cities and towns have already been operating under the 2013 code.

The new food code regulations were published in the Massachusetts Register on October 5, 2018 and became effective upon publication. The regulation can be found here.

Our partners at Eastern Food Safety have provided guidance documents that highlight the major changes to the code and a summary of terminology changes that come along with operating under the new code.

Click on each thumbnail below for the documents.

The 2013 FDA Food Code and FDA’s 2015 Supplement to the 2013 Code are available on FDA’s website here. You may wish to visit the DPH website here for more information. The final version of 105 CMR 590 with redlined deletions and additions to the existing code can be found here.

The MRA will be working with the State and the local cities and towns to ensure a smooth transition to the new food code for operators.

MASSACHUSETTS OPERATORS INVITED TO PARTICIPATE IN MONTHLY INDUSTRY TRACKING SURVEY

In an effort to track how our industry is doing in these evolving economic times and provide you with important benchmark information, the MRA and the National Restaurant Association are teaming up to gather information through a short monthly survey. The survey takes less than 10 minutes to complete, and all participants receive a report containing the detailed results each month, broken out by industry segment and other characteristics. If enough Massachusetts operators respond, we will also be able to generate Massachusetts-specific data each month. After you complete the first survey, each monthly survey after that will be emailed to you automatically, along with the monthly reports. All survey responses are anonymous and strictly confidential.

Here’s how it works. There is always an active survey running at the following link: www.restaurant.org/survey

Operators can log on and participate for the first time at any point during the month. After that, their email gets added to the distribution list, and they will regularly receive the new month’s survey and the detailed survey report each month. To complete the survey, please go to: www.restaurant.org/survey.

Thank you in advance for your participation. This will benefit the MRA because it will provide us with timely and exclusive data to talk about to media and policy makers, and is a benefit to operators as you can compare your operation to others in Massachusetts.
WHAT IS EMV COMPLIANCE?

Of late we have had a good amount of conversation from operators regarding the ongoing issues with EMV compliance. On all fronts, business partners are working to provide solutions from the Point of Sale, Credit Card and Merchant Services Perspectives. To follow is some assistance and information from our Merchant Services Endorsed Partner, Heartland.

EMV is actually an acronym that stands for “Europay, Mastercard and Visa” - the three companies that banded together to establish new standards for credit and debit card security and compliance in the first place. Open your wallet and take out one of your credit cards right now - the chip that is present, usually on the left side of the card, is ultimately the cornerstone of what EMV compliance is all about.

That chip is designed to make modern day credit and debit cards far more secure than past alternatives, especially when compared to the magnetic stripe-based cards that were common for decades. The problem with the magnetic stripe is that, while it’s secure from a certain perspective, the data contained on it never changes. Anyone who has access to that data - which someone would if they stole your credit card, for example - instantly gets all the personal and private cardholder information along with it.

For years, this has made magnetic stripe cards prone to counterfeiting, partially because the data never changes and partially because it’s so easy to do. EMV cards, however, create a unique transaction code every time you use it that CANNOT be used again. If someone tried to duplicate your card based on a specific transaction (like if you accidentally used your card at a credit card skimmer), they wouldn’t be able to use it again because the code itself is always different. In all likelihood, when someone tried to use that duplicate card, the transaction would just get denied.

EMV compliance means that a business has upgraded their point-of-sale equipment to feature credit card readers that support EMV technology. If a customer walks into the store and is asked to insert their credit card into the slot on the machine, that store is EMV compliant. If the only option is to swipe the card via the magnetic strip on the back, the store in question probably isn’t EMV compliant.

Why Does EMV Compliance Matter?

Simply put, you should care about EMV compliance for one very important reason: liability. It’s always an important topic but in this particular case, it’s also one that impacts small and medium-sized businesses in particular.

Under the old rules, if a fraudulent purchase was successfully executed by someone who had stolen a credit card, liability for that fraud fell to the credit card issuer. This is the way things operated for years until EMV compliance became a factor. Now, if a fraudulent purchase is successful, the working theory is that it has less to do with the card (because the EMV chip is supposed to be so secure) and more to do with your inability to actually use that chip in the way that it was intended. Because of that, liability has now been shifted from the credit card issuer and onto the business involved.

If you are still only accepting credit card payments via a magnetic strip as of October of 2018, your business will automatically be held responsible for all fraud-related charges—end of story. EMV compliance simply means that you’ve upgraded your point-of-sale equipment to machines that can take the chip or the magnetic stripe depending on the preferences of your customers.

If you do make the decision to upgrade by the deadline and are involved with a fraudulent charge, you won’t be liable - which, depending on the type of business you’re running and the average dollar amount associated with each transaction, will likely more than pay for the cost to upgrade in the first place.

Heartland: Your Partner in Compliance and Beyond

At Heartland, we’re incredibly proud of the reputation we’ve built over the last several years as one of the leading payment processing and merchant services companies in the United States. More than anything, we’re singularly committed to providing you with ALL of the tools you need to grow the type of business you’ve always wanted. From that perspective, we consider every one of our customers to be true partners in every sense of the term.

If you’d like to find out more about EMV compliance, or if you’d just like to sit down and speak to someone about your own needs in a little more detail, please don’t delay - contact Heartland today.
REMINDER: See you on Wednesday, November 14th at APEX ENTERTAINMENT in Marlborough to raise funds for PAC!

2018 PAC FUNDRAISER - #TOGETHERWEWIN

Join us to raise funds for the Political Action Committee to support our efforts both nationally and within Massachusetts.

Wed. November 14, 2018
4:30pm - 7:30pm
Apex Entertainment
21 Apex Dr. Marlborough, MA

Now more than ever, we need your assistance in raising funds so that we can invest in our messaging and fend off the efforts of those not from within our industry who are attempting to radically change our business.

CONTRIBUTION LEVELS*

THE STARTING LINE: $150
THE LEAD AT THE FIRST TURN: $250
SEPARATING FROM THE PAC(!): $500
THE CHECKERED FLAG: $1,000

** Personal Checks/Credit Cards preferred, but Corporate Checks/Credit Cards are also accepted! Includes great food, camaraderie and non-alcoholic beverages. Adult libations available for purchase.

- Two years ago, comedy at the Kowloon Restaurant in Saugus.
- Last year Smerlas, DeOssie, cigars and gambling at Twin River Casino in Lincoln, RI.
- This year - Back home and let’s play like kids again. Laser tag, giant games, bowling, and best of all - Electric Grand Prix Race Cars that go REALLY FAST!
- Including the ultimate showdown - Team MRA Drivers will compete for the Marlborough 50 Cup!!
- Come join us at the fabulous, brand new Apex Center in Marlborough for a truly memorable event!

And last but not least...great food, fun, entertainment and networking while helping the MRA fight the fight! (Full bar available for purchase.)

REGISTER HERE
WE ARE THE MRA
MEMBER PROFILE

RESTAURANT: Firefly’s BBQ
LOCATION: Marlborough, MA
YEAR FOUNDED: 1999
MRA MEMBER SINCE: 2000
WEBSITE: www.fireflysbbq.com

WHAT IS YOUR RESTAURANT SPECIALTY?
BBQ and southern fare.

WHY IS THE MRA IMPORTANT TO YOU AND YOUR BUSINESS?
One of the most valuable resources available in the industry, the Mass. Restaurant Association has provided support to myself and my companies for over 30 years. I was blessed to be part of the board for over 10 years, and through that involvement have developed many friendships and professional relationships with industry leaders. The MRA’s programs, seminars and business relations have supported me and other restaurateurs to stay ahead of the ever-changing curve in our industry, and for that I am grateful.

Fun Facts about Firefly’s BBQ

1. Our restaurant is conveniently located on Route 20 in Marlborough.
2. We are the largest BBQ caterer in New England with over 12 trucks & trailers.
3. We bottle 3 of our 5 BBQ sauces and they are for sale at our restaurant and in select Stop & Shop Supermarkets.
4. Our meats are smoked over apple & cherry wood.
5. We have live entertainment in our music club every Friday & Saturday.
6. Book your event at Firefly’s, we have private rooms available for events for 20 - 200 guests.
7. We’re not JUST BBQ, we have gluten free items, vegetarian items, and even delicious pizza.
8. Our BBQ sauces have won countless contests.
9. Our Catering S.W.A.T. Team is ready for your group of 20-20,000!
10. S.W.A.T. Stands for Smokin’ Wicked And Tasty!
It is with great pleasure that we announce our newest team member, Sharon Driscoll MRA Member Services Manager. She will report to Kerry Miller and will manage Member Services for the Boston and South Shore areas. Sharon started in October at our office in Westborough and will has begun her transition into the field last week.

Sharon has extensive experience in Boston restaurants in both ownership and operations management. Most recently, she served as the Director of Operations with Good Cheer Enterprises where she oversaw operations, finance and the HR functions. Previously, she was the owner/operator of O’Sullivan Enterprises, with two locations - the Iron Furnace and the Crossing Restaurant. Earlier in her career, she was employed as General Manager for both the Mayo and Glynn Groups.

Sharon resides with her family in Milton, and as a result, we have realigned territories with Member Services Manager Bob Brammer, who lives northwest of Boston. Bob will continue to work with Cape Cod and the Islands, and will take over the North Shore area, while Sharon will assume the Boston and South Shore territory. This realignment is effective immediately.

Please take a moment to welcome Sharon to the MRA Family:
Sharon Driscoll, Member Services Manager - Boston and South Shore
Email: sdriscoll@themassrest.org
Cell: 617-529-1726

For those North and West of Boston, Bob Brammer’s contact information is:  
Email: bbrammer@themassrest.org
Cell: 202-270-7985

**MRA MEMBERS: APPLY FOR THE RESTAURANT INDUSTRY AWARDS!**

To learn more about the NRA’s Restaurant Neighbor Award, Faces of Diversity Award and Ambassador of Hospitality Award, click here.

Click here to apply.

**NEW ENGLAND RESTAURANT NETWORKING TO BENEFIT COMMUNITY SERVINGS**

Please come join fellow chefs, restaurant owners, franchisees and industry associates at New England Restaurant Networking’s Fall event to benefit Community Servings Pie in the Sky fundraiser!

Participate in the fun with your peers right in the heart of Coolidge Corner at:

Hamilton Restaurant & Bar
1366 Beacon Street
Brookline, MA
Monday, November 5th
6-9 pm

Click here for more information.

Deadline for submissions has been extended to November 18, 2018.
Annual Statewide SNAPchef Culinary Arts and Horizon Beverage Hospitality Management Competition Returns for 12th Year in Exciting, New Location with Celebrity Guest Judge, Jarvis Green

On Tuesday, February 12th, 2019, the Massachusetts Restaurant Association Educational Foundation will host the 12th Annual Massachusetts ProStart Student Invitational (PSI), a high school culinary and restaurant management competition that showcases the talent of the area’s future chefs and restaurateurs, presented by 110 Grill.

Held for the first time at Gillette Stadium in Foxborough, MA, the competition will challenge culinary arts student teams to hone their learned cooking and management skills for a chance to win scholarship awards to some of the top hospitality management and culinary schools in the country and go on to represent the state of Massachusetts at the 2019 National ProStart Student Invitational, May 8-10, 2019 in Washington, DC.

The MRAEF will be hosting high school teams from across the state in February to compete in culinary and restaurant management matches, judged by a panel of celebrated tastemakers and industry professionals, including celebrity guest judge, former Patriots player and owner of Oceans 97, Jarvis Green. The 2019 panel also features Tatiana Rosana, Executive Chef of the Envoy Hotel and Boston’s most recent “Chopped” champion; Tiffany Lopinsky, Boston-based blogger and founder of Boston Foodies; and Patrick Renna, CFO of Wahlburgers.

Participating high schools who have already committed for the 2019 MRAEF PSI include: Taunton High School, Essex North Shore Agricultural & Technical High School, South Hadley High School, Madison Park High School, Carver Middle High School, Nashoba Valley Technical High School, Nantucket High School, Blue Hills Regional Technical High School, Mashpee High School, Worcester Technical High School, Whittier Regional Vocational Technical High School, and Old Colony Regional Vocational Technical High School.

The 2019 Massachusetts ProStart Student Invitational is sponsored by Westford, MA-based restaurant group, 110 Grill as well as Gillette Stadium, Horizon Beverage Management Competition, SNAPchef Culinary Competition, Gordon’s Food Service, Dexter Russell Knives, Wahlburgers, Sysco, Heartland, Bay Shore Chowders, Cabot’s Ice Cream, EvanLEE Organics, and Jarvis Green’s Oceans 97 Shrimp.

2019 SCHOLARSHIP APPLICATIONS ARE NOW BEING ACCEPTED

Go to www.themassrest.org/mraef-scholarship-app.html

Mail application to: Massachusetts Restaurant Association,
160 East Main St., Suite 2, Westborough, MA 01581
or email it to Jennifer Almeida at jalmeida@themassrest.org
Send completed application in by April 1st!
2018 SERVSAFE TRAINING SCHEDULE

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<th>SERVSAFE MANAGER</th>
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<td>November 9th &amp; 16th</td>
<td>MRA</td>
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<td>December 3rd &amp; 17th</td>
<td>Kowloon</td>
<td>4-8pm</td>
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<tr>
<td>December 18th</td>
<td>MRA</td>
<td>3-7pm</td>
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CLASS LOCATIONS:

MRA: 160 East Main St, Ste 2, Westborough
KOWLOON: 948 Broadway, Saugus, MA

To sign up for a class, call (508) 573-4180.

CHOOSE SAVING COURSE AVAILABLE AT THE MRA

UPCOMING CLASS:
Thursday, December 13, 2018
All classes are 10-11am.

CLASS LOCATION:
Massachusetts Restaurant Association
160 East Main Street, Suite 2
Westborough, MA 01581

CALL FOR INDUSTRY MENTORS

A Mentor is known as a wise and trusted counselor, teacher, or an influential senior sponsor or supporter. Teachers, a form of mentor, cannot always provide insight into a career in the industry. Students need connections to those who spend a majority of their time outside of the classroom. By establishing a relationship with a school program, an organization can then begin to educate the students on the practices they believe shape the industry and an extraordinary worker.

Students need your help! Please consider mentorship by clicking here for the application.
### WELCOME NEW MRA MEMBERS!

#### FOOD & BEVERAGE OPERATORS

<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
<th>Phone</th>
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<tbody>
<tr>
<td>Pascommuck Club, Inc.</td>
<td>44 Union Street, Easthampton, MA 01027</td>
<td>(413) 527-9867</td>
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<tr>
<td>Bob Fasoli</td>
<td></td>
<td></td>
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<tr>
<td>Ripple on the Water Restaurant and Bar</td>
<td>74 Main Street, Essex, MA 01929</td>
<td>(978) 768-3851</td>
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<tr>
<td>Thomas Riordan</td>
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#### BUSINESS PARTNERS

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<tr>
<th>Name</th>
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<tr>
<td>Grafton Job Corps (Job Career Training)</td>
<td>100 Pine Street, North Grafton, MA 01536</td>
<td>(508) 887-7334</td>
</tr>
<tr>
<td>Sonya Hazzard-Alexander</td>
<td></td>
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<tr>
<td>Harbortouch Atlantic (Payroll Services/Processors)</td>
<td>125 John Hancock Road, Taunton, MA 02780</td>
<td>(617) 407-6805</td>
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<tr>
<td>Ilyssa Grant</td>
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<tr>
<td>Hub International NE LLC (Insurance)</td>
<td>300 Ballardvale St, Wilmington, MA 01887 1065</td>
<td>(800) 370-0642</td>
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<tr>
<td>Shawn McLaughlin</td>
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### THANK YOU TO OUR 2018 ANNUAL SPONSORS

![Sponsor Logos](image-url)