



Wed, November 16, 2016  
Westin Hotel - Waltham  
Cocktails 5:30pm  
Dinner & Program 7:00pm

**REGISTER NOW**

Please join us in recognizing a well-deserved group of industry leaders for a memorable evening!

*Congratulations again to:*

**STEVE MILLER**

*Clarke's at Faneuil Hall and McDermott, Quilty & Miller*

**KEVIN HARRON**

*Burtons Grill and Red Heat Tavern*

**THE SECOND GENERATION OF THE WONG FAMILY**

*Andy, Bob, Linda, Lisa, Donald and Stanley, Kowloon Restaurant*

**JOHN COYNE**

*John Coyne Attorney at Law*

## SPONSORSHIP OPPORTUNITIES

Event Sponsorship is available for \$500 which includes:

- Logo signage on one table
- Logo recognition on screen
- Logo recognition in program
- Recognition from podium

If interested, choose the "Event Sponsorship" option when registering.

## DON'T MISS THE 2ND ANNUAL SOMETHING'S BREWING IN WORCESTER

*A Great Night for a Great Cause - Monday, November 7th, Hanover Theatre*



**NOVEMBER 7, 2016 7:00-10:00PM**

**VENUE: HANOVER THEATRE | 2 SOUTHBRIDGE STREET, WORCESTER**

**\$35 - Non-members | \$30 - Members (use code MRAWCC)**

*Join us for a night of food, drink,  
and merriment to benefit*



*Included are tastings from Worcester's top chefs, paired with  
Wormtown Craft Brews.*

*Musical Performance by Josh Briggs*



**Donato Frattaroli**  
MRA Chairman of the Board

Dear Members,

Fall is upon us. The leaves have turned color, we have survived Halloween, and the Patriots are the best in the NFL. In two weeks four titans - actually make that nine titans - will join a veritable Who's Who of the food and beverage industry and enter the Massachusetts Restaurant Association Hall of Fame. What an evening it will be as John Coyne, outside counsel for the MRA, Kevin Harron of Burton's Grill and Red Heat Tavern, Steve Miller, of both Clarke's in Faneuil Hall

and Quilty, McDermott & Miller, and The Second Generation of the Wong Family from Kowloon, will be inducted on November 16th, at the Westin Hotel in Waltham.

What is truly great for me is that these well deserving folks represent collectively what makes up the strength of our people. We have the loyal and dedicated outside counsel of the MRA who has assisted so many for so long, and then we have a past executive and current owner who has been involved with some of the most iconic restaurant brands across MA. We have a member who has owned restaurants in the greater Boston area and at the same time been an expert on the legal side helping many fellow restaurateurs, and finally the children of William & Madeline Wong, who join their parents in The MRA Hall of Fame.

Our industry operates in so many shapes and sizes these days, and it stretches from Boston to Pittsfield, from Provincetown to Newburyport and everywhere in between. And while we compete, there is also the realization that under the umbrella of the MRA, we learn from each other, we support each other, and we are a much stronger voice together. It is what makes our industry, and the MRA so great. All of that is evident every time we have an event, and I am certain at the HOF Dinner there will be true camaraderie, pride, and great energy in the ballroom that evening. Congratulations once again to John, Kevin, Steve as well as the Wong Six - Donald, Bobby, Linda, Stanley, Andy and Lisa.

Finally, I wish you, your families and employees an early and very Happy Thanksgiving. Here is hoping that the start, as well as the entire holiday season, is full of joy, happy guests and great sales for all of us!

Sincerely,

Donato Frattaroli  
MRA Chairman  
[dfrattaroli@themassrest.org](mailto:dfrattaroli@themassrest.org)

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## GOVERNOR BAKER SIGNS “WINE RECORKING” LEGISLATION INTO LAW

The Massachusetts Restaurant Association is proud to announce that on 10/20/16 Governor Baker signed into law [Chapter 297](#) of The Acts of 2016, which will add private clubs, taverns and war veteran’s organizations to the existing wine cork and carry regulation. This legislation will permit all restaurants, hotels and taverns to re-seal bottles of wine purchased in conjunction with a meal and to allow their patrons to take them home, regardless of what alcohol license the establishment is operating. Prior to this law being signed, restaurants that operate within country clubs were prohibited because they operate under a separate class of alcohol license known as “club licenses”.

In prior years, this legislation had passed both the Senate and the House, but never in the same session. Finally, both branches of government unanimously passed the proposal this session. This new law will help all of our club and tavern members and was sponsored by Rep. Thomas Golden (D-Lowell) and Sen. John Keenan (D-Quincy) with many co-sponsors from across the Commonwealth.

As a reminder, the Alcoholic Beverages Control Commission (ABCC) has adopted the following regulations regarding an unfinished bottle of wine purchased in conjunction with a meal:

Customers may bring one bottle of unfinished wine provided the establishment:

- (1) Securely reseals the bottle of wine;
- (2) The resealed bottle is placed in a one-time-use tamper-proof transparent bag that insures that the patron cannot gain access to the bottle while in transit after the bag is sealed;
- (3) Securely seals the bag; and
- (4) Affixes the receipt to the sealed bag.

A meal is defined as “the purchase by 1 person of a diversified selection of food, which ordinarily is classified as an “entree” or “main course” which ordinarily cannot be consumed without the use of tableware and which cannot be conveniently consumed while standing or walking.

The MRA wishes to thank the operators who actively pursued this change and the Legislature and Governor Baker for allowing the change to happen.

## DON'T READ THIS IF YOU LIKE PAYING TAXES



Certified Public Accountants & Business Advisors  
Restaurant & Hospitality Accounting

It's that time of year again. While the leaves turn and retailers gear up for the holidays, it is time for you to turn your attention to year end tax planning. While it is much more enjoyable to think of fall and the holidays, none of us like to pay taxes so tax planning opportunities need to be considered to reduce your tax burden.

As many of you know, commercial real estate generally must be depreciated over 39 years regardless of whether the real estate is owned or leased. However, with the PATH Act of 2015, Congress made the provisions permanent that allow for a 15 year depreciable life for “qualified restaurant property” and “qualified leasehold improvement property.” “Qualified restaurant property” is defined as a building or improvement to a building if more than 50 percent of the building’s square footage is devoted to preparation of, and seating for on-premise consumption of, prepared meals. Note that for resorts and inns, this would probably require that the restaurant be a building that is not attached to the other buildings. “Qualified leasehold improvements” are improvements made by the lessor or lessee under, or pursuant to, the terms of a lease to the interior portion of nonresidential real property that is at least three years old. Elevators and escalators, internal structural framework of the building, structural components that benefit a common area, and improvements to the enlargement of a building do not qualify.

(Click [here](#) for full article.)

## 2017 MINIMUM WAGE POSTER

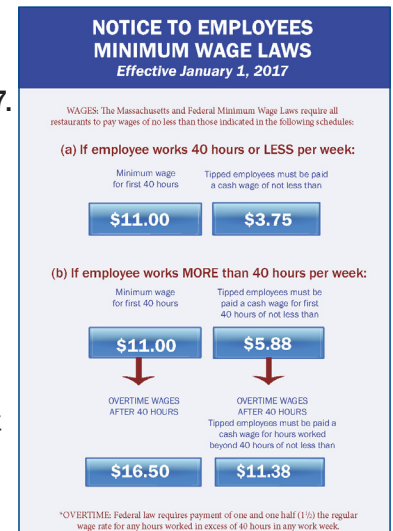
The new Massachusetts minimum wage is effective **January 1, 2017**. See below for details and click image on right to print a full size poster to hang in your restaurant.

**If an employee works 40 hours or less per week:**

- Minimum wage for first 40 hours - \$11.00/hr
- Tipped minimum wage for first 40 hours - \$3.75/hour

**If an employee works 40 hours or more per week:**

- Minimum wage for first 40 hours - \$11.00/hour
- Tipped minimum wage for First 40 hours - \$5.88/hour
- Overtime wage after 40 hours - \$16.50/hour
- Tipped overtime wage after 40 hours - \$11.38



(Click [above](#) for full size poster.)



## EMV AND RESTAURANTS - ONE YEAR LATER...DON'T LET FRAUDSTERS EAT YOUR LUNCH

*Liability shift lifts veil on small counterfeit charges*

*By: Georgia Stavrakis, CPP*

### Heartland

It's been a year since the U.S. migrated to EMV technology, and more than 1 million businesses now use EMV chip-embedded credit card readers. Unfortunately, criminals are taking full advantage of businesses that haven't fully made the switch, leaving even small businesses vulnerable to costly chargebacks.

Restaurants have been plagued for years by counterfeit, stolen and cloned credit card activity, but it's much more apparent now that liability for these fraudulent charges shifted to the party using the least secure technology – most often the merchant. Customers who may frequent your restaurant could have been using counterfeit cards for months without exposure, because the issuing bank was taking the loss. But now, your business, and livelihood, could be held liable. If you haven't enabled EMV chip-reader technology in your restaurant, here are a few reasons you should do it before you serve up that next batch of sweet tea.

#### **Criminals prefer magstripe**

If a credit card does not have a physical EMV chip (magstripe only card), the data on the card may still be EMV. Here's how. When criminals purchase credit card numbers online, the data – regardless of whether it is magstripe only or EMV technology – is loaded on a standard magstripe counterfeit card and shipped to them. With more than 67 percent of U.S. credit cards now using EMV technology, odds are that the counterfeit magstripe card they received uses EMV data.

This is when having an EMV chip-embedded card reader at your business comes in handy. If the criminal swipes the counterfeit magstripe credit card housing EMV data on an EMV card reader, it will prompt them to use the chip reader. They won't be able to use the card, because no actual chip exists. For this reason, fraudsters intentionally

seek out non-EMV enabled businesses because the transaction process is not secure, and they can use the counterfeit magstripe card successfully, bringing unwanted chargebacks to your business.

#### **The tab is on me**

Although most restaurants don't have to worry about professional thieves racking up thousands of dollars in fraudulent charges like retailers, these low-level fraudsters target restaurants and bars for a quick win. Whether it's just a \$50 dinner and drinks, a gift-card purchase or a college student picking up the beer tab for friends, restaurants and bars are low-risk targets for criminals because law enforcement generally does not assist with recouping such a relatively small loss. But these small one-off losses add up, potentially leaving more than just your ketchup bottles in the red.

#### **Protect yourself**

College and university towns, large cities and major metropolitan areas are the most vulnerable, but credit card fraud can happen to businesses anywhere. The best defense for your restaurant against credit card fraud is to install EMV chip reader terminals as soon as possible. If that simply isn't an option, here are a few additional tips you can use to protect your business.

- Verify the last four digits of the card number match the last four digits on the printed receipt
- Compare the signatures on the card and receipt
- Check cards for legitimate features like holograms, logos, CVV/CID/CVV2 and AVS verification, etc.
- Never rerun a card if it declines – for any reason.

For a more in depth look at EMV challenges check out the Heartland Blog click [here](#).

*Georgia Stavrakis is the senior director of loss prevention at Heartland Payment Systems.*

## 2017 MEMBERSHIP DIRECTORY & BUYER'S GUIDE

Our publishing partner, E&M Consulting, is wrapping up the publication of our 2017 Massachusetts Restaurant Association Membership Directory & Buyer's Guide. In the next few weeks, they may contact you with advertising opportunities. If you have any interest in advertising this year, please contact a sales associate at E&M. Don't hesitate to call if you have any questions. As always, your support of the Massachusetts Restaurant Association is greatly appreciated!



## QUICK ONLINE SURVEY REGARDING FEDERAL OVERTIME RULE

The National Restaurant Association is collecting background information on the impact the new overtime rule will have on the restaurant industry and what steps our members are taking to comply, given the impending **December 1st** implementation date. We hope that you take a minute to complete this [quick online survey](#).



ERNIE & CODY TREMBLAY



## FUN FACTS about Sylvan Street Grille:

1. Third and 4th generation family business.
2. Our original family business, Vic's Drive In, was started in the 1950's as a fast food restaurant.
3. We have been open 27 years in Peabody and 22 years in Salisbury.
4. We started with 10 draft lines and now have 39 lines in Peabody and 30 in Salisbury.
5. Our bathrooms are located in another town (Danvers). We had to design around this to maximize serving capacity in the city of Peabody.
6. James Middleton has been hosting Quizzo (trivia) every Wednesday night for 16 years.
7. "Mama Louanne's" Brickle Pie was created by my wife Louanne and remains the number one selling dessert 27 years running.
8. Our fried food specs are the same as our original restaurant, over 50 years ago.
9. We host country nights all summer long on our patio with 101.7 radio station.
10. Sylvan Street Grille has been lucky enough to watch 10 relationships form and flourish into marriages that now extend our Sylvan Street Family into new families.



### WE ARE THE MRA MEMBER PROFILE

**Name:** Ernie and Cody Tremblay

**Restaurant:** Sylvan Street Grille  
(Peabody and Salisbury)

**Year Founded:** 1989

**Website:** [www.sylvanstreetgrille.com](http://www.sylvanstreetgrille.com)

**MRA Member since:** 1996

**What is your specialty?** Classic American Pub Fare

**Why is the MRA important to you and your business?** "MRA keeps you ahead of the curve with industry issues. We always take advantage of the cost saving programs available to MRA members. Some of the brightest minds in the industry are members and you can learn so much by interacting and brainstorming ideas."



## SAVE THE DATE: Self-Made: A Guide to a Rich Life in Hospitality - Mon, March 6, 2017

### *Self-Made:*

#### A GUIDE TO A RICH LIFE IN HOSPITALITY

*Bringing your career to the next level*

**Monday, March 6, 2017  
8AM-5PM**

*(More details to come)*



“Self-Made”, a New England based non-profit conference will promote woman in leadership in the restaurant, foodservice and hospitality industry. This event will be the first of its kind here in the region and is intended to become the premier event for professional women in hospitality. Please save the date to join us for a day of incredible speakers and breakout sessions along with the opportunity to network with the industry’s most successful and influential woman.

### *Sponsorship Opportunities*

- Platinum \$10,000** 8 Tickets to the Event, Naming Rights - Self Made: A Guide to a Rich Life in Hospitality - Bringing Your Career to the Next Level, brought to you by (your company), Logo on Video Screens, a representative from your company will introduce a speaker, Logo on Event Program, Logo on table tents.
- Gold \$5000** 4 Tickets to the Event, Logo on Video Screens, a representative from your company will introduce a speaker, Logo on Event Program, Logo on table tents.
- Silver \$2500** 2 Tickets to the Event, Logo on Video Screens, Logo on Event Program, Logo on table tents.
- Bronze \$1000** Logo on Event Program, Logo on table tents.

*If interested in sponsoring, call Kerry Miller at (508) 573-4190.*

## INSTAGRAM CONTEST FOR CULINARY STUDENTS - ENTER TO WIN A \$50 GIFT CARD



### Great news! Starting November 1st, the MRA is bringing back the Instagram Contest!

At the end of the month, the MRA will choose the best photo and the winner will receive a \$50 gift certificate to an MRA restaurant member location!\*

This month’s theme is pumpkin pastries.  
Show us your best pumpkin pastry recipes!

### HOW TO ENTER:

1. Follow [@MRA\\_Restaurants](#) on Instagram.
2. Post a pumpkin pastry-themed culinary photo
3. Hashtag #CulinaryStudentMA

*\*Must be following MRA's Instagram and must use the correct hashtag to win.*

## SERVSAFE TRAINING SCHEDULE

DATE	LOCATION	CLASS	TIME
<b>SERVSAFE MANAGER</b>			
Nov 7th & 21st	Cape Codder	ServSafe Manager	4pm - 8pm
Dec 5th & 19th	MRA	ServSafe Manager	3pm - 7pm
<b>SPANISH SERVSAFE MANGER</b>			
March 11 & 25th	Lawrence Library	ServSafe Manager	9am -1pm

To schedule classes or for more info, email [Tracy Zibell](#) or call 800-852-3042, ext. 10.

DATE	LOCATION	CLASS	TIME
<b>SERVSAFE ALCOHOL</b>			
December 13th	MRA	ServSafe Alcohol	5pm - 9pm
<b>SERVSAFE MANAGER RECERTIFICATION</b>			
November 14th	Kowloon	ServSafe Recert	3pm - 7pm
November 15th	MRA	ServSafe Recert	3pm - 7pm

### GREAT NEWS!

Soon, we'll be offering ServSafe classes in Portuguese in Southborough, MA and Spanish classes in Lawrence, MA. Email [Stacey Sawyer](#) for info.

## 2016 MRA EDUCATION SUMMIT

This year, our Education Summit focused on recruiting, training, and retaining great talent in a tight job market. We sold out! Thank you to everyone who attended our event. This was a terrific day with lots of energy in the audience, sharing of great ideas, and plenty of networking with each other.

Thank you to our presenters! **Bill Lindsey** from Compeat got everyone thinking about what technology we need to reach today's applicants and reminded the audience that every applicant is a guest. **Chris Feudo** from Foley Hoag talked about changing laws affecting hiring. **Greg Witmer** from the Ninety Nine Restaurant & Pub shared valuable training material and websites that make eLearning affordable and easy for everyone. He also facilitated our round table session that had representatives from restaurants across Massachusetts sitting together and sharing their best practices for hiring, training, and retaining. **Sandra Kearney** from GrowthCo walked us through available training grants for restaurant owners. **Marlo Fogelman** from marlo marketing brought in rock star panelists, **Molly Hopper Sandrof** from Garrett Harker's restaurant group, **Chef Dave Becker** owner of Sweet Basil and Juniper, **Mike Wiley** from Big Tree Hospitality, and **Hugo Marin** CEO of Margaritas. The panel discussion revolved around Positioning Your Brand to Attract and Retain Talent. They talked about promoting from within, treating their employees like family, the hospitality career ladder, and the value of education. Our sessions concluded with **Image Unlimited Communications** reviewing social media best practices.

Thank you to our Education Workgroup for helping to plan this event! **Christie Bellany** from PaintNite, **Laura DiBenedetto** from Vision Advertising, **Anthony Ferrari** from RealFood Consulting, **Denise Herrera** from Burton's Grill, **Patti Ivatts** from Twinbrook Insurance, **Mark Kashgegian** from Gray, Gray & Gray, LLP, **Brenda Kelly** from Mamma Mia's & Carmela's Restaurants, **Jef Leon** from Bergmeyer, **Alan Marcus** from Big Night Entertainment Group, and **Patrick Renna** from Wahlburgers.

We also want to send a huge thank you to **Pat Bando** and her team at Boston College! The Connors Center was a beautiful location and a great match for our event.



## 2017 PROSTART COMPETITION - SAVE THE DATE

Mark your calendar! The 2017 MA ProStart Invitational is scheduled for **Tuesday, March 14th** at Mechanics Hall in Worcester. If you are interested in sponsoring our event, contact **Stacey Sawyer** at 508-573-4192 or [ssawyer@themassrest.org](mailto:ssawyer@themassrest.org). Thank you!







## WELCOME NEW MRA MEMBERS!

### Barrett's Ale House - North Attleborough

11 Robert Toner Blvd  
Attleborough Falls, MA 02763  
(508) 697-4800  
Mike Barrett

### Barrett's Alehouse - Fall River

4171 North Main Street  
Fall River, MA 02720-1647  
(508) 674-3600  
Mike Barrett

### Bay Shore Gourmet Chowders & Bisques

22 Boston Historic Fish Pier  
Boston, MA 02210  
(800) 688-9904  
Bud Fraumeni

### Daily Harvest Cafe

103 High Street  
Danvers, MA 01923-3113  
(978) 777-4123  
Brittany Dupont-Raesly

### DeStefano & Associates, Inc.

2456 Lafayette Road, Suite 3  
Portsmouth, NH 03801  
(603) 430-0039  
John DeStefano

### Fireside Grille

30 Bedford St.  
Middleboro, MA 02346-1424  
(508) 947-5333  
Tracy Greene

### Franco's Pizzeria & Pub

714 Moody Street  
Waltham, MA 02453-5030  
(781) 893-7775  
Byron Burgess

### Mooco

15 Beacon St  
Boston, MA 01772  
(617) 670-2515  
Alexa Demarco

### Sorelle Bar & Grill

1400 Bedford Street  
Abington, MA 02379  
(781) 740-4060  
Andrea Schnell

### The Irish Pub

51 Billings Rd  
Quincy, MA 02171  
(617) 774-0222  
Noel Bowler

### University of Massachusetts Club

1 Beacon Street - 32nd Floor  
Boston, MA 02108  
(617) 287-3030  
Dave Eichstaedt

### Venus III Restaurant & Sports Bar

252 Main St  
Hanson, MA 02341  
(781) 293-0000

## THANK YOU TO OUR 2016-2017 ANNUAL SPONSORS:



RESTAURANT & PUB



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Check out the MRA LinkedIn Group