On August 14th, the MRA held it’s “We Never Want Summer to End” Operators Golf Tournament at the beautiful Pinehills Golf Club in Plymouth, MA. On a perfect warm summer day, a great time was had by all in the sold out field of golfers. Christine Frazier and the entire team at Pinehills were incredibly gracious in meeting the needs of every golfer. Board Member Paul Barbato and his East Bay Grille team provided over-the-top hospitality, as well as a delicious lunch, cocktail reception and an incredible dinner. Special thanks as well to our friends at Bay Shore Gourmet Chowders and Bisques, New England Ice Cream, Boston Harbor Distillery and Jack’s Abbey Brewing for donating products and staff to make the day even more fun. We hope for a great return next year!

Please Join us on Tuesday, October 2nd for
The 2018 Educational Summit:
Restaurants - THE NEW FRONTIER

These are the voyages of the rapidly evolving restaurant industry. It’s continuing mission: to explore strange new ways to conduct business, to seek out new employees and methods of staffing, to boldly go where no restaurant has gone before! It sounds like Star Trek, but it’s the restaurant business today.

The entire restaurant business model is under attack from aliens – better known as organized labor that does not represent our industry and legislators reacting to their calls for change. Restaurateurs are resilient and have overcome challenges before, but the time has come where the need forces us to look at our physical premises, our menu’s, and of course our labor force differently to survive the future. #Togetherwewin...come with us as we explore the path forward.

We have an extensive day planned with several sessions on topics including social media, blogging, food trends, staff retention, growing your restaurant, and more! This event brings a variety of local industry experts to showcase the latest and greatest insights for today’s restaurant issues - A must attend!

A WARM THANKS TO ALL FOR A PERFECT DAY AT PINEHILLS GOLF TOURNAMENT

Left photo: The Martignetti Companies Team: (left to right): Marcus Palmer, Kerry Dion, Pat Lee, Vince Maxson, Mike D’Angelo 
Right photo: The MRA Team: (left to right) Steve Clark, Pat Lee, Bud Fraumeni, Jen Almeida, and Kerry Miller

Congratulations to The Martignetti Companies Team for winning first place! Congratulations to The MRA Team for winning the Participation Award...for last place!
Dear Members,

**I need your help. We need your help. #Togetherwe win.**

The words above are bolded and underlined for a reason, as I cannot do more to emphasize how important this topic is.

On **November 14th**, at the Apex Center in centrally located Marlborough MA, we will be holding a Political Action Committee/Legislative Action Committee fundraiser. While we will have some fun and great camaraderie at the event, the funds are being raised for a very serious reason.

Our industry has been and continues to be targeted by outside organizations that seek to profoundly change the way we do business. These organizations purport to represent our workers, but they do not. Yet, these groups have spent millions of dollars in the last four years to try to advance their harmful and rhetoric filled agenda! Hundreds of thousands of dollars are spent each year to influence elected officials and public opinion: they pay for academic studies, they pay protestors to block traffic, to yell and scream, as they attempt to sway the conversation away from the facts regarding our industry and our employees. They paint us as evil workplace dictators who hold our people down, take advantage of them, and fatten our pockets. We know that these are outrageous claims.

As you are all too well aware, the MRA has had to play a very active role in playing defense against these groups and their proposals. These battles are happening at all levels of government, from Washington DC to the State House to local city and town halls.

We have fought these battles against well-funded unions and political activists, but these fights are expensive and we need your help. The MRA Political Action Fund is a way that you can help us fight the next battle. Our resources have been drained and we need you, the membership, to help us out! Think about this, if every one of the 15,340 restaurants each donated $50, we would raise $767,000! The unions only represent 14% of the Massachusetts workforce, why are they outspending us 25, sometimes 30 or 40 to one?

Our industry has had unprecedented results in providing career lattice for our employees as they move into management, senior management roles, and ultimately ownership. Minorities and women are provided more opportunities for growth, advancement and ownership than any other industry in business. In addition, our restaurants are the most philanthropic businesses in every community across the Commonwealth. Nobody gives back more to the community than we do.

We need to continue to communicate the facts and support those elected officials who have dug deep to get through the smokescreen placed in front of them. The MRA and the National Restaurant Association need your support. Whether locally in MA, or federally in Washington DC, all funds raised will be used to support the food and beverage industry in a coordinated process.

The fundraiser allows you to participate at different levels to provide for every business out there. If you cannot attend on **November 14th**, please consider giving. The sustainability of the industry depends on it.

Thank you for your support! See [page 5 for details](#) and click [here](#) to get involved.

Pat Lee

MRA Chairman, email: [plee@themassrest.org](mailto:plee@themassrest.org)
“FIXING THE GLITCH”
Due to a drafting error in the Tax Cuts and Job Act, qualified improvement property and leasehold improvements now depreciate over 39-years instead of the intended 15-years, and further do not qualify for bonus depreciation. Known as the “retail glitch,” this error is already causing many businesses to delay improvements, cancel renovations, and postpone other investments.

Last week, more than a dozen members of the U.S. Senate Finance committee wrote to the IRS and Treasury Department asking them to issue guidance related to the depreciation of qualified restaurant property that complies with the intent of the law. This issue had bi-partisan support when first passed by Congress in 2014. U.S. House Speaker Paul Ryan (R-WI) understands the importance of rectifying this situation, and intends to introduce a “technical corrections” bill following the November elections.

U.S. LABOR SECRETARY ALEXANDER ACOSTA VISITS NATIONAL RESTAURANT ASSOCIATION’S CHICAGO OFFICE
Last month, Secretary Alexander Acosta visited the Chicago office to learn more about restaurant workforce development initiatives. The NRA team focused on the numerous professional credentialing programs, such as ServSafe and ServSuccess, as well as the promotion of Association Health Plans (AHPs).

Our restaurant employees are our greatest asset, and collectively we are committed to providing them the opportunity to learn fundamental skills needed in any career and in life. Programs like ServSafe and ServSuccess offer individuals a quality education that allows them to demonstrate real knowledge and skills that will provide a stepping stone to a brighter future.
FREE ASSISTANCE TO REDUCE WASTE & SAVE MONEY!

RecyclingWorks in Massachusetts is a free assistance program funded by the Massachusetts Department of Environmental Protection (MassDEP) to help businesses and institutions to maximize recycling, reuse, and food waste diversion opportunities.

Many recyclable materials, such as cardboard, paper, and containers are banned from disposal in Massachusetts. Proper training, signage, and collection containers can help ensure waste ban items are being diverted from disposal and reduce contamination in recycling streams.

To help restaurants comply with MassDEP Waste Bans, RecyclingWorks developed the following sector-specific tip sheets, available in below:

- Waste Ban Compliance Tips for Restaurants (English)

Waste reduction activities can improve employee satisfaction, address customer demands for sustainable practices, and help restaurants save money. See a local restaurant case study, where an operator saves about $2000 from their waste removal costs, by diverting food waste for animal feed and by separating food waste from the trash.

RecyclingWorks free technical assistance is flexible and always tailored to meet your specific organization's needs. We’re here to listen, answer questions, and guide your sustainability efforts.

To request free recycling or food waste diversion assistance, call the RecyclingWorks hotline at (888) 254-5525 or email info@recyclingworksma.com!

ADVERTISING IN THE 2019 MRA MEMBER DIRECTORY & BUYER’S GUIDE

The MRA is excited to partner once again with E&M Consulting to produce the 2019 Membership Directory & Buyer’s Guide. In the next few weeks, E&M will be contacting all members regarding advertising opportunities. This will give you the chance to promote your business or practice while supporting the MRA.

If you have any interest in advertising this year, please contact a sales associate at E&M or sign up online here. As always, your support of the MRA is greatly appreciated! Click here for advertising rates and to reserve your space!

SPREAD THE WORD...

OFFICE SPACE FOR LEASE

If you know of anyone looking for a clean, bright, 625 square foot centrally located office suite, please refer or contact Renée Serafino rsrafino@themassrest.org or call her at (508) 573-4185 for information and to schedule a walk-through. This space is on the first floor (lower level) of the MRA office building. It is located at 160 East Main Street, Westborough, and is one mile west of the intersection of route 9 & 495, and just 3 miles away from the 495/MA Pike intersection. We have a total of nine tenants in the 9,000 square foot building, and the most hospitable landlord in the business – The MRA!
Join us 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.

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.

Join us at APEX Entertainment in Marlborough for great fun, entertainment and networking while helping the MRA fight the fight!

- 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.)

A NEW VENUE WITH INCREDIBLE TASTINGS, BEER, & MUSIC ALL FOR A GOOD CAUSE
Something’s Brewing in MetroWest • October 15th, 6-9PM • Springdale by Jack’s Abby Brewing

TO BENEFIT
NO KID HUNGRY

Included are tastings from MetroWest’s top chefs, and craft brew from Jack’s Abby Brewery.

Musical Performance by Josh Briggs

PARTICIPATING RESTAURANTS:
Red Heat Tavern (Westborough)
COOK (Needham)
110 Grill (Marlborough)
Tavalino (Westborough)
Firefly’s BBQ (Marlborough)
Evviva Cucina (Marlborough)
Rail Trail Flatbread Company (Hudson)
Wildwood Steakhouse (Marlborough)
Civic Kitchen & Drink (Westborough)
Tennessee’s Real BBQ (Framingham)
Chill Kitchen and Bar (Marlborough)
Coach Grill (Wayland)

REGISTER HERE NOW!
WHAT IS YOUR RESTAURANT SPECIALTY?
Arturo’s specializes in classic Italian cuisine with modern influences. Our menu has something for everyone from pizza to fresh pastas, vegetarian and gluten-free options, with an extensive wine list and a great local craft beer selection. We use local ingredients from Harvey’s farm less than 1 mile from the restaurant when in season. Our daily specials allow our guests to try something seasonal and new every time. We offer a private dining room for events and offer catering and take-out. Our well-trained and experienced staff know just how to take care of our guests and provide a real “Cheers” experience to the restaurant.

WHY IS THE MRA IMPORTANT TO YOU & YOUR BUSINESS?
The MRA is the voice of the hospitality industry in our state. The MRA collaborates with owners to find the issues that need attention at the legislative level. Whether it is legal advice or a reference for a new vendor, the MRA is always there to support my business. The MRA provides opportunities to collaborate with other restaurant owners in an effort to maintain camaraderie in the industry.

Fun Facts about Arturo’s Ristorante
1. Arturo’s has moved twice, starting in West Boylston, then Worcester, now in Westborough.
2. Arturo’s makes ongoing charitable contributions to help raise awareness for local charities such as the Pancreatic Cancer Alliance and the 15-40.
3. Our recipe for Mushroom Ravioli became a permanent and featured menu item at the Dine Boston Restaurant in Logan Airport Terminal E as part of their Visiting Chef program.
4. We make our own Fresh Mozzarella and Ricotta Cheese in house.
5. We have a beer brewed exclusively for us by Berkshire Brewing Company called the Arturo’s Infusion IPA.
6. We offer over 30 wines by the glass.
7. Arturo’s is named after the original Chef/Owner Arturo Cartagenova.
8. Arturo’s Bar Manager and General Manager have been with the company for more than 25 years.
9. Every year Executive Chef, Tommaso Gargiulo, travels to his home town of Sorrento, Italy to bring back inspirational recipes to our menu.
10. Arturo’s has hand rolled and served over 1,000,000 meatballs at our Westborough location since the year 2000.
MRA EDUCATIONAL SUMMIT: RESTAURANTS - THE NEW FRONTIER

TUESDAY, OCTOBER 2, 2018
Registration: 9am/Welcome Remarks: 9:40-10am
Sessions: 10am - 2:50pm
Closing remarks: 2:50pm - 3pm
Optional Reception: 3pm - 5pm

THE VERVE, NATICK - 1360 WORCESTER ST, NATICK

$95 for Members*
$115 for Non-Members.
*Members - Log into your account for member pricing.
For groups of 4 attendees or more, please contact Tracy Zibell at (508) 573-4180 to receive a group discount.

REGISTER HERE TO RESERVE YOUR SEAT!

SESSION SUMMARIES

SESSION 1A/B: 10AM-10:50AM

THE CONVERGENCE OF HOSPITALITY AND TECHNOLOGY
(10:00AM - 10:50AM)
Michael Farid, CEO of Spyce
Michael will discuss the following topics:
• How technology can enable hospitality.
• Creating an experience in a fast casual setting.
• The advantages and disadvantages of robotics.
Spyce has created the world’s first restaurant featuring a robotic kitchen that cooks complex meals. They created this concept in hopes of solving a problem we found ourselves facing, being priced out of wholesome and delicious food.

LEVERAGING SOCIAL MEDIA TO GROW YOUR RESTAURANT
(10:00AM - 10:50AM)
Tiffany Lopinsky, Founder of Boston Foodies
Tiffany explains the best ways to leverage different social platforms for your restaurant and best practices on working with influencers and bloggers in the food space.
Boston Foodies is one of the most popular Food Blogs in the New England Area with over 130,000 Followers!

SESSION 2A/2B: 11AM - 11:50AM

SCALE YOUR RESTAURANT CONCEPT NOT JUST YOUR FOOTPRINT (11AM - 11:50PM)
Angela Dewar, IIDA, Bermeyer Associates
Mark Gallagher, BLACKCOFFEE Brand Expression
Whether expanding to a new location across the street or multiple units across the country, the environment you create will govern the dining experience and the expectations people create. By building the right team to understand your success and assist in building a consistent brand experience rather than executing a cookie cutter solution, restaurants are better able to scale their concepts across various locations growing their brands, customer loyalty and, of course, their bottom line.
Angela Dewar has designed dozens of restaurants spanning the gamut, from national chains to mom-and-pop establishments and everything in between.
Mark Gallagher co-founded the Boston based brand consultancy, Blackcoffee® in 1994. From Brand Strategy through Brand Identity, he and his company partner with brands in transition to clarify, simplify and amplify brand value.

EFFECTIVE EMPLOYEE RETENTION STRATEGIES
(11AM - 11:50AM)
Facilitator: Greg Witmer, Vice President of Learning and Development for Ninety Nine Restaurants
Panelists: Ryan Dion, 110 Grill, Dan Doherty, Kelly’s Roast Beef, Molly Hopper, Eastern Standard
Do you have trouble with staff turnover? Join some of the best organizations in the industry as they discuss their practices that keep staff happy and working!
Greg Witmer has been working as a leader in the Learning and Development area in the hospitality industry since 1985.
Over the past nine months the MRA has been collaborating with the Massachusetts Executive Office of Labor and Workforce Development Division of Apprentice Standards in the establishment of a Restaurant Professional Apprentice Program. We are excited to say that at the end of July, The MRA Restaurant Professional Apprentice Program was officially registered and initially funded by the Commonwealth of Massachusetts.

The MRA Restaurant Professional Apprentice Program uses On the Job Related Experience along with Related Technical Training to advance skills and careers of our greatest assets, our employees. The substance of the program is based directly from the National Restaurant Association Foundation Education. Because of this, any graduating ProStart student that successfully completes a Certificate of Achievement Exam graduates into the Restaurant Professional Apprentice Program with all of their Related Technical Training requirements completed. This is a great recruiting tool for MRA members, restaurants and even more importantly an exceptionally cost effective alternative to college for those seeking an advancing career in the hospitality industry. And, your incumbent employee’s current work experience counts. In many cases their work related experience completes this aspect of the program which allows them to participate in the Related Technical Training that will consist of online certifications, classroom instruction, webinars and assignments to round off their practical experience with more advanced training.

(Continue reading Apprentice Program article here)
## 2018 SERVSAFE TRAINING SCHEDULE

### SERVSAFE MANAGER

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<tr>
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<tr>
<td>November 9th &amp; 16th</td>
<td>MRA</td>
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<td>December 4th &amp; 18th</td>
<td>Kowloon</td>
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### SERVSAFE ALCOHOL

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<td>October 15th</td>
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### SERVSAFE RECERTIFICATION

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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.

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## CHOKE SAVING COURSES AVAILABLE AT THE MRA

**CURRENT CLASS SCHEDULE:**

Thursday, October 18, 2018  
Thursday, December 13, 2018  
*All classes are 10-11am.*

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

Click [HERE](#) to register and for more information.

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## 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

Fat Baby Sushi - Perkins Square
118 Dorchester St.
Boston, MA 02127
(617) 766-3450
Matthew Freid

Mr. Crepe
83 Washington St.
Salem, MA 01970
(978) 594-5527
Mr. Peter Creyf

Royal Hot Pot, Sushi & Bar
227 Parkingway
Quincy, MA 02169
(617) 653-1016
Sinyu Lau

Top Shelf Bar & Grill
1825 Acushnet Ave.
Acushnet, MA 02746
(774) 202-2071
Robert Afonso

Tryst Lounge Inc.
320 Main St.
Fitchburg, MA 01420
(978) 870-5755
Heather Silvera

BUSINESS PARTNERS

Nutter McClennen & Fish LLP (Attorney)
155 Seaport Blvd, Boston, MA 02210
(617) 439-2351
Marissa McMahon

Packaging & More (Paper Products/Supplies)
30 Higginson Ave., Central Falls, RI 02863
(401) 723-5350
Peter Lutze

Seamless Wraps LLC (Marketing & Promotions)
175 West Main St, Millbury, MA 01527
(508) 345-0253
Eric Rodriguez

Winsupply of Hingham (Plumbing/Drain Cleaning)
125 Industrial Park Rd, Hingham, MA 02043
(781) 749-5770
Ed Benvie

THANK YOU TO OUR 2018 ANNUAL SPONSORS

HARPOON BEERS & BITES: OYSTERS

September 10, 2018
7:30PM – 9:30PM
Harpoon Brewery, Boston

GET YOUR TICKETS HERE

Massachusetts Restaurant Association
160 East Main Street, Suite 2, Westborough, MA 01581
Phone: (508) 303-9905 www.themassrest.org

FOLLOW US!

facebook.com/marestaurants twitter.com/massrestaurants instagram.com/ma_restaurants Check out the MRA Linkedin Group