



LETTER FROM THE CHAIRMAN



Dear MRA Members,

Here we are in the dog days of summer and I hope all of you are able to enjoy some family time as well as enjoy some great sales at your restaurants. It is important that we all balance our lives and prioritize, and I know firsthand myself that is an awful lot easier to say than it is actually to accomplish sometimes.

August is also the time to make certain we are ahead of the hiring curve. As we all know there will be surprises come the second and third week of this month, with employees going to school or transferring to another school farther away leaving them unable to hold onto their job with you. This is always a challenge for us, but it's so far more amplified this year with the staffing shortage as difficult as it is in our industry. Never before in my career have I seen it this tight – I think we can call it a crisis without exaggerating the situation at all. There is no easy answer, but what it does, is remind me just how important spending time with our employees is, making sure we can do whatever possible to make their work experience a positive one.

Cross training our staff is also more critical as a result. Taking dishwashers and training them to be prep cooks, and then starting to work them onto the cook's line quickly. Taking the host/hostess and training them on the floor earlier than we might have in the past, and of course taking servers and getting them comfortable on the bar. It also means looking at our menus and making them more streamlined than in the past so maybe we can run the line with one less cook.

We also have to start to look at technology more and more to see how that can help our staffing solution. Can adding tablets at the table help facilitate second drink and dessert orders, make cashing out easier, and allowing us to extend four table stations to six table stations and still provide great service? I am not certain, but I think sadly I am going to have to start to look at these possibilities and imagine you are also thinking about them.

At the end of the day, we will get through this time, we always do, because we are restaurateurs, we are resilient, and we always persevere! Have a great end of summer.

Sincerely,

Donato Frattaroli
 MRA Chairman
dfrattaroli@themassrest.org

IS YOUR RESTAURANT CASHING IN ON THE POKÉMON GO CRAZE?



By now, you have all heard of PokéMon Go and its popularity. Have you also heard that many restaurateurs are taking advantage of this craze to bring in sales to their restaurants? Promotions, discounts and sponsorships are some different ways restaurants are getting involved.



Restaurant Marketing can yield great results by using the many resources around you and combining it with a little strategic thinking. This can happen on a very small scale like a quick

PokéMon GO promotion on a sign or on a much bigger scale, such as a multi-channel digital and print campaign for the launch of a new brand. Read full article [here](#).



Photos courtesy of: restaurantbusinessonline.com

MRA NEWS YOU CAN USE

The MRA
Massachusetts Restaurant Association
Access • Influence • Protection



Click [here](#) to view our latest MRA News You Can Use video, sent out July 19th. For more videos, be sure to subscribe to our Youtube channel [here](#).

FAQ'S

common questions from MRA members

Q: What is the break law in Massachusetts?

A: Massachusetts law states that employees must receive a 30-minute break after six hours of working. An employee must be free to leave the workplace during the break. The break period may be unpaid. An employee can voluntarily give up the meal break, but must be paid for all hours worked. Compensation for the 30-minute meal break must be paid if the employee has voluntarily agreed to waive his or her meal break by (1) working through his or her meal break, or (2) remaining on the premises at the request of the employer during the meal break. Contact us for a break waiver form for employees who wish to waive their break.

Q: What is the “three hour” rule in Massachusetts?

A: If an employer schedules an employee to work a shift of three(3) or more hours, the employee arrives as scheduled and the employer sends the employee home or, otherwise, does not provide the scheduled hours, the employee must be paid for at least three(3) hours. The rate payable is the employee's regular rate of pay for any part of the three(3) hours in which the employee actually works and at least minimum wage for the balance of the three(3) hours.

If an employee is scheduled to work a shift of less than three (3) hours, the employer must pay the employee for only the hours actually worked. For example, if an employee is scheduled to work a two(2) hour shift, the three(3) hour rule does not apply and the employer must pay the employee for only the hours actually worked. Similarly, if an employee is scheduled for less than three(3) hours to attend a meeting or for training the three(3) hour rule is inapplicable and the employer may pay the employee for only the time in which the employee was at the meeting or training.

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INSIDE THIS ISSUE:

Current Issues, Economic Indicators	3
Upcoming Membership Events.....	4
Member Profile: Union Oyster House	5
ServSafe & Choke Save Training Schedule/ Member Banner Ad Opportunities	6
ProStart Student Spotlight.....	7
Welcome New Members.....	8

CURRENT ECONOMIC INDICATOR

MASSACHUSETTS MEALS TAX COLLECTIONS

April 2016: \$86,225,828
April 2015: \$82,409,465

4.6%
INCREASE



May 2016: \$91,385,185
May 2015: \$84,729,661

7.8%
INCREASE



YTD 2016: \$994,133,669
YTD 2015: \$926,938,687

7.2%
INCREASE
FY: JUL-JUN



CONSUMER CONFIDENCE
(0-150 scale)

	United States	New England
JUN	98.0	80.5
MAY	92.4	87.8
APR	94.7	93.1
MAR	96.1	93.3

UNEMPLOYMENT
as of July 29, 2016

Massachusetts:
4.2%
United States:
4.9%

PRICES (YR OVER YR)

Wholesale food prices:
DOWN 3.2%
Menu prices:
UP 2.6%

NEW LAW EXPANDS PROHIBITION AGAINST TRANSGENDER DISCRIMINATION

By John Coyne, MRA General Counsel

A new Massachusetts law to protect against discrimination because of gender identity modifies and adds provisions to the current anti-discrimination law.

What are the modifications?

Effective immediately no advertising by a public accommodation, which includes a restaurant, shall include any content intended to or which actually discriminates because of a person's gender identity.

What are the new provisions?

Effective October 1, 2016 a public accommodation must permit a patron to use the restroom(s) and any other portion of its facility in a manner consistent with the patron's gender identity, meaning a transgender patron who identifies as a woman is permitted to use the restroom for women. Similarly, a transgender patron who identifies as a male is permitted to use the restroom for men.

What if the public accommodation's restrooms are gender neutral and available for use without regard to gender?

If all such restrooms are available to patrons regardless of gender, they must all be available for use by transgender patrons.

Should, or can, a public accommodation provide a separate restroom for transgender patrons?

No, the law does not require or permit any such segregated restroom for transgender patrons. The purpose of the law is to permit a patron to choose whichever restroom is consistent with the patron's gender identity.

How do I know if a patron's gender identity claim is legitimate?

The law requires the Massachusetts Commission Against Discrimination [MCAD] to promulgate rules by September 1, 2016 to carry out the purpose of the law, including how you are to know or recognize a patron's gender identity. The MRA will update you when such rules are available.

Is there a penalty for violating the law?

Yes, a violation could result in a fine or possibly a jail term.

UPCOMING MEMBERSHIP EVENTS

CHECK OUT THE FOLLOWING UPCOMING EVENTS - MARK YOUR CALENDARS!

HARPOON BEERS & BITES: OYSTERS



In September, MRA will partner with Harpoon Brewery for

BEERS & BITES: OYSTERS Sept 12th, 7:30PM – 9:30PM

at Harpoon Brewery, Boston

Ticket price: \$30 each - includes all tastings and locally brewed beer from Harpoon.

[REGISTER HERE](#)

2016 MRA END OF SUMMER BUMMER GOLF TOURNAMENT



Tuesday, September 20, 2016, 11:00 AM
Pinehills Golf Club, Plymouth, MA

[REGISTER HERE](#)

Save the Date



NOVEMBER 7, 2016 6:30-10:00PM

Venue: Hanover Theatre
2 Southbridge Street, Worcester

Details Coming Soon!

\$35 - Non-members
\$30 - Members

JOIN US FOR A FUN-FILLED NIGHT TO BENEFIT



Featuring the Top
Worcester-Area Chefs
and Craft Beer by
Wormtown Brewery

*This event is brought to you by
The MRA, Worcester Chamber of
Commerce, The Hanover Theatre,
Ecothermal and Vision Advertising.*

Proceeds to benefit No Kid Hungry

2016 MRA EDUCATION SUMMIT

October 12, 9am - 5pm
Connors Center, Dover, MA

This year's MRA Education Summit, formerly known as the Symposium, will focus on recruiting, training, and retaining in a tight job market. Mark your calendars!

Save the Date

November 16, 2016
Westin, Waltham-70 3rd Ave,
Waltham, MA
Cocktails at 5:30pm, Dinner &
Program at 7:00pm

Save the Date



2016
MASSACHUSETTS
RESTAURANT ASSOCIATION

*Hall
of
Fame*

Click [here](#) to get a calendar list of all upcoming events to print out for your reference!



Cheers Live on Stage
at the Shubert Theatre
Thurs, Sept 15, 5-7pm/7:30pm show
Cheers Beacon Hill - 84 Beacon Street

Join us on Thursday, September 15th for a fun night out in Boston to benefit the MRA Educational Foundation. We have 60 tickets available to see Cheers Live on Stage at the Shubert Theatre. We'll start the evening at the place that started it all, Cheers Beacon Hill!

You've seen the TV Show. You know and love the characters. Experience the Boston pub that inspired it all! Cheers Beacon Hill, previously known as the Bull & Finch Pub, became the original inspiration for the setting of the TV show Cheers. So how did a Boston pub become the inspiration for Cheers? When the producers of the TV show went looking for a location to depict the ideal American bar, they headed to Boston, famous for colorful pubs, sports teams, and lively politics.

After visiting other Boston bars, they returned to the Bull & Finch and declared, "This is the place." An American television classic was born, and they would name it Cheers. The TV show premiered on September 30, 1982, and remains one of America's most beloved situation comedies of all time.

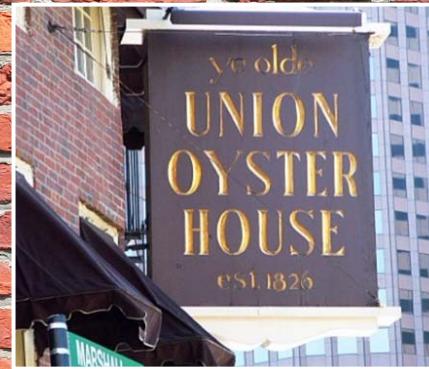
Meet at Cheers from 5pm-7pm for appetizers and cash bar. From Cheers, take a trolley to the Shubert Theatre for CHEERS LIVE ON STAGE, a rousing new theater comedy set in Boston's iconic basement bar where WE know everybody's name: Diane and Sam. Carla, Coach, Cliff...Norm!

Based on the first season of Cheers, this production finds baseball player-turned-bar owner Sam "Mayday" Malone hiring newly jilted aspiring poet Diane Chambers to work in his pub, alongside perpetually confused old bartender Coach and tough-talking waitress Carla, who cracks wise with know-it-all mail carrier Cliff and perennial barstool-warmer Norm.

Tickets: \$125/person*

*Proceeds to benefit the MRA Educational Foundation (MRAEF). The MRAEF was created to address the diverse educational needs of the industry. Its focus is two-fold: First, to provide professional development programs for members. Second, to develop a well-educated, well-trained workforce through School-to-Career

[REGISTER HERE](#)



JOE MILANO



WE ARE THE MRA MEMBER PROFILE

Name: Joseph Milano

Restaurant: Union Oyster House
Boston, MA

Year Founded: 1826 - The restaurant is 190 years old this year! The original building is 300 years old.

Website: unionoysterhouse.com

MRA Member since: 1950

What is your specialty? Seafood.

Why is the MRA important to you and your business? Relationships are crucial to being successful in the hospitality industry, and the MRA is a great partner in developing and maintaining those relationships, as well as educating us on any changes and developments within our industry.

FUN FACTS about Union Oyster House:

1. The Union Oyster House is the oldest restaurant in continuous service in the U.S.
2. The toothpick was first used in the United States at the Union Oyster House Restaurant.
3. It is the earliest standing, brick building in the city of Boston.
4. In 1742, the building housed a fancy dress goods business, known as "At the Sign of the Cornfields".
5. In 1771, printer Isaiah Thomas published his newspaper, "The Massachusetts Spy" from our building.
6. Our building once served as a pay station for federal soldiers during the revolutionary war, as well as headquarters for Ebenezer Hancock and his troops.
7. In 1796, the future King of France, Louis Philippe, exiled from his country, lived on the second floor of our building, teaching French to Boston's most fashionable young ladies.
8. In 1826, our building became "Atwood and Bacon's", and the owners installed the now famous circular Oyster Bar, where Daniel Webster was a constant customer.
9. In 2003, we were designated a National Historic Landmark.
10. In September of 2015, President Obama visited the Union Oyster House to try some of our world renowned clam chowder.

SERVSAFE & CHOKE SAVE SCHEDULE/BANNER ADVERTISING

SERVSAFE TRAINING SCHEDULE

SERVSAFE MANAGER

DATE	LOCATION	CLASS	TIME
August 2nd & 16th	MRA	ServSafe Manager	3pm - 7pm
Oct 4th & 18th	Kowloon	ServSafe Manager	3pm - 7pm
Oct 11th & 25th	MRA	ServSafe Manager	3pm - 7pm
Nov 7th & 21st	Cape Codder	ServSafe Manager	4pm - 8pm
Dec 5th & 19th	MRA	ServSafe Manager	3pm - 7pm

SERVSAFE ALCOHOL

August 30th	MRA	ServSafe Alcohol	5pm - 9pm
October 4th	MRA	ServSafe Alcohol	5pm - 9pm
December 13th	MRA	ServSafe Alcohol	5pm - 9pm

SERVSAFE MANAGER RECERTIFICATION

September 6th	Kowloon	ServSafe Recert	3pm - 7pm
September 12th	Cape Codder	ServSafe Recert	4pm - 8pm
September 13th	MRA	ServSafe Recert	3pm - 7pm
November 14th	Kowloon	ServSafe Recert	3pm - 7pm
November 15th	MRA	ServSafe Recert	3pm - 7pm

To schedule classes or for more information or questions, email [Tracy Zibell](mailto:Tracy.Zibell@MRAEF.org) or call us toll-free at **800-852-3042, ext. 10**.

CHOKE SAVE COURSES WHEN SECONDS COUNT, INC.

When Seconds Count, Inc.



CPR &
First Aid
Training



The MRA is very proud to partner with When Seconds Count for their Adult, Child, and Infant Choke Save Courses. They offer discounted prices for members and a portion of their fees are donated to the MRAEF.

The following classes are being held at the MRA office in Southborough:

Wed, August 24, 2016, 10am to 11am

Wed, October 26, 2016, 10am to 11am

Visit the When Seconds Count website [here](#) to sign up.

MEMBER BANNER ADVERTISING OPPORTUNITIES

Many of you have reached out to us in the past for cost effective ways to broaden your message and brand within the hospitality community. Since the enhancement of the MRA Website, we have added the opportunity for a select number of companies to advertise through banner ads. Each of these banner ads runs in a rotation on each of our internal website pages. They link directly to your website. With an average of 5,000 page views per month and an entry level cost of \$50.00 per month, this is a very cost effective method of gaining brand exposure to your target audience.

See the banners below for examples. The top one from Kingswood Leasing, is the latest banner on the website. It links to a landing page that Kingswood Leasing set up for MRA members. The banners can link directly to your home page or to any specific page on your site. The options are limitless.

For more information on placing your company's message on a MRA banner ad, email [Kerry Miller](mailto:Kerry.Miller@MRAEF.org) at or call **508-573-4190**.

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restaurant owners...Are you one?

Learn More



ADVERTISE YOUR RESTAURANT OR BUSINESS HERE

CLICK HERE TO LEARN MORE



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ServSafe
National Restaurant Association



Protect yourself and your operation from risks and
liabilities with alcohol training and certification.
To register for a class, click here.





MRA PROSTART STUDENT NIKOLAS KEDIAN

How long have you been interested in the hospitality industry?

My interest in the hospitality industry struck me in my freshman year, when we got the opportunity to go through one week of every shop, and as soon as I entered Poet's Inn, part of the culinary/hospitality program, I knew I found my home. You could say it was love at first sight. I hope to own and manage some very successful restaurants and be able to share my love for this industry with young minds like myself, to help guide them.

How did you hear about the ProStart Program during High School and what made you get involved?

I heard about the ProStart program through my hospitality instructor, Mrs. Cathie Baines. For me, getting involved in ProStart was one of the easiest decisions I have made in my life to date. I wanted to get involved because the program sparked my interest, it sparked all those creative juices, it made me fall in love with this industry. I got involved because I wanted to get my vision of what this industry can look like into my team's minds and share what the industry means to me. Also, my instructor made me want to get involved, seeing as I was already working in the industry and competing in SkillsUSA for restaurant services, it was a no brainer. She was one of the main reasons I joined, and she is one of the main reasons why we did so well in the competition. No matter what she always kept pushing us and kept us going. I think that's one of the reasons why we were so successful, not only because of her, but because of us.

Your school competed in the ProStart Invitational this year, and moved on to the National ProStart Invitational this year, tell me about your experience. What are some of the highlights?

This year, Prostart was a whirlwind, it was perplexing to think of it. I remember back when we were brainstorming for the whole concept, and what we wanted the name to be of the restaurant, and how confused and nervous we all were. I also might have asked what in the world did I get myself into...but that's for another day.

Throughout the whole experience my personal favorite part was always presenting to the judges, I remember right before my team and I presented both times, at the National and State level, we told ourselves no matter what happens we are winners at heart. It was crazy, really, winning the state competition, because this is a big deal for us and for Whittier, our high school. We were their first management team to place and move on to the national competition in over seven years. Not going to lie, after we placed first in the state competition, I cried, not only because we won, but because of all of the amazing scholarships that the MRA had to offer to us from various different schools.



Name: Nikolas Kedian
High School: Whittier Regional Vocational Technical High School, Class of 2016
Culinary School: Northern Essex Community College

I remember the National competition vividly, it's weird, I still remember my lines for my script to this day...I remember before nationals we stayed up for 4 hours the night before just to go through our lines to make sure everything was perfect and seamless, and to me, it was. I remember walking into the competition with my head held high with a big smile on my face, and presenting in front of the judges.

I felt like I got through the nerves because I work for a restaurant in Newburyport. When I was talking to the judges it made me feel like I was talking to my customers at work, like I'm reading the specials to them, it was comfortable. Then, I remember the feeling right after we were finally done with everything, how relieved we were, how we felt, and that it was finally over. All I remember is that we told ourselves that we would always be state champions and we left a legacy behind at Whittier for other students to follow. Throughout the experience, I remember all the hard work and dedication we put into it and all of the hours that went into it. Every day after school, during school, and during school vacations, ProStart was always on my mind. I am so thankful for everything the program had to offer me.

Do you have any advice for ProStart students who are thinking about competing?

One piece of advice I would give to ProStart students thinking about competing is to definitely, 100%, take advantage of the opportunity, even if you doubt yourself, even if you're not sure you can do it, even if someone tells you not to. You are to do it, and don't let anything or anyone get in your way. If you will do it, the end result will be extremely worth it, and it will be amazing. Take it from me. You will get so much out of this amazing opportunity, I know I did, at least. You should be your biggest inspiration!

From your experience in hospitality, what is the most important thing you've learned?

The most important thing that I have learned in this industry is that you can do anything if you set your mind and heart to it. Never give up, never give up on your job, on anything, especially yourself. I also have learned that you, yeah you, are one of the most important pieces of this industry, because people like us are amazing, and we are the key to happiness in a way. Like for instance, if I'm waiting on a table and I see that a table comes in sad and they leave happy with a good laugh and smiles on their faces, it makes me feel good, it make me feel valued. So yes, that is the most important things I have learned, that you are valued and important and to never give up on yourself.





WELCOME NEW MRA MEMBERS!

75 Chestnut

75 Chestnut St, Boston, MA 02108
(617) 227-2175

75 On Liberty Wharf

220 Northern Ave, Boston, MA 02210
(617) 227-0754

The Brahmin

33 Stanhope St.
Boston, MA 02116 5111
508 728 6034
Tom Garcia

Cake Shop Cafe

22A West St, Millbury, MA 01527
(508) 865-9866
Michelle Contois

Capo Restaurant

443 W Broadway, Boston, MA 02127
(617) 778-7830

Casey's-Somerville

173 Broadway, Somerville, MA 02145
(617) 625-5195
Dan Fitzgerald

Causeway Restaurant and Pub

65 Causeway St, Boston, MA 02114
(617) 227-9100
Tim McCasland

The Civic

121 West Main St
Westborough, MA 01581-3021
(508) 366-0207
Thomas Oliveri

Greg Nanigian & Associates Inc.

400 Washington St, Suite 302
Braintree, MA 02184
(781) 848-0993
Greg Nanigian

Kate's Simple Eats

148 Front St, Marion, MA 02738
(508) 748-0042
Kate Ross

Koncerted

214 Arlington St, Chelsea, MA 02150
(781) 915-9697
Sean Cote

Loco Taqueria and Oyster Bar

412 W Broadway, Boston, MA 02127
(617) 917-5626

Partner's Pub

970 South Street
Fitchburg, MA 01420-7037
(978) 345-5051
Walter Kirby

Prezo

229½ E Main St
Milford, MA 01757-2807
(508) 634-0101
Tom Oliveri

Uncommon Ground Cafe

575 Mt Auburn St
Watertown, MA 02472-4102
(617) 924-9625
Lisa Kaloostian

Wegmans Food Market - Burlington

53 3rd Ave, Burlington, MA 01803
(781) 234-0385
Bill Congdon

Wicked Twisted Pretzels

135 Westboro Rd, N.Grafton, MA 01536
(267) 625-6641
Josh Briggs

Wormtown Brewery

72 Shrewsbury St #4
Worcester, MA 01604
(774) 239-1555

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