

2019 MRA EDUCATIONAL FOUNDATION SUMMIT

Industry Strategies for Today & Tomorrow



October 28, 2019

The VERVE - Crown Plaza Hotel,
Natick, MA

Registration: 8:00am

Program begins: 9:00am

Featuring Keynote Speakers:

Rhonda Kallman, founder & CEO of
Boston Harbor Distillery, and
Larry Gullko, Harvard Business School

REGISTER HERE!

THANK YOU TO OUR EVENT SPONSORS:



JOIN US FOR THE 2019 ED SUMMIT ON OCTOBER 28TH

The future of the restaurant industry is full of exciting new and innovative ideas. While wistfully thinking about the future, we sometimes forget to think about the now! What do you need to do now to ready yourself and your restaurant for the future? Branding, Finance, Retirement, Minimum Wage; these are hot topics in restaurants today. Technology and the power of the entrepreneur are the topics of tomorrow. We bring these ideas together to provide you a well-rounded knowledge of your restaurant's needs for today and tomorrow.

Join us for a day of informative sessions by many of our industry's top experts including keynote sessions from **Larry Gullko**, *Harvard Business School* and **Rhonda Kallman**, the superwoman of the spirits industry. The 2019 Ed Summit will be held centrally at The VERVE- Crown Plaza Hotel on Route 9 in Natick and promises to deliver to owners, managers and chefs in terms of great ideas on how to be successful for today, tomorrow and retirement. **#TogetherWeWin!**

Go to **page 8** for agenda and session information
and click [HERE](#) to register.

2019 PAC FUNDRAISER WITH THE RIHA & CRA

Join the MRA, Rhode Island Hospitality Association and Connecticut Restaurant Association as we team up to raise funds for the National Restaurant Association PAC.

*This is a combined fundraiser for the NRA PAC (50% of what MA raises)
and the MRA Legislative Advocacy Fund (50% of what MA raises).*



SEPTEMBER 18, 2019
TWIN RIVER CASINO
LINCOLN, RI

This year, we are traveling to Twin River Casino, just over the border in Lincoln, RI. In addition to helping us build our grassroots coalition, we will have fun with Fred Smerlas and Steve DeOssie who will host a memorable evening, sharing stories, a bourbon tasting, and cigars.

Click [here](#) to register.
Click [here](#) for more details.

LETTER FROM THE CHAIRMAN



Dear Members,

I need your help. The MRA needs your help. Our industry needs your help.

I do not use those words often nor lightly. The legislative agenda, both nationally but especially here in MA, is filled with potentially major impediments to our ability to continue to take care of our employees, our guests and ability to expand opportunities for those stakeholders. In the past six years, we have seen new legislation from minimum wage, to tip wage, to paid family medical leave. With many more proposals, the

current MA legislative session will continue to be very busy.

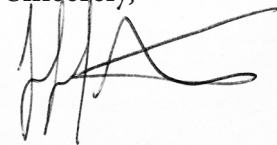
On **September 18th**, we are holding a [Political Action Committee Fundraiser](#), open to all members – operators and business partners alike. It will be held at the Twin River Casino in Lincoln, RI, immediately after our quarterly MRA Board Meeting. We will have dinner, mingle, and also be entertained by NE Patriots friends and commentators Steve DeOssie and Fred Smerlas, who will host a bourbon, scotch and cigar tasting.

Joining us for the festivities will be the RI Hospitality Association and CT Restaurant Association, who will be having their own Board Meetings, and our combined yet separate PAC Fundraiser (100% of all funds MA members raise is solely for MA use), as we all share members, business challenges and very similar legislative agenda's. This is the third year we have been together with RI and the first with CT.

Monies raised go to support elected officials who understand the nuances of our industry and can help share that understanding with other elected officials. With such a heavy stack of issues that will be considered, that is why I say – *"I need your help, the MRA needs your help, and our industry needs your help."* If you are unable to attend, please consider sending in a contribution no matter the amount. We all believe strongly that **#TogetherWeWin**.

One other thing I need your help on – PLEASE nominate those all-stars that work for you, for the **2019 Stars of the Industry Gala** which will occur November 13th. This is by far one of the most rewarding nights of the year, and a chance for us to raise the spirits of our entire teams as one of their peers possibly gets recognized. Please take a few short minutes to [nominate](#) all your stars by **October 1st**, and I hope to see them recognized as one of the top three, and possibly number one, at this incredible evening to celebrate the best of our best! See page 5 for more information.

Sincerely,



Jeff Gates
MRA Chair

jgates@themassrest.org

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President & Chief Executive Officer
bluz@themassrest.org

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MASSACHUSETTS PAID FAMILY LEAVE PROGRAM - EFFECTIVE OCTOBER 1, 2019

Beginning in January of 2021, most workers in Massachusetts will be eligible to get up to 12 weeks of paid family leave and up to 20 weeks of paid medical leave. The program will be funded by premiums paid by employees, employers, and the self-employed. Contributions to the program will begin on **October 1, 2019**, and will be managed through the Department of Family and Medical Leave (DFML).

How to comply with Paid Family and Medical Leave Law

As a Massachusetts employer, you're likely going to have new responsibilities under the Paid Family and Medical Leave (PFML) law. The state has prepared [a guide](#) to help you prepare for those responsibilities before the law's effective date of **October 1, 2019**.

What are my responsibilities as an employer?

Beginning **October 1, 2019**, as an employer, you're responsible for:

- Reporting wages paid, payment for contract services rendered, and other information about your workforce.
- Determining contribution amounts for your workforce and for any contribution due from you as an employer where applicable.
- Making deductions to cover worker contributions from payments you make to your workforce, either as wages or as payments for services from Massachusetts 1099-MISC contractors.
- Notifying your workforce of the PFML law.

How do I notify my employees about the new law?

You're required to notify your workforce about the state's PFML program, including its benefits and protections that apply to them. This notification includes:

- Displaying the [Paid Family and Medical Leave workplace poster](#) in a highly-visible location (click on poster on right for full size).
- Providing written notice of contributions, benefits, and workforce protections to Massachusetts W-2 employees and Massachusetts 1099-MISC contractors.
- Collecting signed acknowledgments of receipt of such notice from Massachusetts W-2 employees and Massachusetts 1099-MISC contractors.

How do I calculate the contribution?

Click [here](#) for the Massachusetts sample calculator.

I already provide a leave benefit. Can I opt out?

The Department of Family and Medical Leave's private plan exemption process is now available for businesses in the Commonwealth with Paid Family and Medical Leave (PFML) plans offering benefits that meet or exceed those provided by the Commonwealth's PFML law.

The Private Plan Exemption Process is now available [here](#).

Notice of Benefits Available Under M.G.L. Chapter 175M

Paid Family and Medical Leave

Beginning on October 1, 2019:

- Employers will deduct payroll contributions from a covered individual's wages or other earnings to fund PFML benefits.

Beginning on January 1, 2021:

- Covered individuals may be entitled to up to 20 weeks of paid medical leave in a benefit year if they have a serious health condition that incapacitates them from work.
- Covered individuals may be entitled to up to 12 weeks of paid family leave in a benefit year related to the birth, adoption, or foster care placement of a child, or because of a qualifying exigency arising out of the fact that a family member is on active duty or has been notified of an impending call to active duty in the Armed Forces.
- Covered individuals may be entitled to up to 26 weeks of paid family leave in a benefit year to care for a family member who is a covered service member with a serious health condition.

Beginning on July 1, 2021:

- Covered individuals may be entitled to up to 12 weeks of paid family leave to care for a family member with a serious health condition.

Covered individuals are eligible for no more than 26 total weeks, in the aggregate, of paid family and medical leave in a single benefit year.

Who is a Covered Individual Under the Law?

Generally, a worker qualifies as a covered individual and may be eligible for paid family and medical leave if:

- S/he is paid wages by a Massachusetts employer; or
- S/he resides in Massachusetts and is paid for contract services by a Massachusetts entity that is required to report payment for services on IRS Form 1099-MISC for more than 50 percent of its workforce; or
- S/he is a self-employed individual who resides in Massachusetts and chooses to opt-in to the program.

Job Protection

Generally, an employee who has taken paid family or medical leave must be restored to the employee's previous position or to an equal position, with the same status, pay, employment benefits, length-of-service credit, and seniority as of the date of leave.

These job protections do not apply to contractors.

Weekly Benefits

To fund PFML benefits, employers will deduct payroll contributions from a covered individual's wages or other earnings beginning on Oct. 1, 2019. Covered individuals can apply for benefits beginning in January 2021 through the Department of Family and Medical Leave. A covered individual's average weekly earnings will determine his or her benefit amount, for a maximum weekly benefit of up to \$850.

No Retaliation or Discrimination

- It is unlawful for an employer to discriminate or retaliate against an employee for exercising any right to which s/he is entitled under the law.
- An employee or former employee who is discriminated or retaliated against for exercising rights under the law may, not more than three years after the violation occurs, institute a civil action in the superior court, and may be entitled to damages of as much as three times his or her lost wages.

Private Plans

If an employer offers employees paid family leave, medical leave, or both, with benefits that are at least as generous as those provided under the law, the employer may apply for an exemption from paying the contributions. Employees continue to be protected from discrimination and retaliation under the law even when an employer opts to provide paid leave benefits through a private plan.

If you have questions or concerns about your Paid Family and Medical Leave rights, please contact:
MassPFML@Mass.gov or visit: <https://www.mass.gov/DFML>

This notice must be posted in a conspicuous place on the employer's premises.

(Continued on next page)

MASSACHUSETTS PAID FAMILY LEAVE PROGRAM *(Continued from page 3)*

When is the calculation due?

Employers remit contributions and any employees' payments through their MassTaxConnect account for the previous calendar quarter.

- Contributions for October - December will be due on Jan. 31, 2020.

How do I calculate my workforce?

Your total workforce includes:

- All Massachusetts W-2 employees (full-time, part-time, seasonal). A Massachusetts W-2 employee is anyone to whom you issue a W-2 form for performing services in Massachusetts.
- All Massachusetts 1099-MISC contractors. A Massachusetts 1099-MISC contractor is an individual who resides in Massachusetts for whom you are required to report payment for services on IRS Form 1099-MISC.

You'll always report on your total workforce numbers, but you're only responsible for submitting contributions on behalf of members of your workforce who are treated as covered individuals for the purposes of the PFML law.

Who's a covered individual?

- W-2 employees will always count as covered individuals.
- 1099-MISC contractors count toward your total number of covered individuals only if they make up more than 50 percent of your total workforce (W-2 employees and 1099-MISC contractors combined).

ADVERTISING IN THE 2020 MRA MEMBER DIRECTORY & BUYER'S GUIDE



The MRA is excited to partner once again with E&M Consulting to produce the 2020 Membership Directory & Buyer's Guide. As E&M begins to wrap up our publication, they will be contacting all members regarding advertising opportunities. This will give you the chance to promote your business 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!





It's time to nominate your best restaurant employees for the chance to become one of this year's MRA Stars of the Industry at this year's Awards Gala!

The top three finalists plus their guest from each category will be invited as our guest!

We all know the really good ones, so now is the time to recognize them at...

THE 2019 MRA STARS OF THE INDUSTRY

Wednesday November 13, 2019

5:30pm Reception, 6:30pm Dinner/Program
Lombardo's - Randolph, MA

Register for the event [HERE](#)

All **FINALISTS** will receive recognition on stage. Each **WINNER** will receive a **\$250** check & runners up will receive a **\$100** check!



Nominate Your Favorite...

- Bartender
- Host/Hostess
- Food Server
- Bus/Expo/Runner/Bar Back
- Cashier/Counter/Drive Through
- Line Cook
- Prep Cook
- Dishwasher
- Sales/Delivery Business Partner
- People's Choice*

**This award is to recognize your hands down favorite restaurant employee, manager or staff support position including Brand Ambassador, Human Resources and Information Technology, etc.*



VOTE HERE

Deadline is October 1, 2019

• Click on link above to complete the online nomination form.

• Or send a quick 1-2 minute video nomination to kmiller@themassrest.org

(Be sure to include your name, the nominee's name, the restaurant's name and the nominee's position).



CHEF/OWNER:
Sumiao Chen



SUMIAO

WE ARE THE MRA

MEMBER PROFILE

RESTAURANT: Sumiao Hunan Kitchen

OWNER/CHEF: Sumiao Chen

CITY: Cambridge

FOUNDED: 2017

MEMBER SINCE: 2018

WEBSITE: www.sumiaohunan.com

RESTAURANT SPECIALTY: Hunan Cuisine

WHY IS THE MRA IMPORTANT TO YOU AND YOUR RESTAURANT?

The MRA provides us with a lot of very useful information when it comes to operations, legal issues, human resources and much more.

Fun Facts about Sumiao Hunan Kitchen

1. It is the only authentic Hunan restaurant in the Boston area.
2. It is named after owner Sumiao Chen, who was born in Hunan.
3. Sumiao was a pharmaceutical researcher at Novartis when the restaurant just opened.
4. Sumiao means sketch in Chinese.
5. There are 99 items on our dinner menu.
6. The author of the lotus painting in the restaurant is Sumiao's Father.
7. Over 90% of dishes are spicy.
8. Amazon CEO Jeff Bezos loves our House Crispy Duck.
9. We are one of the few restaurants in Boston which carries Baijiu and Baijiu cocktails.

BUILDING YOUR TEAM WHILE REDUCING RECIDIVISM



One of the ongoing critical pain points that restaurants face is the lack of qualified talent to staff their establishments. This is not just a Massachusetts issue, but prevalent across the country with unfilled jobs in the restaurant and hospitality segment hitting a record high of 991,000 in March of 2019. And the prognosis for the future is dire with an increasing restaurant sector and decreasing employment population.

The MRA has supported exploring alternative methodologies to attract, recruit and retain restaurant employees through programs like ProStart, MRAEF Certified Restaurant Professional Apprentice Program and Scholarships for Culinary and Hospitality College Students.

In July of 2019 the National Restaurant Association Educational Foundation received \$4.5 million in funding from the U.S. Department of Labor for the Hospitality Opportunity for People (Re)Entering Society (HOPES) project. HOPES aims to provide training, certification, case-work, and employment to young people (18-24) transitioning from the criminal

justice system into meaningful jobs and careers in the restaurant and hospitality industry.

The NRA identified three states and State Restaurant Associations to run the pilot program in four urban communities: Richmond, VA; Hampton Roads, VA; Boston, MA; and Chicago, IL. In each of these states, they also identified three key stakeholder groups: 1.) Departments of Corrections offering industry training; 2.) community-based organizations providing individualized case management, job readiness training, and continued industry education; and 3.) state restaurant associations with a proven ability to link program participants to employment and apprenticeships.

In Massachusetts we will be working with the Massachusetts Department of Corrections and community-based organization from Boston, ABCD. Our work will begin on October 1, 2019 and run through October 2022 and we will develop 157 young adults into 157 young restaurant professionals.

If you have an interest in learning more or participating in this program, please read [the attached brief](#) and reach out directly to either Jen Almeida, Director of Education at jalmeida@themassrest.org or Kerry Miller, Vice President of Operations at kmiller@themassrest.org.

APPLY FOR THE NATIONAL RESTAURANT ASSOCIATION EDUCATIONAL FOUNDATION RESTAURANT AWARDS

It's **your**
time to
shine.

Apply for the
Restaurant
Industry
Awards



It's Your Time to Shine

Apply now for the Restaurant Industry Awards

Is your restaurant one of the 90% of restaurants doing charitable work in their community? Have you achieved the American Dream? Tell us how your restaurant gives back or share your story of success, and you could win one of the

National Restaurant Association Educational Foundation's prestigious [2020 Restaurant Industry Awards](#). These awards honor those members of the restaurant industry that best represent its commitment to diversity and charitable giving.

**Nominations
are due
October 7, 2019.**

For more information or
to apply today, visit

ChooseRestaurants.org/Awards.

SUMMIT AGENDA

Registration 8:00am

Welcome 9:00am - 9:30am *Speaker: Bob Luz & Jen Almeida*

SESSION 1 KEYNOTE 9:30am - 11:00am **BrandBites: 7 Game-Changing Strategies to Building Best-Selling Brands in Today's Ever-Changing Competitive Landscape**

Keynote Speaker: **Larry Gullko** (*Harvard Business School*)

Larry's Keynote focuses on truly game-changing ideas and strategies to build best-selling brands, create and dominate product categories, enhance customer loyalty, and drive brand performance and business growth to the next level. He share's his nuggets of wisdom, insight on the paramount importance to embrace a bold and disruptive thinking mindset to compete in today's ever-changing and rapidly evolving business landscape.

'Do not go where the path may lead; go instead where there is no path and leave a trail.' Ralph Waldo Emerson's famous mantra serves as the inspiration for Larry's fascinating presentation designed to inspire you to take a fresh look at your brand, 'own something special' in the consumer's mind, and to authentically differentiate your brand to ensure consumers perceive your brand unlike any other in your space.

SESSION 2 11:15am - 12:15pm **Around the Restaurant Industry in 60 Minutes**

Speakers to include:

Karen Coleman, Vice President, ARF Financial

Steve Clark, Vice President, Government Affairs, MRA

Rachel Kaprielian, Past State Representative and Registrar of Motor Vehicles, McDonald's Corporation

Al DeNapoli, Member, Tarlow, Breed, Hart & Rodgers, P.C

Alex Weiss, Wealth Manager, US Wealth Management

Frank McLaughlin, Partner, Antares Group

Lunch 12:15pm - 1:15pm *****

SESSION 3 1:15pm - 2:15pm **What will the restaurant experience look like in 2025?**

The restaurant experience is transforming at warp speed with the launch of new technology and services for every aspect of the business. How will off-premise, labor, and reservations change to better accommodate the needs of customers and employees? Hear from high-growth tech startup entrepreneurs and representatives on what they are building and what they envision for the future of the industry.

Speakers to include:

Nick Belsito, Founder, Open City

Derek Canton, Founder and CEO, Paer Pay

Timothy Riedel, Vice President of Marketing, EzCater

Moderator: Lauren Abda, Founder and CEO, Branch Foods

SESSION 4 2:15pm - 3:15pm **Tech Breakout - What Tech will you need in 2025?**

An open discussion for restaurateurs to address the needs of their restaurant with our panel members.

SESSION 5 KEYNOTE 3:30pm - 4:30pm **Small Business Challenges, Entrepreneurship and Being a Female Business Owner.**

Speakers to include:

Rhonda Kallman, Boston Harbor Distillery

Cocktail Hour 5:00pm - 6:00pm *****

(Cocktail hour with cash bar is from 5pm - 6pm. There will be a tasting from Boston Harbor Distillery, which is included in event price.)

REGISTER HERE!

SEPTEMBER IS NATIONAL FOOD SAFETY MONTH



National Food Safety Month is here. Learn how a food-safety management system is the foundation for controlling and minimizing your operation's risk.

The 2019 National Food Safety Month theme is "Controlling Risk: The Elements of a Food Safety Management System." The campaign kicks off September 1st, and throughout the month the National Restaurant Association offers free, downloadable resources to help you reinforce the importance of food safety to all your staff members. Read more [here](#).

For more information on National Food Safety Month and tips on how to control risk through a strong management system, visit our [Food Safety Focus website](#).

2019 SERVSAFE TRAINING SCHEDULE

SERVSAFE MANAGER

DATE	LOCATION	TIME
September 16th & 30th	MRA	4pm - 8pm
October 7th & 21st	Kowloon	4pm - 8pm
November 6th & 20th	MRA	4pm - 8pm

SERVSAFE ALCOHOL

DATE	LOCATION	TIME
September 11th	MRA	4pm - 8pm
December 18th	MRA	4pm - 8pm
Worcester Classes:		
September 14th	Hilton Garden Inn	9am - 11am
September 30th	Hilton Garden Inn	2pm - 4pm

SERVSAFE RECERTIFICATION

DATE	LOCATION	TIME
October 15th	MRA	4pm - 8pm
December 9th	MRA	4pm - 8pm



To sign up for training, call
(508) 573-4180

CLASS LOCATIONS:

MRA:

160 East Main St., Suite 2
Westborough, MA

KOWLOON:

948 Broadway, Saugus, MA

HILTON GARDEN INN:

35 Major Taylor Blvd,
Worcester, MA

CHOKESAVING COURSES AVAILABLE AT THE MRA

When Seconds Count, Inc.



CPR &
First Aid
Training



UPCOMING CLASSES

Thursday, September 12, 2019: 10-11am

Thursday, October 10, 2019: 9-10am

Thursday, November 14, 2019: 10-11am

CLASS LOCATION:

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

Click [HERE](#) to register.

WELCOME NEW MRA MEMBERS!

110 Grill - Boston

1 District Ave
(617) 506-8873
Ryan Dion

110 Grill - Wrentham

25 Ledgeview Way
(774) 847-5532
Ryan Dion

B Cafe

405 Hancock Street
Quincy, MA 02174
(617) 657-0008
Tony Liang

dineoutwith.us

c/o The Yard Back Bay
120 Saint James Avenue,
6th Floor
Boston, MA 02108
(617) 247-6300 x10
Adam Caper

Fuji at Assembly

320 Canal Street
Somerville, MA 02145
(617) 628-8883
Tony Liang

Fuji at Ink Block

352B Harrison Ave
Boston, MA 02118
(617) 936-3282
Tony Liang

Fuji at Kendall

300 3rd Street
Cambridge, MA 02142
(617) 552-0088
Tony Liang

Fuji at WoC

1420 Hancock Street
Quincy, MA 02169
(617) 770-1546
Tony Liang

The Island Restaurant

116 Ferry Street
Malden, MA 02148
(781) 605-2212
Chantal Quesa

JP Fuji Group

696 Hancock Street
Quincy, MA 02170
(617) 481-9409
Tony Liang

Leo's Gallery Deli

3 Main Street
Westfield, MA 01085
(413) 568-2586
Leo Kiernan

Naked Oyster Bistro & Raw Bar

410 Main Street
Hyannis, MA 02601
(508) 778-6500
Florence Lowell

The Pizza Shoppe

134 Shaker Rd.
East Longmeadow, MA
(413) 525-2470
Anthony Giuggio

Praline Bakery

203 Belmont street
BELMONT, MA 02478
(617) 599-8025
Salah Benyamina

RG's Pub

242 Winter Street
Haverhill, MA 01830
(978) 373-7656
Russell Littlefield

Shabu

397 Hancock Street
Quincy, MA 02171
(617) 689-0288

Shabu & Mein

148 1st Street
Cambridge, MA 02142
(617) 577-7888

The Crest Room

706 Westfield Street
West Springfield, MA 01089
(413) 739-7700
Joseph Kelley

VIA Italian Table

89 Shrewsbury Street
Worcester, MA 01604

YoCha

406 Hancock Street
Quincy, MA 02171
(617) 328-8883
Tony Liang

THANK YOU TO OUR 2019 ANNUAL SPONSORS



GUIDING CLIENTS
to a BRIGHTER
FINANCIAL FUTURE



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