

Industry Strategies 2019 MRA EDUCATIONAL FOUNDATION SUMMIT for Today & Tomorrow



MONDAY, OCTOBER 28, 2019 • THE VERVE - CROWN PLAZA HOTEL, NATICK, MA
REGISTRATION: 8:00AM • PROGRAM BEGINS: 9:00AM

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 Gulko**, *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!**



KEYNOTE SPEAKER
LARRY GULKO

Larry Gulko *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.



KEYNOTE SPEAKER
RHONDA KALLMAN

Rhonda Kallman *Boston Harbor Distillery*

Rhonda Kallman is a force to be reckoned with in the hospitality industry. Her journey began in 1984. Little did she know then that she would become a household name in craft beer. After 25 years with Sam Adam's, Rhonda opened her own "little" distillery, Boston Harbor Distillery. She has a passion for the spirits industry that is prevalent in every aspect of her work. Join us to hear her story and learn what it takes to become a woman of power in the hospitality industry.

REGISTER HERE!

(Agenda and session info continued on page 8.)

LETTER FROM THE CHAIRMAN



Jeff Gates
MRA Chairman of the Board

Dear Members,

The calendar may say it is fall, but it certainly does not feel like it one bit, does it? It feels more like September was the new June from a weather perspective – June was cold and wet, but this last month we had beach weekends affecting our business patterns. The leaves are finally starting to turn, but for the first time in several years, there will be no Red Sox games in October. I believe that means we will get a boost on sales over last year, as there will be no viewing parties at home – the good side of our disappointment. The defending champion NE Patriots however are 4-0 and looking for a long run. The Stanley Cup runner up Bruins and the new look Celtics also start play this month with high expectations.

Pumpkin everything is on our menus, from beverages, to appetizers, entrées and of course desserts. Fall menus are fun, they offer some of the best of what our north-east’s lands and seas have to offer. The colleges and universities that dot the MA landscape come alive and help drive guests from near and far into our restaurants resulting in opportunities to cement existing and forge new relationships. The business world comes back from the summer recess and hits the ground running, and it all adds up to the chance for our staffs to do what they do best - providing great food, drinks, atmosphere and service.

This month also means that we will be getting to recognize some of those incredible people from our vast food and beverage industry. **Nominations for our Stars of the Industry have been extended until Tuesday, October 8th**, and our gala is November 13th at Lombardo’s in Randolph. This is my favorite event that the MRA holds, as it celebrates all those unsung heroes who make our restaurants and our industry so great. Nominating or having your team nominate your employees is a terrific way to motivate all your staff, not just the person nominated. They rally around and feel great that one of their own is being recognized and has a chance to be named the best of the best.

If you have not yet nominated your best server, cook, prep cook, host, busser, counter person/cashier, bartender, dishwasher, sales/delivery person or “people’s choice”, there still is time. It will create a positive effect in your restaurant as everyone nominated receives a certificate, and it is especially uplifting if that person is chosen as a finalist. Please take the time to help this great evening of recognition. Click [here](#) to vote now!

I also want to take a moment to thank all of those who donated to support the MRA and National Restaurant Association Political Action Committee fundraiser, which was held September 18th. Raising funds so that we can support those in office who understand our business model and embrace all that the hospitality industry does for local cities, towns and the state of MA is critical to our future. Every little bit counts, and even though we held the actual event, you can still make a contribution by contacting Steve Clark, VP of Government Affairs at sclark@themassrest.org. #Togetherwewin.

Enjoy the best month that fall gives us, and I wish you and your team sales in your restaurants!

Sincerely,

Jeff Gates
MRA Chair jgates@themassrest.org

P.S. Join us for this year’s information packed Educational Summit, *Industry Strategies for Today & Tomorrow* on Monday, October 28th at the Verve - Crown Plaza Hotel in Natick. It features Keynotes Larry Gulko and Rhonda Kallman and several top industry experts that will surely deliver many key takeaways for owners, operators and chefs. Click [here](#) to register!

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CURRENT ECONOMIC INDICATORS - MASSACHUSETTS MEALS TAX COLLECTIONS

JULY 2019: \$119,476,835
 JULY 2018: \$113,828,596

4.9%
 INCREASE



AUG 2019: \$117,182,568
 AUG 2018: \$113,817,743

2.9%
 INCREASE



YTD 2019: \$1,236,659,403
 YTD 2018: \$1,227,646,339

3.9%
 INCREASE



FY: JUL-JUN

CONSUMER CONFIDENCE
 (0-150 scale)

	United States	New England
SEP	125.1	129.2
AUG	134.2	113.8
JUL	135.8	114.7
JUN	124.3	115.2

UNEMPLOYMENT
 as of October 4, 2019

Massachusetts:
2.9%
 United States:
3.7%

PRICES (YR OVER YR)

Wholesale food prices
 in August 2019:
UP 1.0%
 Menu prices:
UP 3.0%

REDUCE WASTE AND SAVE MONEY WITH RecyclingWorks!



Call (888) 254-5525 for free recycling and food waste diversion assistance.

RecyclingWorks in Massachusetts is a free recycling assistance program funded by the Massachusetts Department of Environmental Protection (MassDEP). RecyclingWorks has helped hundreds of restaurants across the state maximize recycling, reuse, and food waste diversion opportunities.

Waste reduction activities can improve employee satisfaction, address customer demands for sustainable practices, and save money. RecyclingWorks also offers many online resources:

- To help restaurants comply with MassDEP waste bans, RecyclingWorks developed [Waste Ban Compliance Tips for Restaurants](#). Materials such as cardboard, bottles and cans, and food waste (in excess of 1 ton per week) are banned from disposal in Massachusetts.
- The RecyclingWorks [Food Waste Estimation Guide for Restaurants](#) can help you determine if your business is likely subject to the [commercial food waste ban](#).
- RecyclingWorks offers comprehensive guidance on [preventing food waste](#), [donating surplus food](#), and [collecting food scraps for composting](#).

RecyclingWorks [technical assistance](#) is free, flexible, and always tailored to meet your specific organization's needs. To request free recycling or food waste diversion assistance, call the RecyclingWorks hotline at (888) 254-5525 or email info@recyclingworksma.com!

DEPARTMENT OF LABOR ISSUES FINAL OVERTIME REGULATIONS



Last week, the Department of Labor released regulations addressing the OT exempt threshold for salaried employees working more than 40 hours per week. The rule is effective January 1, 2020.

\$35,568 Threshold

The rule sets the salary threshold at \$35,568/per year (\$684/per week), an increase from the existing threshold of \$23,660/per year (\$455/per week). As you may recall, the Obama Administration's rule which sought to more than double the salary level to \$47,476/per year was challenged by business groups and state attorneys generals and was invalidated in 2017 by a Federal Judge.

Bonus and Incentive Payments

The DOL rule also permits employers to use non-discretionary bonuses and incentive payments to satisfy up to 10% of the standard level on an annual basis. Any shortages will have to be made up in the following pay period.

No Automatic Increases to Salary Level

DOL reaffirms its intent to update the salary threshold more regularly in the future through notice-and-comment rulemaking, given that the salary threshold becomes substantially less effective over time and that lengthy delays between updates create larger increases when long overdue updates finally occur.

No Changes to the Duties Test

The National Restaurant Association had argued against changes to the duties test stating that any attempt to artificially cap the amount of time that exempt managers can spend on nonexempt work would place significant administrative burdens on restaurant owners, increase labor costs, cause customer service to suffer and likely result in an increase in wage-and-hour litigation.

Rejects Regional Variations in Salary Level

The rule notes that variations are too complex. The question was posed in the Department's 2017 Request for Information, issued prior to its proposed rule. Based on information received by national employees, such a provision would make compliance more difficult for national employers.

Effective 1/1/20

The Final Rule is effective January 1, 2020.

The National Restaurant Association has actively and effectively advocated our industry's perspective to DOL throughout this process. Expect an in-depth webinar in the weeks ahead to help facilitate compliance.

Click [here](#) to review the DOL website for background details and news on the rule.

TOAST POS EDUCATIONAL PODCAST



In the continually, increasingly competitive environment that restaurateurs and hospitality professionals face daily, it's great to have resources at hand that can inform and allow us to gain a bit of a competitive edge. At the MRA we are blessed to have partners that fully embrace our philosophy that "together we win" from all the disciplines of good and services,

to education, energy, and technology. You are but one phone call away to your MRA Membership Services Manager to field your questions and point you in the right direction.

Sometimes our partners have at hand a library of information that can be accessed directly by you. A relatively young company, and new sponsor of the MRA, Toast has developed such a library. Easily accessed through their Webpage Resource Tab, they offer a blog and The Garnish Podcast that contains valuable information for all in the industry. For example, some of the recent blog subjects have been:

- 4 Techniques Real Restaurants Use to Offset Slow Days
- Restaurant Real Estate; Finding Sites for Restaurant Concepts
- How to Use Video to Recruit Great Restaurant Staff

And The Garnish Podcast:

- Eric Cacciatore of Restaurant Unstoppable
- Joanne Chang, Charles Bililies and Emiliana Puyana on Funding a Restaurant
- Addiction in the Restaurant Industry

You may access these and many more educational modules [here](#).

**THERE'S STILL TIME TO NOMINATE A STAR!
DEADLINE EXTENDED TO TUESDAY, OCTOBER 8TH**

**NOMINATION
DEADLINE
EXTENDED:**

**TUESDAY,
OCTOBER 8th**



Call for Nominations! Vote for your favorite...



**[CLICK HERE FOR LAST
CHANCE TO VOTE](#)**

**JOIN US TO HONOR THE TOP
EMPLOYEES ON NOVEMBER 13TH**



Wednesday, November 13, 2019
5:30pm Reception,
6:30pm Dinner/Program
Lombardo's - Randolph, MA

Lombardo's
MEETINGS & OCCASIONS

TABLE SPONSORSHIPS* FOR \$1,000 INCLUDES:

- Table for 10 at event with signage.
- Your logo on the MRA website with hot link for 1 month.
- Sponsor recognition in the MRA newsletter.
- Your logo in the Awards Gala program.

**Deadline for Table Sponsorship is
November 5, 2019*

Get your tickets [HERE](#)



Paul Solano

Pearl Street Station Restaurant and Backyard Barbecue



Chef Felipe Fitzpatrick



WE ARE THE MRA MEMBER PROFILE

RESTAURANT: Pearl Street Station Restaurant

OWNER: Alan Robbat

CHEF: Felipe Fitzpatrick

GENERAL MANAGER: Paul Solano

CITY: Malden

FOUNDED: 1985; **MEMBER SINCE:** 2019

WEBSITE: www.pearlstreetrestaurant.com

RESTAURANT SPECIALTY: BBQ steak tips, braised short ribs, chicken, ziti, & broccoli, fisherman's platter, pizza, and calzones.

WHY IS THE MRA IMPORTANT TO YOU AND YOUR RESTAURANT?

It is so important to collaborate with an organization that truly has the best interests of its membership in mind. With the ever-changing laws at both the Federal and State levels, it is vital for all restaurants to be properly represented with a unified voice! **THE MRA IS THE ANSWER!**

Massachusetts Restaurants Align TOGETHER!

Fun Facts about **Pearl Street Station Restaurant**

- 1.** We are located in the former Malden Depot, the former site of the western division of the Boston and Maine Railroad.
- 2.** Our building was built in 1890 and still has the original fireplace that adorned the Depot.
- 3.** We have had the same exact ownership since we first opened at the corner of Pearl and Charles Streets in 1985.
- 4.** Before moving to 53 Summer Street in 1998, our Building formerly housed Fred & Louise Spadafora's "Summerside Lodge", a very popular function facility North of Boston.
- 5.** We initiated our Backyard Barbeque Program in 1989.
- 6.** We have an incredibly delicious Prime Rib Special on Friday and Saturday Nights (until it lasts!).
- 7.** Our Fisherman's Platter is one (1) of our most popular non-BBQ items.
- 8.** We opened a Pizza, Calzone, and Flatbread Division ten years ago.
- 9.** Dining Room Guests have an opportunity to win "Bottle BINGO" at the end of their meal.
- 10.** Our popular "Fried Ice Cream" does not contain any calories!



MRAEF Scholarship Recipient
& ProStart Student
CAROLINE SIROIS

Who or what inspired you to pursue a career in the hospitality industry?

I am just an average kid growing up in a small city with BIG dreams. One who cares deeply about family and community, who chose a career path at a young age and looks toward mentors for direction. I believe it is the foundation that is provided at an early age that sets the direction for your future. You see, I grew up in a kitchen, whether it was at home helping my mom make birthday cakes for the family or having a fun day at work with my dad who was responsible for a larger kitchen and hospitality operation. It is the memory of always enjoying the activity or cherishing the time I spent with my parents doing the thing they seemed to love. It is my belief these seminal experiences of working with and learning from my parents as well as having had many opportunities to make myself better through various other mentors that inspired me to pursue a career in the hospitality industry.

What is your ultimate goal within the hospitality industry?

Upon successfully completing my education and gaining additional real life experiences the ultimate goal is to open a scratch bakery. "Cece & Me" will be a family bakery business with my father, coming full circle in my pursuit for a career in the hospitality industry and hopefully



Name: Caroline Sirois

High School: Essex North Shore
Agricultural and Technical School

Culinary School: Johnson & Wales

Major: Baking & Pastry Arts

exposing others to an industry that I was fortunate enough to experience at a young age. But it does not end there - Cece & Me will have a focus on the community it is involved in - with a mission to give back as a pay forward. It will be an appreciation of those who have helped me through my journey by exposing others who have a desire to learn through mentorship.

From your experience in hospitality so far, what is the most important thing you have learned?

Just as there are certain ingredients that are required to make a cake, there are certain life challenges with bumps along the road both of which could be compared to what is called mise en place: everything in its place at the right time. As long as you remain true to yourself and the recipe you can have success. After all they say baking is a science.

Do you have any advice for students interested in pursuing a career in the hospitality industry?

Stay true to who you are. Follow your passion and seek mentors who can guide you in the right direction.

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 Gulko** (*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.

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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*

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

Alex Weiss, *Wealth Manager, US Wealth Management*

Mark Kashgegian, *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.**

Keynote Speaker: **Rhonda Kallman**, *Boston Harbor Distillery*

Rhonda Kallman is a force to be reckoned with in the hospitality industry. Her journey began in 1984. Little did she know then that she would become a household name in craft beer. After 25 years with Sam Adam's, Rhonda opened her own "little" distillery, Boston Harbor Distillery. She has a passion for the spirits industry that is prevalent in every aspect of her work. Join us to hear her story and learn what it takes to become a woman of power in the hospitality industry.

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!

FOR SESSION SPEAKER BIOS, CLICK HERE.

SEXUAL HARASSMENT PREVENTION FOR RESTAURANTS

Learn what sexual harassment is, how it impacts all workers, and how to respond in ways that enforce a safe work environment.

Click [here](#) for more information on this online course.

Myth
If you ignore harassment, it will eventually stop.

Truth
Not reporting harassment allows it to continue.

ServSafe
SERVSAFE® WORKPLACE HARASSMENT PREVENTION

UNDERSTANDING UNCONSCIOUS BIAS IN RESTAURANTS

This is an interactive program that sheds light on the existence of unconscious bias, the impact on individuals and the workplace.

Click [here](#) for more information on this online course.

ServSafe Workplace
A suite of training programs rooted in cultural and social issues affecting today's restaurant and hospitality work environments.

Understanding Unconscious Bias

Delivering best-in-class customer service is the heart of hospitality, but unconscious bias on the part of employees, managers, or guests can immediately put great service in jeopardy.

This topic is too important to settle for generic training.

Understanding Unconscious Bias, a new training suite developed by ServSafe in conjunction with the Multicultural Foodservice & Hospitality Alliance (MFHA) and industry professionals, shines a light on this issue with realistic scenarios meaningful to your staff – the managers and employees in the hospitality and foodservice industries.

70% According to a survey from Nation's Restaurant News, 70% of foodservice employees exhibited unconscious bias on the job.

ServSafe
mfha
Multicultural Foodservice & Hospitality Alliance



2019 SERVS SAFE TRAINING

NEW!
Tremendous expansion of **SERVSAFE MANAGER** courses across MA. 40 classes before the end of the year!
[CLICK HERE.](#)

Choose MA to reveal location schedule.

Click [here](#) for **SERVSAFE ALCOHOL** Classes.
If you would like to schedule a **SERVSAFE ALCOHOL CLASS** at your location, please call Tracy Zibell directly at (508) 573-4180 or email her at tzibell@themassrest.org

CHOKESAVING COURSES AVAILABLE AT THE MRA

When Seconds Count, Inc.

CPR & First Aid Training

UPCOMING CLASSES
Thursday, November 14, 2019
10-11am

Click [HERE](#) to register.

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

WELCOME NEW MRA MEMBERS!

FOOD & BEVERAGE OPERATORS

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Westborough, MA 01581
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Daniel Flood

Four Oaks Country Club
1 Clubhouse Lane
Dracut, MA 01826
(978) 455-0054
Cindy Kuenzler

Il Massimo
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Dedham, MA 02026
(781) 493-8113
Esther & Joe Dequattro

Lower Mills Tavern
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Boston, MA 02124
(857) 267-4461
Brian O'Donnell

Oak Barrell Tavern
528A Boston Post Road
Sudbury, MA 01776
(978) 261-5509

Ristorante Molise
1 Market Square
Amesbury, MA 01913
(781) 254-7032
Antonietta DiLemme

Silowan Industries
30 Newcomb Terrace
Weymouth, MA 02188
(781) 608-6766
William Silowan

True North Kitchen + Bar
159 Bridge Street
North Weymouth, MA
(781) 718-0239
Joe Campbell

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GUIDING CLIENTS
to a BRIGHTER
FINANCIAL FUTURE



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Check out the MRA LinkedIn Group