

Special Foodservice Reference Guide

Everything you need to know to run your business—and where to find it.

By Matt Alderton



You have menus to plan, employees to train, meals to prepare and customers to serve. Amid the daily chaos of running a restaurant, there isn't time to surf the Internet for quality foodservice sites, to browse newsstands in search of the latest industry trends or to build a database of important phone numbers and resources. You're so busy feeding your customers that you're lucky to find a minute for feeding yourself!

Don't fret, though. SAM'S CLUB® Source™ has done the work for you. Keep this special edition of SAM'S CLUB Source handy and spend your time using resources, not looking for them.

INSIDE YOU'LL FIND INFORMATION ON:

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Information in Reference Guide, including dates, phone numbers and Web sites, is current at press time and is subject to change.

Foodservice Associations

Independent business owners don't have to be isolated business owners. Industry associations are an ideal place to seek refuge from the seclusion of your own operation and to meet your fellow business owners, whether to exchange stories and advice, or even just to socialize.



Business Networking Tips

Trade associations and gatherings are great places to network with other business owners who might send new opportunities your way. Consider these networking tips from public relations professional Martin Cohn:

- Set goals prior to networking events.
- Pre-plan a personal greeting to sell yourself to others.
- Be first to arrive and last to leave.
- Be aware of how you smell because strong odors, such as cigarette smoke and cologne or perfume, leave lasting—but not always good—impressions.
- Spend time with people you don't know.
- Say a new person's name three times during conversation with them so that you will remember it.
- Collect business cards with the intention of following up with new contacts.
- Learn about new contacts' businesses.

For more tips from Cohn, visit his Web site, www.cohnpr.com.

* YOUR RESOURCES

Industry associations are your No. 1 resource. They play the role of friend, peer and advocate. Contact these groups with your questions; they're among the best places to find answers.

American Franchisee Association. The AFA seeks to improve the franchising industry and to protect its member investments and interests. Call 1-312-431-0545 or visit www.franchisee.org.

Council for Independent Restaurants of America. CIRA is dedicated to the preservation and promotion of fine dining at independently owned and operated American restaurants. Visit www.dineoriginals.com.

International Association of Culinary Professionals. IACP is a resource and support system for food professionals around the world, with networking opportunities based on Members' varying interests and experience. Call 1-502-581-9786 or visit www.iacp.com.

International Dairy-Deli-Bakery Association. IDDBA provides information, education and networking opportunities for the dairy, deli and bakery industries. Call 1-608-238-7908 or visit www.iddba.org.

International Hotel & Restaurant Association. The IH&RA is the only international association exclusively devoted to promoting the interests of the hotel and restaurant industries worldwide. Visit www.ih-ra.com.

National Association of Catering Executives. NACE is the largest and oldest association representing the catering industry. Call 1-410-290-5410 or visit www.nace.net.

National Bar & Restaurant Association. NBRA focuses on helping its members increase revenue with professional development and networking opportunities. Visit www.bar-restaurant.com.

National Restaurant Association. The NRA seeks to represent, educate and promote the restaurant industry. Through its Web site, you also can connect to a full roster of state and local restaurant associations. Call 1-202-331-5900 or visit www.restaurant.org.

Society for Foodservice Management. SFM calls itself the pre-eminent national association serving the needs and interests of executives in the onsite foodservice industry. Call 1-502-583-3783 or visit www.sfm-online.org.

Women Chefs & Restaurateurs. WCR promotes the education and advancement of women in the restaurant industry. Call 1-877-927-7787 or visit www.womenchefs.org.

Mark Your Calendar!

Check out some of this year's most popular foodservice gatherings, where you can see new products, meet new people and learn new things about the industry.

APRIL 2006

What: The Women's Foodservice Forum Leadership Development Conference
Where: Dallas
When: April 2-5
Web site: www.womensfoodserviceforum.com

What: New England Foodservice and Lodging Expo and Conference
Where: Boston
When: April 9-11
Web site: www.nefsexpo.com

What: Las Vegas International Hotel & Restaurant Show
Where: Las Vegas
When: April 12-13
Web site: www.lvihrs.com

What: Northwest Foodservice Show
Where: Tacoma, Wash.
When: April 30-May 2
Web site: www.foodshownw.com

MAY 2006

What: Spring Fancy Food Show
Where: Chicago
When: May 7-9
Web site: www.specialtyfood.com/do/fancyFoodShow/LocationsAndDates

What: The FMI (Food Marketing Institute) Show
Where: Chicago
When: May 7-9
Web site: www.fmi.org/events/may/2006/index.cfm

What: National Restaurant Association Restaurant, Hotel-Motel Show
Where: Chicago
When: May 20-23
Web site: www.restaurant.org/show

JUNE 2006

What: International Franchise Expo
Where: Washington, D.C.
When: June 2-4
Web site: www.franchiseexpo.com

What: Dairy-Deli-Bake Seminar & Expo
Where: Orlando
When: June 11-13
Web site: www.iddba.org/conf.htm

What: 2006 Southwest Foodservice Expo
Where: Houston
When: June 25-27
Web site: www.restaurantville.com

JULY 2006

What: Summer Fancy Food Show
Where: New York
When: July 9-11
Web site: www.specialtyfood.com/do/fancyFoodShow/LocationsAndDates

What: National Nutritional Foods Association Convention and Trade Show
Where: Las Vegas
When: July 15-17
Web site: www.nnfa.org/tradeshows

What: American Culinary Federation 2006 National Convention
Where: Philadelphia
When: July 14-17
Web site: www.acfcchefs.org/events/natcon06/index.cfm

AUGUST 2006

What: Western Foodservice and Hospitality Expo
Where: Los Angeles
When: Aug. 26-28
Web site: www.westernfoodexpo.com

SEPTEMBER 2006

What: Northeast Pizza Show
Where: Atlantic City, N.J.
When: Sept. 13-14
Web site: www.pizzatoday.com

What: American Dietetic Association Food & Nutrition Conference & Expo
Where: Honolulu
When: Sept. 16-19
Web site: www.eatright.org/fnce

What: Mid-Atlantic Food, Beverage, Lodging Expo 2006
Where: Baltimore
When: Sept. 20-21
Web site: www.midatlanticexpo.com

OCTOBER 2006

What: Natural Products Expo East
Where: Baltimore
When: Oct. 4-7
Web site: www.expoeast.com

What: Multi-Unit Foodservice Operators Conference
Where: Dallas
When: Oct. 15-18
Web site: www.mufso.com

What: American Bakery Expo
Where: Atlantic City, N.J.
When: Oct. 21-23
Web site: www.americanbakeryexpo.com

What: The Western Food Industry Exposition
Where: Las Vegas
When: Oct. 22-24
Web site: www.foodexpowest.com

NOVEMBER 2006

What: The Annual International Foodservice Technology Exposition
Where: Long Beach, Calif.
When: Nov. 5-8
Web site: www.fstec.com

Food Safety and Nutrition

Because Americans eat out so often, restaurant kitchens are important ingredients in their recipe for healthful eating. A dirty kitchen can harm your customers and your bottom line, but a clean one will breathe new life into both.


Prevent Foodborne Illnesses

A clean kitchen means happy—and healthy—customers. Be vigilant about food safety in your restaurant's kitchen, and keep these food-handling tips from the Food and Drug Administration top-of-mind:

- **Clean.** Wash hands and surfaces often. Bacteria can spread throughout the kitchen on cutting boards, knives, sponges and countertops.
- **Separate.** Don't cross-contaminate. This is especially true for raw meat, poultry and seafood.
- **Cook.** Cook to proper temperatures. Foods are properly cooked when they are heated for a long enough time and at a high enough temperature to kill the harmful bacteria that cause foodborne illnesses.
- **Chill.** Refrigerate promptly. Public health officials advise consumers to refrigerate foods quickly because cold temperatures keep most harmful bacteria from growing and multiplying. Refrigerators should be set at 40°F and freezers at 0°F. Check the accuracy of settings with a thermometer.

*For information purposes only. For more information, contact the FDA or your local and state health departments.

Source: The Food and Drug Administration

 **Cleanliness is key in foodservice.** Learn how to inspect your own restaurant on pg. 70.

YOUR RESOURCES

Your culinary creations are an art, but food safety and nutrition are a science. Learn how to be a responsible restaurateur from these food-conscious organizations:

American Dietetic Association. The ADA promotes public health, nutrition, and well-being and is the nation's largest organization of food and nutrition professionals. Call 1-800-877-1600 or visit www.eatright.org.

Dietary Managers Association. DMA is a professional association for foodservice managers and directors. Its goal is to provide the public with optimal nutritional care through foodservice management. Call 1-800-323-1908 or visit www.dmaonline.org.


Food Allergy & Anaphylaxis Network. FAAN unites doctors, dietitians, schools, government agencies, foodservice professionals and others under one network to raise awareness about food allergies. Call 1-800-929-4040 or visit www.foodallergy.org.

Food and Drug Administration. The FDA protects and regulates public health by monitoring products and by making sure they are safe for consumption. It oversees food labeling and safety for all products, other than meat and poultry. Call 1-888-463-6332 or visit www.fda.gov.

Food Safety Training and Education Alliance. FSTE is an alliance of retail, foodservice and vending businesses, as well as the government, institutions and regulators. It is designed to coordinate food safety training and education at the retail level. Visit www.fstea.org.

National Restaurant Association Educational Foundation. NRAEF is the educational arm of the National Restaurant Association. It promotes risk management in the restaurant industry with several food safety training and certification programs. Call 1-800-765-2122 or visit www.nraef.org.

United States Department of Agriculture. The USDA is responsible for the safety of meat, poultry and egg products. It also is home to a vast library of information and recommendations on food safety and nutrition. Visit www.usda.gov.

 An important issue in contemporary food safety is **food allergies**. For more information on serving customers with food allergies, turn to pg. 57.

Culinary Arts and Inspiration

Restaurants are about nothing if they're not about the food. Keep your customers coming back for more with a menu that's full of inventive culinary creations.



* YOUR RESOURCES

Great chefs often make great teachers. Learn from the best—or share your own creative cooking tips—within these culinary classrooms:

American Culinary Federation. The ACF is an organization for chefs and cooks that works hard to keep its members abreast of industry trends in cuisines and appetites and to preserve their professional image. Call 1-800-624-9458 or visit www.acfchefs.org.

The American Institute of Wine & Food. AIWF is a national organization for food and wine enthusiasts and professionals who want to learn lessons from renowned chefs, winemakers, authors, culinary historians and food producers; it's also a place for professionals to learn about and interact with their core consumers. Call 1-800-274-2493 or visit www.aiwf.org.

American Personal Chef Association. APCA offers personal chefs ongoing culinary development and education through a comprehensive membership program that includes unique networking opportunities, culinary training and more. Call 1-800-644-8389 or visit www.personalchef.com.

Chefs Collaborative. Chefs Collaborative is a national network of both chefs and consumers that promotes sustainable cuisine with local, seasonal and artisanal cooking. Call 1-617-236-5200 or visit www.chefscollaborative.org.

Cook's Thesaurus. The Cook's Thesaurus is a cooking encyclopedia with entries for thousands of ingredients and kitchen tools, complete with pictures, descriptions, synonyms, pronunciations and suggested substitutions. Visit www.foodsubs.com.

Epicurious. Epicurious is a popular Web site and culinary oasis with boundless ideas for food and drink recipes sure to inspire cooking novices and professionals alike. Visit www.epicurious.com.

Food Network. Find recipes, nutrition tips and even ideas for kitchen design online at the Web companion of the popular cable television channel. Visit www.foodtv.com.

Garnishing Tips for Delicious Desserts

Good food tastes great, but the most delicious dishes look great, too. Try these tips for garnishing your customers' favorite desserts:

- **Saucy swirls.** Create a decorative border to any dessert plate by spooning small amounts of chocolate, raspberry or caramel sauce onto the plate at regular intervals. Pull a toothpick through the sauce to create a pretty frame in which to place a piece of pie or cake.
- **Citrus or chocolate curls.** Use a vegetable peeler to pull long, thin strips of zest from an orange, lemon or lime. Cut the strips to your desired length and then curl or twist them to use as a garnish for most any dessert. Do the same thing with a large block of soft chocolate to make instant chocolate curls, which you should arrange with a toothpick so that your hands don't melt them.
- **Fruit crowns.** Create a simple but lovely crown of fruit slices on top of a slice of cheesecake or a scoop of ice cream. Slice a strawberry, apple or peach and fan the slices along the top of the dessert as a colorful and tasty garnish.

Professional Development

As an industry, foodservice is always evolving. That's why continuing education is vital to the successful restaurateur. Whether you're in a kitchen or a classroom, stay at the top of your culinary game by learning new lessons from mentors, teachers and peers.



*YOUR RESOURCES

The world is your kitchen. Take advantage of opportunities in continuing education to learn all you can about the art and industry of cooking, serving and even eating food:

American Culinary Federation. The ACF offers an exclusive Web portal for professional development called the eCulinary Professional Development Institute, which offers online educational opportunities for culinarians. It also offers the country's only comprehensive certification program for chefs. Call 1-800-624-9458 or visit www.acfchefs.org.

Council of Hotel and Restaurant Trainers. CHART is dedicated to training in the hospitality industry, which it impacts by keeping industry trainers and educators up-to-date in order to help restaurants improve their operations and increase their profits. Call 1-800-463-5918 or visit www.chart.org.

International Council on Hotel, Restaurant and Institutional Education. International CHRIE represents schools, colleges and universities that offer programs in hotel and restaurant management, foodservice management and culinary arts. It provides programs designed to continually improve education and research within the industry. Call 1-804-346-4800 or visit www.chrie.org.

The Culinary Institute of America®. The CIA is a private college that provides what it says is the world's best professional culinary education. More than 6,000 foodservice professionals attend the school each year to update their knowledge with continuing education courses. Call 1-800-CULINARY (285-4627) or visit www.ciachef.edu.

National Restaurant Association Educational Foundation. NRAEF is the educational and training arm of the National Restaurant Association; its goal is to help restaurants recruit and retain employees by providing industry education to current and aspiring food professionals. Call 1-800-765-2122 or visit www.nraef.org.

RestaurantU.com. RestaurantU.com is a free Web site devoted to continuing education and professional development within the restaurant industry. Visit www.restaurantu.com.

Foodservice 101

Even a small investment in continuing education—for yourself and for your employees—can make a big impact on your bottom line. Consider how you and your staff might benefit from courses in:

- **Cooking.** Menu trends are known for changing as consumer tastes evolve and as chefs discover new ingredients, methods of preparation, etc. Culinary classes will help you keep your restaurant current and cutting-edge.
- **Technology.** As the marketplace becomes more complex, new products emerge to help you understand and manage it. Courses that teach how to use new technology and software can open the door to increased efficiency and higher profits.
- **Management.** In restaurants where the average check is between \$15 and \$24.99, employee turnover is more than 50 percent, according to the National Restaurant Association. Management courses and leadership seminars can help you be a better boss, retain more employees and serve happier customers.
- **Safety.** Staying current in food safety can only help your business be better. Courses and seminars in risk management will help you protect your business and your customers.

Community Outreach and Involvement

Restaurants often find themselves at the center of their local communities, which makes them ideally suited for community service and philanthropy. Serve up more than food to earn a place in your customers' hearts.

Restaurants Aid for Hurricane Relief

Hurricanes Katrina and Rita ravaged the Gulf Coast in 2005. American restaurants responded with Dine for America Day, an event they organized to raise funds for hurricane recovery and relief. More than 17,000 restaurants across the country participated in Dine for America on Oct. 5, 2005, and raised millions of dollars to help hurricane victims. For more information, and for fund-raising updates, visit www.dineforamerica.org.

* YOUR RESOURCES

Profits are good, but your business needs more than a bottom line. Take a taste of philanthropy and get involved with these community-building causes:

American Red Cross. The American Red Cross is the nation's premier emergency response organization; it also supports the needy, members of the military and countless others. Call 1-202-303-4498 or visit www.redcross.org.

America's Second Harvest. As the nation's food bank network, America's Second Harvest is the country's largest charitable hunger-relief organization. Call 1-800-771-2303 or visit www.secondharvest.org.

Green Restaurant Association. The GRA provides education and research tools for restaurants, government agencies, vendors and consumers on creating a more environmentally sustainable foodservice industry. Call 1-858-452-7378 or visit www.dinegreen.com.

Kitchens in National Cooperation. Kitchens INC is a resource for community-based kitchens and a shared forum for charitable food distribution networks. Visit www.kitchensinc.org.

Meals on Wheels® Association of America. MOWAA is the country's oldest and largest organization representing those who provide meal services to people in need, including men and women who are elderly, homebound, disabled, frail or at risk. Call 1-703-548-5558 or visit www.mowaa.org.

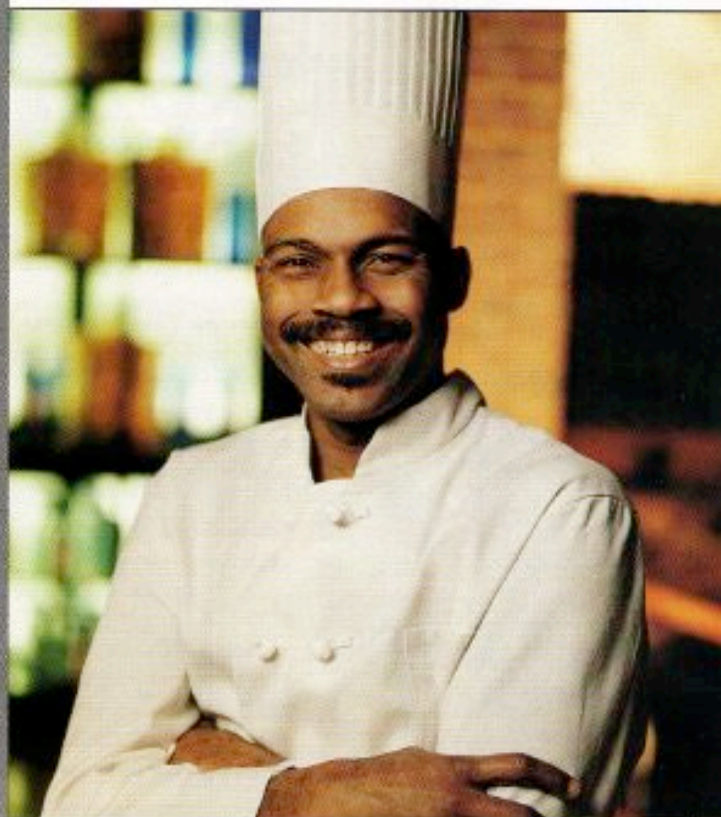
Share Our Strength®. Share Our Strength is a leading anti-hunger, anti-poverty association that organizes volunteers, chefs and businesses in order to raise money and awareness for anti-hunger programs. Call 1-800-969-4767 or visit www.strength.org.

Good Neighbors

Restaurants do great things every day. To honor them, the National Restaurant Association organizes an annual Restaurant Neighbor Award to recognize restaurants for their outstanding contributions to community service.

The NRA awards winners in three categories: Small Business, Large Business and National Corporate. Last year's Small Business Winner was Palmer Place Restaurant in LaGrange, Ill., which created the H Foundation to support cancer research after it affected the life of owner Stephen Palmer, who hosts an annual fund-raiser to raise money for the Robert H. Lurie Comprehensive Cancer Center of Northwestern University.

For information about this year's awards, or to apply, visit www.restaurant.org/community.



Small Business Needs

Your restaurant isn't just a place that people eat. It's also a business. It needs capital to grow, customers to prosper and partners to rely on. You can't do it all alone—and you don't have to.

SBA Loan Tips

A loan from the SBA can do wonders for your business. In 2004 alone, the SBA approved nearly 83,000 small business loans for \$16.4 billion. Get in on the action and apply for financing today with these loan application and proposal tips from the SBA:

- Begin your proposal with a cover letter or with an executive summary.
- Define who you are and what your business does in your proposal.
- Detail the amount and purpose of the loan in your proposal, including what you will use it for and precisely how you plan to repay it.
- Include industry information and statistics in your proposal so that the person reading it will better understand your business.



* YOUR RESOURCES

The U.S. Small Business Administration is a federal agency that offers information on starting and running your own business, with resources for financing it, growing it and more. For all the small business assistance and information you could ever want, check out these SBA links to success at www.sba.gov:

Start Your Business. For training in business startup, with help in everything from feasibility studies to loan proposals and Web site assistance, visit www.sba.gov/starting_business/index.html.

Finance Your Business. Tap into the SBA's government-funded loan programs to take your business to the next level, whether you need to make major fixed-asset purchases or a small amount of working capital. Visit www.sba.gov/financing/index.html.

Manage Your Business. The SBA has a large network of consultants to help you develop your management skills and grow your business. Visit www.sba.gov/managing/index.html.

Grow Your Business. The SBA can help you take advantage of new opportunities with assistance in finding fresh business opportunities, marketing your business and more. Visit www.sba.gov/businessop/index.html.

Globalize Your Business. If you want to take your business or your products to international customers, consult the SBA's Office of International Trade. Visit www.sba.gov/oit.

Defend Your Business. To register complaints about unfair and excessive federal regulatory enforcement, such as excessive fines or repetitive audits, contact the SBA's Office of the National Ombudsman. Visit www.sba.gov/ombudsman.

Inform Your Business. To learn about small business statistics and about new federal regulations affecting your business, contact the SBA's Office of Advocacy. Visit www.sba.gov/advo.