

strategic partner news

Complimentary Food Safety Webinar

Ecolab will be presenting a complimentary one-hour educational webinar for you and your staff to keep you up to speed on current food safety risks and trends. The seminar is being offered for free by Ecolab due to the fact that you are a DiRōNA Award-winning restaurateur. The topic will be - Learning to Love Your Health Inspector: How to Successfully Implement a New or Strengthen an Existing Food Safety Program and How to Avoid an Outbreak and React if You're Caught in the Crossfire. This webinar will be held on Tuesday, November 15 from 2:00 p.m. – 3:00 p.m. E.S.T For more information or to sign up, please contact Matthias Case at 212.297.2119 or mcase@kellencompany.com.

Last Chance For IH/M&RS Registration

The 90th **International Hotel/Motel & Restaurant Show®** (IH/M&RS) is rapidly approaching. The Show will be held Saturday, November 12, through Tuesday, November 15, at New York City's Jacob K. Javits Convention Center. In addition to 1,700 exhibits, the Show offers more than 40 educational seminars. For complimentary admission to the Show, just visit <http://www.ihmrs.com/register/> and enter the Special Promotional Code DIR05.

Food Safety Survey Features DiRōNA Members

Earlier this year, **JohnsonDiversey** recruited DiRōNA restaurants to participate in their fine dining, food safety survey. With the help of a special DiRōNA Advisory Group of 26 member restaurants, they compiled research for the first ever fine dining specific survey in relation to food safety using only DiRōNA members. Watch mailbox because JohnsonDiversey will unveil the results of this fall and they will distribute the final study to all members.

ask the experts

What Are Your Cheesiest Questions?

We are pleased to introduce our new "expert" of the month on DiRōNA's Web site. Starting November 1, **John Folse of Chef John Folse & Company** in Gonzales, Louisiana will answer all of your questions about cheese.

Thank you to those who submitted questions during our first month of "Ask the Experts." We appreciate the assistance of **Steven Geddes, Director of Wines and Spirits, for Andre's Restaurants and Alizé** in Las Vegas for taking the time to answer all of the questions.

DiRōNA update

Help to Continue DiRōNA's PR Efforts

The DiRōNA PR Campaign is busy collecting pledges for 2006. If you have not yet pledged, please do so to ensure our important marketing and PR efforts - like *Tidbits*, "Ask the Experts" and all of our successful media outreach can continue. Call Headquarters at 212.97.2144 for a pledge form.

The Launch of the New 2006 DiRōNA Guide

The recently released 2006 DiRōNA Guide was pitched to over 1000 media outlets as a fabulous resource and gift just in time for the holidays. We encourage you to use the Guide to your advantage to help promote your restaurant and all DiRōNA restaurants. Questions about the Guide? Call Maria Tufts at 212.756.5183.

member news

The Next Generation of Chefs

Pastry Chef, Marcia Sisley-Berger of **Ray's Boathouse** in Seattle, Washington will teach a special cookie baking and decorating class in October to students of Ballard's West Woodland Elementary. Proceeds from the class will be donated to the Ballard Boys & Girls Club.

Beach Walk Chef Soon to Be TV Star

Beach Walk Chef, Tim Creehan will soon star in a reality-based, lifestyle cooking show. Creehan, sponsored by a commercial appliance company will feature indoor and outdoor cooking equipment. Located in Destin, Florida, Beach Walk became a DiRōNA award recipient in 2004.

Gallo Honored by DiRōNA Celebrity Chef

The Anti-Defamation League celebrates diversity with honors to Gold Level DiRōNA partner, Gina **Gallo** of Gallo Family Wine Making at its annual Wine and Food Achievement Awards on November 9. Central to the festivities, is an extraordinary five-course meal prepared by celebrity chefs including San Francisco DiRōNA member, **One Market**.

Revive Your Wine

Robert Catania of **The Dan'l Webster Inn & Spa** in Sandwich, Massachusetts currently offers a unique service that can save restaurants money on otherwise wasted wine by reviving wine that has become flat. In addition, this unique device can soften tannins, makes young wine drinkable and reveals hidden fruit and complexity. For more information, visit www.WineEnhancer.net

What Have You Done Lately?

Please send your awards and publicity to Julie Shamrock at jshamrock@kellencompany.com

save the date

International Hotel/Motel & Restaurant Show

(IH/M&RS)

New York, NY

November 13-15, 2005

Jacob K. Javits Convention Center

www.ihmrs.com

The National Restaurant Association Restaurant, Hotel-Motel Show

Chicago, IL

May 20-23, 2006

At McCormick Place

www.restaurant.org/show

DiRōNA Scholarship Luncheon

(in conjunction with

the NRA Show)

Chicago, IL

May 23, 2006

food for thought

Question of the Month

Last month, we asked our *Tidbits* Consumer subscribers: *If you could change one thing about restaurant dining, what would it be?*

"Appropriate lighting. Restaurants with bright lighting are so unappealing, yet it is astounding how many restaurants are too well lit."

- Jo Rossman

"To never wait again for silverware accompanying the current course being served!"

- Lucinda Smith

"Ban the use of any electronic gadgets in all fine dining environments".

Wolf W. Kraus

"I would change the attitude of servers who feel they are entitled to a gratuity even though they perform poorly. I don't feel 18 percent should be automatically added on the check for eight people or more. Gratuity should be at the discretion of the table, and not the house. When gratuity is pre-added, the server already knows he or she doesn't have to work that hard."

- Linda Steiner

contact us

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