

strategic partner news

Strategic Partner Update

DiRōNA members can now register online for the **International Hotel Motel and Restaurant Show (IH/M&RS)** and receive complimentary admission! Just register prior to October 14, at www.ihmrs.com and use the Special Promotional Code (**DIR05**). The Show will be held November 13 – 15 at the Jacob Javits Center in New York City.

Stay tuned to your email for announcements from **American Express** including Merchant Services sell sheets, the Industry newsletter MarketBrief, updates on Allied Domecq wine seminars and results from the ongoing Membership Rewards promotions.

InBev USA announces a new web-based beer training course aimed at educating on-premise staff from any computer. The course is comprised of five modules: How Beer Is Made, Tasting and Describing Beer, Draught Basics, Draught Troubleshooting and Upselling. For more information about the training program, contact Andrew O'Rourke, National Accounts Manager at 703.791.4904 or aorourke@inbev.com.

member news

What Have You Done Lately?

Have you won an award? Received publicity in a newspaper or magazine? Please send information to Julie Shamrock at jshamrock@kellencompany.com

The National Restaurant Association named **Bruno Serato, Anaheim White House** in Anaheim, California, the "Cornerstone Humanitarian of the Year"! Bruno was presented this award in September during a Capitol Hill awards ceremony at the National Restaurant Association's 20th Annual Public Affairs Conference in Washington, D.C.

ask the experts

New To Dirona.org

DiRōNA is excited to roll out a new initiative for the Web site called "Ask the Experts". Ask the Experts is now posted on the homepage of www.dirona.org. Please visit the Web site and ask your questions about wine.

We would like to welcome our first expert, **Steven Geddes**, Director of Wines and Spirits, for Andre's Restaurants and Alizé.

DiRōNA update

DiRōNA Wrap Up

August and September were busy months for DiRōNA members. Over 300 people attended the Annual Conference in Las Vegas and 100 members participated in DiRōNA Week. A complete summary with photos will be included in the Fall issue of *Distinguished Dining*.

Dine for America

On October 5, more than 8,000 restaurants across the country will come together in a "Dine for America" day, a national fundraising effort to support the American Red Cross Disaster Relief Fund and help those affected by Hurricane Katrina. To participate, please visit www.dineforameria.org

Our Members and Partners Respond to Hurricane Katrina

Michaela York and John Folsie of **Chef John Folsie & Company** in Gonzales, Louisiana are working with The Research Chefs Association and the American Culinary Federation to coordinate a "food drive" to get food to the thousands of evacuees. Once the trucks arrive in Louisiana with food deliveries, they are dispatched by Chef John Folsie & Company, who in turn, supply hundreds of shelters, churches and groups feeding firefighters, police and medical personnel. Chef John Folsie and his team have also been traveling to shelters to serve hot food to evacuees and rescue workers.

There will be a Hurricane Katrina Relief Benefit sponsored by **Share Our Strength** on October 17 in Washington, DC. Tickets are \$250 and the event will feature over 50 top chefs from across the nation. Please visit www.strength.org.

Guestbridge has developed a message board for restaurants affected by Hurricane Katrina. You may access the board at: <http://katrina.guestbridge.com>. Many restaurants around the country have listed temporary or permanent jobs they have available. Please add to this list if you have openings.

The Brennan family of the **Commander's Palace Family of Restaurants**, based in New Orleans, is spearheading a relief fund to benefit professionals in the hospitality industry who will be without jobs as the city is rebuilt. The New Orleans Hospitality Workers Disaster Relief Fund accepts donations at www.ghcf.org.

contact us

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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, *Other than the quality of food, what are the three most important factors in your dining experience?*

Here are just some of the responses:

"Good food, good wine, good service and good company (aids the digestion.)"*

-Jeanie Brooke

"Atmosphere, attentive, friendly and knowledgeable wait staff and getting what you pay for."

-Maple and Mike

"Wine by the glass choices, service, and ambience/décor."

-Lucinda Smith

"Freshness, creative cooking and ambience."

-Mike Mcgreal

"Good wait staff who appear when needed, food arrives in a timely fashion and an atmosphere that allows private conversations."

-Suni T. Prahasto

What do you want to know from your consumers? Please send your questions to Julie Shamrock at jshamrock@kellencompany.com