

# tidbits

The monthly newsletter for the Distinguished Restaurants of North America

## strategic partner news

### Strategic Partner Update

Our partnership with the National Concierge Association is continuing to be a successful union. Alon Yu, co-owner of Tommy Toy's Cuisine Chinoise in San Francisco and Greg Pache from The Plumed Horse in Saratoga, California attended the National Concierge Association Conference in San Jose, California, August 11-13. All concierges in attendance received a copy of the 2005 DiRōNA Guide. Alon Yu also gave two speeches at the Conference about the background of DiRōNA and how restaurants and concierges can continue to strengthen our partnership in the future.

## member news

### What Have You Done Lately?

Have you won an award? Received publicity in a newspaper or magazine? Please have your advertising/PR agency and/or in-house marketing staff send us press releases, internal newsletters and announcements so we know what our members are up to! News selected will be showcased in the Member News section in *Distinguished Dining* or *Tidbits*. Please send information to Julie Shamrock at [jshamrock@kellencompany.com](mailto:jshamrock@kellencompany.com)

### Ivy Award Winner

We would like to congratulate Norbert Göldner and his wife Lidia, owners of Café L'Europe in Palm Beach, Florida for their recent Ivy Award by *Restaurants and Institutions* magazine. Café L'Europe opened in 1980 and has been a DiRōNA member since 1993. This year was the 35th annual Ivy Awards with only six honorees. Each year, all previous Ivy winners are asked to nominate a new slate of exemplary restaurants, hotels and institutions to join the Ivy Society.

## food for thought

### Question of the Month

Each month we will ask you a question and share the answers from the previous month.

#### August question of the month:

What is your biggest operational opportunity: What keeps you up at night? Staff Retention? Training?

Please send your answers by August 22 to Julie Shamrock at [jshamrock@kellencompany.com](mailto:jshamrock@kellencompany.com)

Stay tuned in September for the responses!

## DiRōNA update

### DiRōNA Week

The much anticipated DiRōNA Week is quickly approaching! There are currently 100 restaurants participating in the first-ever DiRōNA Week. From August 22-26, customers dining in participating DiRōNA Award-winning restaurants can take advantage of a special DiRōNA Week prix-fixe menu. A percentage of proceeds from this menu will go to Share Our Strength's ongoing efforts to end childhood hunger. This initiative aims to raise \$150,000 to fight childhood hunger. Information and updates about DiRōNA Week, as well as a list of participating restaurants can be found on [www.dirona.org](http://www.dirona.org).

Thank you to all the members who have done such an amazing job publicizing DiRōNA Week for their own restaurants. If you go to [www.google.com](http://www.google.com) and type DiRōNA Week in the search field, there are several pages of listings showcasing everyone's efforts. Great job!

### Conference Reminder

The Annual Awards and Educational Conference is less than a month away! We have a great line up of speakers, panel discussions and the always popular Dine Around and Distinguished Desserts events. If you have not yet registered, please do so at [www.dirona.org](http://www.dirona.org). We look forward to welcoming the Class of 2006, our 76 new restaurant members into the DiRōNA family. This is a great chance to network, learn and have fun. See you in Las Vegas! For an updated schedule of events, please visit our Web site at [www.dirona.org](http://www.dirona.org).

### Conference Media Opportunity

We have a great media opportunity for those attending the Conference in Las Vegas. We are looking for four volunteers to have a private roundtable discussion on wine marketing and pricing with an editor at *Luxury Las Vegas* magazine. This event will be held on Tuesday, September 6 from 3-5 pm at the Bellagio. If you are available, and have a particular interest in this topic, please email Julie Shamrock at [jshamrock@kellencompany.com](mailto:jshamrock@kellencompany.com). Volunteers will be accepted on a first come, first serve basis. The interview will be covered in the Fall issue of *Distinguished Dining* and potentially in *Luxury Las Vegas* as well.

## contact us

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## save the date

### DiRōNA Week

Participating DiRōNA restaurants  
in the United States, Canada &  
Mexico  
August 22-26, 2005  
[www.dirona.com/dironaweek.html](http://www.dirona.com/dironaweek.html)

### DiRōNA Annual Awards & Educational Conference

Las Vegas, Nevada  
September 5-7, 2005  
Bellagio Hotel  
[www.dirona.org](http://www.dirona.org)

### Multi-Unit Foodservice Operators Conference (MUFSSO)

Orlando, Florida  
September 18-21, 2005  
Gaylord Palms Hotel  
[www.mufso.com](http://www.mufso.com)

### International Hotel/Motel & Restaurant Show (IH/M&RS)

New York, NY  
November 13-15, 2005  
Jacob K. Javits Convention Center  
[www.ihmrs.com](http://www.ihmrs.com)

## 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 will be posted on the homepage of [www.dirona.org](http://www.dirona.org) and will be an interactive tool on the web site. It will position DiRōNA to be the "go to authority" for fine dining. It will draw consumer and trade traffic to the Web site and will provide rotating and unique content.

This section of the Web site will feature a DiRōNA member or strategic partner and/or media partner as an expert each month on various topics. Visitors to the Web site will submit questions and answers from the expert will be posted.

Topics and experts will be changed the first of every month. The first edition of Ask the Experts will be launched September 15.

If there are topics that you would like to know more about, or individuals you would like to see featured, please submit them to Julie Shamrock at [jshamrock@kellencompany.com](mailto:jshamrock@kellencompany.com)