



CAUTION ADVISED WHEN DESCRIBING BEEF AS “KOBE”

Restaurateurs should be very careful when using the term “Kobe” to describe a beef product on menus, whether it is describing a steak, burger or even sliders. The reason is simple – it is inviting unwanted claims and lawsuits recently here in Massachusetts, a practice that started in California several years ago.

There have been numerous demand letters and/or lawsuits filed against restaurants alleging such a description is false or misleading and violates the Massachusetts Consumer Protection Act, c. 93A, because the description falsely implies the product is Kobe beef imported from Japan.

A product that is “American” or “faux” Kobe should be described as such and not simply just as “Kobe”. Otherwise, a customer may infer it is imported Kobe and claim the description is at least misleading in violation of c. 93A.

For additional information, click [here](#).

NOMINATE A STAR TODAY! MRA STARS OF THE INDUSTRY AWARDS GALA



Do you know an exceptional restaurant employee who goes above and beyond?

Nominate Him or Her Now!

CATEGORIES:
Bartender • Host/Hostess • Food Server
Bus/Expo/Runner/Bar Back
Cashier/Counter/Drive Thru • Line Cook • Prep Cook
Dish Washer • Sales/Delivery Partner • People's Choice

Nomination forms are quick & easy to fill out.

You can nominate for your favorite more than once.

Your choice can't win if you don't nominate them!

Deadline is Monday, October 5, 2015.

Event Details: 2015 MRA Stars of the Industry Awards Gala
Nov. 4, 2015, 5:30-9pm • Lombardo's - Randolph, MA

The MRA
Massachusetts Restaurant Association
Access • Influence • Protection

Celebrate your best employees by nominating them now for Stars of The Industry. [Nomination forms](#) are easy to use and require very little time to complete!

All nominated individuals will receive a signed letter of commendation from Bob Luz, President/CEO of the MRA, and Donato Frattaroli, Chairman of the MRA. Three finalists in each category will be invited free of charge with a guest for the big night as the grand prize is awarded.

This is a great way to recognize your top performers - it costs nothing and there is no limit to the amount of nominations you can enter.

Don't hesitate - make your best feel even better and know how much the industry appreciates them!
GET THE NOMINATION FORM [HERE](#).

To register for the MRA Stars of the Industry Awards Gala click [here](#).





Dear Member,

As we enter the fall, the Boston restaurant scene is operating under a dark and stormy cloud. City Council is considering creating a new local option alcohol tax that would add a 2% surcharge to restaurant sales of adult beverages, as well as package store sales for consumption off premise, with the monies targeted to set up substance abuse clinics in Boston. While this is a noble cause as we all know the opioid crisis is very real, taxing a legal product to fund abuse of an illegal product is not the right

direction to head for a solution.

Boston already collects a local options tax which amounted to \$25 million just last year, and they can choose how to spend that money for whatever needs they decide are the priority. The dining public certainly does not have to be hit with a third tax that we are expected to collect from them every time they walk into enjoy a meal along with a glass of beer or wine. No other city or town deals with this problem individually - what we need is a statewide comprehensive plan that addresses the issue.

The MRA took a strong stance, not only to protect our Boston members, but so that this approach does not spread to other cities and towns across the state. While we are optimistic that the Council understood our concerns, the final vote is not yet known. However, it gave me great pride to see so many operators show up with us to support our position. Once again it reminded me – together, we will win, and why we need all restaurants to join the MRA.

Sincerely,

A stylized, handwritten signature in black ink, appearing to read "Donato Frattaroli".

Donato Frattaroli
MRA Chairman

To EMV or Not to EMV

That’s the question many restaurants are asking.

Deciding whether to invest in card-processing systems that accept credit and debit cards embedded with microchips – also known as EMV, or chip, cards – is a hot topic in the restaurant world these days. Here’s why: Starting **Oct. 1, 2015**, merchants who haven’t invested in EMV-enabled equipment will be liable for fraudulent purchases made with a counterfeit credit or debit card. [Read more...](#)

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OPERATORS COME OUT IN FULL FORCE AGAINST CITY OF BOSTON ALCOHOL TAX PROPOSAL

The MRA recently joined with numerous operators to testify against a City of Boston proposal that would add a 1-2% tax on all alcohol transactions within the city. The hearing was the second hearing this year on the proposal.

City Council members heard directly from both large and small operators about the impacts that this tax would have on customer dining habits, the negative effect on employees and ultimately the ability to continue to operate in the City of Boston. The hearing was filled with individuals from the hospitality industry that would be directly impacted by a tax increase.

We do not believe that customers should face a triple tax at the local level for enjoying a legal product. This triple tax would be in addition to taxes already paid at both the Federal and State levels of government. If this were to pass, customers would be paying nearly 10% for the privilege of enjoying a glass of wine or bottle of beer within Boston.

Boston already imposes a local option meals tax which has generated more than \$120 million since its enactment and can be used at the city's discretion. The yearly amount collected from this tax has increased more than 40% since it was first put in place a few years ago. If the city believes that attention should be directed at treatment and rehabilitation programs then the monies collected from this fund should be reallocated.

The Commonwealth needs a comprehensive solution to the opiate situation. Raising the tax on glass of wine or a bottle of beer is not going to solve the problem. We will continue to monitor this proposal closely.

MASSACHUSETTS WAGE AND TIP LAW...AN UPDATE

The MRA has sought clarification, certainty and changes to the Massachusetts law(s) regarding wages, including tips, from the Office of the Attorney General and by filing legislation to clarify the law(s). The issue addressed which MRA members confront include the following:

Who is a "wait staff employee"?

The law defines a "wait staff employee" as a waiter, waitress, bus person, counter staff or other person who (i) serves beverages or prepared food directly to patrons, or who clears patrons tables, and (ii) has no managerial responsibility.

What is "managerial responsibility"?

"Managerial responsibility" includes supervising or assigning employees, directing their work, apportioning the work among employees and providing for the safety and security of the employees' or the employer's property. Handling or having access to the employer's cash and opening/closing a restaurant are examples of providing for the safety and security of an employer's property.

Can an employee who has managerial responsibility receive a tip, gratuity or a service charge?

No, a tip, gratuity or service charge is payable only to a wait staff employee(s). An employee who has any managerial responsibility is, by definition, not a wait staff employee. For full article, click [here](#).

MRA TESTIFIES TO CREATE A MASSACHUSETTS FOOD DONATION TAX CREDIT

The MRA recently offered testimony in support of a Massachusetts Food Donation Tax Credit. S.1536 and H. 2617 An act relative to the donation of apparently wholesome food, were both heard by the Joint Committee on Revenue.

While some operators have long standing relationships with food donation programs, there are many restaurants that don't. The high cost of storage, transportation and labor are a serious impediment to forging new relationships and facilitating more restaurant food donation. By creating a tax credit we can help offset some of the costs incurred with setting up one of these partnerships.

This legislation if enacted will have a two pronged benefit. The most important is clear, and that is feeding people who need it most. The second impact is a reduction in the amount of food that gets thrown into our trash system.

This is a great opportunity for the legislature to further facilitate the partnership between the restaurant and non-profit communities to come together and help people in need.

ALERT: ACT NOW TO SAVE ON WINTER ELECTRIC COSTS



This year brought about the highest electric rates in New England. This market now provides an immediate opportunity for you to save on your winter energy costs, but you need to act now. In Massachusetts, natural gas has become the dominant fuel for electricity and heat. This year 52% of electricity production is by natural gas. Compare that to 14% just a decade ago...over 3 times higher demand. What does that mean for Massachusetts and your energy costs?

This winter, when the northeast region collectively turns on their heat for natural gas, the strain on the pipeline system will cause your electric prices to go up significantly. To prove this point, National Grid has already posted winter rates as high as 14.8 cents per kilowatt hour. This is more than double their current rate, and the highest price ever. The same increase is expected by Eversource and WMECO. Sprague Energy Corp Energy currently offers lower rates that will cut your costs.

Click [here](#) for full article.

BUDGET SEASON IS HERE. PLAN AHEAD.

Below is the "Notice to Employees Minimum Wage Laws" poster. For a full size one to print and hang up, click [here](#).

NOTICE TO EMPLOYEES MINIMUM WAGE LAWS Effective January 1, 2016

WAGES: The Massachusetts and Federal Minimum Wage Laws require all restaurants to pay wages of no less than those indicated in the following schedules:

(a) If employee works 40 hours or LESS per week:

Minimum wage
for first 40 hours

\$10.00

Tipped employees must be paid
a cash wage of not less than

\$3.35

(b) If employee works MORE than 40 hours per week:

Minimum wage
for first 40 hours

\$10.00

OVERTIME WAGES
AFTER 40 HOURS

\$15.00

Tipped employees must be paid a cash wage for first
40 hours of not less than

\$4.88

OVERTIME WAGES
AFTER 40 HOURS

Tipped employees must be paid a
cash wage for hours worked
beyond 40 hours of not less than

\$9.88

*OVERTIME: Federal law requires payment of one and one half (1½) the regular wage rate for any hours worked in excess of 40 hours in any work week.



*Come celebrate Worcester's
hottest chefs and restaurants
for a trend-forward food and
beverage event!*

November 9, 2015 - 7pm - 10pm
Hanover Theatre - Worcester
[CLICK HERE](#) to purchase tickets.

BEERS from Wormtown Brewery.
ATMOSPHERE from The Hanover Theatre

MUSIC by Josh Briggs

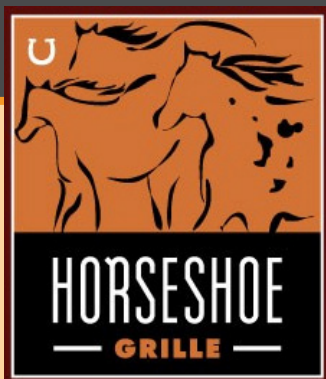
TASTINGS by Baba Sushi Bar & Restaurant,
Chuck's Steak House/Margaritagrill, Flying
Rhino Cafe, Peppercorns Grille & Tavern,
Rail Trail Flatbread Co., Smokestack Urban
Barbecue, Sonoma Restaurant of Princeton,
The Fix, The Mill at 185,
Tomasso Trattoria

SUPPORTING...No Kid Hungry

We'll see you there!
Help us spread the word.



OWNER, PAT LEE



WE ARE THE MRA MEMBER PROFILE

Name: Pat Lee

Restaurant: Horseshoe Grille, North Reading

Year Founded: 1926

Website: www.horseshoegrille.com

MRA Member since: 1988

What is your specialty?

American fare with a barbecue flair

Why is the MRA important to you and your business?

"It has been a tremendous resource and support vehicle in advocacy, member programs, education & information. Over the years our fellow members & business partners have been great to work with and learn from and on top of it all, we've become good friends."

Fun Facts about Horseshoe Grille:

1. 89 years in business.
2. 4 generations.
3. 3rd building on the same property.
4. The name Horseshoe came about because it was well known that the Lee & Twomey families could not pass by a race track without stopping in.
5. The original Horseshoe Club started in an old cider stand and was a members only club similar to today's fraternal organizations.
6. The Horseshoe and the Lee family have been supporters of the Jimmy Fund for 60 years. My parents started with softball games then road races and this year we celebrated our 30th annual golf tournament. The family has raised over \$600,000 for the Jimmy Fund.
7. The Lee family fell in love with bbq while living in Kansas City and Texas and years later when they bought the business they felt as though it was so popular in other regions of the country it had to be successful in Massachusetts.

FREE WEBINAR: WEALTH MANAGEMENT FOR BUSINESS OWNERS: OCT. 21, 2015

When cash flow is good and business is booming, it is natural to feel that everything is under control and that you're all set. Besides simple procrastination, the most significant impediment to getting everything together is financial success. Wealth management is a fancy term that means to get your entire financial house in order and keep it that way forever. In this session, you'll learn about the areas of your financial house that may be ticking time bombs even when things feel good. These areas will include:

- Having a functional succession plan for your business
- Arranging your asset ownership structure to prevent

any liability from crashing down the whole house

- Making sure that you have wills and trusts that fit your situation and desires
- Knowing that you have the right insurance
- Investing, within and outside of your business, with purpose for long term results

Please join [John Napolitano](#) and [Alex Weiss](#) of U.S. Wealth Management for this informative webinar.

Wednesday, October 21, 2015
10:00am – 10:45am, To register, click [here](#).

PROSTART CERTIFICATE OF ACHIEVEMENT – WHAT IS IT?

The ProStart Certificate of Achievement (COA) is earned by a student who has successfully completed the Level 1 and Level 2 Foundations of Restaurant Management and Culinary Arts curriculum and passed two rigorous exams.

We refer to the program as ProStart. At the end of the program, ProStart graduates possess a solid foundation for their future careers, and they receive the ProStart National Certificate of Achievement.

To earn the ProStart National COA, a student must pass "The Foundations of Restaurant Management and Culinary Arts" Level 1 and Level 2 exams, document 400 hours of work experience and demonstrate proficiency on more than 50 workplace competencies. Work experience can come from paid jobs, school-based enterprises or relevant volunteer work.

This certificate recognizes students who have successfully completed the program and are eligible to earn special scholarships and college credit from colleges and universities across the country. It also opens the door to our vibrant and growing industry.



Taunton High School Fundraiser

THS SOUPER BOWL

October 15th - 5pm-8pm

Click [here](#) for more information
and [here](#) for FAQ's.

Contact Erin Carrera at
ecarrera@tauntonschools.org
or 508-821-1100 for more information.

CHOKE SAVER TRAINING

The MRAEF has been working with When Seconds Count to offer Choke Save classes for members. When Seconds Count, Inc. provides this life saving skill which is essential for establishments that serve food. If you, your co-workers, family members or anyone else would like to become familiar with the Heimlich Maneuver and would be interested in having trained professional staff provide this training, contact When Seconds Count, Inc. at 978-744-4799. Upon successful course completion you'll receive a certificate valid for 2 years.

Upcoming classes at the MRA:
all classes from 10am-11am
Wed, October 21
Wed, December 16

Cost: \$25 MRA Members/\$35 Non-MRA Members

A portion of this course tuition goes to the MRA Educational Foundation.
Please click [here](#) to register for upcoming Choke Saver classes.

SERVSAFE TRAINING



Click [here](#) for the
Alcohol Training Schedule.

COST: **SERVSAFE ALCOHOL SERVER:**

\$25 MRA Member AND
insured by HMIC,

\$30 MRA Member OR
insured by HMIC,

\$35 Non-MRA Member
nor insured through HMIC



Click [here](#) for the Food Protection
Manager & Recertification
Training Schedule.

COST: **SERVSAFE MANAGER:**

\$150 MRA Members,
\$225 Non-MRA Members

ServSafe Manager Recertification:

\$100 MRA Members
\$125 Non-Members

PROSTART INSTRUCTOR SPOTLIGHT



**MRA PROSTART INSTRUCTOR
LISA HOLMES**



Name: Lisa Holmes

High School: Mashpee High School

Years teaching: 5th year at Mashpee High School

Lisa Holmes is an author, educator and chef. She graduated from Wellesley College in 1990 with a Bachelor's Degree in English. An award-winning author of 3 culinary-related books, countless blogs, articles and Frommers Travel Guides, Lisa decided to enroll at The Culinary Institute of America (CIA). She wanted to thoroughly understand what she was writing about.

After graduating from The CIA, she opened up a small cooking school for children, *The Children's Culinary Academy (CCA)*. Lisa's mission at the CCA was to teach a healthier approach to eating for children and families, focusing on finding local food sources.

"I wanted to educate more children about healthy cooking and the benefits of utilizing local and regional produce. When I discovered a culinary arts teacher opening at Mashpee High School, I immediately applied and was hired shortly after. During my first 4 years, I taught 2 culinary classes, but this year I'll be teaching the official ProStart curriculum. I plan to compete in the 2017 ProStart Invitational and I'm very excited!"

In 2013, Lisa and her students built a greenhouse out of recycled bottles. Unfortunately, growing season is short-term, which led us to build a solar heater. The greenhouse won the first place *Excellence in Energy and Environmental Education Award* which was a great accomplishment.

What is Lisa's main goal is for the her first year teaching ProStart?

"I want to develop a garden for the students' kitchen. It is my mission to teach the students to be more aware of where their food comes from and understand the benefits of utilizing local, regional, and seasonal produce."

Lisa's cooking style can be traced to her frequent travels around the country and having lived in England for a while. "I've always been a foodie and began cooking when I was very young. My favorite cooking style is fusion cuisine.

What advice would Lisa offer a high school culinary student? "I would advise him or her to get a bachelor's degree in restaurant management. This allows a more broad understanding of the industry. Not everyone can open a restaurant after graduating. Food styling and food photography are also other great areas of focus.

"I want to develop a garden for the students' kitchen. It is my mission to teach the students to be more aware of where their food comes from and understand the benefits of utilizing local, regional, and seasonal produce."



WELCOME NEW MRA MEMBERS!

Dublin Rose

940 Fall River Avenue
Seekonk, MA 02769
John Ferreira
508-336-5365

Eclipse Bar & Grill

47 Central Ave
Lynn, MA 01901
Victor Bravo
781-584-4591

Geeks in Minutes

18 Bridge Street
Salem, MA 01970
Ned Cifric
978-219-4419

Jeanie Johnston Pub

144 South St
Jamaica Plain, MA 02130
Mr. Henry Kirchner
617-983-9432

Merrill Lynch Wealth Management

100 Federal Street, 17th Floor
Boston, MA 02110
781-789-1334
Daniel Lattanzi

Paint Nite

230 Somerville Ave
Boston, MA 02143
Christie Bellany
617-407-3810

Patrice and Associates

200 Great Road, Unit 245
Bedford, MA 01730
Ian Dietrich
717-658-2049

Stephi's in Southie

130 Dorchester Ave
Boston, MA 02127
617-345-5495

Stephi's on Tremont

571 Tremont St
Boston, MA 02118
617-236-2063

Thirst

645 E 2nd Street
South Boston, MA 02127
Tracy Shepherd
617-967-3468

Vessi

San Francisco, CA
Brenton Gieser
650-823-1782

Thank you to our 2015-2016 Annual Sponsors:



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