



The J.G. Newsletter

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I can't tell you that I was any different than your kids while traveling in our family car as a youth. Impatiently, I would blurt out "are we there yet?" Many years later, I reflect that same anxiety about the status of the economy. Have we reached a turning point? Most opinions point toward the sentiment "Don't hold your breath." Recovery will take time and a lot of innovative marketing. But as spring approaches, it largely feels like every other spring that has come before this one. Nature renews and so will we after a few life-changing adjustments.

As snowbirds, Arlene and I spent part of February on the East Coast of Florida and I returned to my pastime while on travel, observing businesses and their service. As during other visits, most restaurants were backed up, standing room only every evening. None of these restaurants had changed a thing in the décor except one, Chuck's who added rear elevated dining room seating, 70 inside and another 40 outside. Chuck's was always extremely busy. I saw two diners eating huge six pound lobsters at \$29.95 per. Also busy were "Norris for Ribs", The "Tiki Bar" and "Archie's," that I refer to as a "restaurant in the raw" where motorcycle riders gather by the hundreds every week-end. An amazing restaurant is the "Dolphin Bar and Shrimp House" located at Jensen Beach where hundreds of diners arrived as we waited for our guests. Bob Hope's singer Francis Langford was associated with this restaurant. Our waitress was the swiftest server I have ever encountered. The staff calls her the "Flying J." The restaurant does an amazing volume every time we visit. The buffet "Souplantation and Sweet Tomatoes" at Boca Raton has a large assortment of salad foods and desserts. A lady diner at the next table had the largest plate of food I have ever seen. She was only average in stature. I took a picture of the platter for Ripley. My favorite for lunch was the Ocean Grill" located by the sea in Vero Beach. The food and service is always consistent. The Replogle family moved from Milwaukee in 1965 to lease the restaurant later purchasing it. The current family has the food and service level to a "concert" performance. I can't tell you business is hurting where we visited. It was "déjà vu all over again".

During our trip South, we stopped at a Fairfield Inn in Melbourne which exemplified a well managed facility. We met the owner, James Underwood, who at one time owned a motel in Carlisle. On our return trip we visited another motel which was just the opposite. The male receptionist appeared as though he had the same attire on for days. The room had little hot water. The carpet made the soles of my feet dirty and the continental breakfast was by far the worst I have seen. The motel had a national listing. I'm betting this ownership will change soon if presentation is any indication.

While on vacation usually every morning, I attempt to purchase two newspapers one of which is USA Today. The price is double the locals yet usually it was the first paper to sell out. Tells you something doesn't it. Price is not everything. A local paper had illustrations of the 100 million dollar renovation of the Ritz Carlton Hotel in Palm Beach. Included in the paper was an overview of Tiger Woods residence with a real estate cost of \$44.5 million.---When returning to Pa. we held over in in Rocky Mount, N.C. as a result of a snow storm moving through the northeast. At a Ruby Tuesday the manager assisted us in parking our car. His staff was "fine tuned." I liked the coasters that stated "Freshly made lemonade. Your glass is never half empty "

What must a restaurant do to be successful? It takes time, a lot of hard work to put the puzzle together. I recently read that you have to also be "LUCKY." I did not see the presence of an owner in any of these privately owned restaurants. Visibility of ownership is an important component in one's luck in my opinion.

Recently I enjoyed a five star lunch at the "2201 in the Boro" in Camp Hill where owner John Scortino is almost always very much in evidence. John is a master host. So it is with Geoff Keith, owner of Boiling Springs Tavern. He calls many of his customers by name. His restaurant serves award winning signature seafood chowder and outstanding entrée's and salads. Another five star experience. The Rock Bass's Grille in Wormleysburg provided excellent food and service during our recent Sunday Brunch visit. Server Suzie is a professional.

Chef Andrew Denezza is the talented kitchen manager. Jeff Goss's "Rillo's" in Carlisle offers dinner and wine tasting events.

Years ago there was a restaurant on Rt. 422 East of Harrisburg called "Dave's Dream." In order to attempt to increase the business Dave's mother encouraged him to remodel the restaurant. Much to his pleasure, it worked. Currently the White Rose Bar and Grill of York is doing a major makeover after being in business for many years. Jeremiah Anderson, Manager, shared the plans for the major remodeling. They are open during the remodeling. Tom Sibol is the owner.---Another vintage restaurant, the Blue Bird Inn of Cornwall, is doing major renovations. Also, the Silk City Diner located in Denver is remodeling the ground level area with a new concept.---The Irem Country Club of Dallas, Pa. is constructing a new country club house. A Masonic Affiliation.

"KEEP YOUR PEOPLE RIVETED ON DELIVERING INNOVATIVE PRODUCTS AND SERVICES. MAKE INTEGRITY BLACK AND WHITE."

JACK WELCH

While we are on the subject of integrity, most of us have followed the Madoff fiasco, An individual that cheated many out of their life's savings. During our recent vacation in Florida three other investors carried out similar dishonest acts. I do not wear my religion on my sleeve, however I request of my associates for the John Goss & Company: "BUILD OUR HOUSE ON ROCK." We desire to have no "gray" areas within our business.

Joe and his wife of Brenda's Sandwich's in North York have been preparing sandwiches for 20 years and on certain days as many as 6,000 subs. A hands on dedication to consistency is a large part of their formula for success. A state of the art imported high tech meat slicer is a pivotal component of production.---Our sales rep, Randy Cox, is impressed with the innovation of the "Garryowen Irish Pub" in Gettysburg. Bringing to Franklin county their true Irish traditions, owners JoAnn and Kevin McCready migrated from Ireland. Previously Kevin had been employed across the street from "911" in New York during the disaster. They purchase true Irish Bacon from New Jersey and there are plans for a tavern on the second floor.---Coakley's Irish Pub in New Cumberland has new ownership. The plans are to continue with their same traditions.---Doug Barry has plans for another Pizza Grill in the area. He shared with me recently his research for the suppression of noises within a restaurant. In my humble opinion the noise should never be above the level interrupting a normal discussion.

Former restaurant owner John Doulgeris is currently with the Penna. Restaurant Assoc. in a management position. Every private restaurant owner should belong for the many benefits.---When in the Dover area I usually visit Macks' Ice Cream for Todd McDaniel's homemade Ice Cream. Manager Tom and staffer Kaylyn are very friendly and offer excellent service.---Roberto's Pizza in Middletown serves attractive pizza's and sub sandwiches. Owner Dave Kitner attended College in Wilkes Barre and has worked in the industry 16 years. Recently Dave, Don Carter and our Bob Brant attended the Pizza Show in Las Vegas. Don Carter always returns from a show with new ideas.--- There are tentative plans for a dinner theater to locate in the Grantville area.

Perk up sales with feats such as birthday parties. When members of our immediate family recently visited DaVinci's for dinner birthday parties provided 70% of their business that evening. West Shore Country Club uses Tuesdays monthly as free birthday night. Of course most of us bring our friends to assist in the celebration.

NEW PRODUCTS ON OUR SHELF: Fresh beef All beef hamburgers, Luzianne Iced Tea, Pork steak flat iron, Yuengling battered Haddock, Jones cherry wood smoked bacon, Double Cherry Wood Smoked Ham, Pinwheel wedge fries, Ken's quart bottles of dressings, Asiago bagels, LKemon air freshener, Shurguard sanitizer, Amoroso rolls & breads.

"REACH OUT AND ENGAGE YOUR CUSTOMERS, YOU WILL LIKE THE RESULTS"

HAPPY SPRING!

**Thank you for your business.
Have a Great Month!**

