



The J.G. Newsletter

59th Edition- Volume 2, February 2009

THE BEST WAY TO PREDICT THE FUTURE IS TO INVENT IT!!

In my travels visiting restaurants one of the most frequent owner/manager complaints I hear is "How do I get the help to follow instructions? When I am away from the restaurant the service disappears." Chef Gordon shares: "After 35 years in the restaurant business, I still show up at the restaurant every day. Absent ownership here means I have the flu!!" Nick Grigoriades, owner of the Symposium Restaurant in Centerville, is an owner in presence and that might be the reason he wins awards.----On occasion, certain customers ask of us "Where can I find a manager for my restaurant?" This is a difficult question to answer. Most of the managers with true ambition, some day, embrace the idea of ownership in an establishment. If you, as an owner, choose not to commit to the dedicated on-hand hours necessary in this business, you may be well served by sharing a piece of the ownership as well as the dream. Yet as it has always been, rewards are best returned for those who pay the price.

My good friend, John Doulgeris, has taken a position with The Pennsylvania Restaurant Association. In my opinion they could not have found a better person to serve our industry. He has operated a successful restaurant for 23 years during which time he spent a year as the PRA president. In a recent article John has written "Mind your own business." He wrote "If someone were to show you how to find \$5,000 just lying around, what would you do with it?" He suggests you check your stock on-hand. Average inventory stock turnover is 1.5 per month. If it is less than that, correct it. Slow moving inventories are a poor use of money. Use that money to improve the dining area or restrooms or staff training-anything to make a positive impression on the customer. Always be looking for ways to upgrade. Thank-you John.

Years ago, I read about a business philosopher who made the statement "that's good" whenever an adverse situation would arise. In retrospect, might the current financial situation be a blessing in disguise in that we all have to examine the present situation attempting only to survive and reorganize? Certainly it is "survival of the fittest." I myself recall that even during the Great Depression there were wealthy citizens. Interestingly Todd McDaniel, owner of Mack's Ice Cream located in the Dover area for 21 years shared that sales were up 15% in November and 10% in December 2008. Todd, you're doing something right!! Wishing you the best in 2009. For those of you who received our company wall calendar, there are excellent food ideas and recipes at the top of each calendar month.

Restaurant businesses are not all bad. Customers continue to line up outside the Pizza Grill II in Camp Hill, Duke's in Wormleysburg, Duke's in Hershey, Colonial Park Diner, East Hbg., Hershey Pantry, Risser's in Stouchsburg, The Hanover RAILSIDE Railroad Family Restaurant, Lyndon Diner in Lancaster, Cornerstone Coffee House Camp Hill and many more. Two successful chain units are Panera Bread and Olive Garden. In my humble opinion I feel that "value and service" are two key factors for attracting customers. Also, creative marketing is of value. My compliments to Greg Clark owner of the California Caf  in Carlisle where I recently enjoyed a nice luncheon and service.

Recently I visited Cluggy's South of New Bloomfield for lunch in a new building. Dave McCluskey and his friends tore down the original building replacing it. They painstakingly serve attractive foods. Dave's father, a retiree from P & G, was working the bar area and Dave, a graduate of Shippensburg Univ. was working the kitchen that day. It's a matter of time until the restaurant excels.----Not to far to the East, the Stepp Family has developed the Ranch House to a successful enterprise thanks to many years of family effort.

CHEF GORDON ON THE FUTURE OF HIS RESTAURANT: "I TELL MY STAFF THAT I HAVE BOTH HANDS ON THE WHEEL OF THIS TRAIN, BUT I DON'T HAVE A CLUE AS TO WHAT LIES DOWN THE TRACK. ONLY THAT WHEN ALL CLEARS WE WILL BE LEFT STANDING." -

While attending a funeral at Wernersville, we had lunch at the Paradise by the Slice restaurant where there is

a Jimmy Buffet motif with his music in the background. We enjoyed a taco salad which was huge, attractive, and tasty.---(Incidentally, our company stocks a superb Pizza 12" shell (DEIORIO'S) packed 18 to the case.)---While lunching at Grandpa's Growler in Mechanicsburg, I thoroughly enjoyed their Reuben sandwich. Brenda, the owner/manager, visited with me sharing that my waitress is her daughter and the bartender is her sister-in-law both of whom have worked with her for many years. Recently they constructed an outside area for smoker's convenience.---Another visit was to Mr. G's in Marysville. There is a deck along the river. I look forward to visiting there on a warm summer evening.---Being in this business, I meet the nicest people such as the Wenger Family who own the Wenger Meats & Deli in the Eastern area of Carlisle.---Another visit was to Sammy's Deli located on W. Philadelphia St. in York. The very friendly servers were Beverly and Lorraine. They should receive the "Friendship Award" for hospitality.---Ownership changes recently took place at "My Favorite Deli" in Emigsville. Best wishes to Jen Demmitt. As a boy I accompanied my grandfather to this mill structure where he had corn meal processed and also wheat grains ground into flour.

SUCCESS IS DOING THE BEST WE CAN WITH WHAT WE HAVE.

**IT IS REACHING FOR THE HIGHEST THAT IS IN US. IF WE DO OUR VERY BEST
THEN WE ARE A SUCCESS. AS JACK WELCH HAS WRITTEN WE NEED
"INTEGRITY, TOTAL HONESTY AND SINCERETY IN ALL OF OUR DEALINGS."**

Nick Dunphy, owner of the recently opened THE CELLAR in Camp Hill where at one time he owned the HOUSE OF BULL. The present restaurant is a BYOB with a service to store the customer's choice of beverage. Matt Hickey is the executive chef and Jen Vaupel the general manager. Over the years I have been intrigued with KOBE BEEF from Japan. In my recent visit, KOBE BEEF HAMBURGER, was on the menu for \$14. I had to order this product which I found to be a bit different, but tasty. In my research I found the lowest price for KOBE BEEF for \$39.99 per pound and up to \$149.99 per pound. What makes it different is the fat in the burger melts at 77 degrees adding to the flavor. Another name for the beef is WAGYU. My compliments to everyone serving at The Cellar the food and service were excellent. Nick, possibly you have another winner.

Another pleasant dining experience was to the LANTERN LODGE in Myerstown. Ancor Shah is the owner, Jeff Hollenbach the foodservice manager and the friendly chef is Raj. The décor of the restaurant is attractive and well maintained. The Sunday brunch was a very enjoyable.---Fenicci's of Hershey was where I had a very nice luncheon visit. The soup and sandwich special included onion soup and one-half chicken sub sandwich. Owner Phil Guarino was doing a catering when I visited.---Following lunch I visited the new Milton Hershey Museum located across the street. Don Papon is in charge of the museum project. It is well worth visiting.---Dutch Country (Hanover) owner Albert Margiotiello shared his route to the ownership of this restaurant. Albert departed from Italy at age 14 to Canada and at 16 went to NYC and got a job in dry cleaning. At 25 he got into custom tailoring in Brooklyn eventually selling clothing in many countries. With strong world-wide competition he closed his Hanover factory and business. After meeting a member of a restaurant family he proceeded to purchase the Dutch Country planning to find a capable manager to no avail as a result he's now the manager. He is a master of homemade wines.---Nearby George Reiker, owner of George's Sub Shop, an aspiring writer, gave me a copy of his book inspired by Charlie 'Tremendous' Jones titled "Charlie's Woods" which is very well written.

HOW BAD ARE BUSINESS CONDITIONS? There are three mortgage loans listed in the Central Penn. Magazine for the York area the first of which is for \$50 Million, the second for \$30 M and the third for \$10.7 M. "Brother can you spare a dime?"

So, what do we do in this economic reversal? Focus on getting loyal customers to return to the restaurants, or businesses, with professional marketing, value products and services. It is being predicted that in the second half of 2009 the economic situation will improve. Meanwhile, focus on the customer's satisfaction and pleasures. **And if you have to, force that smile!**

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

