“PUT ALL YOUR EGGS IN ONE BASKET AND WATCH THAT BASKET”
ANDREW CARNEGIE

“HOW GOOD ARE YOUR SERVERS?” Good servers greet customers; good servers look the part; good servers know the menu and how it is prepared; good servers are good listeners; good servers think every customer has potential; good servers smile and are friendly; good servers read the customer and adjust their service accordingly; good servers check back often and at the conclusion of the meal good servers say “thank you,” and welcome the customers to return soon. How good are your servers? www.twitter.com

A suggestion for entrepreneurial restaurant owners: On schedule, develop a new and exciting “something, or things” for your restaurant. Then advertise “Have you tried us lately?”----Always carry a piece of paper and a pen to record new thoughts.--- And stay up with things. What’s Twitter? You need to know because it’s boosting business in restaurants around the country at little or no cost! Go Tweet!

Two fantastic experiences for me recently were my visit to the Gettysburg Cyclorama and an evening at Wolf Trap in Vienna, Va. for the performing arts. The 360 ft. Cyclorama certainly is one of the wonders of the world by the realistic painting. I encourage a visit and promise it will leave you in awe. Just maybe wait until after July 4th because they are expecting huge crowds for the reenactment and other events in Gettysburg. At Wolf Trap more than 6,000 were in attendance for the Scottish Girl performance, it was outstanding. The late Catherine Filene Shouse donated 100 acres of her farmland for the construction of a 6,800 seat indoor/outdoor theater which opened in 1971. Prior to the show we dined at J.R.’s Stockyard Inn located in McClean, VA. The food and service were very professional and the restaurant was immaculate----Another exceptional experience was our visit to Sidney’s in East Berlin, where owner/chef Neil Aniss provided what may just have been the finest selection of foods and services that I have ever experienced. Oh WOW! Our very efficient server Maggan, gave our party of four the option of ordering off of the menu or be treated to a custom tasting meal created by Chef Aniss. We adventured into the latter offering. There were at least eight sampling events all delivered on different flat ware. Chef Aniss proudly displays a plaque revealing that he had won the Frank Beard award, in addition he has been awarded a top award for dining in the local area.----A recent visit to Sunnyside Restaurant as Linda and Nick Mallios’s guests was excellent. Their new 50 seat deck is planned for opening by July 15th.

If the economy is so depressed where does all of the traffic come from? Not many motorists drive slowly to conserve fuel. Have you attempted to dine at a popular restaurant on a Saturday evening? There are unbelievable volumes of patronage. Last month in the newsletter decks were mentioned, which resulted in the question as to how many days is the weather acceptable for outside dining? Possibly 120 days unless there are overhead doors that can be opened similar to those at the Pizza Grill 2 in Camp Hill and the newly remodeled White Rose in York. During a recent visit to Dockside Willie’s located at Wormleysburg, Chef Andrew escorted us to the lower level where three sets of impressive six seat swinging tables weighing at least 600 lbs. per table are placed by rivers edge. The Carter’s had them shipped in from Florida. What do you do with them in the winter time? Chef Andrew shared they are covered. Another bit of news is that Don Carter, Sr. celebrated his 80th birthday with family and friends at nearby Duke’s recently, Happy Birthday.

“WE ARE WHAT WE THINK ABOUT.” Sunday mornings I attempt to listen to Joel Osteen, a minister addressing an arena that seats 16,000 worshipers. They are located in Houston, Texas. For energized, positive thinking I suggest this program at 8:30 A.M. Sunday morning on local channel 32.
A unique restaurant has opened in Carlisle. Chef Ross Morris, owner of “Piatto” in Carlisle and partners have opened the 88 seat “Café Bruges” with a Belgium motif. The menu has many interesting foods with unique preparations.---Owners of the former Silk City Diner located at Stevens are opening the “Kyma Seafood Grill”. On the lower level is “John’s Steak House” which has been quite successful.---Lisa Grim, owner of the Pub in Gettysburg, has completed the second floor Civil War Theme meeting room.---Phil Guarno has remodeled the front of Fenicci’s in Hershey. It is attractive. (My humble apologies for misspelling Phil’s last name in a recent newsletter. I will personally apologize in the near future)---“Devon Seafood Grill” has opened in downtown Hershey.---Ralph Peters invited our seven person group for lunch to the recently remodeled Harrisburg Country Club that for years has been located overlooking the Susquehanna River. The food, the service and ambience were excellent. Conrad Lickel is the manager.

“TAVERN ON THE HILL,” located in Enola, was an impressive experience when I visited on a very busy Saturday evening. From the reception thru the departure the staff was a pleasure to watch as they professionally served their guests. From the two managers present and the long time sommelier they served their guests. Gus Giannaris was the original owner and the present owner is Lucky, his nephew. Currently they inventory a large assortment of varied wines. What are the duties of a “sommelier?” They are required to know how food, wine, beer, spirits and other beverages work in harmony.

---The following day we took our family to the West Shore Country Club for the Father’s Day Brunch. Again we were served efficiently and dined on a variety of tasty foods on the buffet. Across the room was the William Ritter family, whom we shared common food distributor past history in the Harrisburg area. Friends, memories and a career. Is this a great business or what?

IS IT A GOOD IDEA TO HAVE A CLOCK IN A DINING AREA?

A recent impressive experience for me was when I accompanied Bob Gasser, an co-worker here for many years and a talented service rep, to the newly constructed Masonic Irem Country Club in Dallas, Pa. The purpose of our journey was for the installation of coffee systems. From the initial arrival on to the tour of the Club I was very impressed with the grandeur of the entire Club!!! Daphne Gulick, food-service director for the Masonic Village in Elizabethtown, has been a key figure in its development. The manager is Doyle Lewis. Mr. Lewis is from Columbia, Pa. and years ago h was employed by the Meadowbrook Restaurant in York. An outside deck area is in the plans. The beautiful Lake Harvey is near by.

In Gettysburg, the Plaza Restaurant located on the square, will have outside dining. Tommy’s Pizza, located near the battlefield, will also soon have outside seating. Comfort Suites, located on Baltimore Street, Gettysburg will soon open with 80 suites and a waterfall in the lobby. Another Comfort Suites will soon open West of Hummelstown. The owner is Jay Patel. (There is no way I can keep abreast of the food service activities in central Pennsylvania!!!)

With the current economy it appears as though we’re not out of the woods yet within the foodservice industry. A recent related article stated that there are at least 40% more restaurants and options for dining than we need. Another Newsweek Magazine stated that employees had better be acceptable to change because businesses will alter their method of doing business averaging at least up to 12 times in the next 20 years. Are we in the fast lane with speeds that appear to be changing constantly? Business managers and owners have to be professional and further develop.

Never ones to remain idle, Lyndon and Crystal Quinn will soon begin a complete remodeling of the Lyndon Diner Lancaster. Plans are in the works for beautiful new booths, counters, ceiling and lighting. Many of the fixtures being replaced will find new lives in other restaurants throughout the area as they have plenty of life left. It is their intention to remain open as much as possible throughout the renovations.

Thank you for your business.
Have a Great Month!

[Signature]
CEO