

Membership Overview

2020



The **Secret Ingredient** to help the restaurant industry thrive

ARIZONA RESTAURANT ASSOCIATION

3333 E. Camelback Rd., Suite 285, Phoenix, AZ 85018 | 602.307.9134 | AZRestaurant.org

Why We Exist



The Arizona Restaurant Association exists to help our members become leaders in their communities through building customer loyalty, escalating awareness of food safety and healthy living, bolstering a thriving industry and rewarding workforce, and increasing financial success.

QUICK REFERENCE

BENEFIT OF MEMBERSHIP

See all of the ways that ARA membership can help build your business and save you money. Check out pages **07-08** for specifics about events, cost-saving programs, certification classes and more!

MEMBERSHIP

There are two membership categories: restaurant and associate members.

It's easy to join!

BOARD OF DIRECTORS

The Arizona Restaurant Association is led by people actively involved in our industry. The men and women who serve as directors of the ARA represent the food service industry in Arizona and we thank them for their dedication.

ARA IS THE *Voice of the industry*



The restaurant industry continues to be threatened by state and federal laws and regulations. Since 1939, the ARA has been on the front line at the Capitol, educating legislators about the industry and protecting your bottom line. New ordinances, regulations and fees at every level of government can alter the way you do business. Therefore, it is crucial that a voice for the restaurant and hospitality industry be heard when decision makers pass laws.

The ARA's government affairs team is that voice for you, and your connection to communities, health departments, cities, and state elected officials. Our legislative advocacy is only as strong as our members who support the association.

The more members we have, the stronger and louder our voice will be.

Why the Arizona Restaurant Association?

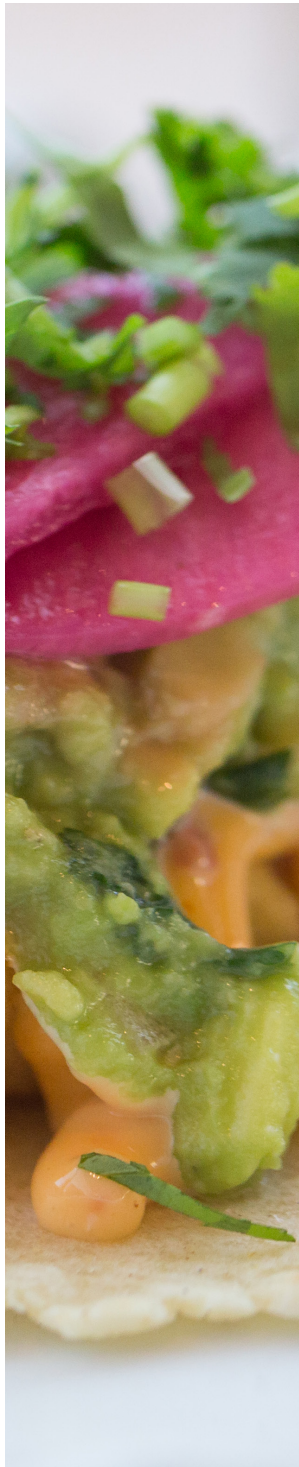
The Association plays an integral role in shaping local and state politics that affect **YOUR BUSINESS**. We are a community of trusted thought leaders dedicated to the growth and advancement of the restaurant and bar industry in the State of Arizona. Through your involvement, you play a major role in the vitality of our industry.

Who We Serve

Operator members include establishments specializing in: fast casual, chef driven concepts, fine dining, on-site food service, caterers, bars and other categories. Product and service suppliers include industry suppliers, distributors and consultants.

KEEP UP WITH

Trends and Practices



The restaurant industry is changing at a fast pace. The ARA provides you with the information you need, when you need it. All members receive free subscriptions to Arizona Restaurant News, our quarterly digital magazine and On the Menu, our weekly industry e-newsletter and an electronic version of the Restaurant Operation Matters (ROM), a comprehensive regulatory guidebook.

These publications, plus our website azrestaurant.org, keep you up-to-date on industry and association news, trends, events and legislative and regulatory issues.



COLLABORATE WITH

Best in the Business



Throughout the year, the ARA produces an array of events for members, prospective members, and industry leaders, encouraging collaboration, networking and sharing of ideas to further the industry we all love.

Exclusive Events

Arizona Restaurant Week

It's no secret that Arizona Restaurant Week (ARW) is Arizona's most edible time of the year, sending diners on a 10-day tasting tour throughout the state in both spring and fall of each year. ARW is produced with the primary goal of increasing consumption, fostering innovation and inspiring consumer confidence in our restaurant members. It gives locals and visitors the chance to channel their inner foodie and finally try that restaurant on their wish list.

Foodist Awards

Every year, the Arizona Restaurant Association invites industry and foodie fanatics to have a seat at our table as we honor the culinary minds that have helped shape Arizona's culinary landscape. The Foodist Awards recognize the most amazing tastes, faces and places in Arizona food and beverage. This prestigious honor is open to non-members and members of the association, with all segments of our industry invited to attend.

ARA's Chip In for Education Golf Classic

The association's annual golf classic has combined with the ARA's Education Foundation golf classic into one ultimate golf outing. This tournament is designed with socializing in mind, with restaurateurs, chefs, operators, and vendors of the association chipping away during the tournament. A portion of the proceeds from this tournament will benefit the ARA's Education Foundation directly. Throughout the day, several ProStart Culinary Students will be showcasing their talents. This is a great opportunity to mix and mingle, enjoying food and beverages throughout the day, and seeing these kids in action.

Other Networking Events

Board meetings, member mixers, educational seminars and PAC events present additional year-round occasions to engage with colleagues and industry leaders. You can email Brynn Beam at Brynn@azrestaurant.org for more details.

How do I join?

To join the Arizona Restaurant Association, apply online at www.azrestaurant.org, call 602-307-9134, or email Jana@azrestaurant.org.

WHAT DO I *Get as a Member?*

New Restaurant Highlight

Introduces your restaurant as a member in our weekly “On the Menu” (OTM) e-newsletter sent to all members.

Complimentary copy of Restaurant Operation Matters (ROM)

A comprehensive regulatory electronic guidebook designed to offer a blueprint for procedural compliance in the highly-regulated restaurant business.

Free subscription and advertising discounts in ARA publications

ARA’s e-newsletters and digital magazine, Arizona Restaurant News, provide vital information about current industry news, innovative business ideas, legislative updates and vendor resources.

Discounted Food Safety Training

Comprehensive classes and tools to ensure member establishments are effectively meeting the mandated standard for food service safety. Classroom and online testing are available. Check out current class schedules on

AZrestaurant.org

Trainings Available:

[ServSafe Manager](#)

[ServSafe Food Handler](#)

[ServSafe Allergens](#)

[ServSafe Workplace](#)

[ServSafe Alcohol](#)



UnitedHealth Group

The Arizona Restaurant Association is part of a strategic alliance program to help address the diverse needs of the hospitality industry.

The Hospitality Associations Alliance, a strategic alliance platform created by the National Restaurant Association and UnitedHealth Group, offers exclusive discounts and solutions that benefit ARA members and their employees.

Industry advocacy and representation

Our Government Relations Team and registered lobbyist monitor federal, state and local issues on the industry’s behalf.

Discounted registration for Arizona Restaurant Weeks

Through creative marketing, menus and media ARA’s Restaurant Weeks provide participating restaurants a surge of business at the beginning and end of the summer.

Member Benefits

Save Big! ON EVERY DAY EXPENSES

Through strategic partnerships with leading companies in the industry, ARA members enjoy significant discounts on products and services restaurants use every day.



Get a free consult and quote from our industry specialist, who has owned and been insuring restaurants for 15 years. Check if your current coverages have gaps and if you are eligible for better coverage at a discounted rate of 10% to 40% in some cases. Liquor Liability, Employment Practices, Workers compensation, Umbrella, General Liability, Cyber and more.



New Ecolab Dish Machine Customers Receive First Month Lease at No Charge and \$500 in additional Ecolab Solutions at no charge. New Ecolab Customers also have access to exclusive ARA pricing.



Build a better alcohol business. Take advantage of a Fintech integration that will eliminate manual alcohol invoice entry, GL code your products automatically, and transform your purchase history into actionable data to protect your margins. Receive 30 days free and 50% off activation.



It's valuable to have a second opinion on your financials. ARA members receive a complimentary review of prior tax returns and financial statements (valued at \$500) to identify any missed opportunities and you will have no obligation to change accounting firms.



ARA members receive 5% off their license fee and an additional 5% if the member licenses and/or pays online.

In addition, ARA members can save 10% for paying in full within 30 days of receiving your BMI invoice.



Complimentary review of your workers' compensation needs, cost and coverage comparison and industry analysis to ensure you have the coverage you need at the best rates available to you.

Heartland

ARA Members receive a Complimentary Review of their Credit Card Processing and Payroll Service Accounts to ensure you have the best rates available. Heartland strives to make your business more productive and profitable offering no setup fees to ARA members. Feel comfortable in knowing that processing with "Heartland Secure" ensures your customer's card data is protected from cyber criminals and hackers.



Exclusive discounts for ARA members AND their employees. Save up to 80% on preferred products and enjoy access to 93,000 products discounted before retail price. Savings apply to both professional and personal purchases!

More Savings Next Page...

...Continued Savings! ON EVERY DAY



ARA members have access to retirement solutions and education tools for restaurant employees and are able to reduce the administrative burden while remaining hands off in reporting and any fiduciary liabilities.



Discounts on Food Protection Manager, AZ Food Handler, Allergen and Responsible Beverage Service Trainings.



Mission Linen strongly believes in the benefits of ARA membership not only for your individual business, but for the industry as a whole. That's why they happily offer new Mission Linen customers up to \$300 service credit towards their ARA dues.



For Small SRA Member Employers – strength in numbers with product / pricing flexibility

- Focused on small employers, the NRA's Association Health Plan offers a portfolio of more than 120 medical and specialty plan designs for groups with 2-99 eligible employees.
- Allows small employers to take advantage of product and plan design options and potential cost savings
 - Up to a 5% discount on specialty benefit products (dental, vision, life, disability, accident and critical illness) for fully insured groups

Health Benefits Discount Program – Midsize & Large ARA Members

- Fully insured groups with 51+ full-time employees are eligible for up to a 5% discount on manual medical rates and specialty benefit products.
 - For self-funded groups with 100+ eligible employees, an annual invoice credit of up to 5% on administrative fees for new ASO medical products.

WE'VE GOT *Certification Needs Covered*

The ARA is the best solution for all of your certification needs. Be sure to comply with Arizona law by getting certified with the most experienced instructors. Arizona Restaurant Association members receive special pricing.

You can trust the ARA to keep you informed and compliant:

- ServSafe Manager
- ServSafe Food Handler
- ServSafe Allergens
- ServSafe Workplace
- ServSafe Alcohol



In addition to year-round classes in Phoenix and Tucson in both English and Spanish, we also offer private classes for groups of 10 or more at your location.

For a schedule of class dates or to register, **visit azrestaurant.org/training**



Opportunities Served Here

We have the ingredients to help students make it in the restaurant industry. High School students enrolled in the ProStart program are building practical skills and learning through real-world education in anticipation of a restaurant career.

The ARA's Educational Foundation supports these students through career exploration opportunities and scholarships. In fact, more than \$2.5 million in scholarships have been awarded to deserving students pursuing Culinary Arts and Hospitality Management in college.



Arizona Restaurant Association
Education Foundation

Why Get Involved?

Being a mentor or making a donation are rewarding ways to give back and will make a real difference in a young person's life. Also, when you are looking to add staff, you'll have access to a workforce with an interest in – and a skillset for – the restaurant industry. Be part of the recipe for industry and student success.

To be a mentor, donate, or to learn more, **visit azrestaurant.org/prostart**

Thank you

ARIZONA RESTAURANT
INDUSTRY



2020 Executive Committee

Chairwoman

Alicia Casale
Salty Seniorita

Vice Chairman

Kristina Hogan
Outback Steakhouse

Treasurer

Angelina Galaviz
Rucker Restaurants LLC

Secretary

Raveen Arora
The Dhaba

Immediate Past Chairman & Education Foundation Chairman

Joe Johnston
Agritopia, Joe's Farm Grill, Liberty Market, Joe's Real BBQ

Arizona Restaurant Association Staff

President & CEO

Steve Chucuri
Steve@azrestaurant.org

Chief Operating Officer

Dan Bogert
Dan@azrestaurant.org

VP of Administration

Jana Shelton
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VP Partnerships & Events

Brynn Beam
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Director of Marketing

Jamie Harris
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ARA Education Foundation, ProStart State Coordinator

Paula Bugg
Paula@azrestaurant.org

2020 Board of Directors

Kevin Barko

Sysco

Bobby Fitzgerald

Slatebridge Restaurant Group

Wendy Sanuik

Coca-Cola

Brian Bevard

Greyhawk Golf

Scott Friedman

Firezona, LLC

Thomas Smeriglio

Heartland Payment Solutions

Ron Blacic

Ecolab

Lorrie Glaeser

Streets of New York

Bill Stafford

Shamrock Foods

Beth Cochran

Snooze AZ Eatery

Ryan Hibbert

Riot Hospitality Group

Jamie Thousand

Satchmo's

Joe Cotroneo

Crescent Crown Distributing

Shane Hitzeman

Pride Restaurant Group

Ross Vogt

Taco Bell

Justin Cohen

Dierks Bentley's Whiskey Row

Josh Jacobsen

Lucky Wishbone

Stacey Wopnford

Kahala Brands

Jose Esparza

Southwest Gas Corporation

Stephen Roussel

The Capital Grille

Steve Zabilski

The Society of St. Vincent de Paul

Arizona Restaurant Association

MEMBERSHIP APPLICATION FORM

In accordance with federal law, the portion of your dues not related to lobbying (60%) is tax deductible as an ordinary and necessary business expense for federal income tax purposes. ARA Tax ID #86-0599958.

PAYMENT

Amount Due: _____ Number of membership decals you plan to display: _____

☐ Check Enclosed

Credit Card: ☐ MasterCard ☐ Visa ☐ American Express

Expiration Date: _____ Billing Zip Code: _____

Card #: _____

Name on Card: _____

Signature: _____

YOUR MEMBERSHIP INFORMATION

Please provide the following information for our records and for ARA marketing materials.

Business Name: _____

Contact Name & Title: _____

Location Address: _____

Phone: _____ Fax: _____

Email: _____ Website: _____

of Locations (Please provide additional addresses separately) _____

Liquor License? ☐ No ☐ Yes: ☐ #6 ☐ #11 ☐ #12 ☐ Other _____

Mailing Address (if different from location address): _____

Phone: _____ Fax: _____ Email: _____

Classification: ☐ Quick Service ☐ Casual Dining ☐ Fast Casual ☐ Fine Dining

☐ Other _____

Structure: ☐ Chain ☐ Independent ☐ Franchise ☐ Other _____

Model: ☐ Corporate ☐ Franchisee ☐ Owner ☐ Operating Partner ☐ Joint-Venture Partner

☐ Other _____

Number of employees: (avg. per location) _____

What are your primary industry interests? ☐ Advocacy ☐ Business Operations

☐ Education ☐ Events

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