



95

PLANNING FOR THE NEXT 100 YEARS

RAMW ANNUAL MEETING 2014 - 2015



# TABLE OF CONTENTS

- 1. LETTER FROM THE PRESIDENT AND CHAIRMAN**
- 3. ABOUT US**
- 5. LEGISLATIVE RECAPS AND FORECASTS**
- 9. OPERATIONS AND MEMBERSHIP**
- 11. PROGRAMS AND COMMUNICATIONS**
- 13. THE RAMMYS**
- 15. TRAINING**
- 16. EDUCATED EATS**
- 17. YEAR IN REVIEW: PHOTOS**
- 18. OUR PARTNERS**

# A LETTER FROM THE PRESIDENT AND CHAIRMAN



Kathy E. Hollinger | President & CEO



Geoff Tracy | Chairman

**Dear RAMW Members,**

It is because of you that this past year was a notable and important year for Restaurant Association Metropolitan Washington. As your official trade association and community, RAMW is only as strong and influential as the members that make up our organization and those who engage in the ongoing dialogue surrounding the regional business climate. As we close this fiscal year (April 2014–March 2015) and begin our 95th year as an Association, we would like to congratulate you – RAMW Members – for an impressive year of political engagement and influence, business regulatory progress, and overall success among your businesses bolstering the strength of our regional industry.

We look forward to working with you in the coming year and will continue to build a strong organization that is able to address the needs of our growing restaurant and foodservice community. Following our Annual Meeting on March 23rd, 2015, you will be able to access our year-end report and 2015-2016 lists of Officers and Board Members at RAMW.org, as well as other business resources. This content may also be found in next month's issue of Foodservice Monthly.

The RAMW membership continues to grow and reflect the diversification and evolution of the industry throughout the region. RAMW members and Board Members came out in droves to respond to political calls to action and to have their voices heard on critical issues in the District from Tipped Minimum Wage to the “Ban the Box” legislation. DC members helped to prevent an

increase in ABC penalties for businesses in the District and influenced Councilmembers to halt a major increase in annual sidewalk café operation fees. In Northern Virginia, members rallied together to fight a proposed Fairfax County Meals Tax increase, to discuss noise issues in Arlington County. RAMW members saw great victories surrounding changes to many Virginia ABC laws for brewers, distillers, and winemakers, and successfully campaigned to stop a bill that would have allowed meals tax initiatives to be possible without ballot referendums.

While each of these campaigns served to protect the interests of restaurants and foodservice businesses, the overarching triumph this year is the level of advocacy and influence RAMW was able to achieve. Our proactive approach started by developing close working

relationships with elected officials, lawmakers and, heads of regulatory agencies across the region. More and more we are seeing elected officials come to RAMW for support and input on potential legislation early on in their process. They look to us for data about the impact legislation might have on our industry – especially as the restaurant industry is the second largest employer in the District second only to the Federal Government. We were able to achieve this level of credibility and transparency by creating numerous face-to-face meetings with legislators and hosting Advocacy Day events and Legislative Receptions in DC and Virginia to connect elected officials directly with the restaurant owners and operators in their jurisdictions. This personal engagement is key to ensuring that the voice of our industry is heard and is an integral part of our 2015-

# LEADERSHIP

## RAMW ANNUAL MEETING

2016 agenda. With many new elected and appointed officials at the helm of our government and regulatory agencies, RAMW will be pulling you in more than ever to meet with the new administrations to establish those critical relationships.

Outside of government affairs, RAMW members were active in the bounty of marketing opportunities and customized programming available to members. A subcommittee of the Board of Directors formed to discuss ways to refresh the bi-annual Metropolitan Washington Restaurant Weeks – our most successful and longest running program. Cocktail Week and Spring Wine Fling, both consumer-facing campaigns, continued to grow in number of participants and regional awareness. The Association launched its inaugural consumer newsletter creating a new platform for restaurant members to reach diners. New strategic partnerships were fostered, which increased free marketing opportunities. Through the Citi Open Tennis Tournament, the International Association of Culinary Professionals Conference hosted in the District, the acclaimed Montréal en Lumière culinary festival which featured Washington, DC as the guest city this year, and numerous citywide events hosted by our partners at Events DC such as conferences, conventions, sporting and entertainment events, key opportunities for innovative exposure and engagement with locals and visitors coming in to the region were offered to our members.

We continue to provide timely industry updates on issues you need to know about. RAMW hosted Neighborhood Restaurant Roundtables and Q&A workshops on specific and timely topics for restaurants. In addition, our partnership with the DC Health Benefit Exchange, DC Health Link, allowed RAMW to continue to serve as a resource and guide for the foodservice industry businesses and individuals as they navigate the Affordable Care Act. The Association continues to be the primary provider of food safety and alcohol manager training in the Metropolitan Washington area. We have diversified instructors offering classes in multiple languages and in different areas throughout the region.

The 2014 RAMMY Awards Gala was held at the Walter E. Washington Convention Center for the largest RAMMYS to date. Named the #1 Food & Restaurant event by BIZBASH Magazine for five consecutive years, The RAMMYS celebrate Metropolitan Washington's

greatest assets: its restaurants. Through dynamic partnerships, media exposure, unique marketing and promotional opportunities there was a major growth in visibility for the RAMMYS, finalists, and restaurants in the region. RAMW is in the midst of preparing for the 33rd Annual RAMMY Awards Gala. This year's event will take place on Sunday, June 7 at the Walter E. Washington Convention Center. Tickets and sponsorships are now on sale for this not-to-be-missed annual celebration. The five finalists in each of the twenty award categories will be announced live at the RAMMYS Nominations Event on March 30th at The Hamilton. The event is open to RAMW members and RAMMYS sponsors.

Moving in to the 2015-2016 year, we would like to thank the Executive Committee Officers and the Board of Directors for their dedicated service to and support of the Association. On April 1st we will welcome Gus DiMillo, a Principal of the successful restaurant group Passion Food Hospitality, as our new Chairman of the Board.

We look forward to serving this incredible community in 2015-2016 and encourage your continued active participation in your areas of interest throughout the year. We also welcome your feedback and suggestions as we strive to provide useful resources, essential training, smart approaches to advocacy, and dynamic programming for your businesses.

**Sincerely,**



**Kathy E. Hollinger,**  
President and CEO, RAMW



**Geoff Tracy,**  
RAMW Chairman of the Board 2013-2015  
Chef/Owner of Chef Geoff's and Lia's

# WHO WE ARE

The Restaurant Association Metropolitan Washington actively promotes the Washington, DC Area foodservice industry on behalf of our **over 900 members**, which include restaurant owners and operators, food distributors, and service providers. As the Metropolitan Washington restaurant scene continues to expand, so does our membership, which grows daily, and soundly represents the diversification of the industry in the area. Entering our 95th year, we continue to promote and sustain the growth and development of the industry while providing you with legislative and regulatory representation, marketing and small business support, as well as programming and events.

**Established in 1920, RAMW is become an advocate, resource, and community for our members.**



## ADVOCATE

RAMW is an advocate for restaurants and the Washington, DC Metropolitan Area food service industry. We work to keep you informed about changes in legislation and business regulatory matters at the local, state and national level that will affect the way you run your business.

RAMW is also an advocate for restaurants to your customers. We create marketing opportunities to keep your restaurants in the public eye and encourage diners to keep dining out through programs such as Restaurant Week, Cocktail Week, Spring Wine Fling, Cherry Picks, The RAMMY Awards, and our media partners.

## RESOURCE

Industry insights, referrals, training and marketing support are just a click away. RAMW is your guide through the often-confusing process of opening and operating a restaurant. We have created a DC and Virginia Resource Guide to help you navigate between government agencies, permitting offices, and regulatory hurdles. Our extensive Endorsed Provider list allows you to take advantage of exclusive pricing on products and services just for you.

Take advantage of discounts on Food Safety Manager training, Alcohol Manager training, and other training programs offered at RAMW or at your establishment.

## COMMUNITY

Who you know is just as important as what you know. Through RAMW's Power Hour networking events, educational seminars and Association newsletters (On the Line, RAMWeekend, Food + Drink) you'll get to know the people and businesses that drive one of the most vibrant industries in the Washington DC Metropolitan Area.



# DC RECAP

## MINIMUM WAGE & TIPPED MINIMUM WAGE

A phased-in increase in the minimum wage took effect in 2014. Through our work with the Council there was not an increase to the tipped minimum wage in 2014 but ballot initiatives which would increase the tipped minimum wage have been introduced by activist groups. As of now, two of the initiatives have failed because the required number of signatures were not collected and a third initiative is still active.

## SIDEWALK CAFÉ RENTAL RATES

RAMW has successfully resisted several proposed increases in sidewalk café rental rates. RAMW maintains that low café rental fees encourage operators to add sidewalk cafés which translate into additional tax revenue, more jobs and contributes to public safety by adding “eyes on the street.”

## ABRA ISSUES

In the Omnibus ABC bill passed by the Council last year, RAMW was able to hold the line on additional, excessive penalties

for sale to minor violations and has preserved the right of licensees to receive written warnings for all but egregious sale to minor violations. RAMW successfully defeated a provision which would have expanded the Board’s authority to sanction licenses for conduct deemed by the Board to be unlawful or disorderly.

In addition, RAMW had the definition of disc jockey clarified so that restaurants do not need ABRA entertainment endorsements for the mere playing of recorded music.

## LICENSE TO CARRY A PISTOL

The District of Columbia Council passed an amendment to the Firearms Control Regulations Act which is thought to be consistent with the recent Supreme Court opinion. The law prohibits the carrying of a pistol in most ABC licensed establishments, but not in those holding restaurant (CR or DR) or hotel (CH or DH) licenses. A business may, however, prohibit carrying of a pistol on its premises by posting a conspicuous sign.



## FORECAST

### MINIMUM WAGE & TIPPED MINIMUM WAGE

Minimum wage and tipped minimum wage will continue to be on the front burner of conversations in the coming year. One tipped minimum wage ballot initiative is still active, and it is unclear whether the appropriate amount of signatures will be collected in order for the initiative to make it onto the ballot.

## SIDEWALK SIGNS

New sign regulations have been under review for several years. RAMW continues to push for the availability of sidewalk sign permits; as such signs are currently illegal. The most recent draft of the regulations contains provisions for a sidewalk sign permit.

## VA RECAP

### MEALS TAX

Fairfax County Board of Supervisors considered a Meals Tax referendum in 2014. RAMW led the charge to stop the referendum and prevent a meals tax in Fairfax County. In the Virginia General Assembly, RAMW was successful in defeating a bill that removes the requirement for a referendum for counties to raise or introduce a meals tax.

### STREAMLINE LICENSE PROCESS

Streamlining the permitting process for restaurants in Virginia continues to be a priority. We must make sure the process is accessible and easily navigated by members of the industry.

### ABC RESTRUCTURING/ABC AUTHORITY

The General Assembly passed a bill replacing the ABC board with an ABC Authority. The new structure will allow the ABC Authority to function more like a business. It will also remove the pressure from the state for ABC sales to make up for revenue short falls, and allow for more flexibility in pricing for restaurants and customer service.

### MINIMUM WAGE

A variety of bills were introduced that would raise the minimum wage and eliminate the tip credit. RAMW was successful in defeating the numerous attempts.

### FORECAST

#### FOOD ALCOHOL RATIOS

There was an effort to eliminate the required 45% food sales to liquor ratio in order to have an ABC mixed beverage license. The bill would have reduced the ratio to 42% with hopes of reducing it more significantly over time. This bill was tabled in the Senate, but will likely be revisited.

#### ABC AUTHORITY

Once the ABC Board is replaced with the ABC Authority we will work with the Authority to make sure operations are beneficial to restaurants.

### STREAMLINE LICENSE PROCESS

RAMW continues to work closely with Fairfax County in the effort to improve the permitting process. RAMW members and staff are part of a county task force to design a permitting process to help the

industry open new businesses and expand existing businesses more efficiently

### FOOD VENDING TRUCKS

The Virginia General Assembly has passed a bill that instructs the Commonwealth Transportation Board to amend the regulations that govern whether food truck vendors can use Virginia road right of ways.

### FOOD SAFETY AND ALLERGY TRAINING

This bill requires the Board of Health to include training standards that address food safety and food allergy awareness in its regulations governing restaurants. The bill also requires the Commissioner of Health to provide written materials on food safety and food allergy awareness and safety for the training of restaurant personnel.

# NATIONAL RECAP

## MENU LABELING

The U.S. Food and Drug Administration finalized two rules requiring that calorie information be listed on menus and menu boards in similar retail food establishments and chain restaurants with 20 or more locations that are doing business under the same name, and offering for sale substantially the same menu items.

## MINIMUM WAGE

There has been a national movement to increase the minimum wage, mostly focused on the East and West Coast states. Cities and states have introduced legislation or adopted legislation that not only increases the minimum wage, but also the tipped minimum wage.

## RETAIL WORKERS BILL OF RIGHTS

The Retail Workers Bill of Rights was passed unanimously in San Francisco. The bill mandates that businesses that have both full time and part time employees must offer their part time employees full employment before hiring new part time employees. It also creates regulations on scheduling; employers must schedule their employees two weeks in advance and changes to that schedule can result in employers having to compensate their employees for those changes.

## FORECAST

### RETAIL WORKERS BILL OF RIGHTS

This bill, which passed unanimously in San Francisco, requires two weeks of advance scheduling for employees. Since its passage similar bills have popped up statewide in California, Oregon, Minnesota, and New York, and will likely be an ongoing discussion.

### MINIMUM WAGE

The minimum wage discussion will continue to be on the forefront of the conversation nationally, and locally. The tipped minimum wage system is at risk, and the efficacy is being reexamined as certain states require restaurants pay their tipped employees the full minimum wage.

### PAID SICK LEAVE

Providing paid sick leave for all employees is already required in DC, as well as some states and cities. However it is now being explored at different state levels throughout the country on a wider basis.

### COMPOST AND RECYCLING

Most recently New York City passed a mandate that requires larger restaurants to separate and compost organic waste. However, this law does not go into effect for several years because New York City currently lacks the infrastructure capacity to compost the organic waste that will be generated. Compost and recycling mandates may become statewide, and national issues.

*Source: National Restaurant Association*

## FOOD AND BEVERAGE TRENDS



LOCALLY SOURCED MENU ITEMS AND HYPER LOCAL SOURCED ITEMS (E.G. RESTAURANT GARDENS)

NATURAL INGREDIENTS/MINIMALLY PROCESSED FOOD

LOW CALORIE AND LOW SODIUM MEALS

HEALTHY KIDS MEALS

ENVIRONMENTAL SUSTAINABILITY

NEW CUTS OF MEAT

TECHNOLOGY IN THE KITCHEN AND FRONT OF HOUSE

GLUTEN FREE CUISINE

FOOD WASTE REDUCTION/MANAGEMENT

WILD CRAFTING AND FORAGING

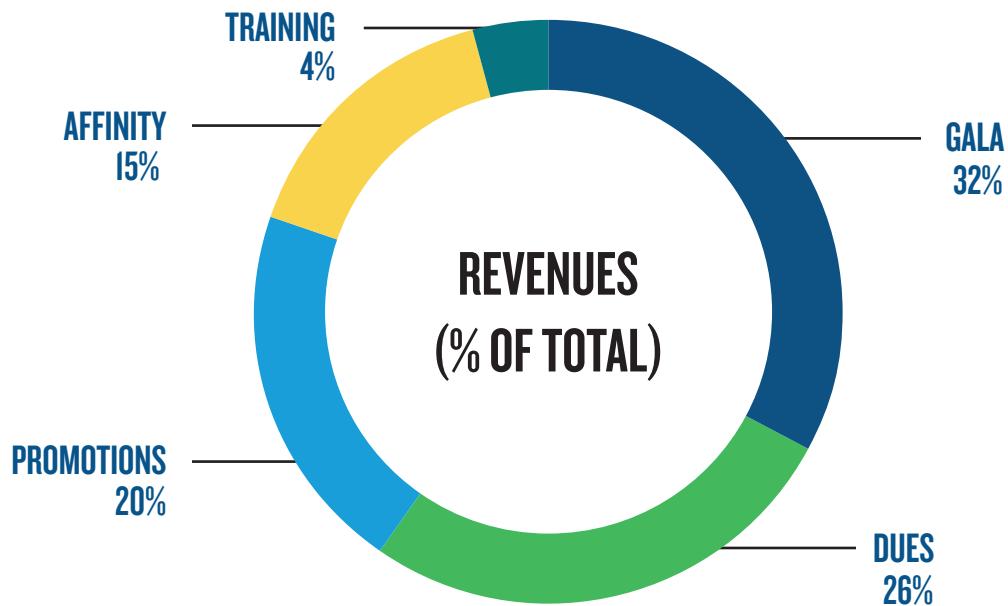
POP UP/TEMPORARY RESTAURANT LOCATIONS

LOCALLY PRODUCED BEER/WINE/SPIRITS

SUSTAINABLE SEAFOOD

*Source: National Restaurant Association*

# REVENUES



## MEMBERSHIP

900+

MEMBERS

39 MULTI-LOCATION GROUPS

REPRESENTED

59 % - DC

13 % - MD

26 % - VA

2 % - OTHER

19 %

ALLIED

74%

RESTAURANT

3%

PROFESSIONAL

4%

OTHER



# PROGRAMMING & MARKETING

**RAMW CONSUMER FACING PROGRAMS** are a great opportunity to promote our restaurant members to our regional diners through fun and creative engagement activities such as Instagram or Twitter contests. Our programs are a tool for restaurants of all sizes to take advantage of the strong advertising and marketing campaigns that are launched with each promotion.

Brand awareness is key among Metropolitan Washington area consumers, participating or supporting RAMW consumer-facing programming for maximum exposure allows for restaurants and sponsors to receive media coverage through aggressive public marketing and media relations activities.

- **4.7 million impressions** through outdoor advertising within the Metro Rail and Bus system.
- **900,000+ culinary enthusiasts** reached via targeted marketing to local consumers who enjoy fine dining, wine, beer and spirits
- **1.1 million mentions & 1.2 million impressions** from exposure through online social media campaigns
- **250,000+** visits to the RAMW and Restaurant Week sites
- **On-air mentions** – Exposure to hundreds of thousands of viewers and listeners through radio mentions and television appearances through marketing partnerships with local media outlets

## SUMMER AND WINTER RESTAURANT WEEK PROMOTIONS

An event with mass appeal, Metropolitan Washington Restaurant Week, founded and produced by the Restaurant Association Metropolitan Washington, provides one of the most effective marketing platforms in the area for local restaurateurs and sponsoring partners, by attracting a regional audience of millions for each bi-annual event. Our marketing and advertising campaign includes outdoor, television, radio, newspapers, magazines, web, and social media.

The Restaurant Week promotion receives a considerable amount of media coverage from radio, television and food blogs and is the subject of hundreds of conversations throughout the region; ranking highly as one the most popular topics on social networks.

## MARKETING IMPACT

**4.7**

**MILLION IMPRESSIONS**

**THROUGH OUTDOOR METRO  
ADVERTISING**

**900,000+**

**CULINARY ENTHUSIASTS**

**REACHED VIA TARGETED  
MARKETING EFFORTS**

**1,000,000+**

**MENTIONS & IMPRESSIONS**

**THROUGH SOCIAL MEDIA  
CAMPAIGNS**

**250,000**

**VISITS TO RAMW AND  
RESTAURANT WEEK**

**WEBSITES**

# PROGRAMS & COMMUNICATIONS

RAMW ANNUAL MEETING

## DC COCKTAIL WEEK

Everyone loves a good cocktail. DC Cocktail Week (DCCW), is a celebration spotlighting local mixologists, bartenders and innovative cocktail programs in the Metropolitan Washington area. Featured cocktails and a small food pairing are selected by participating restaurants and showcased through a focused marketing campaign.

## SPRING WINE FLING

The Spring Wine Fling is a week-long celebration of wine programs across our region. The promotion highlights wine programs during the transition to the Spring season. Participating restaurants offer flights, tastings and/or pairings of wines during the promotional period.

## CHERRY PICKS

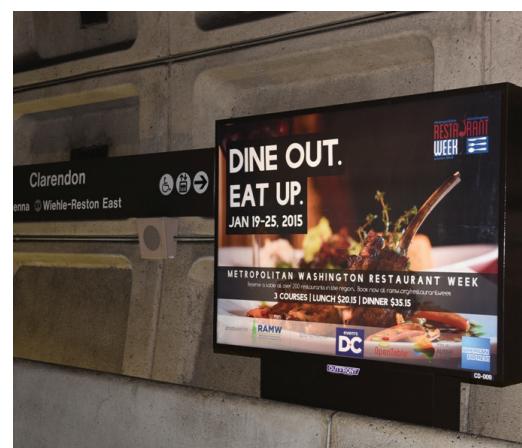
Now in its twelfth year, Cherry Picks highlights the metro area's vibrant restaurant scene. Participating restaurants highlight creative spring menus throughout the Festival. The program is offered in conjunction with the National Cherry Blossom Festival (NCBF) running March 30th – April 12th. Participating restaurants are included in NCBF marketing materials, the Festival app and have a dedicated page on both the NCBF and RAMW websites.

## ACTIVATION AROUND REGIONAL SPECIAL EVENTS AND CONVENTIONS

RAMW works with our partners to identify conferences and special events such as the Washington Auto Show, the Home & Garden Show, the Rock n' Roll Marathon, Microsoft 2014 Worldwide Partner Conference, and AT&T Nation's Football Classic. Restaurant members are encouraged to create promotions and/or menu items that provide additional visibility and reinforce support of the event as well as highlight the diverse dining options available in the area.

## COLLECTIVE ADVERTISING

We work with members around major holidays to provide cost-effective advertising and marketing of special menus or offers through collective print advertising and digital email marketing campaigns. Members are offered space at a low price point to help promote dining out in the area during pre-identified holidays and other widely celebrated events



# 2014 RAMMY AWARD WINNERS

## FORMAL FINE DINING

### RESTAURANT OF THE YEAR

Fiola

## UPSCALE CASUAL RESTAURANT OF THE YEAR

Ripple

## EVERYDAY CASUAL RESTAURANT OF THE YEAR

Toki Underground

## NEW RESTAURANT OF THE YEAR

The Red Hen

## CHEF OF THE YEAR

Haidar Karoum, Doi Moi, Estadio,  
Proof

## RISING CULINARY STAR OF THE YEAR

Michael Friedman, The Red Hen

## PASTRY CHEF OF THE YEAR

Caitlin Dysart, 2941 Restaurant

## WINE PROGRAM OF THE YEAR

Ripple

## COCKTAIL PROGRAM OF THE YEAR

Jack Rose Dining Saloon

## BEER PROGRAM OF THE YEAR

Birch and Barley / ChurchKey

## SERVICE PROGRAM OF THE YEAR

Blue Duck Tavern

## RESTAURATEUR OF THE YEAR

Michael Babin, Neighborhood  
Restaurant Group

## REGIONAL FOOD AND BEVERAGE

### PRODUCER OF THE YEAR

Red Apron Butcher

## FAVORITE GATHERING PLACE OF THE YEAR

Hank's Oyster Bar – Dupont Circle

## UPSCALE CASUAL BRUNCH

Mintwood Place

## EVERYDAY CASUAL BRUNCH

Pearl Dive Oyster Palace

## FAVORITE FAST BITES

Amsterdam Falafelshop

## JOAN HISAKA ALLIED MEMBER OF THE YEAR

ProFish, Ltd.

## EMPLOYEE OF THE YEAR

Stelios Alexandris, 1789 Restaurant

## MANAGER OF THE YEAR:

Boo Young Kim, District Commons

## DUKE ZEIBERT CAPITAL ACHIEVEMENT AWARD

Lynne Breaux



## ABOUT THE RAMMYS

The first RAMMY Awards Gala was held in 1982 and was attended by several dozen restaurant industry players. Over the years, the Gala has grown in size and stature. Today, the event has grown to over 1,800 attendees and serves as a benchmark of success and prestige for nominees and RAMMY award winners.

The RAMMY Awards Gala honors the exceptional ability and accomplishments of the hard-working individuals and organizations of the region's restaurants and foodservice community. Named the #1 Food & Restaurant event by BizBash Magazine for five consecutive years, The RAMMYS celebrate one of Metropolitan Washington's greatest assets: its restaurants.

# TRAINING

RAMW works with the **National Restaurant Association to offer SERVSAFE®**, the brand leader in Food Manager courses. RAMW is your comprehensive training resource. We offer the required courses to be certified for food manager and alcohol manager licenses, as well as courses on food allergies and on-premise security.

At RAMW we offer **Bilingual Classes, Food Manager Courses, Alcohol Awareness Courses, Food Handler Courses and Allergens training** – which are soon to be a requirement in Virginia. We have an army of instructors ready to teach your employees and staff the fundamentals of food and alcohol management training.

We are training a workforce one head at a time. **In 2014, we hosted 1600 professionals at our Food and Alcohol Manager courses.** Our partnership with DC Capital Food Bank and the DC Public Charter School Association has allowed us to reach not only restaurants, but also individuals that serve our homeless and youth.



## EDUCATED EATS

The Restaurant Association Metropolitan Washington Education Foundation (RAMW-EF), known as Educated Eats, is a non-profit organization dedicated to promoting the restaurant industry as a career of unlimited opportunity.

Founded in 2004, Educated Eats (501(c)3) advocates for the value of employment through the restaurant and foodservice industry and is committed to creating the next generation of culinary professionals. Each year, RAMW hosts a fundraiser to bring the restaurant community together to raise money for scholarships.

In 2014, the scholarship was renamed to honor Frans Hagen, a true advocate in the culinary arts education field. The Frans Hagen Scholarship aims to reach prospective students in the DC, MD and VA region.

Scholarships are provided to both high school students and individuals presently working in the restaurant industry, or who are interested in pursuing education towards a food service and culinary profession. In 2014, The Educated Eats Foundation gave four scholarships to determined and deserving individuals. Past scholarships have been awarded to students attending The Culinary Institute of America, Johnson & Wales, and other prominent culinary schools in America.

This year, we give special thanks to these establishments who generously supported the Educated Eats Foundation.

**Black's Family Foundation**

**Pepco**

**Carmine's Family Italian Restaurant**

The updated website **[www.educatedeats.org](http://www.educatedeats.org)** explains our scholarship program and hosts our application. **Applications are being accepted until May 1, 2015.**

# YEAR IN REVIEW: PHOTOS

RAMW.ORG



POWERHOUR @  
STREETSENSE



2014 HOLIDAY PARTY AT SAX



2014 RAMMYS FINALISTS @  
FARMERS FISHERS BAKERS

2014 EDUCATED EATS FUNDRAISER  
@ CARMINE'S



THE 2014  
RAMMY AWARDS



# OUR PARTNERS

RAMW ANNUAL MEETING

## ENDORSED PROVIDERS



## INDUSTRY PARTNERS



## HOSPITALITY ALLIANCE



## MEDIA PARTNERS





---

**RAMW.ORG**

---



@RAMWdc