

member news

The National Restaurant Association named **Bruno Serato, Anaheim White House** in Anaheim, California, the "Cornerstone Humanitarian of the Year"! Bruno was presented this award in September during a Capitol Hill awards ceremony at the National Restaurant Association's 20th Annual Public Affairs Conference in Washington, D.C.

DiRōNA honored restaurant industry icon **Drew Nieporent**, President of Myriad Restaurant Group, by inducting him into the DiRōNA Hall of Fame at this year's Conference in August. One of America's most celebrated and accomplished restaurateurs, Nieporent has created some of the finest restaurants in New York City, London and San Francisco, including Nobu, Montrachet and Tribeca Grille in New York City.

ask the experts

New To Dirona.org

DiRōNA is excited to roll out a new initiative for the Web site called "Ask the Experts". Ask the Experts is now posted on the homepage of www.dirona.org.

Please take this opportunity to visit the Web site and ask all of your questions about wine.

We would like to welcome our first expert, **Steven Geddes**, Director of Wines and Spirits, for Andre's Restaurants and Alizé in Las Vegas, Nevada.

contact us

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DiRōNA update

Dine for America

On October 5, more than 8,000 restaurants across the country will come together in a "Dine for America" day, a national fundraising effort to support the American Red Cross Disaster Relief Fund and help those affected by Hurricane Katrina. To participate, please visit www.dineforameria.org

Our Members and Partners Respond to Hurricane Katrina

Michaela York and John Folse of **Chef John Folse & Company** in Gonzales, Louisiana are working with The Research Chefs Association and the American Culinary Federation to coordinate a "food drive" from the chefs and food companies of America to get food to the thousands who evacuated New Orleans and the Gulf Coast. Once the trucks arrive in Louisiana they are dispatched by Chef John Folse & Company to various distribution centers that in turn supply hundreds of shelters, churches and groups feeding firefighters, police and medical personnel not covered by Red Cross and FEMA operations. In addition to this large-scale effort, Chef John Folse and his team have been traveling to shelters to serve hot food to evacuees and rescue workers.

There will be a Hurricane Katrina Relief Benefit sponsored by **Share Our Strength** on October 17 in Washington, DC. Tickets are \$250 and the event will feature over 50 top chefs from across the nation. Please visit www.strength.org.

Guestbridge has developed a message board for restaurants affected by Hurricane Katrina. You may access the board at: <http://katrina.guestbridge.com>. Many restaurants around the country have listed temporary or permanent jobs they have available. Please add to this list if you have openings.

The Brennan family of the **Commander's Palace Family of Restaurants**, based in New Orleans, is spearheading a relief fund to benefit professionals in the hospitality industry who will be without jobs as the city is rebuilt. The New Orleans Hospitality Workers Disaster Relief Fund accepts donations at www.ghcf.org.

Ray's Boathouse in Seattle, Washington will donate \$1 for every salmon entrée sold during the month of September. All funds raised will be donated to Second Harvest.

food for thought

Question of the Month

Last month, we asked you, *Other than the quality of food, what are the three most important factors in your dining experience?*

Here are just some of the responses:
"Good food*, good wine, good service and good company (aids the digestion.)"
-Jeanie Brooke

"Atmosphere, attentive, friendly and knowledgeable wait staff and getting what you pay for."
-Maple and Mike

"Wine by the glass choices, service, and ambience/décor."
-Lucinda Smith

"Freshness, creative cooking and ambience."
-Mike Mcgreal

"Good wait staff who appear when needed, food arrives in a timely fashion and an atmosphere that allows private conversations."
-Sun T. Prahasto

September Question:

If you could change one thing about restaurant dining, what would it be?

Please send your answers to Julie Shamrock at jshamrock@kellencompany.com



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