

KENTUCKY RESTAURANT ASSOCIATION

WWW.KYRA.ORG

It Pays to Belong...

Membership in the Kentucky Restaurant Association (KRA) comes with a complete menu of benefits. You can save money on everything from credit card processing to insurance premiums.

- **SERVSAFE® FOOD HANDLING COURSES**

KRA Members save up to \$210.00 per student

- **SERVSAFE ALCOHOL® COURSES**

KRA Members save \$70.00 per student

- **PAYROLL SERVICES**

KRA Members receive special pricing! FREE set up and conversion

- **CREDIT CARD PROCESSING**

KRA Members receive low simplified monthly rates and full disclosure of costs

- **TRAVELERS INSURANCE**

KRA Members receive special auto and home plans with discounts

- **PROPERTY AND CASUALTY INSURANCE**

Great rates for KRA Members!

- **FISHBOWL MARKETING**

KRA Members are offered special pricing for e-mail marketing

TO LEARN MORE ABOUT THE BENEFITS OF A KRA
MEMBERSHIP, PLEASE CONTACT:

Stacy Roof

502-896-0464 / 800-896-0414

Fax: 502-896-0465 Email - stacy@kyra.org



KENTUCKY
RESTAURANT
ASSOCIATION

We'll serve up some major savings



Membership in the Kentucky Restaurant Association (KRA) comes with a complete menu of benefits. You can save money on everything from payroll processing to marketing ideas. Participate in professional educational seminars at special discounts. Get expert legal advice at no charge. Speak out - and be heard - on legislative issues that affect the food and beverage industry - and more.

Since 1964, the KRA has been working to promote, educate and represent the state's foodservice industry. By joining you'll get cost-savings from our group purchasing power. Plus free membership in the National Restaurant Association and your local chapter, too. Have we whet your appetite yet? Then read on.



Payroll Processing:

Automatic payroll should be efficient and cost-effective for any size organization. KRA members receive special pricing on payroll services with FREE set-up and conversion.

Payroll Check Card:

Your employees can access their pay easily and affordably at over half a million ATM machines.

Credit Card Processing:

KRA members receive low simplified flat rates, no separate transaction fees or statement fees.

Insurance partnerships:

Our insurance partners are experienced in the foodservice industry. They'll do the work to get you the best rates on programs ranging from workers' compensation and liquor liability to property/casualty and disability. KRA members and employees receive a \$2000 AD&D Policy Free.

Health Insurance:

Employee benefits are among the largest investments for employers. KRA members are offered creative ways to reduce your health insurance premiums.

Music Licensing Discounts:

Do you offer music as part of your overall dining package? KRA members receive discounts on music licensing, sound systems installations and drive-through equipment and supplies.

Telephone on-hold messaging:

Communicate with customers even when you can't talk in person. Customize what they hear with while on-hold with marketing messages, music and other options.

E-Mail Marketing:

Fishbowl Marketing gives KRA members special pricing and programs. Announce new menu items, charity events and new store openings.

Hcareers:

Advertise your jobs with the leading job board in your industry. Make Hcareers your first point of recruitment advertising when you are looking for qualified candidates within the hospitality industry.

Educational seminars provide food for thought

The KRA is your leading source for professional educational seminars for restaurant owners, operators and managers. Subjects cover everything from safe food handling to alcohol awareness.

ServSafe@:

Finally, a one-day program that enables you to be trained, tested and certified in serving food safely.

KRA members - \$85 per person
Non-members - \$295 per person

ServSafe Alcohol@:

Training that teaches employees how to recognize alcohol related problems and intervene safely.

KRA members - \$25 per person
Non-members - \$95 per person

Free Video loan library:

Busy schedule? Our videotapes on topics like Personal Hygiene, Preventing Theft, Handling Complaints and Anticipating Customer Needs can be borrowed and viewed at your convenience.

Free information resource library:

KRA members have access to the latest industry statistics, information on labor laws, and resources to assist with writing a business plan, surviving a health inspection, among many other resources.

Educational Materials:

We supply state and federal compliance posters and labor law information as well as tip reporting information and alcohol posters free of charge.

Information at your Fingertips

As a KRA member, you can access valuable industry information on our website at www.kyra.org.

We can also assist you with any legal or regulatory questions you may have. Just call 502-896-0464 or 1-800-896-0414. If we can't answer right away, we'll research the information you need.

Legislative Support

The KRA maintains a strong presence in Frankfort lobbying for the legislative decisions that will affect your bottom line. And representatives from the NRA voice your concerns in Washington, D.C. We speak out to lawmakers on ever-changing issues like ABC regulations, smoking bans and minimum wage proposals. Our mission is to support, unite and represent all restaurant businesses in the Commonwealth of Kentucky.

Trade news and Information

Read all about it in *The Kentucky Restaurant Journal*, our bi-monthly magazine that highlights different topics and upcoming events relevant to the membership. Our full color magazine offers advertising discounts to members that reach over 20,000+ readers.

The KRA Web (www.kyra.org) site features an on-line dining guide that lets thousands of potential guests know how to find you.

Local and national networking opportunities

Share your success stories or get advice on business challenges by networking with your peers at local chapter events and meetings. When you join KRA, you'll automatically become a member of your local chapter and the National Restaurant Association.



ServSafe® - What You Should Know

The Kentucky Restaurant Association offers ServSafe® classes that cover a wide range of proper food handling material. This class is essential if you want your staff to be educated on the proper way to receive, store, prepare and serve food as well as the repercussions of serving improperly prepared food to customers.

ServSafe® is a program that provides accurate, up-to-date information for all levels of employees. We know your time is valuable so we have designed a course to last a single day. ServSafe® has become the industry standard in food-safety training and is *recognized in all United States jurisdictions* requiring employee certification. We strongly encourage you and your staff to participate in this informative class. In most Kentucky jurisdictions, the Health Department requires one person per shift be certified in safe food handling.

The Kentucky Restaurant Association offers ServSafe® classes throughout the state of Kentucky. We would be more than happy to tailor a program for your staff in your restaurant and at your convenience.



ServSafe Alcohol® - Serve Responsibly

The Kentucky Restaurant Association offers ServSafe Alcohol®, which is a class that helps you and your co-workers responsibly serve beverage alcohol to your guests. Responsible beverage alcohol service safeguards your guests, your community, yourself, your co-workers and your establishment by reducing drunk driving crashes and other injuries related to alcohol beverage over-consumption. By becoming informed about responsible beverage alcohol service policies, you can provide your guests with excellent service and then reap the benefits while promoting and encouraging responsible alcoholic consumption.

The class is divided into 4 sections: Liability Case Study and Beverage Laws, How Alcohol Affects the Body, The Law and Your Responsibility, Techniques for Responsible Beverage Alcohol Service and Service in Difficult Situations. A question and answer session will follow each section and a test will be given at the conclusion. Once the tests have been graded, a Certificate of Completion will be mailed to the individual.

The Kentucky Restaurant Association offers ServSafe Alcohol® classes throughout the state of Kentucky. We would be more than happy to tailor a program for your staff in your restaurant and at your convenience.





KENTUCKY
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133 Evergreen Road, Suite 201
Louisville, KY 40243
phone 502.896.0464 fax 502.896.0465
www.kyra.org

**Membership Application
ACTIVE MEMBER**

BOTH SIDES MUST BE COMPLETED

THE FOLLOWING INFORMATION WILL ALSO BE USED FOR YOUR **FREE** WEB POSTING ON THE KRA WEB SITE
(www.kyra.org).

RESTAURANT _____

CONTACT _____ TITLE _____

STREET ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____ FAX _____

WEB SITE _____ E-MAIL _____

IS THIS LOCATION THE CORPORATE OFFICE? YES / NO

*If the dues that are being paid are for additional locations that are to be included in this membership,
please list contact name, address, phone, fax & e-mail address on a separate sheet.*

MAILING ADDRESS _____

(if different from street address)

CITY _____ STATE _____ ZIP _____

DATE _____ SPONSOR _____ Staff _____

What company processes your payroll? _____

When does your Property & Casualty Insurance expire? _____

Hours of Operation _____

Cuisine Style (circle what best describes your restaurant. Circle as many as you want):

- | | | | | | |
|-------------|-----------------|----------|---------------|----------------|---------------|
| American | California | Deli | Gourmet | Japanese | Pizza |
| Bakery | Caribbean | Desserts | Greek | KY Fine Dining | Quick Service |
| Bar-B-Que | Chinese | Eclectic | International | Mexican | Seafood |
| Bistro | Country Cooking | French | Irish | Middle-East | Steak |
| Cajun | Continental | German | Italian | New American | Vegetarian |
| Other _____ | | | | | |

Average Entrée Price \$ _____

Smoking Area No _____ Yes _____

Catering No _____ Yes _____

Carryout No _____ Yes _____

Meeting Rooms No _____ Yes _____

Lounge/Bar No _____ Yes _____

Entertainment No _____ Yes _____

Reservations:

Recommended Required Not Necessary

Maximum Group May Accommodate _____

Credit Cards Accepted:

Master Card Visa Discover AmEx NONE ALL

Creative description of your Restaurant that will be used on the web site (specialty dishes, wines, etc.)

PLEASE COMPLETE BOTH SIDES OF APPLICATION

OVER

GENERAL

_____ I am interested in serving on the (State) (Chapter) Board. (Circle one or both)

I am interested in serving on the following committee(s):

- _____ Legislative
- _____ Hospitality
- _____ Educational Foundation Trustees
- _____ Membership
- _____ Marketing

Issues that I want to know more about _____

BENEFITS & SERVICES

Benefits & services I would like to know more about:

- _____ Property & Casualty Insurance
- _____ Payroll Processing
- _____ Educational Seminars & Classes
- _____ Credit Card Processing Program
- _____ Employment Postings on our Web Page
- _____ "Information Hotline" for confidential answers to labor, wage & hour, and other questions
- _____ Web Site Hosting

Benefits & services that I would like to see added _____

CLASSES & WORKSHOPS

Classes & Workshops I would be interested in attending:

- _____ Bar & Beverage Sales
- _____ Menu Planning & Development
- _____ Accounting for Restaurants
- _____ Legal Issues
- _____ Crisis Management
- _____ Team Building
- _____ Marketing
- _____ Managing Employee Performance Problems
- _____ Restaurant Profit Management
- _____ Opening a New Restaurant
- _____ BarCode
- _____ ServSafe®

TRADE SHOW

Do you attend KRA's annual EXPO trade show? Yes / No If not, why? _____

What exhibits or workshops would you like to see added to the show? _____

Dues Schedule

My annual dues are \$ _____

Membership dues are based on your annual food & beverage revenue in Kentucky. (Multi-unit firms use combined gross sales for KY units)

This amount is payment for _____ locations.

My Payment is enclosed, or charge it to (circle one)
MASTERCARD DISCOVER VISA AMERICAN EXPRESS

Card # _____

Exp Date _____

Name on Card _____

Billing Address _____

Under \$500,000	\$ 275
\$500,000 - \$999,999	\$ 400
\$1,000,000 - \$1,999,999	\$ 525
\$2,000,000 - \$2,999,999	\$ 650
\$3,000,000 - \$4,999,999	\$ 750
\$5,000,000 - \$5,999,999	\$ 950
\$6,000,000 - \$6,999,999	\$ 1050
\$7,000,000 - \$7,999,999	\$ 1200
\$8,000,000 - \$8,999,999	\$ 1300
\$9,000,000 - \$9,999,999	\$ 1400
Over \$10,000,000	\$ 1400+
+ \$100 each additional \$1,000,000 in sales	

To the Board of Directors:

I submit my application for membership in the Kentucky Restaurant Association and National Restaurant Association, and certify as to the accuracy of our food and beverage revenue.

Signature _____

Date _____

To join, complete this application & return with payment for first year's dues to:

KENTUCKY RESTAURANT ASSOCIATION
133 EVERGREEN ROAD, SUITE 201
LOUISVILLE, KY 40243
502-896-0464
502-896-0465 FAX