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September 21, 2021

Top 3 Reasons **Why People Like to Work in the Restaurant/Hospitality Industry.**

- Fun work environment**  
*"I put smiles on people's faces."*
- Amazing co-workers**  
*"The community that is created both in the kitchen and with customers."*
- Interacting with different people every day**  
*"I love interacting with customers and making them happy by delivering quality food."*

## Things to Consider When Building a Winning Team

The Wisconsin Restaurant Association conducted a recent survey to understand how employees within the restaurant and hospitality industry feel about their jobs, what they value in an employer and what motivates them. Here's some key findings that could help you battle absenteeism, high turnover and build a great team.

Source: *Wisconsin Restaurant Association*

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## Upcoming Webinar...

**"How Your Culture Influences Employee Retention"**  
Thursday, September 30th at 9:00am

- Erin Vranas**  
Owner - Parthenon Gyros & Yips Yogurt Chips
- Jeanne Carpenter**  
Owner - Firefly Coffeehouse & Artisan Cheese
- Kris Larson**  
Owner - Becket's Restaurant and Wagner Market
- Paul Bartolotta**  
Chef, Owner, Co-Founder - The Bartolotta Restaurants

Hear from a panel of seasoned operators who are passionate about the culture they have built for their teams. Learn what you can try in your restaurant, ultimately easing the pain of labor shortage while generating a loyal and happy crew both in front and back of the house. It's a true privilege to have this diverse panel lead a session you simply can't afford to miss!



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## Practice the 3 R's - Recruiting, Recruiting, Recruiting

The pressure to fill restaurant jobs is intense. Learning the secrets of recruiting helps you overcome labor shortage challenges to hire the skilled employees you need. Now more than ever, running a great restaurant takes a great team. You want people who are competent, confident and capable of executing the menu, promoting your brand and engaging with customers.



Source: Gordon Food Service Contributors

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## How to Effectively Communicate with Gen Z in the Workplace

...millennials and Gen Z define what a “good communicator” is in radically different ways, and companies can get in trouble if they assume Gen Z wants to be communicated to in the same way as their predecessors. If you don’t understand the nuances of what Gen Z expects from workplace communication, confusion and missteps will follow. To help you avoid any breakdowns when working with your youngest employees, here are four things you need to know to effectively communicate with Gen Z.



Source: Brian Westfall, GetApp

[READ FULL STORY](#)



Source: Wisconsin Restaurant Association

[SEE MORE TIPS](#)

## Preferred Employer Tips

Be that place people WANT to work at! Employee turnover is a battle that many owners face regularly. But is it a necessary battle? What if you could make some business changes that could ensure a happy team that then dramatically increases your employee retention?

Click the link for some tips to help get you out of the non-stop circle of recruiting, hiring and training. Create a business brand that generates positive word of mouth for being known as the preferred employer in your community.

## WRA Member Benefit: Provide Your Team with Unlimited Virtual Health Visits

- Unlimited virtual visits for mental health and medical
- Just \$9/month/employee

- No copay
- No health insurance requirement



## Your INDUSTRY. Your ASSOCIATION. Your COMMUNITY.

Have a question for the Wisconsin Restaurant Association team? Not a WRA member and interested in learning more?

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