

NYSRA Launches Added Value Green Hospitality Initiative

Going green while making green is the goal of the New York State Restaurant Association's newest program. The Green Hospitality Initiative ("GHI") is an EPA funded program being launched by NYSRA to support the greening of restaurants and food establishments in the greater New York area while simultaneously increasing their profitability.

"Our goal is to continue to provide our membership with added value service as part of their base membership fee," noted Jacqueline Chin, Executive Vice President of Services of NYSRA.

The program is the latest initiative between NYSRA's Educational Foundation and the National Restaurant Association. In 2000, the duo teamed to launch a School-to-Career Program called ProStart in New York State. The ProStart Program operates

were no signs of unrest in Europe. Restaurant meals from soup to nuts were averaging under \$1.00. In fact, many restaurants were selling "meal tickets," for \$5.00 upfront, whereby you got \$5.50 worth of food. It was against this backdrop that John W. Eversole of White Plains, Charles A. Laube of Buffalo, George R. LeSavage of New York City, Fred J. Seames of Buffalo, and Walter T. White of Syracuse sat down and formed the New York State Restaurant Association.

Through FREE group and on-site

opportunities for all restaurants to simultaneously go and make green!

NYSRA is working with industry expert Alan Someck on the development of the GHI program. It seems as

though everyone's going green these days, including restaurants. While the tasty presence of locally sourced ingredients may appear obvious to the consumer – the proof is often printed plainly on the menu – there's another greening going on behind-the-scenes in NYC restaurants and Someck is the man behind it all. With more than two decades of hospitality experience, he's using his knowledge and expertise to identify less obvious ways for restaurants to run more efficiently. "Waste removal, energy efficiency, and water conservation might not be as glamorous as heirloom potatoes, but the com-



in 47 states, over 1,000 schools and involves approximately 78,000 students and well over 5,000 educators.

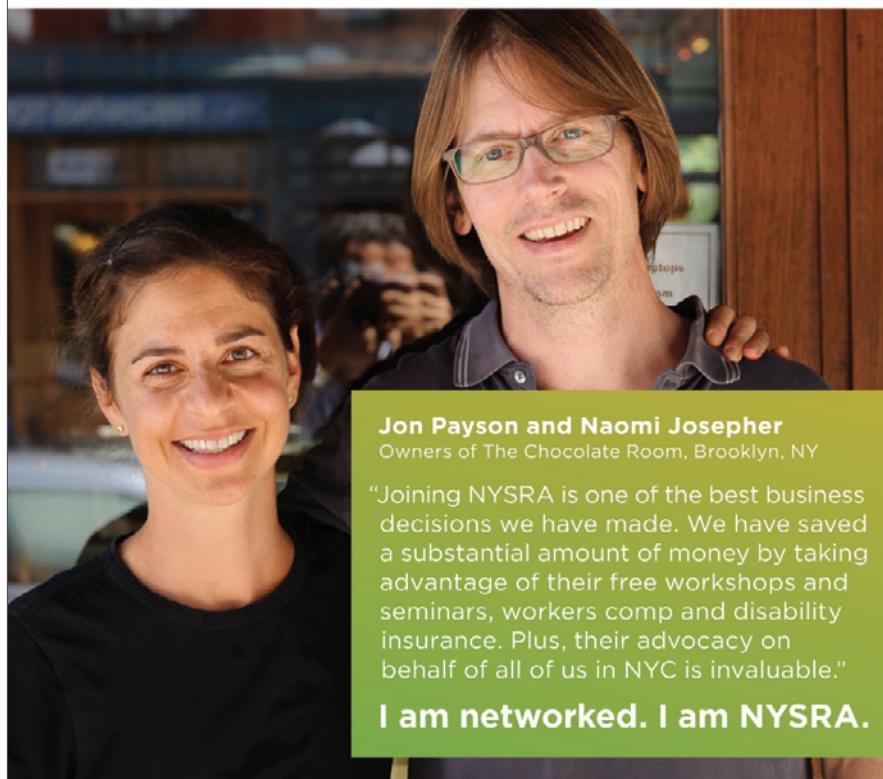
The GHI program is the latest from an association that has continually created solutions for its restaurant members since its launch in 1935. At that time, the country was still very much in the grips of the depression. Franklin Roosevelt was three-quarters through his first term, and there

training, the Green Hospitality Initiative promotes sustainability from three angles - energy conservation, water conservation and the reduction of hazardous cleaning chemicals. GHI services include free assessments leading to specific greening recommendations and a cost-savings analysis customized for the needs of each business independently. The GHI creates practical



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Jon Payson and Naomi Josepher
Owners of The Chocolate Room, Brooklyn, NY

"Joining NYSRA is one of the best business decisions we have made. We have saved a substantial amount of money by taking advantage of their free workshops and seminars, workers comp and disability insurance. Plus, their advocacy on behalf of all of us in NYC is invaluable."

I am networked. I am NYSRA.



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pounding effects of his design solutions are saving significant funds for restaurants," Someck noted.

"The Green Hospitality Initiative developed from connecting my 25 years of experience as a restaurant

operator and consultant with a socially responsible trend that I saw getting stronger," Someck added." I saw that many restaurants wanted to do the right thing around green-ing. They just didn't know enough

and how to go about it. They were consumed with surviving in their business. The Initiative is a catalyst to provide the knowledge and the methods for restaurateurs to begin taking green steps. It was also clear that customers were beginning to expect restaurants to do more in the area of greening."

The next group training is scheduled for September 24th, from 2-5pm, at the Fair Deal Cafe on 253 Mamaroneck Avenue in White Plains. This will provide operators with the opportunity to learn more about the program and sign up for the free assessments.

The NYSRA Educational Foundation has experienced tremendous growth during its short tenure. The excitement of contributing to the growth of the foodservice and hospitality industry provides its own motivation to continue this very important work.

Those interested can find more information on the GHI website at www.nysraef.org/greenhospitality-initiative, and are also encouraged to contact Alan Someck at asomeck@gmail.com or 516.448.1504, or Casey Heil at cmh470@nyu.edu or 914.329.9840.



NEW YORK
STATE
RESTAURANT
ASSOCIATION

NEW YORK RESTAURATEURS, CATERERS, HOSPITALITY, EXECUTIVES: **JOIN THE ONE THAT HAS IT ALL, NYSRA**

We've been helping make New York state's hospitality sector the envy of the world for 76 years... and we're not stopping now. NYSRA offers a full menu of value-driven benefits for its Members.

NYC Advocacy

- Representation before City Government
 - ✓ Mayor's office & agencies
 - ✓ City Council
 - ✓ Borough Presidents
- Political Action
- Media Networking

Unparalleled Tech Support

- Labor issues (30-year deputy commissioner on call)
- Legal
 - ✓ Hospitality expertise
- Connections to a network of industry experts

State-Level Advocacy

- Executive, Legislative & Agency Issues
- First point of contact for government-announced programs & training
- Coalition building
- Industry media voice

Business Start-up

- NYSRA has counseled thousands of start-ups
- Restaurant industry networking opportunities
 - ✓ NYSRA roundtables & forums

International Restaurant & Food Service Show of New York

- Member privileges at conference center
- Vendor information
- Advance booking opportunities

Cutting-Edge Training

- Alcohol & Food Handling
- Health & Safety
- ProStart Secondary School Program in all 62 New York counties
- ManageFirst Curriculum

Budget-Friendly Services

- Workers compensation/disability
- Credit card processing
- Co-op energy buying
- Discounted payroll processing

Crisp, Clear, Communications

- Member alerts on breaking issues
- Monthly "SmallBytes" e-newsletter
- I AM NYSRA Member highlight campaign
- Did You Know

ALLIED MEMBERSHIPS AVAILABLE

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