

*Restaurant Solutions in a Tough Economy
A Productive Way to Spend 2 1/2 days!
Register to Attend!
April 27-29, 2003 • Atlantic City, NJ*

Routing:
Owner _____
General Manager _____
Front of the House Manager _____
Kitchen Manager _____
Bar Manager _____
Human Resource Manager _____
Bookkeeper _____
All Segments of the Foodservice & Hospitality Industry are Welcome

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Edison, NJ

About ROC

In its fifth year the **Restaurant Operators Conference (ROC)** is known for its productive mix of strong educational programming, leisure activities and networking. The 2.5-day program is unique because it offers restaurant operators in New Jersey the chance to engage in stimulating discussions, share ideas, solve common problems and enjoy the camaraderie they otherwise don't get to experience. ROC is a good mix of education, leisure and networking and is an efficient & productive use of your time. **Restaurateurs Deserve It!**

SOME FEATURED SPEAKERS

Offering Restaurant Solutions in a Tough Economy



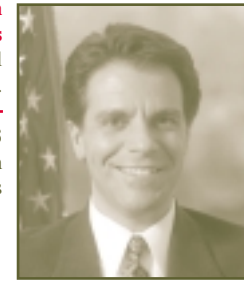
Ira Blumenthal
The foodservice industry's "Renaissance Man" President of Co-Opportunities & Executive Director of The Resource Center for Workforce Solutions.

Monday, April 28, 2003
Profitability Seminar



Former Congressman Michael Pappas
Regional Administrator of U.S. Small Business Administration.

Tuesday, April 29, 2003
Small Business Administration Opportunities



Dr. James W. Hughes
Dean of the Bloustein School of Planning & Public Policy at Rutgers University.

Tuesday, April 29, 2003
Economic Trends That Will Affect Your Business



Hotel Accommodations

Room Rate of \$118 per room, single or double occupancy, is available at the **Atlantic City Hilton Casino Resort**. Call 800.257.8677 before April 11, 2003 to make your reservations. Be sure to indicate that you are attending the New Jersey Restaurant Association's Restaurant Operators Conference (ROC) and confirm the rate you are receiving.

REGISTRATION FORM

Mix & Match to Make ROC Work For You
Restaurant Operators Conference April 27-29, 2003
Atlantic City, New Jersey

FULL CONFERENCE:	# Guest	Total
<input type="checkbox"/> ROC Registration Fee \$199.00 per person	_____	\$ _____
<i>(2 1/2 days: Includes Two Breakfasts, Two Lunches, Wine Tasting, Dinner at the Knife & Fork Inn with Transportation, Seminars and Materials.)</i>		
INDIVIDUAL DAYS:		
<input type="checkbox"/> MONDAY ONLY		
ROC Registration Fee \$49.00 per person	_____	\$ _____
<i>(Includes Breakfast, Lunch, Wine Tasting, Seminars and Materials.)</i>		
<input type="checkbox"/> MONDAY WINE TASTING & NETWORKING MIXER	_____	N/C
<i>Hosted by NJRA Super Allied Partner Fedway Associates</i>		
<input type="checkbox"/> Monday Group Dinner at Knife & Fork Inn	_____	\$ _____
<i>\$75.00 per person (Transportation to and from included)</i>		
<input type="checkbox"/> TUESDAY ONLY		
ROC Registration Fee \$49.00 per person	_____	\$ _____
<i>(Includes Breakfast, Lunch, Seminars and Materials.)</i>		
SUNDAY LEISURE ACTIVITIES:		
<input type="checkbox"/> Golf with Box Lunch: Blue Heron Pines	_____	\$ _____
<i>\$120.00 per person</i>		
<input type="checkbox"/> 2.5K Run@ROC	_____	\$ _____
<i>\$7.00 per person (Includes T-Shirt, Numbers & Prizes for 1st Place Overall Male & Female, Top Male & Female in Designated Age Groups, Best Time Overall Male & Female.)</i>		
<input type="checkbox"/> Spa/Gym@Hilton Casino Resort	_____	\$ _____
<i>\$15.00 per person - admittance fee (Additional services available at additional costs: manicure, pedicure, massage, facials, etc)</i>		
<input type="checkbox"/> Steaks@ROC	_____	N/C
<i>PAC Orientation Dinner at Oaks Restaurant in the AC Hilton Casino Sponsored by the Centurion Club</i>		
EDUCATIONAL PROGRAMMING:		
<input type="checkbox"/> TIPS@ROC (Alcohol Server Training) Monday Only	_____	\$ _____
<i>\$99 Member, \$149 Non Member (Includes Breakfast, Lunch, Wine Tasting and Materials.)</i>		
<input type="checkbox"/> ServSafe@ROC (Food Safety Training) 2 Days-Monday & Tuesday	_____	\$ _____
<i>\$230 Member, \$260 Non Member (Includes Monday Breakfast, Lunch, Wine Tasting, Tuesday Breakfast, Lunch and Materials.)</i>		
TOTAL		\$ _____

Should you wish a vegetarian meal at any of the planned meal functions, please indicate: Yes, I wish vegetarian meals at the following:

Monday Lunch Tuesday Lunch Steaks@ROC Monday Dinner

Your Name: _____

Restaurant Name: _____

Additional Registrant: _____

Additional Registrant: _____
(photocopy this form if needed)

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ e-mail: _____

Method of Payment

Check Enclosed (Checks should be made payable to NJREF)
ROC is a program sponsored by the NJ Restaurant Educational Foundation

Bill my Credit Card Amex Visa MC Discover

Card Number: _____ Exp. Date: _____

Name on Card: _____

*Completed form(s) accompanied by payment should be mailed to:
NJ Restaurant Association 126 West State Street Trenton, NJ 08608 or
For faster service fax credit card reservations to 609.599.3340
Questions? 800.848.6368 • e-mail: info@njra.org • www.njra.org*



Atlantic City Hilton Casino Resort
Atlantic City, New Jersey
April 27 - 29, 2003

FEATURING

GOLF@BLUE HERON PINES • SPA/GYM • GAMBLING • 2.5K RUN@ROC • STEAKS@ROC • NJRA MEGA MEETING • SERVSAFE FOOD SAFETY SEMINAR • TIPS (ALCOHOL SERVER TRAINING) • LEGAL ISSUES Q & A: THE MANY THINGS WE DO WRONG & HOW TO FIX THEM (LEGALLY SPEAKING) • SOUP TO NUTS PUBLIC RELATIONS • RAP@ROC WITH LUNCH 1 & 2 • CHANGES, CHALLENGES & CHOICES - BUILDING RESTAURANT PROFITABILITY IN TOUGH TIMES • BUSINESS WORKSHOP MARATHON • FEDWAY ASSOCIATES WINE TASTING & NETWORKING MIXER • GROUP DINNER AT KNIFE AND FORK INN • GOVERNMENT BUSINESS EXPO - LABOR, ABC, TAXATION & SBA • NJRA BOARD MEETING • NJ'S ECONOMIC FUTURE: PITFALLS & PROSPECTS • RESTAURANT SOLUTIONS IN A TOUGH ECONOMY



ROC COMMITTEE

Ray Cosgrove, Chairman, Bahrs Landing
Jim Filip, Vice Chairman, Doris & Ed's
George Hellen, Prime Hospitality
Mark Metzger, Tabernacle Inn
Wade Avondoglio, Perona Farms
Caroline Till, Steve & Cookies By The Bay

Peter Keller, The Madison Hotel/Rod's
Andrew Latz, Knife & Fork Inn
Richard Dorchak, Cloverleaf Tavern & Restaurant
Judy Richards, Manager Events & Allied Relations
Deborah Dowdell, Executive Vice President
John Byrne, La Campagne Restaurant, Ex. Officio

800.848.MENU
WWW.NJRA.ORG

RESTAURANT OPERATORS CONFERENCE

CONFERENCE SCHEDULE



Restaurant Operators Conference (ROC) Atlantic City Hilton Casino Resort April 27-29, 2003

A Very Productive Way to Spend 2 1/2 Days!!! Restaurant Solutions in a Tough Economy.

SUNDAY, APRIL 27

Devoted to leisure time activities & networking... take the time, you deserve it.

11:00AM - 5:00PM **Registration**

12:00 Noon - 6:00PM **Golf@Blue Heron Pines with Lunch**
(Transportation to golf course on your own)

or

Spa/Gym
Relax at the luxurious private spa with an elegant indoor pool and state of the art exercise room. Make an appointment at the full service salon for a pedicure, manicure, massage, facial or other service. *(Lunch on your own.)*

or

Get Lucky In AC, at the Blackjack Table!

12:00 Noon - 6:00PM Time has been set aside for NJRA **"Mega Meeting" Committees** to meet. (optional)

3:00PM - 5:00PM **2.5K Run@ROC**
Group meets on the boardwalk to compete with your foodservice peers. T-shirts, numbers & prizes will be given to all runners. (Walkers are welcome too!)

7:00PM - 9:30PM Dinner is either on your own, or if you're interested in talking politics & finding out more about the NJRA PAC, plan to attend **Steaks@ROC sponsored by the Centurion Club.**



MONDAY, APRIL 28

Let's Get Down To Business

8:00AM - 6:00PM **Registration**

8:00AM - 9:30AM **Continental Breakfast**

9:30AM - 10:15AM **Legal Issues - Q&A "The Many Things That We Do Wrong & How To Fix Them (Legally Speaking)"**
Gary Young, Esq. Mandelbaum, Salsburg, et. al., NJRA Legal Counsel will illustrate some of the most common mistakes that we, as entrepreneurs/restaurateurs, commit that expose us and our businesses to unwanted and unnecessary legal or tax liability. In many cases, these mistakes can be easily corrected and often at little cost.

MONDAY, APRIL 28 Con't

10:15AM - 11:00AM **NJ Legislative Update**
Find out the latest about .08 BAC, Smoking Regulations, Paid Family Leave, Fire Safety Regulations, Menu Advisories, Utility Costs, Health Insurance and more.

11:00AM - 12:30PM **Soup to Nuts Public Relations Strategies**
Karen Irvine, Culinary Communications, Don Sico, Capital City Solutions and Jim McQueeny, Winning Strategies. 3 PR Specialist give you easy to apply methods for your business. You will walk away with step by step advice on how to get print media coverage, approach your legislators with impact and get TV coverage to promote your business.

12:30PM - 1:30PM **RAP@ROC at Lunch Session I**
Break bread together while sharing ideas and discussing every day challenges of the business. Topics will be assigned to each table.

1:30PM - 2:45PM **Changes, Challenges & Choices - Building Restaurant Profitability in Tough Times**
Ira Blumenthal, the foodservice industry's Renaissance Man, President of Co-Opportunities & Executive Director of The Resource Center for Workforce Solutions.

3:00PM - 4:00PM **Business Workshop Marathon**
"Vendor One On One" Product Samplings & Demos, Taste Tests, new product innovations, focus group discussions... seminar format designed to occur in rapid succession to keep you alert, interested and peak your interest. Ira Blumenthal will also be on hand to answer individual questions.

4:00PM - 6:00PM **Wine Tasting & Networking Mixer**
Hosted by Fedway Associates. Please join us for an informal tasting featuring Wines from the Regions of Italy and the Old & New World, compliments of NJRA's Super Allied Partner.

6:15PM Sharp! **Trolley Transportation**
To the Knife & Fork Inn in Atlantic City
6:30PM - 9:00PM **Group Dinner at the Knife & Fork Inn**
9:00PM on **Enjoy The Evening!**

TUESDAY, APRIL 29

8:00AM **Registration Begins**

8:00AM - 9:30AM **Continental Breakfast**

8:30AM - 9:30PM **Government Business Expo/Continental Breakfast**
Representatives from the IRS, Federal & State

DOL-Wage & Hour, NJ Division of Taxation, NJ Division of ABC & NJ Department of Labor. Stroll in for early morning nourishment and come armed with a checklist of the things you need to know about overtime pay, tip reporting, promotions for liquor licensees, uniform allowances and meal credits, record keeping, smallwares deductions, alternative minimum tax rules, loss carry forwards. "Badgeless" restaurateurs at your own pace will be able to speak and ask questions "one on one" with these representatives from the key State & Federal & Government agencies. Also, pick up the latest literature, manuals, and reference resources to use and pass along to your administrative staff or your paid professionals. As an added bonus, Former Congressman, Michael Pappas, Regional Administrator of the U.S. Small Business Administration will address the group. As regional administrator, he is responsible for the delivery of the agency's financial assistance, management counseling, business development and minority enterprise development activities throughout New Jersey, New York State, Puerto Rico and U.S. Virgin Islands.

10:00AM - 11:00AM **NJRA 2nd Quarter Board of Directors Meeting**
Open to All Attendees

11:00AM - 12:00 Noon **Keynote Presentation: Dr. James W. Hughes, Dean of the Bloustein School of Planning & Public Policy at Rutgers University**
NJ's Economic Future: Pitfalls & Prospects.

12:00 Noon - 1:30PM **RAP@ROC at Lunch Session 2**
More assigned table talk over lunch with a half-hour topic wrap up before the conference adjourns.



EDUCATIONAL PROGRAMMING

Conference Meal Functions & Networking Opportunities Included in the TIPS & ServSafe Schedule

MONDAY, APRIL 27

8:00AM - 5:00PM Day 1 **ServSafe Food Safety Training**
Lee Budd, Instructor, Prepcheck FoodSafety, Inc.

8:00AM - 5:00PM **TIPS (Alcohol Server Training)** 1 day course,
Linda Lipsky, Instructor.
Linda Lipsky Restaurant Consultants, Inc.

TUESDAY, APRIL 28

8:00AM - 5:00PM Day 2 **ServSafe Food Safety Training** (exam)
Lee Budd, Instructor, Prepcheck FoodSafety, Inc.

Thanks!!!!

NJRA Would Like to Thank Our Super Allied ROC Sponsors
Nelbud • Anheuser-Busch, Inc. • Designline Construction Services • Ecolab • Fedway Associates
Mandelbaum, Salsburg, et. al. • NJRA Temporary Disability Benefits Plan • Sea Breeze
Discover Business Services • SYSCO Food Services of Philadelphia • Trustcompany Bank
and **ROC Sponsor:** Lacas Coffee Company