

JANUARY REPORT

New Year, New Initiatives.

We launch into 2019 with active committees, expanded events, diverse new members — from Hannaford to Lobster Claw Media — and a fresh sense of vigor.

If 2018 was the year of the merger, 2019 is the year of just do it!

Our workforce development committee is fast at work crafting the inaugural HospitalityMaine apprenticeship program. Our goal is to unveil our earn-while-you-learn culinary and lodging partnership with Southern Maine Community College and the Maine Department of Labor at our EXPO in late March. Speaking of the EXPO, we have effective, new ways for exhibitors and attendees to connect digitally this year.

Just in, the food trend forecast from the National Restaurant Association is ready to digest.

Sip a CBD latte, and curl up with with the first HM Report of 2019!

Kathleen Pierce
Director of Member Experience

Staffing up



On January 1, HospitalityMaine's **new administrative assistant Audra Anderson** came on board full time.

The upbeat voice on the phone, and calm presence at the front desk, belongs to this

recent college grad who is adding new energy to our Augusta headquarters.

"I really enjoy the hospitality industry. Food is fun, travel is fun," said Anderson, a mother of two who lives in Chelsea. "I like that there are a lot of different tasks and activities and people coming through the door."

Anderson handles ServSafe tests, our lodging guide, database management and payments. "It's the mundane details that I really enjoy," said the Liberty College grad, whose favorite food is Mexican, Chinese and a large Dunkin' Donuts iced anything.

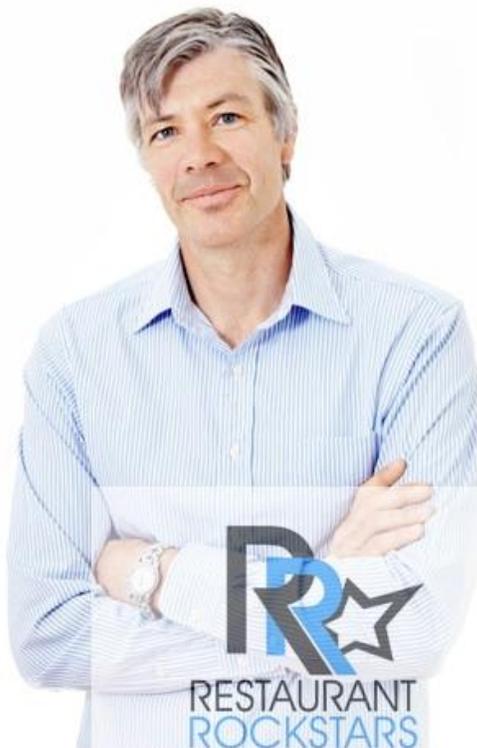
Our **apprenticeship program** is moving forward toward a final public launch at the [Maine Restaurant and Lodging Expo](#), March 27th at the Cross Arena in Portland. We plan to have students in the program starting in April. Our Education and Workforce Development Committee is working hard on the student and apprentice host location requirements.

Know someone that would be a good candidate? Is your business interested in becoming an apprenticeship host location? Contact Steve@hospitalitymaine.com

We have created a new position: **Education and Workforce Development Manager** and seek a dedicated individual to lead this vital new area of HospitalityMaine. It includes oversight of the apprenticeship program. If you know a potential candidate, please contact Steve.

Member spotlight: Restaurant Rockstars

A few years ago, Roger Beaudoin sold the popular Matterhorn Ski Bar in Newry and launched [Restaurant Rockstars](#), a staff training, sales, profit-maximization and personal coaching system, which now serves restaurants in 23 countries.



Why did you build it?

This is a business of a thousand details. Training staff is one important thing, but the unexpected is right around the corner — a dishwasher breaks down and staff training is delayed. You have to be a people expert, a marketing expert, know your costs, you are wearing so many hats. These systems make a restaurant run smoothly and create time, freedom and peace of mind.

How does it work? Like an MBA for restaurateurs with an in-depth focus on staff training, cost control and powerful marketing programs. Through online videos, spreadsheets and tutorials, our staff training system teaches serving and selling, lowering turn-over and building a dream team. We also have a restaurant start-up and management course, The Restaurant Academy. We even show you how to create a mug club to drive cash flow, repeat visits and customer loyalty.

How did you know it would succeed?

During my 20 years as owner of the Matterhorn, my dream team had my back and the restaurant ran itself with a 30 percent profit margin. I got out at the top of my game to help others. I have a passion for helping others achieve greater successes in this most

challenging business.

Why did you join HospitalityMaine? I was on the board of directors of the Maine Restaurant Association when I ran the Matterhorn. Getting back involved in an industry that's been so good to me is important. It's not just for marketing, but to stay on the forefront of what's happening with Maine restaurants and re-establish old relationships with operators. It's great to be back.

Visit Restaurantrockstars.com for more.

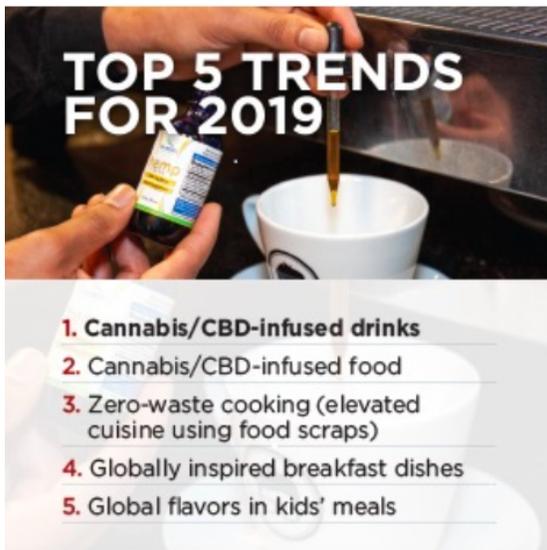
Industry Watch

Portland's Hotel Boom

A flood of new hotels slated for Maine's largest city is set to add 700 more rooms in downtown Portland.

From a six-story Aloft by Marriott on Commercial Street, to a swanky [roof-top bar hotel](#) from Press Hotel developer Jim Brady, to a 148-room [Tribute hotel](#) coming to Thompson's Point, there will be a bed for every head in the Old Port. "I think Portland in general was lacking inventory, but I think we are catching up," Nicholas Farrell, a broker with Daigle Properties told the [Press Herald in this in-depth report](#) that breaks down the uptick in room revenue.

Meanwhile, the Danforth Inn in Portland's West End changed hands this month. Massachusetts-based [Lark Hotels](#) purchased the nine-room property for \$1.7 million. [Maine Biz has the deets](#) on what's to come at this stately address.



Food forecast

Every year the National Restaurant Association releases its **Top 10 list of food trends** that are expected to headline menus all year.

Culled from a survey of 650 American Culinary Federation chefs, the 2019 prediction is dominated by three letters: CBD.

Find out what's driving the trends and how to incorporate them to stay current.

[Read the piece and download report](#)

Legislative Report



From Dugal's Desk

Our legislative affairs officer's digital reports are a must-read. In the latest issue find out what to expect from the new legislature, Portland's paid sick leave and hotel linkage fees and Camden's continued short-term rental fight.

[READ IT HERE](#)

Chef Summit



In Maine winter, true food enthusiasts wake up. The Portland-to-Sunday River [Chef Summit](#) will coax your tastebuds out of hibernation.

This year's gustatory showdown — Jan 28 to Feb. 2 — is a six-day exploration of aquaculture and cheese. Our allied partner [O'Maine Studios and Media Kitchen](#) has created panels, workshops, demos, keynotes and parties featuring top chefs from Norway to Cape Neddick.

Maine chefs **Kerry Altiero** of [Cafe Miranda](#), **Justin Waker** from [Walkers Maine](#) and **Mike Wiley** from [Eventide](#) are involved this year.

"The Chef Summit helps get the word out about Maine's culinary scene and brands Maine in these culinary pockets," said event producer Sarah Taylor-Wieluns. "We are getting these high level, world-renowned chefs here to make them aware of the talent we have."

This year HM members can take advantage of a 20 percent discount. For more info, schedule and tickets visit tastemaine.com and use this code "ME1" at checkout.

Advertise here: the HospitalityMaine Report now offers ad space to members. Target a niche audience to grow your business. Interested? Email Kathleen@HospitalityMaine.com Great rates apply!

Events Update

HospitalityMaine Scholarship and Awards Banquet on May 21st at Thompson's Point celebrates the industry, and its current and future leaders. Much more to follow on this!

This year we are using a mobile app called [Whova](#) to streamline the **Maine Restaurant and Lodging EXPO** experience. This will replace a traditional program and make it easier for exhibitors and attendees to connect. Stay tuned for more details on this interactive business tool. [Reserve your spot at the EXPO today](#), great booths are still available.

MEMBERSHIP METER: See who joined us in the last month



Dave Rawson of Lobster Claw Media on assignment at The Nonantum Resort. The Kennebunkport-based firm specializes in hospitality videos.

Welcome new members:

[Hannaford](#)

[Restaurant Rockstars](#)

[Lobster Claw Media](#)

[The Fedcap Group](#)

[Twin Hearts Farm Bed and Breakfast](#)

[Wild Billy Burgers](#)

Regional chapters form in 2019

To unite Maine's diverse communities and strengthen hospitality practices, HM is forming new chapters this spring in the South Coast, Portland, Midcoast and Bangor. Look for more sharing, mutual support and good times ahead.

Upcoming classes/events

ServeSafe Classes: Jan. 22 in Westbrook. Feb. 12, Augusta.

ProStart Competition, Feb. 16, Holiday Inn by the Bay Portland.

Annual Legislative Session hosted by the Tourism Alliance, Feb. 26 at Senator Inn, Augusta.

[Maine Restaurant Week](#), March 1 -12.

[Maine Restaurant and Lodging Expo](#), March 27, Cross Insurance Arena, Portland.
Reserve your booth today!

Pies on Parade

What began on the midcoast as a welcoming gesture to winter visitors, has now become a colorful juggernaut of irresistible desserts.

In its 15th year, the celebration of all that is pie-eyed, tart-like, flavorful and flakey runs January 25 to 27. It's the [Pies on Parade Pie Tour](#) in Rockland and Camden, and a trio of our members lead the procession.

Every dollar raised from this moveable feast goes to the [Area Interfaith Outreach \(AIO\) Food Pantry](#), helping local families stay food secure.

Tickets are available at the Berry Manor Inn, Lime Rock Inn and Granite Inn or by calling 207-596-6611. Save room and see you there!



HM HOSPITALITY MAINE

A publication of HospitalityMaine (formerly the Maine Restaurant and Maine Innkeepers Associations)

Got tips? Feedback? Email Kathleen@HospitalityMaine.com

