

BSC

Bielat Santore Courier



Welcome to the 2009 winter edition of the “BSC Courier,” our quarterly newsletter. As this year draws to a close it is natural to reflect on the past twelve months and look ahead to the upcoming year. There is no doubt that 2009 was difficult for many business owners and consumers alike. However, we at Bielat Santore & Company choose to assert a

positive outlook. For the past three years we have all had to push the snowball up hill contending with a listless economy. For the next several years we look forward to watching the ball build-up-speed running downhill starting with a much better year in 2010. No matter where our problems lie, we all have so much for which to be thankful.

So, this holiday season, raise a glass to your family and friends, remember those less fortunate and think positively about the future.

Richard R. Santore
Vice President - Broker



Energy Management Strategies Increase Energy Efficiency and Reduce Costs

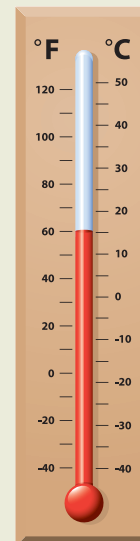
In today’s cost-conscious, environmentally aware world, saving energy and cutting expenses has become more important than ever. While replacing incandescent bulbs with florescent saves money over time, a well-crafted energy management strategy allows restaurant owners to reduce operational expenses, comply with impending regulations and appeal to environmentally minded patrons—all without affecting product and service levels.

There is more to climate control than simply reducing the heat or air conditioning. Turn down the heat too much and your diners will be uncomfortable. Turn it down too low overnight and you will burn more energy getting the rooms to a comfortable temperature prior to opening.

There are three main ways for restaurateurs to improve their energy efficiency.

TRACK AND MONITOR

According to LPB Energy Management, organizations that embrace energy management can save 15 percent or more without investing in equipment upgrades or other capital-intensive projects. Their system focuses on training you or an employee to use LPB’s Utility Manager application



Energy costs have been increasing 6-8% per year

software which enables tracking and reporting of cost and consumption trends and pin-points potential billing errors or anomalies. The software can reveal opportunities to reduce energy cost and consumption.

Another company which offers an energy management system to help restaurant operators control their restaurant’s heating and cooling systems and reduce costs is Advanced Telemetry, LLC. Their product, EcoView™

Commercial allows restaurant operators to see, track and control how their air conditioning and heating is being used. After a simple

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PASTA — PIZZA — PIANCONE

After years out of the local restaurant circuit, working as an executive chef at Princeton University, John “Rick” Piancone is on his way back. Prior to his sabbatical away from the restaurant business, Rick had been the chef owner of La Nonna Piancone’s Restaurant, part of the 50 year old Piancone’s Italian specialty store, bakery and restaurant businesses in Bradley Beach. The Piancones sold all of the businesses in 2006. But now, Rick and his wife Cindy have recently purchased the restaurant and bar formerly known as Cask 591 located at 591 Broadway, Long Branch, New Jersey.

The Piancones’ new restaurant will feature an authentic, fun-filled pasta and gourmet antipasto bar, brick-oven pizza and home-baked, olive-pressed focaccia sandwiches together with a list of daily specials, all providing a value-oriented alternative to the typical Italian dining experience. This concept is the “dream restaurant” and nearly 30 year brain-storm of Rick Piancone. A graduate of the Culinary Institute of America, Rick has traveled the “Italian Boot” in search of presenting all of the good quality meats, pastas, focaccias and wines of the Puglia region in Italy.

His take on genuine deep-rooted country cuisine and perfectly paired wines will be highlighted in the new Long Branch restaurant. Combining their expertise with Chef Larry Kennedy, who ran the kitchen at La Nonna Piancone’s for 14 years, the Piancones hope to delight patrons with bona fide Italian meals, open-kitchen exposition cooking, and an antipasto and pasta bar that will seize the eyes of even the heartiest eaters.

So if you tired of just “okay” Italian food, you have to try the new “Piancone’s,” 591 Broadway,



Long Branch, New Jersey. With two levels to choose from, a first floor featuring wine bar, pasta and antipasto bar as well as an 80 seat dining room, and a second floor boasting a full-service bar and open dining room for private parties up to 100, you will find all you need for your recurring dining experiences and special occasion affairs.

The restaurant is open now!

Energy Management Strategies *continued from pg.1*

installation, restaurateurs operate the system through a wireless touch pad or via a web or PDA interface. EcoView™ also provides its commercial customers with account managers who help determine temperature set-points and climate control schedules. The account managers monitor and adjust usage to maximize cost savings from energy reductions while maintaining comfortable temperatures for the specific building environment. For more information, please visit www.advancedtelemetry.com¹

Restaurants use 5x energy per square foot than other commercial buildings (mostly in kitchen)

ENERGY EFFICIENCY UPGRADES

A second way to reduce cost is through energy efficiency upgrades. Recent federal stimulus funds are encouraging companies to invest in energy efficiency upgrades such as building automation, weatherization, lighting retrofits and smart meter technology. However, the prudent and selective investment of funds and tracking ROI is critical. LPB Energy Management recommends maintaining “before and after” benchmarks to track the success. Unless your restaurant has in-house engineering expertise, it is advised to work with an independent third-party as an owner’s advocate to ensure that you understand the project recommendations, costs and measurement- verification techniques.

Per ENERGY STAR®, a 10% reduction in energy costs for limited service restaurants can boost net profit margins by as much as 4% and sales per square foot by \$17.

BEHAVIOR MODIFICATIONS

One of the most impactful ways to ensure energy management program success is to provide those who consume energy with the insight, tools and incentives to use less. Many of today’s employees are socially conscious about environmental issues and want to do their part to conserve. LPB Energy Management recommends sharing reports with managers and employees to create ongoing awareness that reducing consumption is a company goal, and to track success over time.²

For more information about, LPB Energy Management, visit www.lpbenergy.com or contact John Fardella, 1 866-572-5721.

¹ www.advancedtelemetry.com ² Data provided by LPB Energy Management

Restaurant Insurance — It Isn't Always Apples to Apples



Fine dining and upscale restaurants have unique insurance requirements. Off-the-shelf policies from carriers that don't understand the nuances of your business won't adequately protect you in the event of a claim.

The first mistake insurance buyers make is comparing quotes from various companies based on the amounts of coverage and limits of liability. They assume that all policies are the same and that they are comparing "apples to apples." However, nothing could be further from the truth. One size does not fit all in the insurance business any more than in the restaurant business. One must look beyond the basics when evaluating and buying insurance and be willing to pay a little more for the right protection; the same way a diner should be willing to pay more for a better cut of beef, a more professional wait staff and a more relaxed dining experience.

The second mistake buyers often make is not buying their policy from an agent or broker who understands or specializes in restaurant insurance. It is important to find a good agent or broker who will place your policy with an insurance company that understands your business, especially when it comes to paying claims, and will treat you as you treat your customers.

When evaluating policy terms and premiums, some key coverage points to consider are:

- **Business Income with Extra Expense** (Business Interruption in the old days) is often the thorniest coverage. Many restaurants will

be coinsurers or underinsured because they fail to satisfy policy conditions and underestimate how long it takes to get back in business after a serious fire. The better policies provide for the actual loss sustained for 12 months without any dollar limit or coinsurance.

- **Limits for spoilage.** Furs coats that are checked in a coat room and fine arts should be higher than standard policies.
- **Coverage particular to catering** needs to be considered.
- **High umbrella liability limits** including liquor liability is essential.
- **Flexible premium audit arrangements** can control premiums and avoid surprises after the policy expires.

The good news is that you can have your cake and eat it too! Underwriters like Clermont Specialty Managers focus on better New Jersey restaurants, and provide this type of coverage and service at premiums comparable to other carriers that don't.

For more information about restaurant insurance visit www.kis-hospitality.com or call Jon Klein at 888-870-2997.

There's an App for That

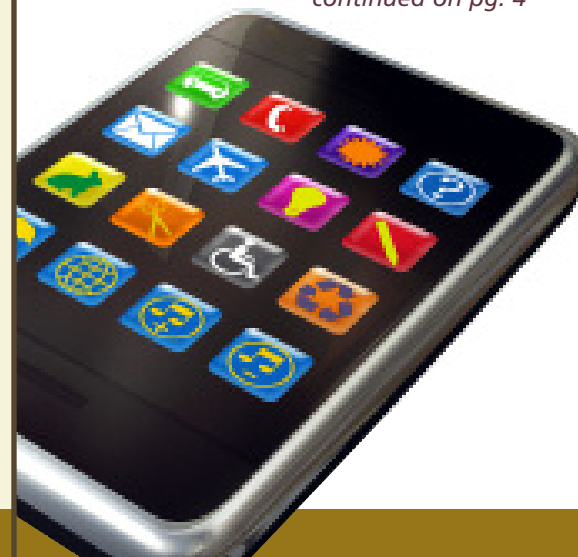
Isn't technology amazing? You can be driving down the road or walking down the street and decide you are hungry and in the mood for a slice of pizza. In the olden days, you would have to keep driving or walking and hope to spot a suitable place. Today, thanks to Global Positioning Systems, iPhones and other mobile devices, we can search for the nearest restaurant or coffee shop, from almost anywhere.

But what happens if your restaurant doesn't come up on those searches? How do you get listed?

Luckily, it is quite easy to get added to the search feature on many mobile search devices. For example, if your establishment doesn't come up on a Garmin GPS system, simply go to www.Garmin.com. Click on the navigation button for maps. On the right hand side of the page you will see a link to "Report a Map Error." Once on this page, you can skip the product information section and jump down to the bottom of the page and fill out the discrepancy section. According to Garmin, your restaurant will be added with the next update, which occurs every 3-4 months.

If you or someone you know has specific types of TomToms, (visit www.tomtom.com/mapshare/guide to see a list of which devices) you can enter the information yourself using TomTom's Map Share technology. www.tomtom.com/page/mapshare has a good video demonstration of how it works.

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Head Bartender? No Thanks

Have you seen the “Cheers” episode where the staff wants raises, but there is no money in the budget? Instead, the Manager offers each team member an exciting title; Head Bartender, Executive Bartender, Manager of Wait Staff.

There’s an App for That

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If you don’t own the right version of TomTom, go to www.teleatlas.com/index.htm. Click on “Report Map Changes” and follow the prompts. Tele Atlas then gets the data to TomTom.

uLocate Communications, Inc., is a leading publisher of location-based mobile services. Their product WHERE® iPhone application provides one click access to the closest Restaurants (with reviews!). WHERE gets their data primarily from yellowpages.com and citysearch.com.

To see if you are listed with **Yellowpages.com**, follow the link on the home page that says “Get Your Free Listing.” A page will pop up that allows you to get a free listing. Follow the steps to get a free listing.

To update or get a listing with **Citysearch.com**, you need to send an email with your details to myaccount@citysearch.com.



Sometimes a title is a successful way to reward and motivate employees, but sometimes it isn’t. Today it is more important than ever to keep good employees on the job, even if there isn’t the budget for pay increases. The following are some ideas for creative ways to thank your team for their efforts and dedication.

- 1. Reward effort as well as success.** Sometimes good ideas don’t work, but you need to keep everyone thinking. Alan Weiss, president of the Summit Consulting Group, created an annual award for ‘the best idea that didn’t work’ and presented a loving cup at the annual awards dinner. This stimulated innovation and positive behavior, not winning.
- 2. Give them a free pass.** Reward outstanding behavior or ideas with a free pass that entitles the recipient to something special – a day off on least favorite work day, the privilege of choosing which tables to cover, the right to “pass” on a table of tough customers.
- 3. Stick it to them.** In, “Creative Ways to Reward Employees and Improve

the Quality of their Deliverables,” Gloria Reisman suggests rewarding and recognizing employees by using stickers. It is similar to the gold star concept. Team members get stickers for great work along with accompanying accolades. At the end of the month, whoever has the most stickers gets a free lunch.

- 4. Catch them in the act.** In the same paper, Ilana Rosenshein recommends giving employees a raffle ticket when you see them doing something beyond the call of duty. At the end of the month, you can hold a drawing and people can win prizes such as a free meal or a gift certificate.
- 5. Best spot in the house.** Another favorite is to reward the employee of the month with a special parking spot close to the restaurant. This is especially popular in the cold, winter months or for restaurants where parking is a challenge.

Whichever method you choose, be sure to remember the most important tip of all. Say “Thank You” and mean it.

