



Atlantic Personnel Search

Sirloin Tips

Winter Edition 2012-2013

What is in the future for 2013' in the restaurant Industry?

Just the Facts

- Sales: \$660 billion
- Locations: 980,000
- Employees: 13.1 million — one of the largest private-sector employers
- Restaurant-industry share of the food dollar: 47%

Top Ten Facts in 2013'

- \$1.8 billion: Restaurant-industry sales on a typical day in 2013.
- 1.3 million: Number of positions the restaurant industry will add in the next decade.
- 93%: Percentage of eating-and-drinking place businesses that have fewer than 50 employees.
- 7 out of 10 eating-and-drinking place establishments are single-unit operations.
- 68% of adults say their favorite restaurant foods provide flavor and taste sensations which cannot easily be duplicated in their home kitchen.
- One-half of all adults have worked in the restaurant industry at some point in their lives, and one-third got their first job experience in a restaurant.
- 80% of restaurant owners said their first job in the restaurant industry as an entry-level position.
- \$2,620: Average household expenditure on food away from home in 2011.
- 93% of consumers say they enjoy going to restaurants.
- 2 out of 5 consumers say they are not using restaurants as often as they would like.

Take Pride in Your Personal Appearance

Putting more thought into your appearance is one of the easiest ways to improve the way people see you and increase the odds of your "getting ahead" at work. It falls under the broader category of non-verbal communication. Unless you're really likable as a person, a lot of people will have a hard time looking past a sloppy exterior. And why not live up to your appearance's full potential?

Don't listen to anyone who tells you that appearances don't matter. They just don't want to put forth the effort it takes and don't mind looking like a B or C-Team player.

People who take the time to perfect their personal appearance and image send a message to their superiors that they take themselves and their career seriously. It should not come as a surprise that persons who take their appearance seriously earn an average of 12% more than those who do not.

You DO NOT have to spend a ton of money to look good.

Discount stores have made it much easier to find decent clothing that can appear much pricier than it really is. You will have to make some sacrifices to your budget, but it will "pay off" in the long run!

Here are a few hints that we found to be helpful:

Men and Woman:

- Wear colors that match. Stay away from wearing white socks with dark shoes & vice versa.
- Wear shirts and pants that are fitted and fit well. Do not wear clothes that are too big and baggy, or too small and tight.
- Outfits should be rotated throughout your work week or month. Do not wear the same outfit two days or more in a row.
- Wear inspired outfits. Outfits for the job you would like to have.
- Wear only clothes that look fresh and new. Ratty and/or faded clothes are unacceptable.
- Make sure your clothes are freshly pressed and free of wrinkles.
- Something that is dirtied or stained needs to be washed or laundered before wearing again.
- Shoes should be kept clean and polished at all times.
- Hair & nails should be kept neat & professional.



Women only:

- Have some inexpensive accessories and jewelry to "dress up" your outfits each day.
- Purchase some skin-tone appropriate make up and have a salesperson help with the application.
- Have your nails neatly trimmed and if appropriate, paint them a professional shade.

Men only:

- Be clean-shaven. If you have a facial hair, it must be well-groomed.
- Avoid heavy cologne.

Appearance does matter. It can make or break the decision to get a promotion, a raise, or even be hired at all. Invest some extra time and money in yourself and it will more than pay off in the long and short run!

Ask the Recruiter

Q1: I have been with my company for 6 years and got promoted to AGM 3 years ago. I have been waiting for my promotion since last spring when I completed my last AGM module. Since then, I have seen a manager get promoted in my district who has been at my level for less time and who had only been with the company for 2 years! I even had a meeting (that I called) with my DO last week and he just kept telling me I need to wait a little bit longer. Should I look for a new job?!



~John L. Baltimore MD

A1: In most cases, we do NOT encourage people to leave their companies. Your long-term relationship with your management is very valuable. The worst case scenario is that you would never get to that point with a new company and regret leaving this one. The first thing I would do in your case is go back to the DO and ask him/her to write you an "Action Plan" that would outline what you need to accomplish to be the next GM in your region. Ask for subsequent follow-up

meetings to be sure you are “on target”. This will show him/her that you do care about your career and are serious about being a GM. Be sure to read our article on appearance. It is critical to “look the part” as well!

Q2: My company had 8 locations when I started 5 years ago, but is now down to 3. The AD and my immediate boss tell me that the company has gone through this before and it is just a matter of time before they start to open locations again. I am worried because the other managers from the company got let go with no warning. Should I start looking?

~Roger T. Ashburn VA

A2: I am going to give you a quick answer on this, “YES”! It is so much more difficult to find a job when you do not have one. Regardless if they are willing to admit it, companies do take advantage of people who are out of work by offering them less than they would if they were still employed. Save yourself before you end up in that group!

Q3: I work for a smaller, independent company where I am paid by the hour as a manager. I am making only \$13.50 an hour. I normally only get around 40 hours a week and even work “off the clock”. The owner told me that he cannot afford to give me a raise, but I noticed that we are making more money this year than last year. What should I do???

~Kim B. Washington DC

A3: Start off by listing what you do in your role. Be sure to include all areas of responsibility from customer service to financial management. Go and find a recent salary survey published by a reputable source such as the National Restaurant Association. We even have one here at my company if you would like to use it. Go back to the owner and show him what you have discovered in a professional manner. If he sees that you have “done your homework”, he will be more inclined to give you a raise!

Sirloin Tips & Noodles

1/2 c. flour
1 tsp. salt



1/4 tsp. pepper
2 lb. sirloin tip, trimmed and cut into 1 inch cubes
1/4 c. butter
1 lb. fresh mushrooms, rinsed and sliced
1 med. onion, chopped
1 tsp. lemon juice
1 can beef consommé, undiluted (10 1/2 oz.)
1/2 c. dry red wine
1 tbsp. parsley, minced
1 tsp. basil
1/4 tsp. dry mustard
1/4 tsp. ginger
Dash paprika
Dash garlic powder
Salt and pepper to taste
Hot buttered noodles

In brown paper bag, combine flour, salt and pepper; shake beef in bag until well coated. Set aside. In large kettle melt butter; add coated beef cubes and brown thoroughly on all sides; stirring frequently, about 15 minutes. Add mushrooms, onion and lemon juice; cook, stirring frequently, about 5 minutes. Add consommé, red wine, parsley, basil, mustard, ginger, paprika and garlic powder, and stir until well mixed. Add salt and pepper to taste. Cover and simmer over medium low heat about 1 1/2 hours, or until meat is tender. Serve over hot buttered noodles.

*Have a Safe &
Happy Holiday
Season from
Atlantic Personnel
Search*

301-599-2108

www.atlanticpersonnel.com