



June 13, 2023



## Develop Your Company Culture: How to Recruit High Schoolers to Your Team

With summer here, what jobs are high school kids looking for? What attracts them? What will keep them working part-time during the school year or breaks?

This month's questions come from a past client and owner/operator of 18 McDonald's restaurants in Atlanta (GAMOA Biz Unit), Rachel Miller. Rachel cares about her people deeply. It was clear from our work together that she wants to focus on creating an organizational culture that both centers around her people and supports her need for hitting her numbers. So, let's dive into these great questions and burning topic.

Consider this: Half of all adults have worked in the restaurant industry at some point during their lives, and one in three Americans got their first job experience in a restaurant. So, the hiring of teenagers and the skills they learn is very important in the start of a career path, wherever it takes them.

During the summer, high school kids often seek various job opportunities that provide them with both a source of income and valuable experiences. Motivation is key for teenagers, so there are several factors that contribute to keeping them engaged. With regards to working in a restaurant, whether a quick-service restaurant or a white-linen establishment, or anywhere in between, there are some common aspects that will draw teenagers to work for you.

Read the full article for hints on how to attract strong teenage talent!

Source: Jill Raff, Nation's Restaurant News

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## Contests For Restaurant Servers That Increase Sales (But Feel Like a Game)!

What if you could improve employee performance, reduce staff turnover, and increase sales...at the same time? You can. Just run one of

these 13 creative contests for restaurant servers: from Shark Tank style throw down to a new twist on employee of the month. Let the (friendly) competition - and the games - begin...

Give it a try!

Source: Buzztime Business

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## First Deadline to File For Your Employee Retention Credit is April 15, 2024

Have you reached out to Adesso yet to see if you qualify for money back from the government through the Employee Retention Credit? It's definitely worth 10 minutes of your time to look into. So far, through our relationship with Adesso, we've helped restaurants claim over \$11 million in ERC dollars in Wisconsin.

### Thoughts from a Verified ERC Filer

"Working with Adesso to apply for ERC was a great experience for us! Although we were initially skeptical, WRA's endorsement gave us assurance that the program was legitimate. We received our funds that we don't have to pay back and have WRA and Adesso to thank for that."

Lars Johnson

Al Johnson's Restaurant & Butik

Sister Bay, WI

Take this off your to do list and look into it today! You don't have to be a WRA member to

file through this program.

Questions? Dawn Faris -  
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As of this week, WRA and Adesso  
have helped Wisconsin  
restaurants  
claim  
**\$11,000,000**  
in  
ERC  
dollars

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Begin Your Filing Now!

## The Leadership Devotion of Ted Lasso

The Apple TV show “Ted Lasso,” which turns on the premise of a US football coach being hired to coach a UK soccer (the *real* football) team without knowing a thing about the sport, has created a burgeoning cottage industry in the world of leadership advice.



Since the series finale of the show last month, a lot of ink and pixels have been used to reflect on “The Lasso Way” of leading, expounding on everything from how he created community, embodied servant leadership and made his team members feel valued. Even if you’ve never seen the show (who are you??), simply reading some of the lessons gleaned from Jason Sudeikis’ character can be enlightening.

Source: Candace Chellew, SmartBrief

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## Barriers to Change: Cynicism

The biggest threat cynicism poses is that it becomes a self-fulfilling prophecy: if people are convinced change can't happen, it won't. You announce a new change, only to be greeted by eye rolls. Scoffs. Shrugs. It couldn't be more surprising –

you know the team has asked for change; that they're frustrated by the status quo. So why aren't they embracing the change?

You may be dealing with change cynicism. It's the belief that change won't occur, and that the people responsible for leading change – i.e., you, the leaders – are making changes that will only benefit them. It occurs due to:

- Past failures to change: leaders. have a history of promising big change or an exciting new vision, and failing to meet it
- Distrust in leadership: leaders put their interests over the team, or are perceived as lazy or incompetent
- Defensive response: people may have put considerable time and energy into prior efforts, only to be disappointed by the outcome – they don't want to be hurt again.

*Source: Nobl Academy*

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## How to Handle and Reduce Guest Complaints in Your Restaurant

In the 1976 movie classic, "Network," news anchor Howard Beale (Peter Finch) told the audience he believed he had been given a mission from a faceless voice "to tell the people the truth – not an easy thing to do because the people don't want to know the truth." His weekly rants included attacks on reality about the environment, rampant crime, world politics and people in power, and he even attacked the integrity of television itself. His mission culminated with his "mad as hell speech" in which he tells viewers that things must change and the only way is for everyone to stick their head out the window and yell, "I'm mad as hell and I'm not going to take it anymore!"



Facing reality or truth is often a bit uncomfortable for restaurant owners and managers. Each day offers new challenges and difficulties that can consume their time and dampen their spirits. Many of these problems are either employee instigated or guest related, and when they occur in droves it's easy to become overwhelmed.



Perhaps the most distressful problem is the complaining guest. Considering the planning, investment, training, time and effort it takes to simply get guests in the door, it can seem hopelessly deflating when a guest doesn't have a favorable guest experience or, even worse, a terrible experience

*Source: Joe Erickson, Restaurantowner.com*

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