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Stories collected by the Wisconsin Restaurant Association

Humans of Hospitality

Are you familiar with WRA's Humans of Hospitality campaign? The mission is all about inspiring people to get a job in the hospitality industry. It's about showing others how hospitality is a diverse industry, excelling in opportunities for growth.

This social campaign launched by the Wisconsin Restaurant Association helps spread the word about the positivity that comes out of employment in this industry.

If you'd like to submit a testimonial video, email [Connie](#)

[Fedor.](#)

Source: Wisconsin Restaurant Association



9 Great Employer Branding Examples to Inspire You in 2021

Good employer branding examples come in many different shapes and sizes, and from different industries. As candidates increasingly look at what it's *really* like to work at a company, your employer brand becomes more and more important.

In this article, we'll share 9 exceptional employer branding examples and what we like about them.

Source: Neelie Verlinden, AIHR Digital



Make Restaurant Scheduling Work for You

Scheduling starts long before it's posted in an online calendar or staff break room. Many restaurant employees could be juggling other jobs. Set clear job expectations and make sure the people you hire know how often they will be scheduled. After that, you can satisfy their work-life balance with these three tips...



Source: Gordon Food Service Contributors

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Restaurant Recruiting Ideas

One issue that you face far too often is how to recruit qualified employees. If so, you are not alone. Coming up with ways to recruit dependable servers, cooks, and other employees is a major concern throughout the restaurant industry. Owners can use a variety of avenues to attract employees who will be a valuable asset to add to their staff. Read on for some actions you can take to improve your recruiting practices.

Source: Matt Roberts, Restaurant Ninjas

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Upcoming Webinar...

"Navigating New Opportunities: Helping Small Business Claim the Employee Retention Credit"

Thursday, October 21 at 9:00 am

Presented by: Tony Jalan, Heartland Payment Systems

Are you overlooking the Employee Retention Tax Credit (ERTC)? In 2020, most employers could not qualify for the ERTC if they had already received a Paycheck Protection Program (PPP) loan. However, that restriction was removed and other changes were made when the Consolidated Appropriations Act was signed into law on Dec. 27, 2020. The ERTC is expiring at the end of 2021, but there's still time for eligible businesses to claim the credit.

During this webinar, you will learn how to get your ERC back from Q2 of 2020 through current quarters, the option to amend any quarterly 941s and how to best financially support both your business and your team.

This complimentary webinar is open to ALL foodservice and hospitality professionals. Pre-registrations is required.

REGISTER
NOW



In case you missed this webinar...

"How Your Workplace Culture Influences Employee Retention"

Panelists:

Erin Vranas Owner Parthenon Gyros & Yips Yogurt Chips

Jeanne Carpenter Owner Firefly Coffeehouse & Artisan Cheese

Kris Larson Owner Becket's Restaurant and Wagner Market
Paul Bartolotta Chef, Owner, Co-Founder The Bartolotta Restaurants

Hear from a panel of seasoned operators who are passionate about the culture they have built for their teams. Learn what you can try in your restaurant, ultimately easing the pain of labor shortage while generating a loyal and happy crew both in front and back of the house.



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Have a question for the Wisconsin Restaurant Association team? Not a WRA member and interested in learning more?

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