Wisconsin Restaurant Association membership is so much more than just an “I’m a proud member!” sticker to put on the front door of your business. Our goal is to set restaurant owners up for success. As an extension of your team, WRA provides supportive tools and information to stay ahead of regulatory and food safety requirements and to make sure that you’re on top of the latest consumer and operation trends.

WRA membership is a two-way street, though. Your dues investment helps us work toward making the industry a stronger one. But you’ll definitely get a lot more out of your membership if you use our resources and lean on us for advice.

Quick & Confidential Answers to Business Questions

Think of us as your home office ready to help whenever you need it.

Have you ever been stuck with a business question and not known who to call or who to even trust? Just need to doublecheck that you’re doing things right in the confusing world of HR?

WRA has a team of people that specialize in different aspects of the industry that can provide you with quick and confidential answers. We call those people our Ask WRA Team. Kind of like Super Heroes who know a lot about legal stuff, how to make customers happy and even whether dogs are allowed on patios!

Don’t ever think your question is too mundane or on the flipside… too crazy. We’ve heard it all! We’re not here to judge… just to help. And if we don’t know the answer, we know where to go to research it and get you real, honest info. Don’t waste your time tracking down regulatory guidance or spending unnecessary money with lawyers. Lean on your team at WRA. This is an unlimited member benefit that truly saves you time and money.
Real people. Real answers. Just one call or email away.

Debbie Taber
Experience and knowledge in HR and personnel issues

Susan Quam
Our resident authority on the Food Code, food safety and alcohol laws

Kaylee Court
Resource on service animals and teen labor

Carrie Douglas
Answers your questions on labor and employee management

Rachel Schraufnagel
Accountant handling your questions on taxes and finances

Call: 608.270.9950 • Email: askwra@wirestaurant.org

Your Watchdog
...Because We Know Bureaucracy Isn’t Fun For Everyone; But Our Staff Loves It

Our members are hardworking owners & operators who usually don’t have time to stay on top of regulatory changes, legislation and HR rules. We get it. You’re pulled in a lot of different directions with the day to day management of running your business. Who has time to navigate state and federal laws?

WRA actually does! That’s why we’re here. It’s our job to stay on top of things effecting your business. We vet out pending legislation or new regulation and give you the info in layman’s terms. Our job is to be a champion for the foodservice industry. Which means making sure that we’re protecting your business through non-partisan, pro-business advocacy.

Member Benefits:
• WRA’s advocacy provides a collective voice on behalf of food, beverage and hospitality establishments
• Alerts are sent to you on things that you need to know
• WRA’s watchful eye on government has saved individual operators thousands of dollars—like when the state government wanted to claim unused gift card balances as unclaimed property
• We’re ready to hear from you on what’s happening in your community so we can help

Group Buying Power
...This is One Benefit That Often Pays for Membership

The Wisconsin Restaurant Association negotiates discounts with a range of suppliers so our members can reduce some of their typical business costs.

Member Benefits:
• Special pricing with Society Insurance on worker’s compensation, property/casualty and liquor liability insurance
• Discounts from Constant Contact for email marketing
• Small group health care options with UHC
• Preferred credit card processing fees and lower payroll service rates with Heartland Payment Systems
• Discounts with BMI Music Licensing
• Better rates with Office Depot/Office Max, including discounts on disposable print menus
Weekly News Update
...One source, one communication for your operation needs

We like to think of our weekly newsletter as one of those important things that keeps you in the know on what’s happening in the restaurant world.

WRA’s newsletter covers things like:
• Useful industry reminders
• A breakdown of new laws and regulations or changes to existing ones
• Business-building ideas
• Industry trends
• Links to upcoming webinars
• Lots of other good stuff you should know!

WRA + You = Stronger Together
We are weathering one of the most difficult periods of our lifetime. WRA has remained vigilant in getting the information that is needed to restaurant operators during this health pandemic. We’ve been breaking down the facts, advocating on restaurants’ behalf and sharing best practices to help everyone make the best choices for their business, their employees and their customers. We know that this is a humbling time for most. Now more than ever, restaurants need support. Consider joining the Wisconsin Restaurant Association. We are stronger together.

Join WRA
608.270.9950
wra@wirestaurant.org

WRA’s Got Your Back

“In business for yourself, but not by yourself”
—Ray Kroc

Advocacy
We’re your watchdog, working for positive change and alerting you to things that government is working on

Be In The Know
Receive exclusive notice of market news, making you an industry “insider”

Shape Your Community
Your investment helps WRA continue to build the best environment for you and your staff

Member Exclusive Benefits

Training & Development
Our webinars, alerts, classes and research keep your business safe, compliant and on trend

Discounts
Our negotiated group rates can save you big bucks on normal business costs

Real Answers
Save time by leaning on WRA as your one point of contact. Call or email our AskWRA Team with any business question.