

## Opportunity Knocks. Are We PRESENT Enough to Answer?

. . . and luckily, we all have present in our stores someone who exudes sincerity at a level that ONLY someone on death row facing their creator can exude. the difference being, it's not a face between happy hour and the evening news. ladies and gentlemen, gather round come-one come-all for another nightly show of the southern hospitality hour complete with gracious smiles and hugs for all.

this isn't a play. this is how gracious, memorable, humble, sincere, southern, nordtrom's, ritz carlton, university bikes, BigRedF hospitality works. it's ALL the time, non-stop, your 30th visit is your best experience and how in the FUCK do these guys keep doing it after 18 years?

you all are the gate keepers for all things gracious and memorable. and the lessons you preach, the examples you set and the motivational pixie dust you sprinkle early and often is what separates us from every other restaurant trying to take our business in boulder. make no mistake, the competition is real and fierce. i had dinner at OAK tonight and it was delicious and intelligent. it was just like 3 other new restaurants in town though and two more on the way that doesn't and don't enjoy the individuality of being the ONLY farm to table tequila sipping, not yo' mama's Mexican, bbq haven, freshy fresh oyster shuckin', cocktail sligin', tableside guac'in of all things real and and culinarily unique. fuck yes. we will always be that. but the difference boys and girls is that the BRF has the potential of offering a memorable level of hospitality that doesn't exist in boulder, denver or beyond. not at OAK, frasca, the flagstaff house, salt.....bring it, we will crush you. the old timers from McGuckins will be coming over to ask us how we do it.....success.

we can and will put together a nightly experience between food, inspired liquids and an intelligent level of service that can blow away any and all.

remember. forbes magazine voted BOULDER colorado the "smartest" TOWN IN AMERICA. ( we also got happiest and foodiest) acknowledgements in the last six months/ MEANING: we are one of the most intelligent, stoned, STARVING bergs in all of north america and a place where admirers and practitioners come together to form one common goal: A GREAT MEAL, great food can overcome a douche on the floor but a hummer under the table will never make up for badly executed food. we have the luxury of having HIGHLY committed bros in the back making the best most passionate food our stores have ever seen. it gets no better. when does the front of the house honor that confidence to blow our customers away? what a luxury to walk to a table and give the common "are you loving your meals" dialogue which can sometimes at other establishments be a crap shoot and and have it be met with, "oh my god, this is the greatest thing we've eaten." when do our floors become cirque du soleil meets the midget wrestling finals in juarez. what does it take for any of four people who are sitting at our bar and see (or don't in this case) our guests walking out the front door to spring from their seats and hold the door, bid a fair well and adieu and invite them back again soon and often.

these are the challenges of longer standing businesses. We are almost 17 years old. We've got a LONG history and an established expectation of a service experience THROUGH the ROOF. when you break it down to what that looks like, it is pretty amazingly simple and easy.

but these standards of true hospitality that are second nature to some organizations are not that for us yet. we have some servers who deliver it every time they walk through the door. we have others who have not fully been dosed with the kool aid. but most importantly, until we are all on the same page as to what an incredible service experience looks like in our dining rooms, our staffs will never fully know the score. that is the actions and habits of world famous service.

i think you can all make a list of several things that will contribute to that and then create a longer list from that. but i suggest you take these changes one step at a time instead of trying to "solve" the problems immediately.

my first suggestion would be that all of you agree that the MOD touching, talking to and interacting with EVERY table, every shift without exception is a worth while focus. when your floor staff sees you in the act of truly welcoming our guests as though they were walking into your home, they will have no other thought then to fall in line with that behavior.

you can't teach employees immersed in their jobs or sitting their asses at the bar off-shift to have the customer-centric radar at all times. it's a learned behavior like raising the toilet seat and not farting in church. once the behavior is habitual at the manager level, the servers, new and old will fall in and march the happy cadence of "i have chosen to come to work today and now all that's left is for me to be world famous."

how high is the expectation set by you all as a management staff? if your first reaction is a defensive one and an answer that "it's very high, all the time.". then how is it that mistakes happen? that people get ignored, that we miss an opportunity to talk to guests about all that we have to offer?

it is ALL of our biggest peeves when we walk out the door of a business and we are ignored. that is not the behavior that our guests have come to expect at our stores. so when it does happen, it actually makes it seem much worse.

lots of things to consider heading into what will be a very busy weekend. lot's of opportunities. lots of success happening everyday on that floor. these are just the fine tunings of a service mentality that takes it from good to great.

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