



Don't forget to mention our products to guests; you can also refer them to our online store at [www.elcholo.com](http://www.elcholo.com)

- El Cholo Margarita Mix
- Green Tamales
- El Cholo Shirts
- Pecan Cookies

The El Cholo Store.....



ISSUE

02

September 2008

New from  
El Cholo, The Cannery  
The Cat, Cafe Maiz  
Sonora Cafe

# Tortilla Press

THE RESTAURANT BUSINESS INC.



## The Book Reading Program

You must underline passages that impact you, write one page of how reading the book influenced your thinking and turn into Natasha at the Business Office.

1 = \$25.00    2 = \$50.00    3 = \$75.00    4 = \$10.00    5 = \$100.00

*"We are ultimately defined by the books we've read, the places we've been, the people we know."*  
- Lou Holtz

- |  |   |  |
|--|---|--|
| The True Believer – Erik Hoffer 1                            | Cod – Kurlansky 2   | The Fifties – Halberstam 3                             |
| Gift from the Sea – Anne Morrow Lindbergh 1                  | Moby Dick – Herman Melville 2                                     | How the Irish Saved Civilization – Cahill 3            |
| Values of the Game – Bill Bradley 1                          | Devil At My Heels – Louis Zamperini 2                             | The World Is Flat – Friedman 3                         |
| Inner Game of Tennis – Timothy Gallwey 1                     | Quest for the Best – Stanley Marcus 2                             | The Inner Life – Thomas Kempis 4                       |
| Old Man and the Sea – Ernest Hemingway 1                     | Lessons in Service – Charlie Trotter 2                            | On Friendship – Michael de Montaigne 4                 |
| The Trial – Franz Kafka 1                                    | Pour Your Heart Into It – Howard Schultz 2                        |  |
| Teammates – Halberstam 1                                     | Marilyn, Are You Sure You Can Cook? – Marilyn Lewis 2             | On Art & Life – John Ruskin 4                          |
| Across the River and into the Trees – Hemingway 1            | Lessons in Excellence – Charlie Trotter 2                         | Why I Am So Wise – Friedrich Nietzsche 4               |
| <u>The Stranger – Camus 1</u>                                | The Simple Truth – Alex Brennan-Martin/Larry Taylor 2             | Why I Write – George Orwell 4                          |
| Consuming Desires – Roger Rosenblatt 2                       | What They Don't Teach at Harvard Biz School – Mark H. McCormick 2 | The First 10 Books – Confucius 4                       |
| The Children of Sanchez – Oscar Lewis 2                      | Tender Is the Night – F. Scott Fitzgerald                         | Sensation & Sex – Lucretius 4                          |
| Faster – James Gleick 2                                      | Salt – Kurlansky 2  | They Symposium – Plato 4                               |
| The Wisdom of Crowds – James Surowiecki 2                    | <u>Cod – Kurlansky 2</u>  | The Social Contract – Jean-Jacques Rousseau 4          |
| Evil – Lance Morrow 2  | The Tipping Point – Malcom Gladwell 3                             | Seneca on the Shortness of Life – CDN Costa 4          |
| A Taste of Hollywood: Story of Ma Maison – Patrick Terrail 2 | Walden – Henry David Thoreau 3                                    | An Attack on Enemy of Freedom – Marcus Cicero 4        |
| Death of Common Sense – Philip Howard 2                      | Blink – Malcom Gladwell 3   | How To Achieve True Greatness – Baldesar Castigoione 4 |
| The Power of Myth – Joseph Campbell 2                        | Atlas Shrugged – Ayn Rand 3                                       |  |
| The Good Earth – Buck 2                                      |   |  |
| The Mental Game of Baseball – Dorfman & Kuch 2               |   |  |
| Isaac Newton – James Gleick 2                                |   |  |



RBI, Inc.  
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Dear Staff -

It is during these economic disparities that we must remember how fortunate we are to be a part of something that continues to grow and thrive on tradition and great excellence in service and food. Please remember how important it is to go above and beyond when given the opportunity to do so. While so many companies are struggling during this time, the Restaurant Business Family continues to maintain

-IN MEMORY OF-

Please remember Armando Quintero's family in your prayers. Armando passed away July 29<sup>th</sup> after a long battle with cancer. He was a mariachi who gave El Cholo LA and LH 30 years of music and memories. He will be missed by the RBI family.

## EMPLOYEE REFERRAL PROGRAM

**HELP WANTED!!!!!!**

**Attention all Employees:**

We are looking for energetic and friendly people to work for us and we will pay YOU to bring them to us!

**\$50.00** for Servers, Bussers, Bartenders, Host/Hostess and all Kitchen Help and **\$250.00** for

Managers. Just bring your friends in to apply or tell them to mention that you sent them in, and if they are hired and remain employed for 6 months, we will pay you

**\$50.00 - \$250.00 (per employee)**

## Quotes To Live By:

"Success is not final, Failure is not fatal. It's only courage that counts!"  
God Says, "Take what you want...then pay for it."

## Rocking & Rolling

### EARTHQUAKE TIPS

As you all know, last week we experienced a pretty good rattle. I don't know about you but, even after living in California all my life, this one seemed to keep me a bit shaky and rattled even long after the shaking and rolling came to an end. It is important to be prepared at anytime for these types of situations. Not only must we keep ourselves safe but we must make sure that our customers are safe as well. When an earthquake hits, make sure that you and the customers move away from windows, mirrors, hanging objects, heavy furniture as well as large appliances. For those of you in the kitchen, make sure you turn off all appliances before taking cover to avoid any other disastrous situations. Once the shaking stops check yourself and others for injuries, if emergency care is needed dial 9-1-1 immediately. Managers should check the building to make sure there is no serious damage, if there is, everyone should leave until the building is inspected by a professional. If you smell or hear a gas leak, remove everyone from the building and open all windows and doors, then call a professional to come out and fix the leak. These tips can help in saving yours or another's life so please take them seriously, we all must be prepared for the BIG ONE!!!!

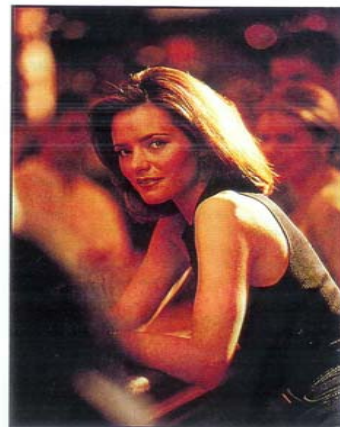


## Restaurant Highlights

What's going on in El Cholo, The Cannery, The Cat, Sonora Cafe, Cantina and our newest addition, Cafe Maiz...

### “SUBTLE DIFFERENCES ARE BIG OPPORTUNITIES”

Picture this, you have just closed a table with a completely satisfied customer and as they walk out the door they are approached by Ron who has told them, “Do not come back to this restaurant again, it is an awful place.” Seems obviously disastrous and absurd on every level, right? Not only will this customer be repulsed by the statement, but perhaps they never DO come back again. This would not only hurt Ron, but it would hurt you and every other fellow person who is a part of the RBI, Inc. family. So what can we do to make sure that each customer receives the utmost experience? Well, it's the subtle differences that can turn a first-time customer into a patron of our restaurants. The illustration below is two of the same image, with ONE subtle difference; a difference that, in our industry, can make or break a good customer relationship. We have a relatively good reputation among the communities, however if we miss the little things, the reputation we have built won't matter. If we fail to take the opportunities to create a better experience, then we are sending a subtle message that would eventually break down everything we have all built. Remember that the little things can go a long way!



HERE'S TO SUBTLE  
DIFFERENCES.



## “80% of success is showing up”

### EXCEEDING EXPECTATIONS

- Thank you to Susan Smoot who helps keep the morale alive in La Habra by bringing home-baked goods on Friday evenings for the employees
- Over in Irvine, Rene Zepeda rose to the occasion by covering a couple managerial shifts while Erin Shine was out on vacation.
- Great job to Juan and Catalina in Irvine for providing excellent service to a large party, who gave them nothing but compliments on their service.

### LOOK FOR IT:

- On September 22<sup>nd</sup> the Food Network will air Emeril Lagasse's "Last Minute Mexican" featuring El Cholo LA at 2PM
- The newsletter will also be available online at [www.elcholo.com](http://www.elcholo.com) under the new "Staff Corner"
- This September, Gerry Furth, a writer for The Valley Scene magazine, will be bringing a group to El Cholo LA for a culinary tour that will be focusing on "Chocoholics." They will have lunch while also experiencing a demo of the famous Mexican Hot Chocolate. Stay tuned for Gerry's articles about the experience.

## Note From Karen

Dear Staff,

First I would like to thank all of the employees who participated in the 2008 Open Enrollment meetings; without your participation we would not be able to offer such great benefits! I would also like to thank Teresa Perez, our Human Resource Manager, for her hard work in making this year's Open Enrollment meetings a huge success. Teresa's commitment to stay the entire day to help enroll everyone was a huge help, not to mention the great gifts and gift cards that were raffled at every meeting, thank you Teresa!

If you were not able to attend the meetings then I encourage you to call Teresa to find out about our new benefit programs that are available to part time staff members as well as full time. These programs include, Credit Union and AFLAC insurance which pays you cash if you are injured and cannot work. Teresa can be reached at the corporate office Monday through Friday from 7:00 AM to 4:00 PM (562) 690-2011 x27.

I know that many of you are feeling the pinch from the increase in gas prices as well as increases in food, utilities, etc. We are also feeling the pinch during this economic downturn as costs go up and sales slightly decline. We would like to welcome all of our staff to visit our website [www.elcholo.com](http://www.elcholo.com) and submit your ideas on how to cut costs (go to the Employee Cost Cutting Ideas" link). The winner will be decided based on creativity and announced October 1<sup>st</sup> 2008. The Winner will receive a \$100 Visa gift card.

Thank you – Karen Marrs *controller*

## STAR SIGHTINGS

