



The Fire Inside

"TO IGNITE AND INSPIRE PASSION
IN EVERYTHING WE DO"

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Burning You Up! - by Rob Kendall

What better way to roll into the 2nd quarter of 2006 than to open our 11th Firebirds location! Managing Partner Sara Forgash and team Charlotte opened to the public on Monday April 24th at the Northlake mall in Charlotte, NC. To support the opening, there was a search light positioned in front of the building, a 14 week running ad at the AMC



Chef Michael Farnick and the Firebirds ice sculpture at the Charlotte opening

movie theatre, newspaper inserts sent to 90,000 households the first weekend of business and then again two weeks later. We opened up with a Wednesday happy hour and bar bites, call ahead seating, and wine down Monday in place. The team is also sampling food at area office buildings to kick off the grassroots marketing effort.

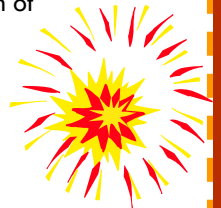
The construction of the 12th Firebirds restaurant in Collierville, TN is making great progress. Managing Partner Mike Corder and Chef Scott Montgomery are on site working through the new store opening checklist. We anticipate obtaining possession of the building in the next 30-40 days.

After the April showers, up sprang May flowers as well as new records at almost every Firebirds restaurant! Mother's Day was a great success when 29 records were broken. Of the nine stores that have been open more than a year – eight beat last years' daily sales for Mothers Day!! Chuck Hall and team Stonecrest had the highest daily sales with \$24,662! However, recognition for the biggest percent increase over the previous year goes to Travis Cherry and team Birmingham with an increase for the day of 27.91%. Lisa Kozloff and team Raleigh were a close second with an increase of 27.08%.



Great job team Birmingham and team Raleigh.

As June and July quickly approach, I would like to wish all you Dads a Happy Father's Day and everyone a very happy and very safe 4th of July! And as always, enjoy your summer!!



Hospitality Mentality - by Steve Kislow



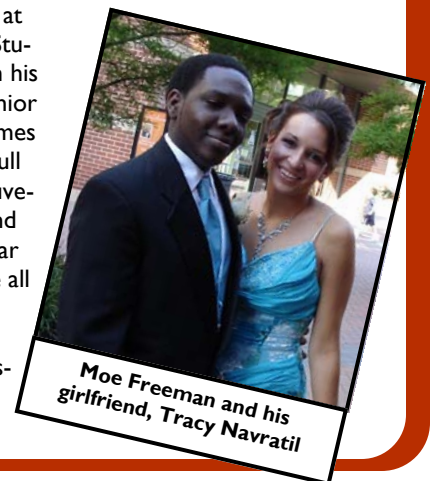
Larry and Curly have nothing on this Moe when it comes to creating Raving Fans.

Mongar Freeman, or more affectionately known as "Moe" is an employee at Firebirds #3 in Richmond, VA. Moe was part of the original opening team in Richmond. He started his Firebirds tenure as a GA and took on the role as GA trainer. Moe has also worked in other capacities in Richmond. He is quick to help wherever he is needed. "Get 'er done now, and ask questions later" is the type of work ethic that he has always practiced. I have seen him host, GA, and wash dishes all on one

shift. Whatever it is he is doing, he does it with a smile and a great attitude. I can recall many guests pulling me aside in Richmond to compliment Moe's sincere and gracious demeanor as a GA. "The service was good, but that little helper guy was fantastic." The little helper guy was the only description necessary, as I knew just who they were referring to. Over the past several months, Moe took on a new role at Firebirds in Richmond as a server. As expected, he accepted this challenge and learned his new role quickly and efficiently. Moe has quickly become a leader as a server and has accumulated

several guest compliment letters from "Raving Fans." Moe is truly a remarkable young man, with whom I have always been impressed. While working part time at Firebirds, Moe was also Student Council President in his high school during his Senior year. He now attends James Madison University as a full time student. Moe is a Juvenile Leukemia survivor and speaks several times a year to large groups of people all over the country as the National Leukemia and Lymphoma Youth Spokesperson. He is a very intelligent young man

who puts others before himself, and displays the Firebirds principles and values in his work as well as in his personal life. Moe, your accomplishments are recognized and your attitude is appreciated. Thank you for your continued commitment to Firebirds of Richmond!



Moe Freeman and his girlfriend, Tracy Navratil

Firebirds PRIDE

The Wild Wild West

By: Jim Cone

On the weekend of April 21st Firebirds Peoria and Chandler participated in the largest marketing event in Firebirds history. The Scottsdale Culinary Festival is a weekend of live bands, food, and beverages held outdoors in



All in the name of FISH!, it's a Twister pile up at SCF

the historic Old Town Scottsdale. Over 90 local restaurants and bakeries participated in this charity event benefiting the Scottsdale League of the Arts.

The Firebirds tent was set up Colorado style. Featuring a wood-burning grill, burlap lined tent, and our own hanging pendant lights. We even had a stacked wood pile off to the side. All employees wore a custom-made Firebirds shirt, special for this event.

The cuisine included our signature Lobster Spinach Queso, Angus Steak Sliders, and Sonoran Shrimp Cocktail. The staff energetically enticed passer-bys by yelling out each item offered – in unison! We received many compliments from festival attendants on our excellent food and the high energy of our staff.

The Firebirds experience wouldn't have been complete without a little FISH! Our tent was equipped with music, twister, and



Firebirds represents at the Scottsdale Culinary Festival

hula hoops. We held multiple contests with the festival attendants testing their abilities at both games. Participants ranged in age from 5 to 85 years young! Winners walked away with the ultimate prize – Firebirds Gift Cards.

The festival was lead by our fearless leader (who wears SPF 40) AZ Market Partner, Steve Kislow. The rest of the All-Star marketing team was comprised of Jim Cone, MP Phoenix, Rita Bielecki, MP Chandler, Brandon Prazma, Chef Phoenix, Justin Pfeilsticker, Chef Chandler, John Piecuch, Bar Manager Phoenix. Not to mention some of the cream of the crop hourly staff from both locations. We even had a special guest appearance by Doug Glendenning, Firebirds owner, and family, who flew in from Utah for the day.

A special thank you goes out to all the Firebirds employees who helped make this event truly unforgettable (not only for us but for all the festival goers). The sound is still ringing in my ears, "Step right up ladies, get YOUR icy-cold Sonoran Shrimp Cocktail."

Omaha Scores a Knockout

By: Rebecca Johnson

The Shark Club was the location for the weekly WWNO (Woman's Wednesday Night Out) gala that was held on April



Rita & Cody demonstrating their hula skills

12th. The Journal Broadcast Group, station Star 104.5 supplied the DJ and the music which got the house rocking! But, the real star of the night was the crew from Firebirds who catered the evening festivities. Mark Rumscheidt, Managing Partner, Craig Devitt, Sous Chef, along with Key, Rebecca Johnson, brought the crowd to their feet with a standing round of applause for the food that was presented and served.

The ladies were very impressed with the selection that was chosen for them...buffalo meatloaf, lobster spinach queso, sesame salmon bites and brownie bites were all brought to the women hot and fresh from the Rocky Mountain kitchen of the Omaha Firebirds Restaurant catered in the newly developed Village Pointe Shopping Centre.

Firebirds scored another big hit when they gave each person in attendance a \$10.00 gift card to use towards their own dining experience at Firebirds. Never before had there been a standing round of applause for a catering restaurant at any prior WWNO weekly gathering.

A tip of the hat goes to Mark Rumscheidt, Craig Devitt, Rebecca Johnson and the entire staff at Firebirds, Omaha for showing off and taking PRIDE in serving... Nothing but the Best!

Firebirds Guests'

I have been putting on a golf tournament here in Durham for



Mark...all smiles at setup!

the Agape Corner Kids (inner city kids) for 10 years, and yesterday (May 8th) was our 10th anniversary.

If everyone I have been dealing with the past 10 years was as kind, generous, polite, **caring about what we are doing**, and

always with a smiling face as Lisa, I would always look forward to "running all over Durham and Chapel Hill to get door prizes." You folks are blessed to have Lisa as one of your managing partners...that I can guarantee from my dealings with her the past 3 years. What a real blessing! —A member of the Durham Community



Lisa...with one on the way!



The Overall Family enjoying live music on the Chandler Patio for Mother's Day.



Service Manager Fatih Batuk rubbing elbows with the famous NACAR driver Ryan Newman and wife Krissie at the Richmond Restaurant.

Laughs and Praise All Around...

Auditions for a Firebirds version of the Addams Family will be held at



Firebirds of Phoenix...can anyone top "Chef Fester?" (Barry Schuman)

A big congratulations to Stephen Hardison, one winner of the wine initiative. Stephen won a limited release 3-litre bottle of Toasted Head Cabernet.



How many Firebirds Omaha managers does it take to change a light bulb? Light bulb changing classes will be offered on



as needed bases. Please contact the Omaha restaurant for further information.

With Passion and PRIDE, server Preston Bounds of Raleigh 2 carefully cuddles the Double Black Diamond martini mixture. A bright smile and little extra sweetness can



only add to the great flavor of the signature martini!

Hot Off The Grill - by Steve Sturm

Summertime summertime, sum sum summertime.....

Summer is here and it is sure heating up in the kitchen. We have rolled two new salads and a new sandwich in StoneCrest. We have had great response from our guests. We will be testing them in two other Firebirds in the next few weeks. We are running a Chile beef tenderloin salad served on a bed of mixed

greens with tomatoes, blue cheese and balsamic vinaigrette. The flavors are unbelievable. We are able to increase our tenderloin yield by 4%. On top of all that we are able to cut our filets completely from the barrel. Talk about quality mindset on those things perceivable to the guests and a profit mindset on things not perceivable to our guests.

The other salad is a fried salmon salad. We use the pieces of salmon too small for our 5 ounce salmon and cut them into strips batter them and flash fry them and then place them on the tenderloin salad base.

The sandwich is a turkey club with a Firebirds twist. We brought in a jalapeno corn bread that we toast and then spread an avocado mayo on it. Next we place 8 ounces of thinly sliced turkey, 2 slices of apple smoked bacon and top it off with lettuce

and tomato. YUM!!

I look forward to rolling these new menu items everywhere in the future. And, since summertime is all about grilling let's make the grill cleanliness and maintenance a focus!

The Operations "Review" - by Gerald Pulsinelli

This period a team of eight got together to review our FOH hourly training program. We spent 12 hours the first day and 14 the next held up in a conference room in Memphis. During that time we reviewed current best practices, methods of training, materials used, and time it takes to train a new employee. There were many philosophical conversations about our SOS and where we are and where we need to go! In the end it was all

about the guest and how can we turn them into "Raving Fans." We had a number of "a ha's" on things we have forgotten or gotten away from during our training. We continued to focus on what it takes to provide the Red Carpet Commitment to our guests.

There was much Discussion, Debate, (need I say) Dissension, Compromise and finally Resolution on a number of

topics. The manuals are in the process of being reworked to and updated to reflect our commitment to; "providing an elevated dining experience like no other." While we have removed some of the "wordiness" from the training materials we have stayed true to our "polished casual" style of service. As a group we will roll out the updated training materials over the next 60 days. At the end



of each day we visited two of our competitor's restaurants and reviewed their Style of Service vs. our own. We all agreed that if we use the tools we have access to that we can continue to grow our concept and have it stand above our competition.

As per Stevo's proclamation, we also expect to see Shopper Scores go up 10 points and check average going up \$0.50 now that we are no longer marking the tables with steak knives (Just kidding, I could not resist)!



Anniversaries

Congratulations goes out to John Thomas and the Team at Raleigh 2 for completing one year of great business. The anniversary was on April 11, 2006 and they celebrated on



The Team at Raleigh 2 enjoying the festivities!

May 3. Amongst cake and various door prizes, Juan Trinidad won the grand door prize, a \$100 gift card to Best Buy. Congratulations Juan and thanks to all our dedicated employees in Raleigh 2!



John Thomas & Juan Trinidad

Looking ahead, Omaha will celebrate their one year anniversary on June 20th and our 12th Firebirds will open in Collierville, TN in late June!

Go Getter - by Mark Eason

Dear 'Bird...

I have been employed with Firebirds for two months now. I couldn't be any happier with the team that I work with and the food that I sell to the guests. I have worked in several restaurants, but Firebirds is truly unique. I enjoy my job, and I hope to be a bartender in the near future. My only problem is my check average. Every night when I check out, I helplessly watch as other servers consistently achieve an average of twenty five dollars per guest. I can't seem to ever get my average above twenty three dollars. What can I do to raise my check average and make more money?

Sincerely,
An Aggravated Order Taker

Dear Order Taker, You have already begun your journey to becoming a successful salesperson by admitting you have a problem. A successful salesperson needs two key ingredients in order to "cook up" a great check average: knowledge of the menu and suggestive selling techniques. Menu knowledge is something that you have direct control over. Many people assume that when training ends, so should studying. The end of training is actually just the beginning! Use your training packet and tests as study guides until you are fluent on all food and bar items. Put your knowledge into practice by picking two items per day and featuring them to all of your tables. Even if you do not



sell any of these two items to your guests, you will be able to confidently spiel them by the end of the shift. Also, take advantage of pre-shifts with your managers and teammates by ask questions about food, bar drinks, and service details. The most important part of pre-shift is role-play and spieling. Although spieling in front of your piers can be intimidating, they will be able to coach you and give you feedback on how to improve. Listening to others spiel will help you discover better phrases and adjectives to use in your own spiels. It is equally important to suggestively sell to each table. Suggestive selling means guiding guests through the menu. Ask guests what they are in

the mood for, and make suggestions based on their answers. Start by suggesting specific items for all courses: beverages, starters, salads, entrees, and desserts. You don't have to be pushy- simply offer items that will make their experience better. The sky is the limit when it comes to suggesting. Read your guests in order to customize a meal just for them! Guests will appreciate your effort, buy more, and your check average and money will soar! Best of luck! —'Bird



If you would like advice from 'Bird, simply email your questions to mcollins@firebirdsrestaurants.com.

If your letter is chosen to be featured in the next issue of *The Fire Inside*, you will receive special something from 'Bird!



What's Shakin' - by Tyler Fray

With the onset of summer we are continuing to shake things up with new store openings and new marketing promotions in our existing markets.

On Monday, April 24th, Firebirds opened its 11th restaurant nationwide and 4th location in North Carolina. The Northlake Mall restaurant is located just north of the Queen City. Anchor tenants include Belk, Dillard's, Hecht's, Borders and Dick's Sporting Goods. The mall also boasts a 14 screen AMC theater.

Prior to opening to the public, Firebirds partnered with Big Brothers Big Sisters of Greater Charlotte on Thursday, April 20th for a charity mixer. The pre-grand opening celebration featured an array of Firebirds signature appetizers and desserts

as well as complimentary beer and wine. Highlights from the evening included a silent auction and check presentation where Firebirds donated \$7,460 to BBBS of Greater Charlotte. Firebirds 5th anniversary wine was also available for purchase and proceeds benefited BBBS. Part of the live auction included a private dinner party for 6 with Chef Michael Farnick. The dinner was valued at \$250 but ended up going for \$360!!! With 175 people attending and the amount of money Firebirds helped raise, it proved to be one of the best pre-openings we have done to date. A live appearance by WFNZ's Mark Packer, host of Charlotte's #1 rated sports talk show "Primetime with the Packman" was part of the festivities as well.

In addition to our local

grassroots marketing, we are rolling out new initiatives in many of our other stores. In both Omaha and Memphis, we ran "Firebirds Lunch with a Friend" newspaper insert in an effort to increase lunch business. By communicating the value of Firebirds, we can encourage trial and gain awareness in the marketplace. After the first 3 weeks of running the insert, we have seen a total of 390 redemptions (202 Omaha / 188 Memphis). The piece also promoted Firebirds Happy Hour to entice guests to join us through the week.

In Raleigh 2 we are rolling out our Hotel Key Card promotion in an effort to build dinner business, targeting the local business traveler, through the week. The piece, which offers a complimentary appetizer with entrée purchase, is the



actual hotel key card for 153 rooms at The Courtyard by Marriott just 1 mile from the North Hills restaurant. If this promotion proves to be a success, we will be excited to roll it out in other markets.

Coming up with our Collierville opening, United Cerebral Palsy of the Mid South will be our charity of choice. In addition to being a fantastic organization, they have strong local ties to the community and we expect it to be a win/win event for everyone involved.

Company wide, we look forward featuring some fun, summertime drinks as well as a dramatically increasing our online marketing efforts through web based promotions. Out west where it's quite warm this time of year, we hope to entice guests with some cool, Colorado seafood specials as well.

It's a fun time of year. Like FISH! says - Play. Be There. Choose your attitude. Make their day...and your's too!



Chef Michael Farnick, MP Sara Forgash and Tyler Fray presenting BBBS with the donation check

Congratulations! The winner of the last contest and a \$25 Amex gift card was Justin Smith from Memphis, TN. His suggestion for the PRIDE phrase was Practicing Responsibility In Daily Endeavors. The runner up and winner of a \$25 Firebirds VIP Card was Gail Ray from Chandler, AZ with the phrase Patrons Remember Incredibly Delicious Entrees! Thank you to all those who have participated in *The Fire Inside* contests!

