

# Santa Fe Restaurant Association



W e l c o m e

Welcome to the Santa Fe Restaurant Association. For over 22 years it has been the mission of the Association to promote Santa Fe as a culinary destination. One of the ways we do this is by publishing over 60,000 copies of the Official Dining Guide each year which is distributed freely throughout the city in Santa Fe's finest hotels, restaurants and visitor centers. Additionally, our membership dues, along with proceeds from the *Culinary Arts Ball* and our web site, continue to promote and showcase Santa Fe and its world class restaurants.

The Santa Fe Restaurant Association is a 501 (c) 3 organization.

*"The Santa Fe Restaurant Association's Dining Guide is a real gem that we, as Concierges, cannot live or work without... Santa Fe is indeed blessed with some of our nation's most famous restaurants and chefs".*

- Inger Boudouris, for the Concierges of Santa Fe, New Mexico

## Why become a member...

- Show your support for your biggest clients - Santa Fe restaurants!
- Free listing in the Official SFRA Dining Guide - 60,000 copies distributed annually
- Make new contacts -- just one new contact could easily return your yearly dues
- Monthly newsletters keep you up to date with the Santa Fe restaurant scene
- Membership comes with free web site link and listing on the SFRA website

# Santa Fe Restaurant Association



## Membership Benefits

*As a member of the Santa Fe Restaurant Association you will receive...*

- **Dining Guide**  
Inclusion in the Official Santa Fe Restaurant Association Dining Guide. We print and distribute 60,000 copies annually. Display ads available to members for an additional cost.
- **Web Site**  
Listing on Santa Fe Restaurant Association's official web site. [www.SantaFeRestaurants.net](http://www.SantaFeRestaurants.net), with free links from the site to your own.
- **Scam Alerts**  
Will be sent to members to keep you informed of potential problems.
- **Culinary Arts Ball**  
The Association sponsors the Culinary Arts Ball to highlight the exceptional cuisine of Santa Fe.
- **Alcohol & Gaming Regulations**  
Updates on any changes in Alcohol and Gaming Regulations.
- **Alcohol Server Training**  
Updated providers for Alcohol Server Training.
- **Tourism Alliance**  
SFRA is a member of the Tourism Alliance working to bring business to Santa Fe during slower seasons.
- **Legislation and Regulation**  
Advocate for restaurants concerning legislation and regulation at the local, state and federal level.
- **Culinary Education Program**  
On going educational programs to further develop our restaurant community.
- **Holidays**  
Distribution of members' holiday schedules.
- **Information Update**  
Monthly newsletters provide timely information on local issues.
- **Advertising**  
Members can place ads free in the newsletter. Associate members pay only \$25 per ad.
- **Guest Speakers**  
Guest speakers responding to topical subjects (armed robbery, drugs in the workplace, personnel concerns, wastewater management, to name a few).
- **Contacts**  
Meet associate members, make new friends and contacts. One contact could easily return your yearly dues!
- **Inquiries**  
SFRA provides information to newspapers, Tourist Bureau, hotels, group planners, holiday schedules, and more.
- **Santa Fe Wine & Chile Fiesta**  
SFRA is one of the partners of the Santa Fe Wine & Chile Fiesta promoting Santa Fe restaurants.

# Santa Fe Restaurant Association



## Board of Directors

### **Carter Tague - President**

General Manager, The Railyard Restaurant  
530 South Guadalupe Street  
Santa Fe, NM 87501  
Phone: 989-3300  
Mobile: 577-6516  
Email: ctagueone@earthlink.net

### **David Zlotnick Secretary - Treasurer**

Zlotnick, Laws & Sandoval  
Certified Public Accountants  
One Calle Medico  
Santa Fe, NM 87501  
Phone: 982-3894, Fax: 982-3818  
Mobile: 470-1947  
Email: dgzcpa@aol.com

### **Greg O'Byrne - Past President**

Executive Director, SF Wine & Chile Fiesta  
551 West Cordova Road  
Santa Fe, NM 87505  
Phone: 466-8593, Fax: 466-8594  
Mobile: 690-4499  
Email: VinEvents@aol.com

### **Fernando Olea - Past President**

Bert's La Taqueria & Casa Olea  
416 Agua Fria Road  
Santa Fe, NM 87501  
Phone: 988-5991  
Mobile: 699-2670  
Email: BertsSantaFe@aol.com

### **Bert Leyva - Past President**

Director of Food Services, La Fonda Hotel  
100 East San Francisco Street  
Santa Fe, NM 87501  
Phone: 995-2316, Fax: 995-2360  
Mobile: 231-3470  
Email: bleyva5460@aol.com

### **Al Lucero - Past President**

Owner, Maria's New Mexican Kitchen  
555 West Cordova Road  
Santa Fe, NM 87505  
Phone: 983-7929, Fax: 983-4700  
Mobile: 690-SFSF  
Email: info@marias-santafe.com

### **Jeff Jinnett - Director**

President, Santa Fe Dining  
4056 Cerrillos Road Suite F-6  
Santa Fe, NM 87505  
Phone: 424-0606, Fax: 424-1206  
Mobile: 690-0997  
Email: Jeffjinn@hotmail.com

### **Michael O'Reilly - Director**

Owner/Proprietor, O'Keeffe Café  
217 Johnson Street  
Santa Fe, NM 87501  
Phone: 946-1065, Fax: 992-1067  
Mobile: 670-8041  
Email: okeeffecafe@okeeffemuseum.org

### **Mark Kiffin - Director**

Chef/Owner, The Compound Restaurant  
653 Canyon Road  
Santa Fe, NM 87501  
Phone: 982-4353, Fax: 982-4868  
Mobile: 670-9076  
Email: markkiffin@cs.com

### **Tom Kerpon - Director**

Executive Chef, Rio Chama  
414 Old Santa Fe Trail  
Santa Fe, NM 87501  
Phone: 955-0765  
Mobile: 660-8056  
Email: cheftomkerpon@aol.com

### **Corey Fidler - Director**

Food & Beverage Director, Hotel Santa Fe  
1501 Paseo de Peralta  
Santa Fe, NM 87501  
Phone: 955-7816, Fax: 984-2211  
Mobile: 699-4485  
Email: coreyfidler@hotelsantafe.com

### **Chris Kempfski - Director**

GM On Premise, Southern Wine & Spirits  
1601 Commercial NE  
Albuquerque, NM 87102  
Phone: 505-246-3114 Fax: 505-243-2438  
Email: ckempfski@southernwine.com

### **Tori Mendes - Director**

Owner/General Manager, Coyote Cafe  
132 West Water Street  
Santa Fe, NM 87501  
Phone: 983-1615  
Email: coyotevents@aol.com

### **Roland Richter - Director**

Owner/Proprietor, Joe's Diner & Pizza Etc  
2801 Rodeo Road Suite A5  
Santa Fe, NM 87505  
Phone: 471-3800  
Email: roland@joesdinerandpizza.com

### **Simon Brackley - Director**

President/CEO, SF Chamber of Commerce  
8380 Cerrillos Road #302  
Santa Fe, NM 87507  
Phone: 983-7317  
Email: simon@santafechamber.com

### **Marge Garcia Loehr - Executive Director**

Santa Fe Restaurant Association  
551 West Cordova #545  
Santa Fe, NM 87505  
Phone: 438-8060 Fax: 438-7134  
Email: mgloehr@cybermesa.com

# Santa Fe Restaurant Association

## Membership Application



Yes! I would like to join the SFRA and be included in the 2009/2010 Dining Guide.

Business Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email Address: \_\_\_\_\_

How can the Santa Fe Restaurant Association help you?  
What topics are of interest to you? Please discuss briefly.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Restaurant membership dues are \$125 per year. Associate dues are \$150.

Method of Payment:

PayPal on line. Please go to our web site [www.SantaFeRestaurantAssociation.com](http://www.SantaFeRestaurantAssociation.com) to access

Enclosed is my check

Visa/MasterCard/American Express # \_\_\_\_\_

Expiration Date: \_\_\_\_\_ CVV Code: \_\_\_\_\_

Your Signature \_\_\_\_\_

**Please complete and mail or fax this application to: Santa Fe Restaurant Association  
551 West Cordova #545, Santa Fe, NM 87505  
Fax 505-438-7134**

# Santa Fe Restaurant Association



## Dining Guide Listing

**Your Official 2009/2010 SFRA Dining Guide Listing**  
Please fill out all sections completely

You **MUST** return this form to be included in  
the Dining Guide by **March 31, 2009**.  
The Guide will be released in **April 2009**.

Restaurant Name: \_\_\_\_\_

The Dining Guide will include **ONLY**  
members of the Santa Fe Restaurant Association.

Address: \_\_\_\_\_

Please mail form and check to:

Santa Fe Restaurant Association

551 West Cordova #545, Santa Fe, NM 87505

or fax to (505) 438-7134.

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_ Web Site: \_\_\_\_\_

Type of Food:

- |  |                                     |  |                                      |                                      |
|--|-------------------------------------|--|--------------------------------------|--------------------------------------|
| <input type="checkbox"/> American      | <input type="checkbox"/> Asian      | <input type="checkbox"/> Bakery/Coffee | <input type="checkbox"/> Barbecue    | <input type="checkbox"/> Continental |
| <input type="checkbox"/> Deli          | <input type="checkbox"/> Fast Food  | <input type="checkbox"/> French        | <input type="checkbox"/> East Indian | <input type="checkbox"/> Italian     |
| <input type="checkbox"/> Mediterranean | <input type="checkbox"/> Mexican    | <input type="checkbox"/> Microbrewery  | <input type="checkbox"/> New Mexican | <input type="checkbox"/> Spanish     |
| <input type="checkbox"/> Southwestern  | <input type="checkbox"/> Steakhouse | <input type="checkbox"/> Vegetarian    | <input type="checkbox"/> Other _____ |                                      |

Description: Maximum 250 characters (including spaces and punctuation). Any extra words will be edited.

Use last year's text. Please call our offices if you would like a copy.

Credit Cards Accepted?  Yes  No  AMEX  MC  Visa  Discover  Diners

Checks Accepted?  Yes  No  Local only

Liquor?  Full Service Bar  Beer & Wine  No liquor sold

Reservations Accepted?  Yes  No For groups of \_\_\_\_\_ or more

Handicapped Access?  Yes  No Comments: \_\_\_\_\_

Entertainment?  Yes  No When? \_\_\_\_\_

Children's Menu?  Yes  No

Business Hours? Breakfast \_\_\_\_\_ Lunch \_\_\_\_\_ Dinner \_\_\_\_\_

Open Holidays?  Thanksgiving  Christmas Eve  Christmas  New Year's Eve  NY's Day

Indicate general price of entrees: Breakfast \$ \_\_\_\_\_ Lunch \$ \_\_\_\_\_ Dinner \$ \_\_\_\_\_

# Santa Fe Restaurant Association

## Optional Advertising Space Reservation



### The Official Santa Fe Restaurant Association Dining Guide 2009/2010

The Official Santa Fe Restaurant Association Dining Guide, published annually, will include exclusive listings of over one hundred member restaurants and over twenty associate members. 60,000 copies of this handy, pocket-sized, four-color guide will be printed. The guide contains 40 pages of detailed descriptions of our members and associates and has proven to be extremely popular with visitors and locals alike. Distribution has been set up through restaurants, hotel concierges, the Lodgers Association, the Convention and Visitors Bureaus of Santa Fe and Albuquerque, and the Santa Fe Chamber of Commerce. A limited amount of advertising space is also available, as detailed below. Please call with any questions.

#### AD RATES

(all color)

Inside Front Cover - \$1000

Back Cover - \$1500

Inside Back Cover - \$1000

Full Page Ad - \$750

Half-Page Ad - \$400 (limited)

#### TO RESERVE SPACE

Please call Marge Garcia Loehr  
505/986-8383 or Fax 505/438-7134

#### AD DEADLINE

March, 2009

#### SPECIFICATIONS AND DIMENSIONS

All ads need to be camera ready and provided as a digital file (pdf or tff) on a CD or emailed to the address below.

Full Page Bleed: 4 1/8" X 6 1/8"

(Trim size: 3 7/8" X 5 7/8")

Full Page: 4" X 6"

Half Page: 4" X 3"

#### SEND MATERIAL TO

Santa Fe Restaurant Association  
551 West Cordova Road #545  
Santa Fe, NM 87505  
info@santaferestaurantassociation.com

Business: \_\_\_\_\_

Contact: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Ad Size: \_\_\_\_\_

Rate: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

SFRA Ad Rep: \_\_\_\_\_

Phone: \_\_\_\_\_