



# *Monthly* Marketplace



Your Monthly Source  
*for* Deals and Special Offers

# Heartland



## A Full Suite of Payment Services for the Hospitality Industry

**Heartland Secure** - The most secure credit card processing method is backed by the most comprehensive merchant warranty in the industry. Through our innovative use of End-to-End Encryption and Tokenization, we are able to protect your customer credit card data from the moment you swipe their card. After that, we use our E3TM encryption to make the data invisible to prying eyes. Your business is protected like no other!

**Interchange Plus Pricing and Rate Guarantee** - You will know the true cost of every card that comes through your business - all rates and fees are clearly identified on an easy to read statement. Heartland's rates are guaranteed with no teasers that will creep up. *No hidden fees. No middlemen. No surprises.*

**Local, Personal Consultation** - A New Hampshire based Relationship Manager will meet with you personally to learn your business and present a solution custom tailored to your needs.

**Fast Customer Care** - Heartland's Service Center is US based and Heartland customers get a real person on the phone right away who will not hang up until your question or problem is resolved.

**Gift and Loyalty Programs** - With our fully customizable gift card and rewards/loyalty programs, you can increase the amount of customers coming in while reducing the amount of payment fees going out.

**Lending Services** - Heartland Lending Services offers restaurant operators fairer and faster access to capital—so you can get the funding you need, at the terms you want.

**Wait List/Reservations Management** - Fresh.txt is a robust restaurant app that allows you to manage wait lists, reservations and seating from a computer, smartphone or tablet—and so much more. And unlike most apps on the market, it comes with unlimited 24/7 U.S.-based toll-free phone support.

**Online/Mobile Ordering** - Stop manning the phones! Spend time with your guests instead. Existing restaurants are saving \$1-\$4 per order by switching to online and mobile ordering. Your current guests are already looking online for your menu, directions and locations - give them the ability to place online orders too!

For more information on how Heartland can help your business, please contact Susan Schoenfeld at (603) 219-3642 or [susan.schoenfeld@e-hps.com](mailto:susan.schoenfeld@e-hps.com)  
[www.heartlandpaymentsystems.com](http://www.heartlandpaymentsystems.com)

Exclusively endorsed by the New Hampshire Lodging and Restaurant Association

DESIRES | ACHIEVED

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We welcome the opportunity to introduce you to Sysco Boston and our higher standards of value and unique opportunities to our partners. We look forward to meeting you and to learn more about your business.

#### MEET OUR TEAM

##### Chefs Showcase

Sysco offers the unique experience of a personalized Chef's Showcase. You may need ideas for a seasonal menu, food trends, culinary trends or techniques to adding value to a current menu item. Our Business Resource Team of culinary experts can be called upon for inspiration, education and innovation.

*The possibilities are endless...*

##### Business Solutions

Sysco offers a suite of restaurant technology solutions and services to keep you informed and on the cutting edge of technology.

From menu design & engineering, social media marketing, front of the house server trainings and much, much more.

We can assist you to attract more guest, increase patron loyalty and to help boost your profits.

#### OUR PRODUCT SELECTION

##### Variety

Our updated product line reduces duplication and adds breadth, giving us more room to offer on-trend items, hand-selected to keep your operation on the cutting edge. What it means for you: New inspirations and new opportunities to evolve your menu and delight your customers

##### Value

We're working even harder to make sure that you get the very best value from every order — without any compromise in quality.

##### Innovation

We're leveraging customer and consumer insights and deepening our supplier relationships so we can provide our customers with products that are at the forefront of innovation and quality. What it means for you: A stronger and more valuable long-term partner.

**What it means for you:**  
*Staying ahead in a competitive business.*



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## Specialized Insurance for NHLRA Members

#### Our comprehensive services include:

- Business property and liability from "A" rated carriers
- Group and employee benefits
- 24/7 claims handling
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**A SATISFIED GUEST IS A REPEAT GUEST.**

Our management recruitment program attracts the most qualified talent and our mystery shopping and guest feedback programs test the service they provide. The results - higher guest satisfaction and increased sales.



Contact Brian Calderone  
603-223-0303 x132 • bcalderone@goodwin-associates.com  
goodwin-associates.com | mysteryshopperprogram.com




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*Our mission*  
is to Promote, Advocate,  
Educate and Inform the  
**Hospitality and Tourism Industry**  
in **New Hampshire**

## Who we are

The New Hampshire Lodging & Restaurant Association is the statewide trade group for the hospitality and tourism industry. We deliver best-in-class programs and services, help our members avoid regulatory pitfalls and market the industry both in New Hampshire and surrounding states. The NHLRA is owned by its members and governed by a Board of Directors comprised of industry members. The Association was founded in 1919 to promote, advocate, educate and inform our industry.



**NHLRA**

NEW HAMPSHIRE LODGING & RESTAURANT ASSOCIATION

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