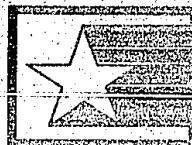


# Entertainment

Ethel Simmons editor/644-1100



Thursday, May 17, 1984 O&E

O22

## Heads restaurateurs Machus travels as new president

By Ethel Simmons  
staff writer

**A WHIRLWIND SCHEDULE** will keep restaurateur Harris O. Machus on the go during his year in office as the new president of the National Restaurant Association.

He's even managing to be three places at once — almost.

Last Thursday morning, just before he was going out of town to attend three events simultaneously in Chicago, he sat at the desk in his office at Birmingham's Adams Square office building and went over his upcoming agenda.

He was the picture of composure. Nothing hectic, nothing hurried about Machus. He looks the careful businessman he is, watching every facet of his own restaurant operation, guarding the cap that determined always to keep the quality high.

Three bottles of the special salad dressing (Machus Famous Dressing) sold at Machus restaurants were on his desk. The original label is applied by hand. A new one, being considered, can be done by machine and will help Machus keep up with increased production.

"I'D HATE to leave this, which has some distinction and class, and go to this, which is quite common," he said with a tinge of regret in his voice. The old label is shiny and accented in red, the new has a flat finish and is pinkish-red.

Little things mean a lot to Machus, but they can add up to big things. When he started his first restaurant (now Machus 140) in the heart of town in 1951, it featured pastries that had grown popular at the bakery there opened by his father in 1923.

The tiny, 22-seat restaurant mostly offered salads and sandwiches, but they were served by a chef in full regalia. Today the Machus group includes six restaurants, two cafeterias and three pastry shops. The flagship restaurant is Machus Red Fox in Bloomfield Township, where Chef Leopold Schell, one of the country's 17 master chefs, reigns.

A coveted Ivy Award — presented to the Red Fox by Restaurants and Institutions Magazine — is one of the reasons Machus went to Chicago last week. He also is in the Windy City for the National Restaurant Association's board of directors meeting, when he takes over the presidency, and the annual meeting of members from throughout the country.

Sunday night, Machus planned to attend "three things between 6:30 and 8." First there was the

NRA's reception in the Palmer House for state association restaurants' presidents and their executive vice presidents (guests also included Jerry Hill, president of Bill Knapp and head of the Michigan Restaurant Association).

SECOND WAS the Michigan State University Hotel and Restaurant School Alumni's reception. Machus wanted to be there, not only because he is the NRA president, but also because he is a graduate of Michigan State.

The third event was the Ivy Awards reception and dinner at the Drake Hotel. Ten restaurants are selected each year to receive the Ivy Award, which Machus prizes because, "It is given to restaurants by their peers, rather than restaurant critics or food critics, by people who are supposed to be impartial but are your peers."

Of Ivy award, Machus said, "I feel very privileged to have been selected." With modesty, he used the same phrase to describe the honor of being named president of the NRA. He has been an NRA board member for eight years.

Saturday was another busy night in Chicago for Machus, who attended a \$500-a-plate Dinner of the Century, with each chef from the U.S. Culinary Team preparing a course. Twenty wines were served with the meal.

The evening raised funds for the 1984 Culinary Team, whose members include Dan Huggler of Schuler's restaurants (in West Bloomfield and Rochester, among others), Richard Schneider, Marcus Bosinger and Lawrence Ryan. They will compete with teams from 32 countries this fall at the Culinary Olympics in Frankfurt, Germany.

THE NRA'S trade show will open Sunday and continue through Wednesday at Chicago's McCormick Place. "We're expecting 90,000 people from all over the world. Anyone in the food service industry from hotel to mom-and-pop operation can see every piece of equipment used in a restaurant, hotel or cafe shop," Machus said.

"There will be 1,300 exhibitors and more than 6,000 items on display. We're going to buy some things. There you can see everything that's available."

Machus said the NRA is the spokesperson for the entire food service industry. "We're constantly having seminars."

Machus restaurants, which has its own hospitality program, contributed to the NRA's Management Hospitality Guide for fast-food, regular restaurants and cafeterias.

### table talk

Looking at what he called his "two cards" — notes on index-size cards — Machus cited some NRA statistics:

Sales for the industry have gone up each year, even though 1982 and 1983 were considered as recession years. Sales were \$133 billion in 1982, \$144 billion in 1983 and are projected to be \$157 billion this year.

Reasons for the increase, he said, are that, "There are more working women including households with two people working and teenagers working. More people are eating out, not spending a lot of money or time but going out for convenience."

HE SAID another trend is more singles — male and female, small families and the retired, all eating out more.

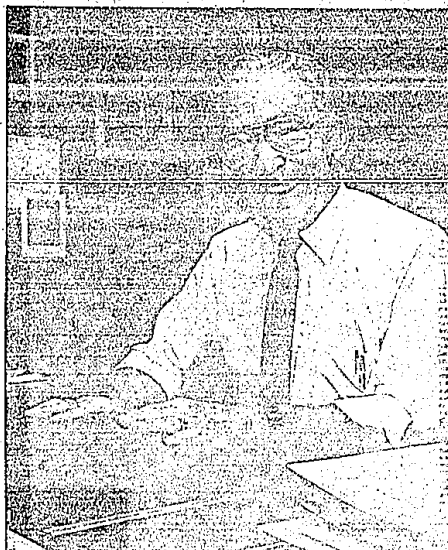
"The industry employs about eight million people, and we serve 80 million customers each day," he continued. "The NRA's mission is to promote, educate and protect the industry. The food-service industry is among the country's top 10 fastest-growing industries."

In 1983, Machus was honored by Governor James Blanchard as the Ambassador of Michigan Tourism Award. "Approximately 25 million travelers come to Michigan each year," Machus said. "We serve them."

"Tourism brings in \$451 million in taxes to the State of Michigan and generates \$10 billion of income. The award was for my involvement in the industry," he said.

Recently, Machus visited Washington, Chicago and Florida and was back home in Birmingham one day when he hosted a \$100-a-plate gourmet dinner at the Machus Red Fox, to benefit the U.S. Culinary Team.

Within the last few weeks he made trips to attend state meetings of the Massachusetts Restaurant As-



Harris Machus, president and owner of Eschiro Enterprises, is the 1984 president of the National Restaurant Association. His suburban Detroit restaurants are located from Rochester to Dearborn.

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