



NBBQA – MORE THAN JUST A BUSINESS GROUP – IT'S FAMILY

About 5 years ago I was introduced to NBBQA and it has been the most influential organization I have been involved with to date. After spending 20 years on the outside looking in as a BBQ Competition guy from Texas I had no idea what I was missing. After making BBQ my business NBBQA has helped open doors and make introductions that I never imagined possible. This organization is much more than a BBQ Business Group it is what I like to call BBQ Family. Now with FOGO Charcoal Products I will be relying again on my BBQ Family to help grow in to our full potential as a company in the BBQ Sector.

I know that just being a member is not enough and you have to be proactive to make it work for you. In this industry the circles are so small and knowledge is so valuable. Most of the information we all seek about trends and growth just don't exist yet in a public format and we have to rely on all of our relationships within the industry. Trade shows and events are all parts of the business I am in, but at the end of the day NBBQA has allowed me to increase my business network and my friendships all at the same time.

BBQ industry is like no other and is constantly evolving and growing not only in the US market but all across the globe and I am so happy to be able to have a small part in it and I owe a lot of my success to NBBQA.

Joey Machado

Joey Machado,
Marketing Director, FOGO Charcoal



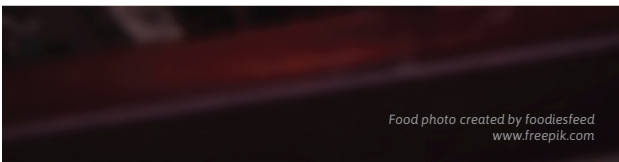
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WHAT I KNOW I LEARNED FROM THE GRILL



I'm sure you've said it yourself, "**Everything I know I learned in Kindergarten.**" It's such a popular quote someone even been turned into a book. The core of this quote is about the foundation laid for all things which has turned you into the adult you are today. If only the little five-year-old in your life knew this, it may not be so hard to wake them for school. As I thought about the lessons learned in kindergarten, I began to think about those I've learned around the grill. Sure, I learned about fire management and flavor profiles but there is so much more to BBQ than just cooking. So, here are a few lessons I've learned around the grill which you can apply to your business.



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HAVE A PLAN

I know you've heard it before. "Prior Planning Prevents Poor Performance" and right here I'm going to reiterate it. This little phrase has stood the test of time because it's true, especially in the BBQ world. Think about when you began your BBQ business. I know it all began with an idea you had one day, or someone tasted your food then said, "You should open a business." But this business didn't come to fruition without planning. The same holds true with your BBQ competition team. I heard one champion say to a group of listeners, I begin planning next year's Memphis in May as soon as this year is over. If you want to be a success, then one lesson from the grill is **you must have a plan.**

PRACTICE MAKES PERFECT

Here's another catch phrase we throw around quite a bit but it's another phrase standing tall among phrases. If you're like the rest of us, your social media is flooded with food (and grandkids but we're not talking about them) of every kind. One picture that continually makes me laugh is the Sunday steak dinner with the butcher string tied around as if preparing for the latest SCA contest. I laugh because I understand it and do the exact same thing. What I have learned about practice is, it's not so much about the execution of the task as it is about what you learn from it. Educating one's self is at the core of practice. Take a sports team for instance. They "learn" the plays by studying the playbook then doing them on the field so when the heat is on, they'll be ready, knowing all their **practice made them perfect.**

TIME MANAGEMENT

At first one would think this belongs under the planning section, but this affects every part of your BBQ business. Whether it is the scheduling of employees so there's enough lunch coverage to getting the brisket out to rest before turn-ins, time management is huge. Walk into any competition team site and you'll find a detailed, almost down to the minute, timeline making sure every aspect runs as smooth as possible. This discipline not only helps keep you on track but assists in allowing you to accomplish more. Having a to do is only half the battle. **Time management** is the other half.

MULTI-TASKING

Once you have the previous down pat, then you can conquer this one. I once heard a lady get asked if she could handle this long list, to which she answered, "I'm a Mom! Multi-tasking is what I do." Running a restaurant is oftentimes just like the old Vaudeville performer trying to keep the spinning plates from crashing to the floor. But in the BBQ world, this is the name of the game. Putting on a brisket while pulling ribs as you cook bread pudding so they're all done when they should be. As I read more and more books on this subject learning every technique there is, one thing I've learned is it's all about finding your own rhythm, then once you do, **multi-tasking** will seem effortless, at least it will appear so to those watching.

FOCUS

A quick walk through at any national competition, and you'll see the laser focus. Sure, you'll hear some laughter but don't make any mistake, being a champion requires a sharpshooter type focus. It's not being oblivious to what is around but rather knowing when it's time to get down to business. Where a lot of unsuccessful people make their mistake is, they give their attention to what isn't important or chase squirrels because everything is important and, in the end, nothing ever gets accomplished. Those on the road to success know where their **focus** must be, and the attention given means completed tasks.

TEAMWORK

Businesses rise and fall with the type of team they have. If there is no clear leader or even too many leaders, then there's no clear direction and frustration abounds. In a well-rounded team, everyone has a role where they can contribute to the success of the team. Everyone's ideas are heard and considered but the clear-cut leader will make the call, as a leader should, because that is his/her role. The team has one goal, which is the success of whatever it is that has brought the team together. They are motivated and most of all, they're appreciated for the strengths they bring, no matter what those are. This is why it's called teamwork; it takes a **team** to be a success.

COMMUNICATION

You don't think about communication when you're standing around a grill but it's there, especially when there's multiple tasks taking place. I was watching one of those reality cooking shows where the star chef was encouraging the restaurant chef to communicate with all the other chefs in the kitchen. **Communication** is clear, concise and timely because if it isn't then the business will become overtaken by failure.

**"Most of all,
BELIEVE
in what you
are doing,
and what
you want to
GAIN
from your
business."**

NBBQA MEMBER VOICES



**Amy Jungk,
Old World Spices**

"Make yourself highly visible and keep a positive message. Social Media and digital marketing is the best (and cheapest) way to get the word out. But if your social posts are negative, political, crass, vulgar, you will not be taken seriously. BBQ names used to be about the questionable funny names and tag lines, but consumers are looking for an authenticity and a little more class now."



**Randy White,
Live Fire Culinary Explorer**

"NBBQA is important to my business and my brand for numerous reasons, but the most important one ties back to the organization's very reason for existence- advocacy for my business and my brand, as well as the facilitation of networking connections and mentorship of (and from) other members. The NBBQA helps connect all of us in the business in ways that wouldn't be possible otherwise. They make the world smaller for us, connect us and bring us together."



**Paul Buob,
Smokin Ghost**

"Be original, partner with excellent companies, there is no cheap way to success. A great graphic designer, a great copacker, a straightforward plan, and ask for help, people will help you succeed. Dave Raymond, Heath Hall, Chris Bohnemeier have always found time to answer my hundreds of questions. Be aggressive but be humble."



**Tony Bunce,
Historic BBQ**

"BBQ people are the best people around and NBBQA is the best of the best. The collective knowledge of NBBQA members is remarkable and everyone is there to help each other become better."