

# ¿QUE PASA?

*Columbia*  
Since 1905

GEM of  
SPANISH RESTAURANTS<sup>SM</sup>

SUMMER 2008

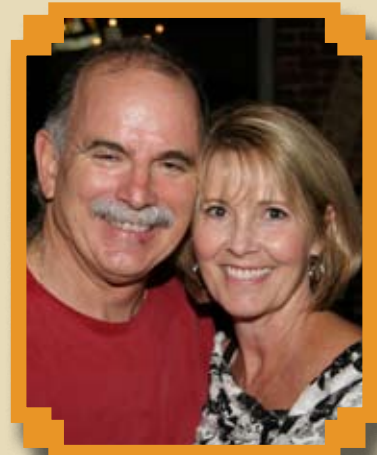
Ybor City Sarasota St. Augustine St. Petersburg Clearwater Celebration

## *“Andrea’s Sip for Life” Raises Over \$50,000 for H. Lee Moffitt Cancer Center & Research Institute*

“Andrea’s Sip for Life” raised over \$50,000 for H. Lee Moffitt Cancer Center & Research Institute in Tampa. The event took place on Friday, March 14<sup>th</sup> in the Columbia Restaurant Museum banquet area. Over 280 people enjoyed 250 premium wines from Spain, California and South America, along with Tapas prepared by The Columbia Restaurant.

“Andrea’s Sip for Life” was created by Columbia Restaurant President, Richard Gonzmart, as a way to combine his love of wine with his long-time passion to find a cure for cancer. 100% of the funds raised were donated to the “Amandalee Pediatric Sarcoma Fund” and the “Ovarian Cancer Research Fund” at H. Lee Moffitt Cancer Center and Research Institute in Tampa. The event was named after Andrea Dicks Hartley, a young Mother and Moffitt patient who lost her battle to pediatric sarcoma cancer in August 2006 at the age of 30, leaving behind her then 2 1/2-year-old daughter Emma.

Wanda Dicks, Mother of Andrea Dicks Hartley, was in attendance, along with several other family members who gathered to celebrate the life of Andrea Dicks Hartley.



*Richard Gonzmart and Wanda Dicks, mother of Andrea Dicks Hartley*



## *A Message from Richard*

*We don't stop playing because we grow old;  
we grow old because we stop playing*

**GEORGE BERNARD SHAW**

**H**ow often do we complain about getting old? It is our choice, get old at an early age or stay young as we get older. I know that when on a trip with a group to Napa Valley, I found myself wanting to go bed early, and I did but now I am back and wishing I had stayed out later with friends. I had fun, a lot of fun but not as much as I could have had if I stayed up just one more hour. At times I felt like my grandparents worrying too much about waking up early and not being carefree. I guess this is what happens with age, we become more responsible. But I don't like it! It is up to us to live life the way we want to, having fun is the answer or we can complain about getting old. Yes we slow down with age but it doesn't mean to stop laughing, enjoying friends and family, and having fun.

Recently a man I admired very much passed away, Robert Mondavi died at the age of 94. He lived his dream and created what almost everyone thought was impossible, world class wines in California. He went against the experts and proved them wrong. He put the wines of the USA on the world map, to be reckoned with by the French and other leading wine countries.

I had always wanted to meet Mr. Mondavi and actually was in the same room on a trip years ago to Napa, but was shy and did not introduce myself to him. He was always smiling. I always thought there would be another opportunity. He was respected by his peers, what more can you ask for in your industry? I have been blessed to have met many of the legends in the wine industry and I believe they all share the same dreams and drive like Mr Mondavi did in his life. I don't believe he ever stopped playing even as he took his last breath.

When Mr. Mondavi turned 90 he printed out his 15 secrets of business success. I have tried to live my life by his thoughts, he was generous and I believe a very kind man. Below is an abbreviated version I want to share with you.

## *Roberts Mondavi's 15 Secrets of Business Success*

- 1. First and foremost have confidence in your product and in yourself*
- 2. Whatever you choose to do, make a commitment to excel, and then pour yourself into it with your heart and soul and complete dedication*
- 3. Interest is not enough-you must be passionate about what you do if you want to succeed and have a happy life. Find a job you love and you'll never have to work a day in your life.*
- 4. Establish a goal just beyond what you think you can do. When you achieve that establish another and another. This will teach you to embrace risk.*
- 5. Be completely honest and open. I never have any secrets.*
- 6. Generosity pays. Learn to initiate giving. What you give will enrich your life and come back to you many times.*
- 7. Only make promises and commitments you know you can keep.*
- 8. Understand you cannot change people. You might be able to influence them a little but you can't change anyone but yourself.*
- 9. To live and work on harmony with others.*
- 10. Human beings experience the same things in very different ways.*
- 11. It is very important to understand one another, listen carefully and when you talk be sure people understand you.*
- 12. Rarely will you ever find complete harmony between two human beings. But if you find it, maintaining this harmony requires individuals to have complete confidence in one another.*
- 13. In both life and work, stay flexible*
- 14. Always stay positive. Use your common sense and remember this: America was built on a can-do spirit and will continue to thrive on the can-do spirit*
- 15. Out of all the rigidities and mistakes of my past, I've learned one final lesson, and I'd like to see it engraved on the desk of every business leader, teacher and parent in America: The greatest leaders don't rule. They inspire.*



Mr. Mondavi inspired thousands and thousands to live their dreams. I want to send a letter of condolence to the family but don't know where to send it so I will say a prayer for his soul.

I pray that you rest in eternal peace Mr. Mondavi.

Blessings,



# ¿QUE PASA?

is a quarterly newsletter for the Columbia Restaurant.

EDITOR: Angela Geml



Send story ideas and comments to

[A.Geml@columbiarestaurant.com](mailto:A.Geml@columbiarestaurant.com)

If you work for The Columbia and would like to share

your story about working with us,

please contact

Angela at

[A.Geml@columbiarestaurant.com](mailto:A.Geml@columbiarestaurant.com)

## Columbia Restaurant Partners with History Center



George Howell, Richard Gonzmart, C.J. Roberts

As the sun was to set on a beautiful day, guests attending the Tampa Bay History Center's 2008 annual meeting aboard the Yacht StarShip were treated to a historic announcement. With the construction of the History Center serving as the back drop, Chairman George Howell announced a partnership with the Columbia Restaurant that welcomes over a century's worth of Tampa Bay history to become a permanent resident of the History Center.

Brothers Richard and Casey Gonzmart, the fourth generation to lead the Columbia Restaurant, are bringing the decorative styling and cultural flavors of the 103-year-old restaurant to the History Center and, as part of the partnership, will manage the café and all of the History Center's hospitality and catering needs.

"The Columbia Café will take the visitor experience beyond the galleries. Our visitors will be able to immerse themselves in the sights, smells and now flavors of Tampa." - C.J. Roberts, President and CEO, Tampa Bay History Center.





# *Columbia Restaurant in Tampa's Historic Ybor City Named* **“One of 10 Great Places to Make a Meal Out of Salad” by USA Today** *The Only Restaurant in Florida to be Named*

The Columbia Restaurant in Tampa's Historic Ybor City has been named “One of 10 Great Places to Make a Meal Out of Salad” by USA Today. The Columbia is the only restaurant in Florida named to this list.

Wiley Mullins, author of *Salad Makes the Meal: 150 Simple and Inspired Salad Recipes Everyone Will Love*, shared his list of favorite places in the US with Kathy Baruffi for USA Today.

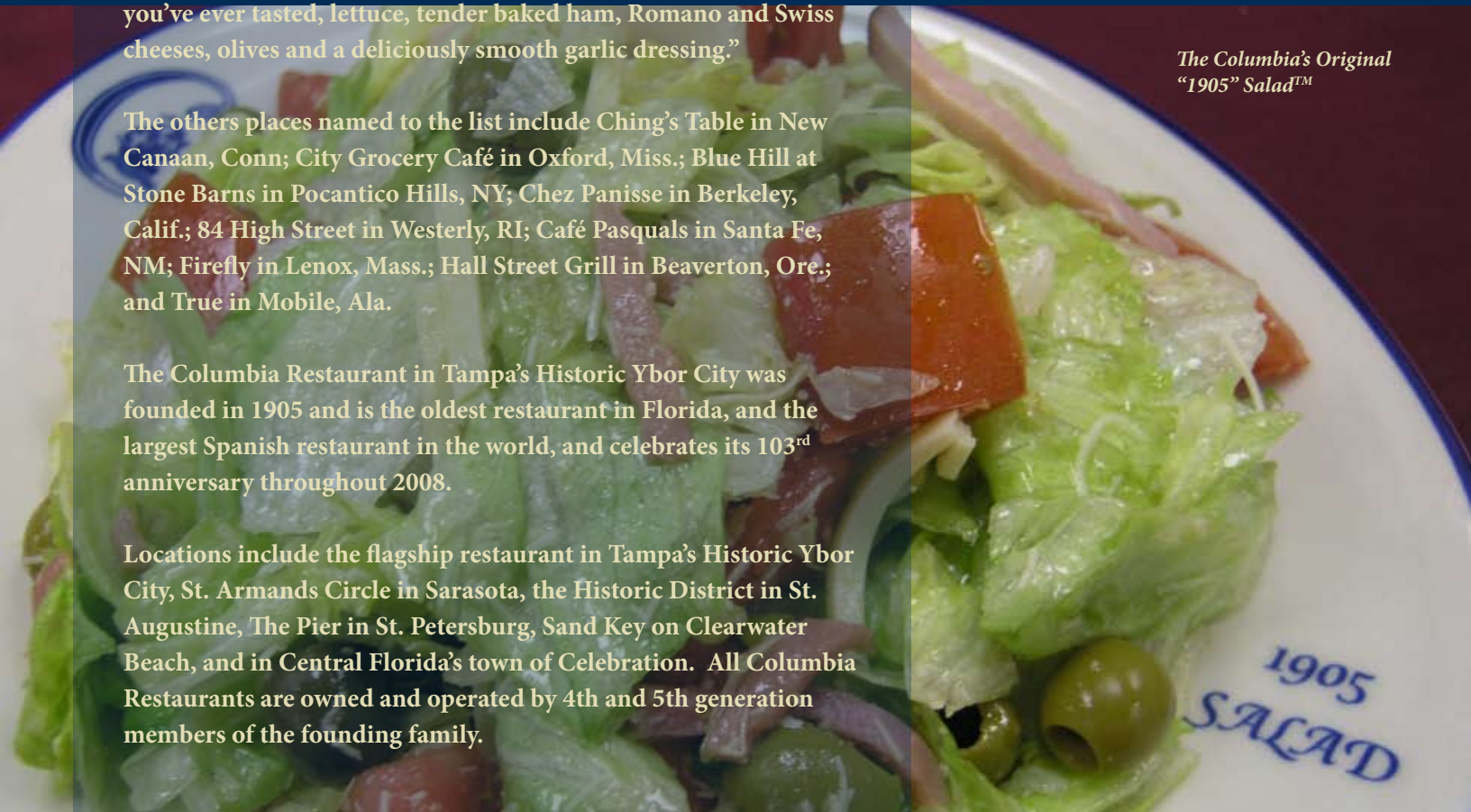
Regarding the Columbia, Mullins says, “The 1905 Salad is famous throughout Florida, and salad lovers travel near and far to enjoy it. No wonder it's trademarked!” “Tossed and created at your table, this masterpiece of a meal includes the juiciest beefsteak tomatoes you've ever tasted, lettuce, tender baked ham, Romano and Swiss cheeses, olives and a deliciously smooth garlic dressing.”

The others places named to the list include Ching's Table in New Canaan, Conn; City Grocery Café in Oxford, Miss.; Blue Hill at Stone Barns in Pocantico Hills, NY; Chez Panisse in Berkeley, Calif.; 84 High Street in Westerly, RI; Café Pasquals in Santa Fe, NM; Firefly in Lenox, Mass.; Hall Street Grill in Beaverton, Ore.; and True in Mobile, Ala.

The Columbia Restaurant in Tampa's Historic Ybor City was founded in 1905 and is the oldest restaurant in Florida, and the largest Spanish restaurant in the world, and celebrates its 103<sup>rd</sup> anniversary throughout 2008.

Locations include the flagship restaurant in Tampa's Historic Ybor City, St. Armands Circle in Sarasota, the Historic District in St. Augustine, The Pier in St. Petersburg, Sand Key on Clearwater Beach, and in Central Florida's town of Celebration. All Columbia Restaurants are owned and operated by 4th and 5th generation members of the founding family.

*The Columbia's Original  
“1905” Salad™*





*Rosa Guillen with Sarasota County Commissioner Nora Patterson*

*Rosa Guillen Wins  
Guest Service Excellence Award  
from the Sarasota Convention and Visitors Bureau*

*She has been a Hostess at Columbia Restaurant on  
St. Armands Circle for 37 years!*

Rosa Guillen was announced as the winner of a Guest Service Excellence – Front Line award that was given by the Sarasota Convention and Visitors Bureau. She was honored at a luncheon given to celebrate National Tourism Week on May 6, 2008.

Each winner was nominated by peers and then chosen by a selection panel composed of members of the hospitality industry.

Rosa Guillen has been greeting and seating guests at The Columbia Restaurant on St. Armands Circle for 37 years! Her cheerful smile is the first thing many guests see as they enter The Columbia, and her welcoming voice is the first one heard by guest when the call The Columbia. Rosa is our director of first impressions, and she makes each and every guest feel welcome.

It is a big responsibility to manage the many guests who visit each day for lunch and dinner, and Rosa greets every one of them with enthusiasm and a smile.

The Columbia in Sarasota is part of the restaurant group owned by the Gonzmart family, 4<sup>th</sup> and 5<sup>th</sup> generations. The original Columbia opened in Tampa’s Historic Ybor City in 1905, over 100 years ago. The Columbia on St. Armands Circle opened 49 years ago, in 1959, and is now Sarasota’s oldest restaurant.

Rosa is one of the many employees who contribute to the success of The Columbia. Her outstanding attitude and years of loyal service earned her a spot in 2002 in the Columbia Restaurant Hall of Fame. The Gonzmart family created the Hall of Fame to honor employees who have contributed to the legacy of Columbia Restaurant, and to honor employees’ dedication to their work and the Gonzmart family. Rosa exemplifies this spirit of dedication.

After 37 years, Rosa truly is “The Voice of The Columbia on St. Armands Circle!”





# *Cesar Gonzmart 13th Annual Memorial Golf Tournament*

***Raised Over \$50,000 for The University of South Florida in Tampa, FL***

The Cesar Gonzmart 13th Annual Memorial Golf Tournament raised over \$50,000 for the University of South Florida Athletic Association and the Columbia Restaurant Centenario Endowed Scholarship, part of the USF Latino Scholarship Program. 100% of the money donated by players and corporate sponsors was donated to these two organizations.

The tournament was created in 1995 by Richard & Casey Gonzmart, 4th generation owner/operators of the Columbia Restaurant, to honor their father, Cesar, who passed away in 1992 from Pancreatic Cancer. He was a strong supporter of the Latin community and education.

The tournament was held on May 2, 2008 at the Pebble Creek Golf and Country Club in Tampa.



## *Special Dates*

*June 15, Sunday*

*Father's Day*

*July 4, Friday*

*Independence Day*

*Entire Month of September*

*Columbia Restaurant Community Harvest*

*September 21, Sunday*

*"1905" Day*





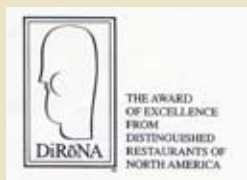
C O L U M B I A

A C C O L A D E S

*Columbia Restaurant in Tampa's Historic Ybor City Once Again Earns*

## **2008 Distinguished Restaurants of North America Award of Excellence**

*Joins Ranks of Most Celebrated Restaurants in US, Mexico and Canada*



The Columbia Restaurant in Tampa's Historic Ybor City has again been awarded membership into an elite roster of restaurants that have earned the 2008 Distinguished Restaurants of

North America (DiRoNA) Award of Excellence – one of the most prestigious awards in the fine dining industry.

The DiRoNA Award is the only program of its kind, scrutinizing every aspect of the dining experience from the making of the reservations to the presentation of the check. To become eligible for the Award, restaurants must first be in operation under the same ownership for a minimum of three years. An anonymous, independent 75-point inspection of the property is conducted to review the quality of the food, wine, service, physical property and décor.

The Columbia first earned the DiRoNA award in 2005, and has retained this honor every year since.

“One of my goals for our 100<sup>th</sup> anniversary in 2005 was to bring the Columbia Restaurant back to the ranks of one of the greatest restaurants in the world,” said Richard Gonzmart, 4<sup>th</sup> generation family member and president of Columbia Restaurant. “Earning the DiRoNa award in 2005 means that we have achieved this goal, and more importantly, we continue to earn this honor every year since,” he said.

Based in New York, NY, DiRoNA was established in 1990 to promote the fine dining industry and offers the only fine dining guarantee in all of North America. The DiRoNA award is bestowed upon only the most distinguished restaurateurs.

*Columbia Restaurant & Bern's Steak House in Tampa, Florida Earn the*

## **“Award of Ultimate Distinction” from Wine Enthusiast Magazine**

*Only 3 Restaurants in Florida Earned This Honor*



The Columbia Restaurant and Bern's Steak House, two venerable restaurants located in Tampa, Florida, have both received the “Award of Ultimate Distinction” from Wine Enthusiast magazine. Only 31 restaurants in the United States received this award in 2008, and The Columbia and Bern's, both in Tampa, and Bleu Provence in Naples were the only Florida restaurants to earn this honor.

This is the highest level of award given by the magazine and is earned by restaurants that excel on all measures, offering the ultimate experience in wine with imagination and passion. The Columbia has earned this honor for the fourth year in a row, beginning in 2005, the inaugural year for this award.

Wine Enthusiast states regarding the Columbia, “4<sup>th</sup> generation co-owner Richard Gonzmart selects every wine... probably the largest collection of Spanish wines in the U.S., spanning all of Spain's wine regions, with emphasis on verticals. Plus wines from Chile and selections from California that have connections to Spain. One of the most complete collections of Torres Mas la Plana anywhere, including some bottlings produced for the King of Spain. Verticals of Vega Sicilia Unico dating back to 1960. Plus CUNE, Alejandro Fernandez and Opus One.”

Wine Enthusiast calls Bern's, “A veritable temple of wine.” Bern's houses the most extensive selection of wines of any restaurant in the world.

The wine list of the Columbia has also been recognized by many of Spain's leading winemakers including Hall of Famer Miguel Torres and Vega-Sicilia's Pablo Alvarez as having the most complete and the world's best collection in the world of wines from Spain. The Columbia's wine list contains more than 750 wines with an inventory now exceeding 50,000 bottles. A wine cellar seen from the Don Quixote dining room, Tampa's first air-conditioned dining room in 1935, alone holds over 15,000 bottles of wine -- showcasing some of this extensive wine collection.

Andrea Gonzmart, 5<sup>th</sup> generation family member, will be taking over from her father, Richard, to manage the Columbia wine list. Her goal is to take the wine list to even higher levels. Andrea is certified as a Spanish Wine Educator from the Wine Academy of Spain.