

ifsea infusion

INFUSION: To instill a principle or quality: To introduce: To inspire

INTERNATIONAL FOOD SERVICE EXECUTIVES ASSOCIATION



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NETWORKING - MENTORING - COMMUNITY SERVICE - HAVING FUN

"We enhance the careers of our members through professional and personal growth."

INTERNATIONAL NEWS

- Ø The IFSEA conference is right around the corner. The conference planning committee has worked hard to provide valuable content for all attendees. If you have not registered today, be sure to fill out the registration form and make your hotel reservations right away. You will not want to miss the revamped education sessions. Go to the IFSEA website, www.ifsea.com for more information concerning the conference. We have included a registration form. For questions concerning the conference please contact yjackson@hqtrs.com.
- Ø If you have information that you would like to share with the membership in the next Hotline, be sure to send it to headquarters by March 10. We are looking for any member news. Please send it to yjackson@hqtrs.com.
- Ø Speaking of Hotline. Be on the look out for the latest issue. It should be in your mailbox in the coming week. It is full of information on the conference, branch information and news about MHA.
- Ø CMSgt William Garner retired in January after almost 30 years in the Air Force. Chief Garner was the chairman of MHA. We will all miss his leadership and dedication to the military foodservice industry. We wish him luck in his “retirement”.
- Ø Every Wednesday is your opportunity to discuss IFSEA with the association leadership. A conference call number has been sent that will allow you to dial in and ask questions of the Executive Committee. This would be a good time to bring up issues that you believe are not being addressed, or ideas that you may have for making IFSEA a stronger association. If you have questions about the conference calls contact mharper@hqtrs.com.

Do not let a lack of certification hold you back in your position. Contact IFSEA headquarters to see which certification level is best for you, and if there is an IFSEA Symposium coming to your area. We offer three different levels (CFM, CFE, MCFE) and of course the Certified Bar Manager (CBM). If you have any questions concerning them please contact ghobby@hqtrs.com



The International Food Service Executives Association in partnership with **VIPFoodSafety** and **Thompson-Prometric, Inc**, offers the most comprehensive Food Safety Certification and Food Management Certification. The name of the program is IFSEA FoodSafety.

We now include a 4-hour Certification Preparation Seminar Plus the Exam, for your choice of **IFSEA’s MCFE, CFE,** or **CFM** Certification Exams!

WHAT THIS TRAINING DOES FOR YOU?

1. The opportunity to acquire **3 or more “Highly Recognized” certifications!**
 - a. **Certified Professional Food Manager** - (Thompson-Prometric)
 - b. **Certified HACCP Manager**- (NSF-Thompson-Prometric)
 - c. **Certified Food Manager** – CFM (IFSEA)
 - d. **Certified Food Executive** – CFE (IFSEA)
 - e. **Certified Master Food Executive** – MCFE (IFSEA)
2. Will enhance your professional portfolio
3. Will enable you to perform more effectively on the job
4. Will improve workplace food safety readiness
5. Provide you with the tool and knowledge to teach others

Classes have been, or are scheduled for, these locations -

Honolulu, Jacksonville, FL, San Diego, Las Vegas, CorpusChristi, TX, Fort Bragg, NC, New London, CT, Seattle area (Navy SubBase Bangor and McChord AFB, Washington,DC (Bolling AFB, The White House, The Pentagon, Marine Barracks), Norfolk, VA, Kodiak, Alaska, Yokosuka, Japan.

For information on any of these classes, please contact:

Ed Manley at 702-430-9217 or e-mail ed@ehmanley.com.

DID YOU KNOW?

POMEGRANATE



Up until a few year ago, not many grocers stocked pomegranates because very few people bought them. Today they are such a hot commodity that few fresh California pomegranates make it to the produce isle. The fruit is worth more processed than it is fresh. A dizzying array of wildly popular new food products, including tea, vodka, syrup, salad dressings, sausage, baby food, cereal, jelly, power bars plus many nonfood items such as hand soap, face cream and lip gloss are consuming the bulk of the world's pomegranate production. Last year 478 new pomegranate products made it to market including 19 new desserts, 17 spreads, 216 drinks, 32 sauces and Starbucks Pomegranate Frappucino.

This once anonymous and ignored fruit has become a superfood partly due to it's fresh, sweet-tart flavor of the juicy jewellike seeds, called arils. Even more important is the increasing stack of medical research detailing the incredible health benefits of the fresh pomegranate fruit.

Pomegranate is very high in vitamins A, C and E and high in folic acid and polyphenol antioxidants and that's just the beginning.

The California pomegranate giant POM Wonderful is funding many medical studies which suggest that pomegranate is indeed a wonder-juice.

It has been shown to reduce the risk of heart disease by protecting the heart vessels from cholesterol and is effective in slowing and even halting the production of cancer cells in prostate and breast cancer patients.

The juice has been proven effective as a cure for urinary tract infections, as a protection against Alzheimer's disease, and is a powerful antioxidant, ridding the body of two to three times as many toxins as red wine.

Inconclusive research that is being done suggests pomegranates may be useful in treating HIV. Studies suggest that pomegranates, including both the juice and the rind, may be able to attach to the virus and carry it out of the body similar to the way cranberry and pomegranate juice carry viruses out of the urinary tract.

The high demand for pomegranates will eventually prompt larger crops of the fruit but it takes time. A pomegranate bush takes three years to fruit. Currently nurseries are perennially out of root stock. Growers can't plant if they have no root stock.

Pomegranate sales were flat until 2004. Between 2004 and 2006 sales increased 250 percent.

Pomegranate juice stains so keep track of the seeds and drips. The membrane that surrounds the seeds does not taste good. It is very bitter. You can swallow the tiny seeds inside the arils as they are considered good roughage that helps cleanse the body. If you don't like them you can just spit them out. In India the seeds are dried and ground into a powder to be used in meat dishes.

A medium size pomegranate contains about 700 seeds which yield 1/2 to 3/4 cup of whole seed arils or 1/2 cup of juice.



YEAR OF THE BOAR

1923, 1935, 1947, 1959, 1971, 1983, 1995, 2007

Stodious and gallant with tremendous inner strength. Will not retreat from goals. Quiet but always well informed. Chooses few friends, but is kind, affectionate and loyal for life. Compatible with rabbits and rams.

Famous Boars: Woody Allen, Julie Andrews, Fred Astaire, Lucille Ball, Humphrey Bogart, Billy Crystal, Phil Donahue, Richard Dreyfuss, Ralph Waldo Emerson, Farrah Fawcett, Henry Ford, Thomas Jefferson, Henry Kissinger, Jerry Lee Lewis, Dudley Moore, Marie Osmond, and Tracey Ullman.

Red and gold are featured prominently in the festivities — red is considered lucky and gold is a symbol of prosperity. You'll see these colors decorating Chinese businesses during the coming months. If you live in a city with a large Chinese community, don't miss the gala parade that celebrates the fun. Look for a giant dancing lion and drums, gongs and firecrackers galore to chase away evil spirits!

Eat and be Lucky! What's a holiday without food? Many of the traditional dishes served at Chinese New Year have special symbolic meanings – the golden color of fried foods brings wealth, noodles promise long life and whole fish symbolizes togetherness and abundance.

Steamed Sole and Vegetables

Yield: 4 servings

4 tablespoons Kikkoman Soy Sauce, divided
3 tablespoons dry white wine
1 teaspoon onion powder
1/2 teaspoon sugar
1-1/2 teaspoons minced fresh ginger root
4 fresh sole fillets, each about 4 ounces
1 large carrot, julienned
1 medium zucchini, julienned
3 tablespoons minced green onions and tops, divided



Blend 3 Tbsp. soy sauce, wine, onion powder, sugar and ginger in shallow pan; add fillets, turning to coat both sides well. Let stand 10 minutes; turn over once. Meanwhile, toss carrot and zucchini with remaining soy sauce; pour off excess sauce. Turn vegetables out onto 8-inch round heatproof plate. Remove fillets from marinade; spread out flat and sprinkle with 2 Tbsp. green onions. Starting at thinner end, roll up fillet, jellyroll fashion; arrange, seam side down, on vegetables. Place plate on large steamer rack set in large pot or wok of boiling water. (Do not allow water level to reach plate.) Steam, covered, 12 minutes, or until fish flakes easily with fork. Sprinkle remaining 1 Tbsp. green onions evenly over fish.



Recipe courtesy of:
KIKKOMAN foodservice

Recipe Box

Twice Stuffed Egg Rolls

SERVINGS: 4



Ingredients

- 12, 3oz. MINH® Egg Rolls, cooked

Suggested Toppings

- Diced or pulled chicken, pork or beef
- Black or green olives, diced
- Minced green onions
- Caramelized onions
- Roasted bell peppers; red, green or yellow
- Crispy bacon, diced
- Roasted diced vegetables; mushrooms, asparagus, zucchini, corn
- Shredded cheeses; cheddar, Parmesan, Swiss, mozzarella, Gouda
- Dipping sauces; salsa, guacamole, spicy BBQ, honey teriyaki

Procedure

- Prepare Minh® Egg Rolls per directions on package
- While hot, split egg rolls horizontally similar to cutting a hot dog bun.

Note: do not cut all the way through the egg roll

- Spoon in prepared filling and drizzle with preferred sauce
- Serve
- Suggested serving size is 3 egg rolls

Recipes courtesy of:



The Schwan Food Company
Schwan's Foo Service Inc.
and Michael's & Associates

Fried Rice and Dumplings

SERVINGS: 8-12



- 4 Tbsp. Peanut oil or vegetable oil
- 4 large Eggs, beaten
- 5 strips Bacon, coarsely chopped
- 1 large Onion, minced
- 6 oz. BBQ pork, diced or shredded
- 3 lbs. (9 cups), cooked White rice
- 8 stalks Green onions, sliced at diagonal, 1" long
- 2 oz. Pineapple, diced
- 6 oz. (3/4 cup) Chicken stock
- 6 oz. (3/4 cup) Soy sauce
- 3 Tbsp. Sesame oil or peanut oil
- 3 oz. (1/2 cup) Cashews, toasted, optional
- 7 oz. (1 1/2 cups) Peas
- 16 to 24 MINH® Chicken or Pork Pot Stickers, cooked*
- Salt and pepper to taste

Procedure

- Heat oil in skillet over medium heat
- Pour beaten eggs over oil in skillet and cook without stirring for 2 – 4 mins
- Remove eggs from pan, slice into strips and reserve for later use
- Add bacon and onions to the skillet, sauté until onions begin to caramelize
- Add BBQ pork and cook for 2 – 4 mins
- Add rice, green onions, pineapple and mix well
- Stir in chicken stock, soy sauce, 3 – 4 tablespoons of sesame oil and heat and mix well
- Add in eggs, peas and if desired cashews
- Blend and heat through over low heat
- Serve

IN THE NEWS

Sushi makes its way into mainstream dining

A growing number of Japanese-food chains are beginning to open across the U.S. Recent expansions by Tokyo-based Yoshinoya, the Hibachi-San Japanese Grill and [Benihana](#) have combined to help increase Asian-food sales by 15% to 20% in 2006, according to restaurant consultant Technomic.

[BusinessWeek](#)

Legal Sea Foods rolls out fresh fish campaign

Legal Sea Foods has launched a campaign to promote the freshness of its seafood, using humor and an estimated budget of more than \$3 million for posters, commercials, print ads and advertisements in movie theaters. Slogans such as “If it isn’t fresh, it isn’t Legal” and “A seafood restaurant so exclusive, 9 out of 10 fish can’t get in” are among the slogans used in the advertising blitz. [The New York Times](#)

Getting “nitpicky” now necessary

When the Melting Pot opens in Durham, N.C., its servers will have been trained in the finer points of everything from learning the ingredients in each sauce to never pointing in front of customers and pausing for their questions. High-quality training has become paramount to the success of eateries that want to stay competitive in a world with ever-increasing restaurant options. [The News & Observer \(Raleigh, N.C.\)](#)

2007 Forecast: Organic and local produce increase in popularity

Organic items are growing in popularity across the board at table-service restaurants, according to the National Restaurant Association’s [2007 Restaurant Industry Forecast](#). Among restaurants that currently serve organic items, 52 percent of fine dining, 42 percent of casual dining, and 27 percent of family dining restaurant operators expect higher sales of those in 2007. Locally produced food items are also growing in popularity. Fifty-one percent of fine

dining, 38 percent of casual dining, and 31 percent of family dining operators expect sales of locally-sourced items to grow in 2007.

Chicago diners take eating experience home

Take-home gifts are allowing diners to extend the eating out experience back into their homes. Diners at Chicago’s Charcoal Oven go home with take-home prizes of tomatoes, fresh-baked bread loaves or red peppers. “People will call to ask what the door prize is for the night,” said Maria Georgouses, whose father owns the restaurant. [Chicago Tribune](#)

Nevada continues to lead the nation in sales growth

Economic growth is expected in all nine U.S. regions, with all regions also projecting job growth in 2007. The Mountain region will again post the strongest sales growth at 6.7 percent, due to having the fastest growth in local economies, disposable income and population. Nevada will lead the states, posting sales growth of 8.1 percent in 2007. The number of restaurant jobs will also increase; the industry is expected to add two million jobs in the next 10 years. Arizona is expected to show the highest restaurant job growth by the year 2017 at 25.9 percent. Find out what’s projected for your state in the National Restaurant Association’s [2007 Restaurant Industry Forecast](#).

Daylight-saving time could hit snags this year

It might not be Y2K, but Congress’ decision to move daylight-saving time from April to March this year is likely to effect numerous computer systems that have been pre-set to change the hour on the traditional date. Many people aren’t even aware of the change, but it could affect everything from security systems that log the time of critical events to takeoff times for pilots and synchronized international communications components. [The Washing-](#)

(9) [ton Post](#)



2007 Annual Conference Registration Form

International Food Service Executive Association

Thursday, March 29 - Sunday, April 1, 2007

Kansas City Marriott - Downtown

FOR OFFICE USE ONLY

Member ID: _____

Amount Paid: _____

Balance Due: _____

Confirmation Date: _____

Fax Mail

Mr. Ms. Mrs. Name _____

Nickname for Badge _____ Credentials Acronym _____

Position/Title _____ Company/Organization _____

Address _____

City _____ State _____ Zip _____

Daytime Phone _____ Fax _____

E-Mail _____

Please check all that apply:

This is my first IFSEA Annual Conference I am a new IFSEA Member

Conference Mentorship Program:

I am a student and would like to have a mentor at the conference I would like to mentor a student at the conference

Please check your membership category:

Regular Member/IFSEA International Member/IFSEA Regular Member/MHA Non-Member
 Student Member/IFSEA Corporate Member/IFSEA Command Member/MHA

REGISTRATION FEES (Primary Attendee Only)

The conference registration fee covers all presentations, educational sessions, meals and social events that are planned as a part of the conference agenda. Please check all the boxes that apply. Please note: All registrations must be received by the office no later than Thursday, March 15. After this date you must register on-site

	Early Rate	After March 1, 2007
Regular Member	<input type="checkbox"/> \$375	<input type="checkbox"/> \$425
Student/Military Member/Retired	<input type="checkbox"/> \$295	<input type="checkbox"/> \$335
Non-Member	<input type="checkbox"/> \$415	<input type="checkbox"/> \$465

Day-Pass Registration

A one-day registration package provides access to all presentations, breakout sessions, breaks and meals that are planned for that day. Evening social functions and tours are not included as part of a day-pass registration but may be purchased individually. Please check all of the boxes that apply.

<input type="checkbox"/> Friday, March 30	\$250	<input type="checkbox"/> Thursday, March 29, Opening Reception	\$55
<input type="checkbox"/> Saturday, March 31	\$250	<input type="checkbox"/> Friday, March 30, IFSEA Chairman's Celebration Dinner	\$105
		<input type="checkbox"/> Saturday, March 31, Military Awards Dinner	\$105

Optional Events (Primary Attendee Only)

Please check all the boxes that apply:

THURSDAY, MARCH 29

IFSEA Certification Class and Test \$150
 Certification Study Guide \$34

Tours

Shopping and Overview of Kansas City \$35
 Harley Davidson Factory Tour \$52

EDUCATIONAL SESSIONS

Attendance for these sessions is included in the price for a full conference registration. To ensure available seating at the session of your choice, pre-registration is required. Please mark only one box during each session.

FRIDAY, MARCH 30, 2007

4:00 p.m. - 5:30 p.m.

- How to Grow Your Local IFSEA Chapter
- So You Want to be a Catering/Event Manager

SATURDAY, MARCH 31, 2007

11:00 a.m. - 12:30 p.m.

- Pandemics and the Foodservice Industry
- Building a Student Portfolio

4:30 p.m. - 5:30 p.m.

- CFE Knowledge Bowl

2:45 p.m. - 4:15 p.m.

- Foodservice Leadership in the 21st Century
- Make a Difference ...by Being the Difference

GUEST REGISTRATION

Individual tickets are available for meals and social events for guests of full conference attendees. You may purchase a full guest conference registration, which will include all meals and receptions, or individual tickets are available for each event. Please indicate the guest tickets desired and the full name of your guest. Included the additional fee in your remittance.

Guest Name _____

- Guest Full Meal & Social Event Registration \$295 (Includes all meal functions, does not include tours)

INDIVIDUAL GUEST TICKETS

Thursday, March 29

Tours

- Shopping and Overview of Kansas City \$35
- Harley Davidson Factory Tour \$52
- Opening Reception \$55

Friday, March 30

- IFSEA Chairman's Celebration Dinner \$105

Saturday, March 31

- Awards Luncheon \$45
- Military Awards Dinner \$105

EMERGENCY CONTACT

Please provide the following information in case of emergency.

Name _____

Daytime Phone _____

Evening Phone _____

Method of Payment

Sorry, IFSEA cannot bill you. All fees must be paid in advance and accompany this registration form.

Primary Attendee-Conference Registration \$ _____
Primary Attendee-Optional Events \$ _____
Guest Registration \$ _____
Total conference fees due to IFSEA \$ _____

- Check payable to IFSEA enclosed
- Please charge my American Express/Discover/MasterCard/ Visa

Card Number _____

Expiration Date _____

Signature _____

Cancellation Policy

Written notice of cancellation must be received at IFSEA Headquarters no later than March 15, 2007, in order to receive a refund, less a \$75 processing fee. There will be no refunds for cancellations after this date. No shows will be charged the full conference rate.



Please complete all information and return form to:
International Food Service Executive's Association
304 West Liberty Street, Suite 201, Louisville, KY 40202
Fax: 502/589/3602
www.ifsea.com

Questions? Call IFSEA Headquarters at 502/583-3783