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INTERNATIONAL FOOD SERVICE EXECUTIVES ASSOCIATION

April 15-18, 2010

RENO NEVADA

AWARDS - CLASSES - MENTORING - COMPETITION - NETWORKING - ENTERTAINMENT - TRADE SHOW

109th IFSEA Conference & Trade Show





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(425) 770-5489
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TIPS FROM THE TOP

IFSEA IS POSITIONED to serve the food service industry of the 21st Century!

I invite you to explore the greater Reno area while you enjoy our 109th International Conference and Trade Show. John Ascuaga's Nugget Hotel is a wonderful facility that will provide conference attendees a world class experience. This being Reno, a casino is always present but do not forget wonderful dining facilities, great meetings and superb off-property activities. IFSEA is highlighting several activities this year including:

- The now extremely popular Bistro Challenge with teams from the U.S. Military and Universities
- Education Classes and Demonstrations, some held jointly with our military partners
- Certification programming including a presentation on IFSEA's renewed certifications
- The always wonderful meals including the Opening Reception, IFSEA Chairman's Ball, the Joint Services Awards Dinner and IFSEA's Awards luncheon.
- Live music and dancing during Thursday's Opening Reception and Hospitality Suite following the Joint Services Awards Dinner.
- The local Reno museums
- Lake Tahoe and its wonderful venues for skiing, snowboarding and sledding
- Hiking in the local Sierra Nevada Mountain Range
- Golfing is available in April in Reno

Conferences are always about LOTS of activities and IFSEA's annual conference is filled with educational opportunities to serve you. We have scheduled representatives from the industry and the academy to present on a myriad of topics. Hot topics such as the localvore initiative and food

safety will be represented. Tried & true topics such as beer and wine, fruit carving, and pizza making are here for old and new members. Of course, participating in the Trade Show on Friday is a must for all here for the IFSEA International Conference.

I welcome all of you to Reno!

Make no mistake, IFSEA faces challenges similar to many of our sister organizations, large and small, old and new. The National and State Restaurant Associations, the American Culinary Federation, the newer Research Chefs Association and Personal Chef Association all tell me of the challenges their associations are confronting. Member services, certifications, public relations and public service are areas where all associations are experiencing challenges. IFSEA faces challenges that we will address. Some of these difficulties will challenge IFSEA's members and its partners. Our changes of the last few years include great difficulties with IFSEA operations and some branch operations. Serving our members is our primary objective and most members see IFSEA through the prism of the local Branch. Branch building is critical to our success. Branches must build leaders and deliver programming that will attract new members. New members will drive IFSEA's future! We address how to drive membership yearly. Ultimately, your branches much have programming that members of the local industry want to participate in. This is not magic, but we need to allocate time to serve our industry.

Moving forward through this year, take advantage of your expertise. Fads come and go finding their time in the sun. Deconstructed dishes were great and they are now leaving

Continued on page 12



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Chairman of the Board



Lorri Davidson
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Barbara Sadler
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CANDIDATES FOR IFSEA BOARD OF DIRECTORS

CHAIRMAN OF THE BOARD

No Vote Required

Lorri Davidson, CFM, CFSP
Las Vegas Branch



Ms. Davidson supervises the operation of the Southwest Gas Corporation's Food Service Demonstration Center in Las Vegas, Nevada. Since 1999, she has served as Branch Secretary, First VP, Branch President, International Board of Director, International Treasurer, and International Chairman of the Board-Elect. As Chairman-Elect, Lorri has stepped forward to help with two IFSEA Headquarters transitions and is overseeing IFSEA's Certification Program. She has been honored with numerous awards from IFSEA and other organizations.

CHAIRMAN OF THE BOARD-ELECT

Barbara Sadler, MCFE
Colorado Centennial Branch



Ms. Sadler is Director of Catering for the City of Arvada, Colorado. In the past eight years, she has served as Branch President, International Board Director, International Conference Co-Chair, Branch President's Chair, IFSEA Conference Manager and International Treasurer.

Barbara has been instrumental in providing continuity during the transition of IFSEA Headquarters. In addition, she has worked countless hours being sure IFSEA's financials are sound.

TREASURER

Fred Wright, MCFE, CEC
Reno Tahoe Branch

Fred Wright has been in the food service industry for over 28 years.



With his beginnings as a busboy/dish-washer to his now current job as a Culinary Arts Instructor, Fred has focused on the ethics of food service.

In 2002, Fred earned his CFE and then MCFE. Fred began with IFSEA in 1998 and through his diligence and dedication he has been a pivotal part of the Reno Tahoe chapter. In 2005 Fred held the honor of being Chapter President. 2010 will be his 10 year on the chapter board as well as working as the student advisor with the Jr. Executives. Not only has Fred worked with the board of directors for the Reno Tahoe Branch but he has also held the position of scholarship chairman. Fred was re-elected to chapter president in 2007, and 2008, 2009 and 2010. He has held International positions as International Board Member and Technology Committee Chair, Branch Presidents Council Chair, and International Conference Chair. Fred was most recently voted Chef of the year by the local ACF High Sierra Chef's Association.

GONE BUT NEVER FORGOTTEN

Donald McIntosh

Donald McIntosh was born in River Rouge, Michigan, in 1934. He received an AA degree from Graceland College (Iowa) in 1954, and a BA in Hotel and Restaurant Management from Michigan State University in 1957.

He met his wife, Helen, in 1953. They had two children, Denise and Gregory.

Drafted into the U.S. Army in 1957, Don served as a chaplain's assistant at Fort Lee, Virginia (1957-59). Following his discharge, Don worked for Qwickie Coffee shops in Detroit. In 1964, he began working as a food service manager for Ford Motor Company in Dearborn, retiring after more than 32 years in Ford's food service program in 1997.

Don was active in several community organizations and trade associations. His engagement with one favorite organization, IFSEA, began in 1971. He served in many capacities, including that of International President, liaison to the Canadian Food Service Executive Association, and Military Chairman.

Don is survived by his daughter, Denise, his grandson, Jordan, his sister, Fayrene, and many friends.

Mary Gentry

Mary Gentry, of Virginia Beach, Virginia, died in mid-June 2009. Mary had been a member of IFSEA since 1977 and a member of the Virginia Tidewater Branch.

Inside Scoop continues on page 10

FROM YOUR IFSEA CHAIR-ELECT

Greetings

and welcome to the 2010 International Food Service Executives Association Conference & Trade Show in the "Greatest Little City in the World."

YOUR EXECUTIVE COMMITTEE, Conference committee and members of the IFSEA Reno branch have been working hard to produce a wonderful conference experience for you. We hope you enjoy the classes, demonstrations and seminars. Michelle Hackman of IFSEA headquarters is available to answer your questions at conference as is your Executive Committee. Chef Fred Wright has been instrumental in the success of this year's conference with great help from our International Treasurer Barbara Sadler.



I am honored to work with the present Executive Committee, our Chairman Patrick Beach and our Treasurer Barbara Sadler. It's been a year of challenges. We have been diligent in our goal of keeping IFSEA an association that you all can be proud of. The future will bring changes to IFSEA and change is a sign of an active and viable association. IFSEA is dedicated to our certification program and we are updating the program so that it pertains to our newest members of the hospitality industry. I would like to thank Dave Mitchell, our Certification Committee chairman, for his great help this year and

Past Chairman Rick Diaz for his support and guidance.

I am proud to be your incoming International Chairman. As a way to introduce myself, I will tell you a little about what I do at Southwest Gas Corporation in Las Vegas. I am presently in charge of the company's Food Service Demonstration Center in Las Vegas.

Commercial food service is a very important contributor to the company's continued success in Southern Nevada. The Las Vegas Food Service Demonstration Center, located in North Las Vegas is widely recognized by the burgeoning food service industry in Southern Nevada as a tremendous information and training resource. We have been partnering with hotels, schools, hospitals, equipment manufacturers and restaurateurs to promote natural gas as the only choice to fuel their culinary fires.

Our commercial food service customers look to us to provide information and recommendations that will make their kitchens state-of-the-art. Through design assistance and equipment testing, Southwest Gas and its marketing partners demonstrate that natural gas is the only way to go for all the major applications in the large and bustling kitchens of the many hotels, some of which cook and serve in excess of 5,000 meals each day.

I joined the Las Vegas branch of IFSEA in 1999, when I first received my assignment to work with the food service industry. I was asked to join the Las Vegas Board two years later and have been active as an officer ever since. I was the Branch

President's Committee Chairman in 2007. The association helped me meet members of the local food service community. Through these business friendships, I have been able to build a network helping me in my professional life. I have also served on the Nevada Restaurant Association Board of Directors and the ACF Chefs Las Vegas Associate Advisory Board. I am presently in my 11th year of producing the Las Vegas Culinary Challenge, which takes place during the International Restaurant Show each year.

Our Las Vegas branch has a wonderful fundraising event called the "Jerry Berry Picnic" in September each year. It is our old fashioned steak fry/raffle/with a country band party for usually 400 of our best friends. All proceeds go to scholarships for Southern Nevada Culinary students. We are very proud of our 30 year tradition with the Jerry Berry picnic.

IFSEA is a great association. Thank you for allowing me time to introduce myself. I look forward to meeting many of you as the conference takes place. I hope you enjoy your time in Reno and all that the conference has to offer.

Best wishes,
Lorri Davidson, CFM, CFSP
IFSEA Chairman of the Board-Elect

Inside Scoop continues on page 12

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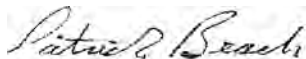
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gravies

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menus. Sliders on fine dining menus do not work for me. Feeding a family of five on a school teacher's budget, be assured I need to be very careful with my food dollar, both in restaurants and the grocery stores. Your food service establishment can stick to the knitting and succeed, creating value for your guests.

Remember, in the history of the world, never have so many been fed for so little, by any measure. Our businesses, our employees and ourselves have created this wealth. Do not lose your business in this environment; stay positive, learn something new daily and keep your head high.



Patrick Beach, MCFE
IFSEA Chairman of the Board

IFSEA COORDINATOR

THE PERSON BEHIND the IFSEA phone number, emails, and weekly "Tuesdays with IFSEA" is IFSEA Coordinator Michelle Hackman. Michelle has been serving IFSEA since March 2009, although, she was first introduced to the organization at the age of 8 when her father joined the Orange Empire Branch.

Michelle is working hard to ensure your membership benefits are being met while assisting with implementing new programs. If you have any questions or concerns regarding your membership, please feel free to give Michelle a call.

IFSEA Headquarters
800.893.5499
HQ@ifsea.com

2010 INDUSTRY AWARD OF EXCELLENCE

JACK KLECKNER

THE INTERNATIONAL FOOD SERVICE EXECUTIVES ASSOCIATION is proud to award the 2010 IFSEA Industry "Award of Excellence" to Jack Kleckner, Vice-President of International Government Sales for Ecolab Inc.

This prestigious "Award of Excellence" is bestowed upon Jack Kleckner for his commitment, contributions, and dedication to the growth and education of the food service industry within the civilian and military communities.

Kleckner has worked for Ecolab, Inc. for the last 35 years. He first became involved in the Food Service / Hospitality industry 50 years ago at the age of 13 when he started working for a friend's father in the outside catering business. Through high school and college, he worked for caterers, country clubs, bars and restaurants. Kleckner worked as a dish washer, bus boy, cook, soda jerk, waiter, bartender, cashier, shift manager and general manager.

In 1966, Kleckner took a hiatus from the industry and joined the Air Force where he served in Security Services. He had his training at Lackland, Keesler and San Angelo and was stationed at Brindisi, Italy and NSA in Maryland. Kleckner left the service in October 1970 at the rank of Staff Sergeant.

For the next several years, Kleckner worked in Pharmaceutical Sales and then as a Sales Manager for an engi-

neering manpower company. In May of 1975, he came back into the industry when he started working for Ecolab Inc. Kleckner rose through the ranks serving as a Territory Manager and District Manager on the East Coast. In 1983, he relocated to Minnesota as the Midwest Area Manager. In 1985 he moved to Ecolab Headquarters in St. Paul to take the position of Vice President of Government Contract Sales.

Jack Kleckner serves on:

- IFSEA Board of Directors
- American Logistics Association
- Morale, Welfare and Recreation Council
- GSA Quality Council

Kleckner has a degree in Business Administration, is ServSafe Certified and has a Mater Certified Food Executive (MCFE) Certification. He was the recipient of Ecolab's District Manager of the Year Award in 1981 and the CEO Pewter Plate Award for Outstanding Service in 1993. He also received the International Military Community Executive Association's (IMCEA) Associate Council Achievement Award in 2003. Kleckner was born in New Rochelle, NY and currently lives in Richfield, MN.

IFSEA thanks Jack Kleckner for his commitment to IFSEA. We are honored to have him among the distinguished winners of the "Award of Excellence."



Jack Kleckner



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2010 CONFERENCE

RENO Nevada

109th Conference and Tradeshow April 15-18, 2010

2010 HOST HOTEL

JOHN ASCUAGA'S Nugget

Situated in the heart of Victorian Square, John Ascuaga's Nugget Hotel is the host hotel of the 2010 IFSEA Conference & Trade Show. Newly remodeled East Tower hotel rooms combine contemporary comfort with sophisticated style. These rooms feature 42" flat panel TV's, plush mattresses, ultra chic lighting, granite countertops, and marble floors.

- 1,500 Luxurious rooms in two hotel towers
- 6 Restaurants
- Less than 5 minutes from Reno-Tahoe International Airport; shuttle available
- Wireless internet
- Health club, salon & spa
- Indoor atrium pool
- Business center



2010 HOST CITY

Reno-Sparks-Lake Tahoe Region

Reno-Tahoe is America's Adventure Place! Only minutes from majestic Lake Tahoe, the Reno-Sparks region is one of the few locations in the world you can snow ski and golf in the same day.

- Lake Tahoe
 - No trip to Reno is complete without a view of the spot that Mark Twain once called "...the fairest picture the whole world affords."*
- 18 World-class ski resorts with breathtaking views of Lake Tahoe:
 - Squaw Valley USA – home of the 1960 Winter Olympics
 - NorthStar at Tahoe
 - Mount Rose Ski-Tahoe
- 50 golf courses all within 90 minutes of Reno

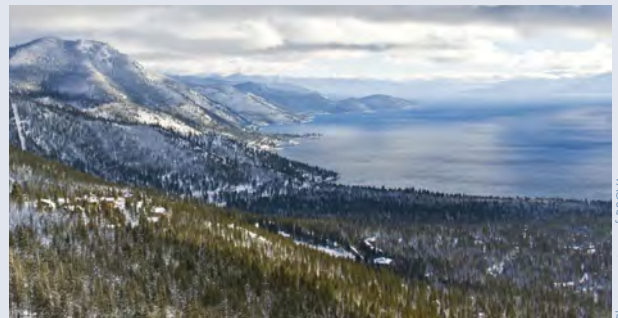


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- Luxurious spas:
 - Spa Toscana at Peppermill Resort, Spa, Casino
 - Spa Atlantis at Atlantis Casino, Resort
- 45 Minutes from Historic Virginia City
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 - Mark Twain Museum
 - Nevada Gambling Museum
- 45 minutes from Truckee and Donner Pass; branch of the Emigrant trail traveled by the Donner Party
- 30 minutes from Nevada State Capitol, Carson City
- White Water Park flowing through Downtown Reno
- Hiking and biking
- Concerts, shows, events
- Art District:
 - Nevada Museum of Art
 - National Automobile Museum
 - Wilbur D. May Museum & Arboretum
- Casinos with games ranging from Slots to Poker, Craps, Blackjack and more



2010 CONFERENCE

2010 IFSEA Conference & Trade Show Schedule

Wednesday, April 14

- 4pm 5pm IFSEA/Joint Military Meeting *Meetings*
 5:30pm 9pm IFSEA Board of Directors Meeting

Thursday, April 15

- 7:30am 5:30pm Registration
 8am 11:30am Cake Decorating Demonstration *Demos*
 8am 11:30am Poultry Butchery Demonstration
 8am 10am Friends of the Worthy Goal Meeting
 8am 5:30pm CFM, CFE & MCFE Certification Symposium
 11am 1pm Past Chairmen Council Meeting
 12:30pm 5:00pm Cake Decorating Demonstration
 12:30pm 5:00pm Poultry Butchery Demonstration
 1pm 2pm Doing Business with the U.S. Navy: the Navy standard core menu and prime vendor support
 1pm 2pm Food Safety: Current trends in food service sanitation and safety *Classes*
 2pm 2:30pm IFSEA 2010 Executive Committee Candidates Forum
 2:30pm 3:30pm Annual IFSEA Member Business Meeting - All invited
 3:30pm 4:30pm Wine: From the vine to the table, includes tasting
 3:30pm 4:30pm Professional Development and Career Detailing for Navy Culinary Specialists and Food Service Officers
 3:30pm 4:30pm IFSEA Branch Presidents' Council Meeting
 4:30pm 5:30pm Welcome IFSEA Students & Mentors
 4:30pm 5:30pm Military Evaluators Recognition Meeting
 5:30pm 7pm Bistro Challenge Pre-Planning Meeting
 5pm 7pm IFSEA Scholarship Meeting
 5pm 6pm IFSEA Awards Committee Meeting
 7pm 10pm *Opening Reception; Country music by Rick Hays & American Steel*

Entertainment!

Friday, April 16

- 7:30am 5pm Registration
 7:30am 8:45am *Breakfast: Keynote Speaker - John Ascuaga, owner of Host Hotel*
 8:30am 11:30am Fruit & Vegetable Carving
 9am 9:55am Cooking with Seafood: Safety & quality control
 9am 11am Alcohol ServSafe: Responsible alcohol training. Learn your legal responsibility when serving alcohol.
 10am 10:55am Locavore: Using locally grown products to your advantage
 10:45am 11am Trade Show Ribbon Cutting & Partner Recognition
 11am 4pm **Trade Show. Taste the best foods and see the newest equipment in the industry**
 3pm 5:30pm Bistro Culinary Challenge *Bistro!*
 6pm 7pm *IFSEA Reception*
 7pm 9pm *IFSEA Celebration Dinner*

Saturday, April 17

- 7:30am 5pm Registration
 8:00am 9:45am *Worthy Goal Breakfast recognizing Brian Kunihiro*
 10am 10:55am Management & Customer Service
 10am 10:55am Menu Development & Design
 11am noon Event Management: Secrets to creating a flawless, memorable event
 Noon 1:30pm *IFSEA Awards Accolades Luncheon*
 2pm 3:30pm Beer: From brewing to the glass
 3:30pm 5pm Demonstrations (Speed Session) Butchery, chocolate
 5:30pm 6:30pm US Joint Services Excellence in Foodservice Reception
 8pm 10pm *US Joint Services Excellence in Foodservice Dinner: Keynote Speaker: Dale Davidson*
 10pm 1am *Farewell Party; DJ, Dancing, Wii*

Sunday, April 18

- 8:30am 9:30am *Farewell Breakfast*





2010 CONFERENCE

Trade Show

Friday, April 16 • 11am
2010 IFSEA Conference at John Ascuaga's Nugget

100+ Booths

- Taste the best food products from the industry's leading companies
- Experience the newest industry products from chef ware to cleaning equipment to storage

Entertainment

We work hard, but we play hard too!

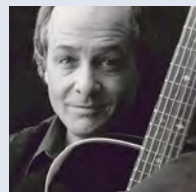


Thursday, April 15 **Opening Reception Kick-Off**

Experience Reno Cowboy-style with live music from Rick Hays and American Steel. Tasty foods and drinks are sure to delight your palate. Come for the networking... and the dancing!

Friday, April 16 **IFSEA Celebration Event and Dinner**

IFSEA celebrates more than 100 years with dinner and entertainment by country guitarist Duane "Beans" Sousa. Sousa has performed with greats such as Lacy J. Dalton, George Harrison, Bonnie Raitt, and Leon Russell to name a few.



Saturday, April 17 **Finale Party**

DJ Bill McClain spins your favorite hits. Enjoy dancing & Wii bowling competition. Relax with old and new friends.





IFSEA Conference Education

Cake Decorating

Thursday, April 15, 8am & 12:30pm

Step inside the world of cake decorating. Learn to make your cake not only satisfying to the taste but the eyes as well. This class you will give you the basics in cake decorating.

Instructor:

Chef Deanna Day, CEC, CCE

Chef Deanna Day is a Certified Culinary Educator, a Certified Executive Chef and a ServSafe instructor. She is the culinary manager with Rich Products for Compass Group and Military sales.

Poultry Butchery Demonstration

Thursday, April 15, 8am & 12:30pm

This is a “hands on” session on poultry butchery. Participants will butcher whole chickens into various cuts, then apply fundamental cooking methods. Recipes and tools will be provided. Please bring an apron.

Instructor: Chef Michael Harants, CEC, CCE

Chef Michael Harants serves as the corporate chef for the United States Navy and works with prime vendors and industry manufacturers creating new and reworking traditional recipes and healthy food choices. His broad experience crosses virtually every aspect of food service.

DOING BUSINESS WITH THE U.S. NAVY: The Navy Standard Core Menu and Prime Vendor Support

Thursday, April 15, 1pm-2pm

Instructors:

CDR Thomas M. Dailey

CCDR Dailey is the Director of Navy

Food Service and in 1994 was the first Navy Officer to become a Certified Executive Chef. His vast experience ranges from the USS Independence, Navy Food Management Team to Commander Pacific Fleet in Pearl Harbor.

Chef Michael Harants, CEC, CCE

Chef Michael Harants is also conducting the Poultry Butchery Demonstration.

FOOD SAFETY: Current Trends in Food Service Sanitation and Safety

Thursday, April 15, 1pm-2pm

The topic of food safety has been front page news, forcing new trends within the industry. This class will take a look at Food Safety and Food Defense with an emphasis on recent food safety events. In addition, we will look at future trends and advancements in products and policies.

Instructor: LTC Robert W. McHargue

Lieutenant Colonel Rob McHargue is a Doctor of Veterinary Medicine, currently on active duty in the Navy.

WINE: From the Vine to the Table

Thursday, April 15, 3:30pm-4:30pm

Learn the tricks to establishing a diverse wine list. This class will increase your knowledge of wine production, vinification, terrior, and locational differences. Then, taste and evaluate the differences in wines of the same styles from wineries around the globe. Learn how to pair wines with the proper food.

Instructor: Brad Beran

Brad Beran received a bachelor's degree in Hotel, Restaurant, and Institutional Management from Michigan State, an MBA from Northern Michigan

University and a Ph.D. in Higher Education Administration from Syracuse University. He also holds a WSET certification in Spirits and Distillation and certificate from the Culinary Institute of America.

Professional Development & Career Detailing for Navy Culinary Specialists and Food Service Officers

Thursday, April 15, 3:30pm-4:30pm

This class is designed to provide updated information on the Enlisted Detailing Process and how it affects each individual CS and the community.

Instructor: Chief Culinary Specialists (SS/SW) Ryan M. Colosimo

Chief Colosimo is responsible for advocating and providing sound career advice to over 2,000 Culinary Specialists through the Navy.

Fruit & Vegetable Carving

Friday, April 16 at 8:30am-11:30am

In this class, it's ok to play with your food! During this “hands on” demonstration learn the art of fruit and vegetable carving.

Instructors: Chef Melody Money, CEC
Melody L. Money is a Certified Executive Chef and the Executive Chef at Quaker Ridge Camp and Conference Center in Woodland Park, Colorado.

She also works as an independent caterer and culinary clinician and instructor.

Chef Ray Duey, CEC

World-renowned culinary artist, Chef Ray Duey has been working his magic on fruits and vegetables for the past 20 years, he now travels around the coun-





2010 CONFERENCE

try, teaching the culinary art of fruit and vegetable carvings and leaving spectators and culinary professionals spellbound.

Alcohol ServSafe

Friday, April 16 at 9am-11am

The challenges surrounding alcohol service have increased dramatically. Understand your liability regarding alcohol service including legal responsibilities and penalties you face for not acting in accordance to the laws. ServSafe Alcohol offers you the knowledge needed to make the right decision in critical situations.

Instructor:

Fred Wright, MCFE, CEC

Fred Wright has been teaching ServSafe Food Protection Manager Courses and ServSafe Alcohol Courses for more than seven years. A drunk driver's effect on his own family underscores the importance of alcohol service training for all industry personnel.

COOKING WITH SEAFOOD: Quality Control & Safety

Friday, April 16 at 9am-9:55am

Track quality control and product management from a manufacturer to prime vendor to customer with three members of the Trident and Alaska Seafood Groups. Included will be a discussion of the Berry Amendment and USDC role at DSCP Quality Audits; the various types of USDC inspections; information and resources on domestic Alaskan seafood species, quality control, marketing material and sustainability; tracking, code dating, USDC inspec-

Keynote Speakers

Friday Breakfast



Friday, April 16
7:30 am

John Ascuaga

Mr. Ascuaga is the founder of our host hotel, John Ascuaga's Nugget Hotel, one of the few family-owned casino resorts left in the country. Founded as a coffee shop with a few slot machines in 1955, John has built the Nugget into a world-class, full-service gaming resort destination. John and two of his children, Michonne and Stephen, are intimately involved in the daily operations of the business and set the tone of the quality, caring and fun environment that makes the Nugget the perfect place to take your next getaway, vacation or event. To this day, John can still be found walking the property shaking hands and talking with guests and employees.

Joint Services Excellence in Food Service Awards



Saturday, April 17
8 pm

Dale Davidson

"Running the Race"

Dale is a multi-talented communicator with thirty years experience as a writer, broadcaster, trainer and keynote speaker. His keynote addresses include a recounting of his triumph over a life threatening illness, proven methods for overcoming adversity and secrets for achieving happiness and success every day of your life!

As a radio talk show host, he was the most listened-to personality in the market. His motivational radio series, "Success with Dale Davidson" has helped countless listeners achieve their personal and professional goals.

tions and certificates.

Instructors: Carla Bailes

Carla Bailes is active in raw material management, process design, systems implementation and training, order fulfillment and general supply chain management duties as the Senior Inventory Analyst of Trident Seafoods. One of her key functions for military sales is DSCP audit preparation which requires full

traceability of all items to their catch vessels.

Claudia Hogue

As Foodservice Marketing Director, Claudia is responsible for developing and managing marketing programs to increase foodservice demand for Alaska Seafood. She has worked with some of America's top chain accounts.

Continued





2010 CONFERENCE

Mike Kater

Mike Kater is the Military Director for Trident Seafoods. He has worked in the seafood industry for 30 years. He is HAACP certified and teaches Quality Control & Marketing and Sales methods.

LOCAVORE: Using Locally Grown Products to Your Advantage

Friday, April 16 at 10am-10:55am

The concept of sourcing from local produce and products and thus contributing to your local economy is becoming popular because it is believed to keep carbon footprints small by limiting the amount of food items and products that arrive from long distances. Those who prefer to eat locally grown/produced food sometimes call themselves *locavores* or *localvores*. Come join the discussion.

Instructor: Shelley Brant

Shelley Brant is a public librarian at the Washoe County Library System and is currently active in local food advocacy as President of Urban Roots School Gardens, a member of Local Food Network, Slow Food Reno, and Permaculture Northern Nevada.

Management & Customer Service

Saturday, April 17 at 10am-10:55am

Chef Eidem teaches a simple formula for raising customer service scores:

$$\text{Standards} + \text{Accountability} = \text{Excellence}$$

Following this formula you are able to “wow” customers and administration so effectively and so often that they all become “raving fans.” Learn to maintain a positive work environment where employees are proud to be a member of the team.

Instructor:

Chef Joe Eidem, CEC, AAC

Chef Eidem is a local and nationally recognized Celebrity Chef with more

than four decades of experience as a food service director, senior executive chef and host of his own TV show. He currently serves the health food service industry and operates Rent A Chef in Reno, NV.

Menu Development & Design

Saturday, April 17 at 10am-10:55am

The menu is a key component in retaining customers. Placing the wrong item, price, or outline on your menu could mean lost revenue. Use tactics from this course to build a menu that will keep customers coming back.

Instructor: TBA

EVENTS MANAGEMENT:

Secrets to Creating a Flawless, Memorable Event

Saturday, April 17 at 11am-11:55am

Learn the secrets of creating flawless, memorable event. The creativity, management, and financial sides of event management will be covered. **Instructor: Barbara Sadler, MCFE** Barbara Sadler has more than 25 years of experience in the restaurant, catering and hotel industry. Currently the Director of Catering for the City of Arvada, Colorado, she has lead more than 1,000 successful events at three major Arvada institutions over the past 11 years.

BEER: From Brewing to the Glass

Saturday, April 17 at 2pm-3:30pm

Extend your knowledge of five different beers: two ales, two lagers, and one spontaneously fermented. This class will cover beer from the ingredients and brewing processes to how to evaluate beers, beer classification, and alcohol content.

Instructor: Brad Beran

Brad Beran is also conducting the wine seminar.

3rd Annual IFSEA Bistro Challenge

Date: Friday, April 16
Time: 3:00 pm
Location: 2010 IFSEA Conference at John Ascuaga's Nugget

Watch as teams from Culinary Schools and the U.S. Military compete in an Iron Chef-style competition!

Teams have 90 minutes to prepare entrees for a panel of hungry culinary judges

But shhh! Don't reveal the two secret ingredients.

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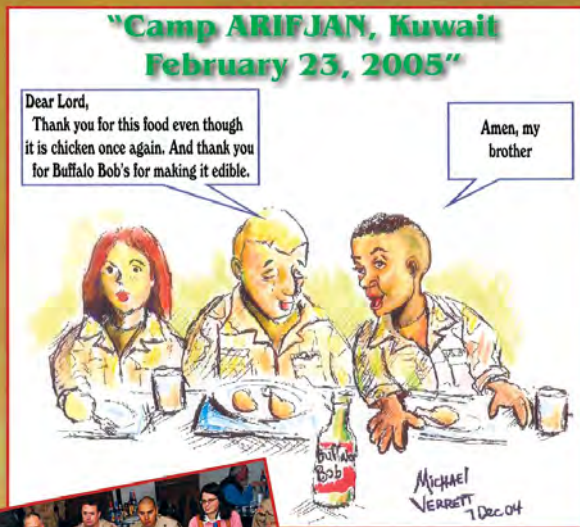
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WORTHY GOAL SCHOLARSHIP FUND

What is the Worthy Goal Scholarship Fund?

The Worthy Goal is a scholarship fund that supports the enhancement of education and professionalism of the food service industry by providing scholarships to students seeking careers in the field. The fund regularly awards more than \$20,000 annually to students. Scholarships are announced at the annual IFSEA Conference & Trade Show.

The Beneficiaries

Annually, IFSEA accepts applications prior to February 1st. Students can find the requirements and apply online at www.ifsea.com. Selections and presentations are made at the annual IFSEA Conference. The scholarship awards are forwarded to the appropriate educational institutions earmarked for the specific student. An applicant need not be a member of IFSEA to be considered for a grant.

History of Worthy Goal

A worthy goal for any professional association should be the continuation and improvement of the industry in which it thrives and grows. IFSEA, through the Worthy Goal Scholarship Fund, has been dedicated to this

objective since the “Fund” was established in 1968. Governing is through six trustees without compensation. Since administrative costs are minimal, maximum funding for scholarships is achieved. All six trustees have demonstrated long-term commitments to both IFSEA and the Worthy Goal Fund

Trustees:

Brian Kunihiro, DODG, CFE, Chair of Worthy Goal Foundation, of Hawaii

John DeJohn, DODG, CFE of South Carolina

Stan Gibson, CFE of South Carolina

Bill Leonard, DODG, CFE of New Mexico

Dave Orosz, CFE of Indiana

Colin Sendall, DODG, CFE of Nevada

How is it Funded?

The primary source of funds to support the Worthy Goal Scholarship Fund is donations. IFSEA and its members can substantially impact the fund immediately while obtaining a tax break. We encourage you to consider the Worthy Goal Foundation when planning your giving to charitable causes. You can also plan support for the fund by planning a fundraiser at the Branch level.

How can I Contribute?

The Memory Star Program

The Memory Star Program is a perfect way to contribute to the Worthy Goal Fund in memory of a departed relative or friend. Donations can also be made in recognition of an individual. Donations in multiples of \$50 are traditional.



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The Worthy Goal “Fellow” Program

The Worthy Goal “Fellow” Program provides an excellent method for contributions by individuals or companies. Donations may be made in the amount of \$1,000 or more, and may be renewed annually as desired. Donors are recognized on the Worthy Goal “Fellow” Master Plaque and appropriately recognized at the IFSEA Conference following the donation.

The Worthy Goal “Endowment” Program

Individuals and businesses are encouraged to provide donations for the direct purpose of funding a scholarship in their name through the Endowment Program. A minimum of \$10,000 will provide funds for a continuing annual scholarship in the amount of \$500. For example, a \$20,000 donation will provide a continuing scholarship of \$1,000.

Individuals and Branches may elect to meet a \$10,000 objective within a consecutive ten year period and at that time a \$500 scholarship will be awarded annually from the qualified applicants in the name of the donor.

To Apply or Donate

During conference we invite you to visit the Worthy Goal Foundation booth.

To learn more about applying or donating to the Worthy Goal Scholarship Fund, please visit www.ifsea.com or contact Brian Kunihiro at brianifsea@gmail.com.

IFSEA MENTORSHIP PROGRAM

This year at the 2010 IFSEA Conference & Trade Show, we are excited to announce the new IFSEA Senior/Student Mentorship Program. This program is designed to provide Student Members with direct one-on-one mentoring from a Senior Member who has experience in the food service and hospitality field. Mentors will provide information such as education, career paths, and working in the real world. In addition, the program will help build the student’s network of professionals and establish relationships to last beyond conference.

Some of the program’s highlights:

- Mentors and Students are paired together at conference
- The introduction takes place in a comfortable setting during conference
- Mentors and students will attend breakfast together
- The team will introduce guest speakers

JOIN TODAY!

To get involved either as a Mentor or Student, please contact IFSEA Headquarters at HQ@ifsea.com



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Buffalo

2009 was a very busy year for the Buffalo Branch of IFSEA.

In February, we awarded the prestigious Silver Medal from the Council of Food Service Associations to **James Binner**, Division Sales Manager - EAST of Lactalis Foodservice. A reception was held at Romanello's South. Jim is on the Alumni Advisory Board of the Culinary Institute of America and a Director on our Executive Board.

March 26th was Vendor Appreciation Night at Sean Patrick's when we enjoyed a presentation by Anthony C. Mauro, M.A. Adjunct Professor College of Hospitality and Tourism Management.

Several members attended the 2009 National Conference in Atlanta and two Executive Board Members attained their MCFE credentials. Those members are **Judy Zernentsch**, MCFE and **Gina Vance**, SNS, MCFE.

On April 28th, the Buffalo Branch held an International Night at Salvatores Italian Gardens and invited Canadian Branch Members. **Donald McIntosh**, DODG, CFE was our speaker from Illinois. He spoke of friendship, reaching out, becoming part of people's lives and the joy that comes of giving of one's self.

Our Annual Outing and Picnic was held at Kloc's Grove. We celebrated by raffling many generous prizes from members, vendors and friends.

In September, we held the installation dinner at Marinacchio's. Outgoing President **Evelyn Skalski** arranged an elegant evening for the new Executive Board to be sworn in.

The new Executive Board includes:

President: **Gina Vance**, MCFE, SNS

HERE'S WHAT SOME OF YOU WERE UP TO IN 2009

Vice Presidents: **Rosemary Catalano**, **Frank Caccamise**, CFE
Secretary: **Judy Zernentsch**, MCFE
Sergeant-At-Arms: **Glenn Butler**
Directors: **James Binner**, **Susan Radke**, **Glorie Konieczny**, **Ann Marie Ralph**
Newsletter: **Melissa Kusowski**.

In October, a tour of the state of the art, cook-chill food service facility for the Western New York Meals on Wheels was arranged by **Glenn Butler**, Vice President Sales and Marketing for McCullagh Coffee. The facility provides food and friendship to homebound individuals through funding, donations and volunteers.

December brought our Holiday

Celebration when we collected for Haven House Shelter gift items and necessities for homeless and battered women and children. We enjoyed the season of giving at Michaels Banquet Facility with a beautiful dinner and entertainment.

-Submitted by Gina Vance

Colorado Centennial

The year of 2009 continued to be very challenging for the Colorado Centennial Branch of IFSEA. We have had several members and officers

Continued on page 26



Buffalo takes on the 2009 Conference in Atlanta. Left to Right: Judy Zernentsch, Gina Vance, Melissa Kusowski

Branch NEWS



Buffalo Branch tours the Western New York Meals on Wheels in October 2009

move out of the immediate Denver area, change jobs and professions, and have continued to be challenged with lower membership participation at meetings and membership renewals. In spite of this, the Colorado branch had some excellent meetings in 2009, and continues with an even better calendar of events for 2010, and a membership growth plan for this year.

Highlights from 2009 include: an excellent meeting on food safety in January, hosted by the National Environmental Health Association and the Colorado Department of Health. Other educational programs included “Going Green in the Food Service Industry” hosted by Ecolab this past summer, a “Scatter Food Systems” program last fall, and a wonderful tour/program on “Modern Food Distribution Systems,” hosted by Sysco of Denver.

Social and community programs in 2009 included participation with the Children’s Hospital Burn Center Classic Car Show last summer at the Arvada Center, and our annual charity brunch for the Brandon House women’s shelter in November. Great social gatherings also included a summer BBQ/Pool Party last summer hosted by **Dick and Maryann Weil**.

A well attended planning meeting was called in late October 2009 and hosted by Robinson Dairy. A mem-

bership and calendar committee was also formed, and we started to look at officer planning and branch development for 2010. We are very hopeful in looking at our future. A few of the highlights for 2010 are a kick-off meeting at Racines Restaurant in January, a “state of the art” tour and program at Colorado Pure Distilling in February, tour and meeting at the new 500 room Ameristar luxury Hotel/Spa & Casino in Blackhawk this spring or early summer, as well as a continuation of our community outreach and charity events for Children’s Hospital and the Brandon House. Our branch will also be very well represented at the 2010 IFSEA International conference in Reno, with about a half-dozen or more members attending.

We want to congratulate and continue to support **Dick Weil, Barbara Sadler** and **Rick Diaz** as they continue central leadership roles on IFSEA International levels. (A personal note here, both Barbara and Rick continue to remind me on an almost DAILY basis, that it was I, **Rob Malky**, who “Drafted & Dragged” them into IFSEA to begin with), and yes I am laughing loudly now...sorry you two!

We are hopeful that by continuing to provide excellent programs for our members, the Colorado Centennial branch can look forward to new and renewed excellence. Our branch has also appointed a “Student Liaison” who is **Bob Grand**, a former Metro State hospitality program graduate, and who is now on our board. Our officers and board for 2010 are: **Todd Story**, President; **Dick Weil**, Treasurer; **Rob Malky**, Secretary; and our board members are: **Marvin Pierce, Bob Grand, John Fisher, Danny Hopkins, Rich Colman, Fred LaCount**, and **Don Louie**.

-Submitted by Rob Malky

Northern Illinois

2009 was a busy year for the Northern Illinois Branch.

We got our website, www.ifsea.chicago.com, up and running. On this site we post events, certification information, membership and renewal information and jobs.

We’re finalizing a fantastic Student Mentorship Program with our new Education chair, **John Gescheidle**; we’ve restructured our membership committee to include **George Macht** CHA, FMP and CS1 **Matt Myers**, MCFE and are working on updating membership renewals via email. We co-hosted meetings with each of the ACF chapters this year, culminating in the blowout December celebration with old friends from both of the ACF chapters, and raised a ton of scholarship money for our student members.

We honored long-time members for their dedicated years of service within IFSEA: **Ruth Dunham** just reached her 30-year anniversary as a member; **Art Ritt**, CFE celebrated 40 years, **Jim Little** celebrated 50 years and **Mary Borke** has been member for an amazing 59 years!

We held seven great monthly meetings throughout 2009 at some wonderful venues—restaurants, schools, the Great Lakes Naval Base, and the popular “Annual After-NRA Show Mixer” at **Mario Ponce’s** loft. Most of our monthly meetings contained an educational segment, such as pairing hand-crafted beer with food, tequila tasting, successful interviewing tips and a tour and lecture about military food service. We also tried a Power Networking meeting one month, which proved to be hugely successful and a lot of fun for our members. We continue to add new

members at each monthly meeting and we're heading into 2010 with a renewed spirit and energy. Happy New Year from Northern Illinois!

*-Submitted by Branch President
Laura Vaughn, MCFE*

Syracuse

The Syracuse Branch continues to focus its energy on fundraisers, our students and developing programs to increase membership benefits and the number of members. Here is just a sample of what we accomplished in 2009.

Fundraisers:

Worked the New York State Pork Producers Booth at the NYS Fair this August, handing out pork samples and information on NYS Pork products.

We spent two-days assisting a catering event for the Vernon Down Race Track and Casino.

The Student Branch at Morrisville

State College held a very successful Pie and Candle Sale.

Once a month the Syracuse Branch mans a booth at a local farmers market selling pies and other crafts.

In February, the Syracuse Branch catered the Odyssey of the Mind, which is a problem solving competition for students in grades K – 12. We fed 1,000 people breakfast, lunch and snacks throughout the day.

Student News:

Syracuse Branch Students successfully proposed to the Student Government Organization and are sending eight students to the 2010 IFSEA Conference.

As a Branch we are bringing 12 to 15 branch members to Reno.

The branch is organizing and planning a membership drive to bring the association benefits to professionals in the field.

We are focusing our efforts on bringing back past NYS IFSEA

Branches near Buffalo and other areas.

Another goal is to expand the student branch to MVCC, Delhi and other surrounding schools with culinary and restaurant programs.

The Syracuse Branch held MCFE certification opportunities for the SUNY Delhi students. In addition, we held our monthly meeting at the SUNY Delhi Golf Club where for the first time our two student branches were able to meet and discuss how the student group operates meetings and fundraisers.

*-Submitted by Michael LaCroce and
Branch President Pete Starowicz*

Texas Lone Star

June 2009

IFSEA Texas Lone Star Branch turns fruit carvings into money for children.

Members of the IFSEA Texas Lone Star Branch in Wichita Falls put their fruit carving skills to the test to raise money for abused and neglected children in our community. The event raised more than \$1,000 for the Rainbow House, which assists children who have been removed from their homes due to abuse or neglect transition into a safer place. Many leave with only wearing a diaper or the clothing on their backs. Donations provide these children with new clothing, shoes, diapers, formula, car seats, cribs and other essential items. The event featured dinner, dancing and live and silent auction. Center stage at the auction were hand carved fruit and vegetable displays created by branch members **Prasarn Eddy, Jamie Ellis and Beatriz Robinson**



Texas members at a fundraiser to help abused children. Front row, right to left: Debra Williams, Loria Kinkade and her friend. Back row, right to left; Branch President Margo King-Prine, Dobie Wright, Debbie Jackson, and Zetta Lawrence.

Continued on page 28

Branch NEWS

and featured an interchangeable flower arrangement for all seasons created by **Sandy Kramer**.

December 2009

During our “Give a Hand Up” fundraiser, members and supporters raised more than 1,400 pounds of canned food, food staples and personal hygiene items. This well surpassed last year’s total of 900 pounds. Members and supporters (my special elves) helped me deliver these items to Faith Mission, a local homeless shelter.

Membership for Texas

During 2009, Texas Lone Star Branch added 33 new members and most existing members renewed their memberships. It was an exciting year for us!

-Submitted by Branch President Margo King-Prine

Members of the Texas Lone Star Branch love playing with their food.



Texas member Danny Galbraith guards items donated for the Give a Hand Fundraiser.



Texas elves help deliver more than 900 pounds of donated products to a homeless shelter at Christmas time. Front row, right to left Charles Morgan, Daniel Lopez, Beth Guice and Donald Chandler. Back row, right to left Brandon Coutts and Danny Galbraith.






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