

SPRING • 2011



INTERNATIONAL FOOD SERVICE EXECUTIVES ASSOCIATION

# NETWORKING

Chicagoland – Schaumburg, Illinois

## EDUCATION

March 31 – April 3

## TRADE SHOW

2011

## AWARDS



110TH  
IFSEA  
CONFERENCE  
AND TRADE SHOW





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## TIPS FROM THE TOP

Dear IFSEA Friends,

Welcome to the 110th IFSEA Conference and Trade Show. It is truly my pleasure and privilege to welcome you to Schaumburg, Illinois, otherwise known as Chicagoland. We are most graciously hosted by the Northern Illinois Branch of IFSEA and our immediate Past Chair **Patrick Beach**. The Northern Illinois Branch has been working diligently to assist our conference committee in offering you a terrific conference experience.

Mr. Beach had a great deal to do with the design of the hotel's food service facilities. Many of his former students are employed here (past and present). I know you will enjoy what the Renaissance Schaumburg Hotel & Convention Center and the Schaumburg area have to offer.

IFSEA has been actively engaged in a year of rebuilding. Our 110-year-old association has a great deal to offer its members. One of our most proud efforts is our certification program. We took the opportunity this year to update our criteria for qualification to take our exams, and bring our exams up to industry standards. For example, we now ask that a food service employee with less than 2-5 years experience take our CFM (Certified Food Manager) exam rather than CFE (Certified Food Executive). A full description of the program has been presented to our IFSEA Board of Directors at this year's business meeting.

Our very active high school culinary participants will have their own category called Certified Food Associate (CFA). This will give them a true path to follow up the IFSEA chain of certification through their careers. At present, we are still reviewing our MCFE (Master Certified Food Executive). When we reintroduce the MCFE certification level, it will more accurately reflect the knowledge and accomplishments appropriate to the title.

Rest assured that all existing MCFEs will be recognized with the respect that

they have so clearly earned. Our intent is to improve our programs so that they compete more effectively in today's food service certification marketplace. My thanks to **Dave Mitchell**, MCFE, CHM, CPFM, CMCE, FMP, who is our IFSEA Certification Chair, for his invaluable help.

IFSEA is also proud to welcome three new branches to our organization. This year we have a renewal of interest in our Global branch thanks to Past Chairman **Robin Keyes** and **David Orosz**. Welcome also to the new Florida Branch in the Miami area and the new student branch at the **University of Maryland, Eastern Shores**. IFSEA is thrilled to have you and your members.

I have enjoyed writing to you through *Tuesdays with IFSEA* and *Lunch with Lorri* in our *Infusion* magazine. I have also contributed articles to *Restaurant News of the Rockies* with information about our organization and its activities. I was also honored to represent IFSEA at the NAFEM (North American Foodservice Equipment Manufacturers) show in Orlando this past February.

Thanks to IFSEA, NAFEM awarded me an honorary Doctorate of Foodservice in recognition of my service as a leader in the Food Service industry. My thanks to IFSEA and NAFEM for this wonderful honor!

It has been a terrific year. I would like to thank my Executive Committee and the IFSEA Board of Directors for their invaluable help, cooperation and teamwork. Many thanks to **Michelle Hackman** of IFSEA Headquarters for her efforts this year. Two past chairmen have acted as my mentors this year, **Pat Beach** and **Rick Diaz**. Similarly, I plan to help the new administration in the coming year to achieve their goals for IFSEA.

Thank you for a wonderful year!

Lorri Davidson, CFM, CFSP  
IFSEA Chairwoman of the Board



Lorri Davidson  
Chairwoman



Barbara Sadler  
Chair-Elect



Fred Wright  
Treasurer





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# Inside SCOOP

## FROM YOUR CHAIR-ELECT

Barbara Sadler, MCFE, DODG

WELCOME TO CHICAGOLAND for the 115th IFSEA Conference and Trade Show! The 2011 Conference Committee has been working tirelessly to bring you a wonderful education program, a fabulous tradeshow and entertainment. I encourage you all to make the most of your surroundings this week, to meet a new contact or to catch up with those whom you have known for years.

For a brief time, we can, perhaps, forget the world of technology full of email, smart phones, social media, and instant messaging and replace all of that with a handshake, a full listening ear, eye contact, face to face conversation, laughter and a smile. From the moment we begin at the first-timers meeting; being paired up with our mentor, or mentee; attending the opening reception; exploring the educational classes to expand our knowledge; experiencing a tradeshow like none other; cheering on our team at the Bistro Challenge; celebrating with our Chairwoman as she reflects and passes the gavel; and truly stopping for a moment to recognize and respect our men and women of the Joint Services as we honor them, not only for their excellence in food service, but for their service to this country, take time to reap the benefits of each event.

Typically, we will not remember an email, or a phone call, or a status post. It is times like *these* that make memories. Whether it is new contacts made, new job opportunities for your

*Continued on page 11*

## 2011 INDUSTRY AWARD OF EXCELLENCE

RICHARD HYNES

THE INTERNATIONAL FOOD SERVICE EXECUTIVES ASSOCIATION is proud to honor Richard Hynes, Director of Consultant Services with Hobart-Traulsen, with the 2011 Industry Award of Excellence.

This award is bestowed upon Dick for his commitment, contributions and dedication to the growth of the food service industry within the civilian and military communities.

A long-time member of Hobart's Sales and Management Team, with a career spanning 45 years, Dick served an extremely successful tenure as Northeast Region Manager for Hobart Foodservice Sales prior to developing the Consultant Services Group for Hobart and Traulsen, which he now directs, in addition to being Director of Healthcare for the company.

Dick has been instrumental in promoting Hobart's sustainability initiatives and presently serves on the Sustainability Committee for the corporation. He has been involved in leading the company's efforts to work with the US Green Building Council, and promoting the LEED accreditation program within his company as well.

Dick has received numerous awards from the industry, including SFM's Lifetime Achievement Award, NACUFS's Daryl Van Hook Award, the Massachusetts Restaurant Association's Executive of the Year, and

HFM's prestigious President's Award.

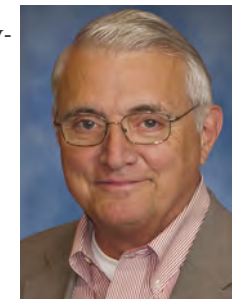
Dick was a Hennessey Traveler in 2006, travelling 29,000 miles in 5 weeks as part of an Air Force foodservice evaluation team, and has also served as an Air National Guard evaluator for the SMSgt Kenneth Disney Award in 2010 and 2011. He presently serves on AHF's Education Committee, conference planning committees for both NACUFS and SFM,

and on IFSEA's Board of Directors. Dick's love for the foodservice industry and the healthcare segment in particular is obvious.

He is a 48-year member of the Boy Scouts of America, presently serving as a Council Vice President, and as an Advisor for American Indian Activities, staffing many National Conferences and Jamborees.

Dick holds a degree from Dean College, has CFSP Level 1 certification, is a Serv-Safe instructor, and is also HACCP certified. Serving in the Navy as a Medic during the Vietnam War, he met Judy, his Navy nurse wife of 44 years. They reside in Franklin, Mass. and have 3 children and 4 grandsons with one currently serving in the United States Army in Afghanistan.

IFSEA thanks Dick Hynes for his commitment to IFSEA and the food service industry. We are honored to have him among the distinguished winners of the Industry Award of Excellence.



Richard Hynes





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# Inside SCOOP

From your Chair-Elect  
Continued from page 9

future, or a new product for your business found. For the next few days, you will embark on a journey that, I hope, you will embrace and enjoy!

My passion for the food industry is reflected in my thirty-year career in food and beverage. My current position as Director of Catering for the City of Arvada allows me to oversee the execution of over 1,000 events per year at multiple facilities within the City. With all of my positions in this industry, I have learned that in hospitality, we must over deliver our product and service to our customers, while anticipating their need.

I look forward to serving you as your upcoming Chairman for IFSEA. For eight years, I have been dedicated to IFSEA as a member, Branch President, Branch President Chair, Treasurer, Conference Manager, Interim Headquarters, and Chair-Elect. This year, I have been honored to work with a wonderful Executive Committee and would like to thank **Lorri Davidson**, **Fred Wright**, EC Advisor **Patrick Beach**, and Military Chair **Rick Diaz**, the Board of Directors, as well as many IFSEA members and Military Partners for supporting me throughout the past year. For over three years, I have been so honored to work directly on fostering our relationship with our Joint Military Partners. Personally, I have been bestowed the benefits of these relationships.

The Executive Committee, together with the Board of Directors, has worked determinedly to lay the groundwork for the future of IFSEA. Now more than ever, it is of utmost importance to provide our members with value, accredited certification, and leadership. We must encourage our Branches to succeed by implor-

ing our members to get involved on a local level through networking, meeting face to face, utilizing technology to reach out efficiently, provide bridges between vendors and buyers, educate and provide mentorship to our students, as well as provide community service in our towns and cities. We must explore opportunities of partnerships and collaboration within the association

industry.

Not one alone can succeed in the task ahead. We must look to our past in appreciation of the experience of those before us, maintain the integrity of the present, and embrace the ideas and the visions of those whom will be our future. So now, I will embark on my journey as your Chairman. I look forward to serving you.

## CANDIDATES FOR IFSEA BOARD OF DIRECTORS

### CHAIRMAN OF THE BOARD

*No Vote Required*

**Barbara Sadler, MCFE, DODG**  
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, International Treasurer and recently IFSEA Chair-Elect. Barbara has earned her MCFE and in 2010 was honored with the DODG award. In addition, Barbara has been instrumental in providing leadership for IFSEA and working countless hours being sure IFSEA's financials are sound.

### CHAIRMAN OF THE BOARD-ELECT

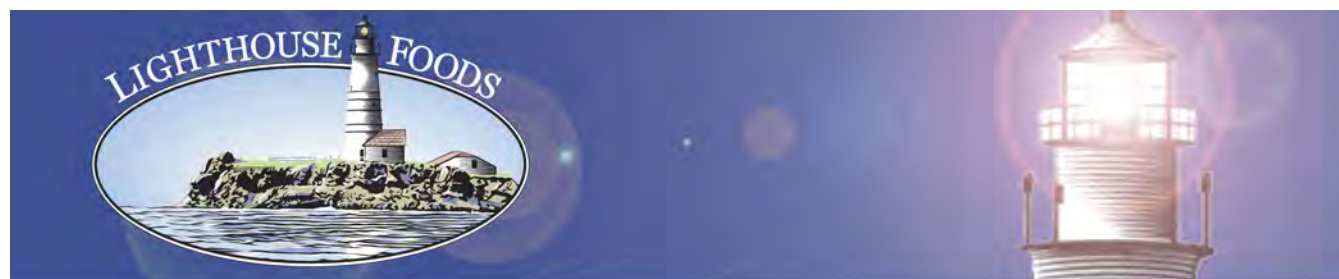
**Fred Wright, MCFE, CEC**  
Reno-Tahoe Branch



Fred Wright has been in the food service industry for more than 28 years. With his beginnings as a busboy/dishwasher 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 branch. In 2005, Fred held the honor of being Chapter President. He was re-elected to Chapter President in 2007, 2008, 2009 and 2010. He has held several international positions including International Board Member, Technology Committee Chair, Branch Presidents Council Chair, International Conference Chair, and this year International Treasurer.







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# IFSEA

## 110TH CONFERENCE AND TRADESHOW MARCH 31 – APRIL 3, 2011

### Chicagoland – Schaumburg, Illinois

#### 2011 HOST CITY

With world-class shopping, entertainment, and sightseeing, there is definitely something for everyone in Chicagoland. You might think that seeing the sights in one of the country's most exciting cities would be expensive, but Chicago offers numerous free and affordable things to do throughout the year.

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The Schaumburg Trolley offers free transportation from the Renaissance Schaumburg Hotel & Convention Center to 11 shopping destinations, including IKEA, Woodfield Mall, and the Streets of Woodfield, where you'll find shopping, a movie theater and much more. The trolley is available Friday, Saturday, and Sunday. For more information call 847-923-3880 or visit [www.ci.schaumburg.il.us](http://www.ci.schaumburg.il.us).

#### METRA TRAIN SERVICE TO CHICAGO

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#### LEGOLAND DISCOVERY CENTER, SCHAUMBURG

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1551 N. Thoreau Drive  
Schaumburg, IL 60173



#### 2011 HOST HOTEL

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### CONFERENCE EVENTS



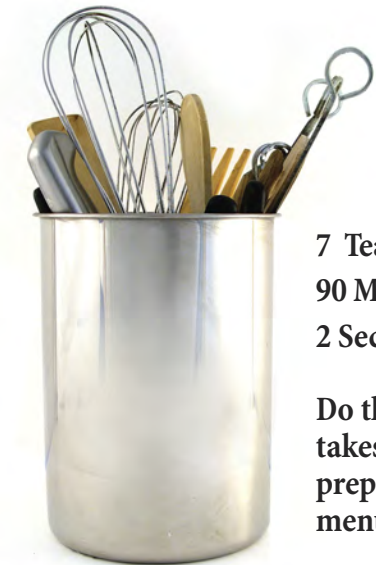
## IFSEA Trade Show

Friday, April 1 — 11am–3 pm

- 135 of the best food service companies, like Coca-Cola, Quantum Foods & Ecolab
- Taste the newest food products from the industry's leading companies
- Experience the industry's newest products and services



## 4th Annual IFSEA Magnificent Mile Bistro Challenge



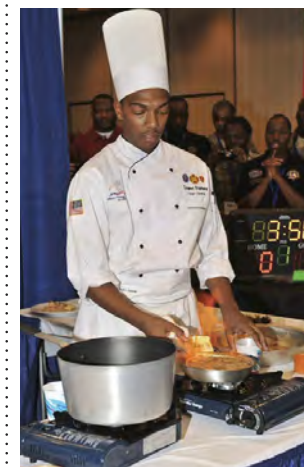
7 Teams  
90 Minutes  
2 Secret Ingredients

Do they have what it takes to build and prepare a winning menu?

Watch them battle it out live during the 2011 IFSEA Conference.

**Date:** Friday, April 1 **Time:** 3 pm

**Location:** Renaissance Schaumburg Convention Center in Schaumburg Ballroom





ATTENTION!

# Students

## IFSEA MENTORSHIP PROGRAM

This year at the 2011 IFSEA Conference & Trade Show, we are excited to announce the return of the popular 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

## CONFERENCE EVENTS

### Wednesday, March 30

4pm	5pm	IFSEA/Joint Services Meeting
6pm	9pm	IFSEA Board of Directors Meeting

### Thursday, March 31

7:30am	5:30pm	Registration
8am	10am	Friends of the Worthy Goal Meeting
8am	4pm	<b>IFSEA Certification Exam</b>
8:30am	11:30am	<b>Cake Decorating</b>
8:30am	11:30am	<b>Great Plates: Big and Small Plate Presentation Techniques</b>
11am	1pm	IFSEA Past Chairmans' Council Meeting
1pm	4pm	<b>Cake Decorating</b>
1pm	4pm	<b>Great Plates: Big and Small Plate Presentation Techniques</b>
1pm	2:30pm	<b>Farm to Fork</b>
1pm	2pm	<b>Tapas: How to use them on your menu</b>
2pm	2:30pm	IFSEA 2010 Executive Committee Candidate Forum
2:30pm	3:30pm	Annual IFSEA Member Business Meeting – All invited
3pm	5pm	Professional Development & Career Detailing for Navy Culinary Specialists and Food Service Officers
3:30pm	4:30pm	<b>CRAVE: The art of getting your customers to want more</b>
3:30pm	4:30pm	IFSEA Branch Presidents' Council Meeting
3:30pm	4:30pm	MEAA Meeting
4:30pm	5:30pm	Welcome IFSEA Students Meeting
4:30pm	5:30pm	Military Evaluators Recognition Awards
5:30pm	6:30pm	Military Evaluators Reception
5:30pm	7pm	Bistro Challenge Pre-Planning Meeting
7pm	10pm	<b>Opening Reception</b> with Networking and Food and Dancing

## ENTERTAINMENT

### Opening Reception Kick-Off

Thursday, March 31

Step into the Roaring Twenties, a time when jazz music blossomed and art deco peaked. The evening will begin with an atmosphere designed for you to socialize with colleagues and new friends. Jazz music will be heard in the background while delicious foods and drinks will arouse your palate. Then, at 8 pm, the dancing will begin as the DJ plays your favorite songs.



DAVE MITCHELL



DEANNA DAY



LESLIE BILDERBACK



NYDIA EKSROM



BRIAN AVERA

## EDUCATION SESSIONS

### IFSEA Certification

8 am–4 pm

IFSEA offers two food service certifications: Certified Food Manager and Certified Food Executive. These certifications go beyond culinary capability to test the skills needed by the food service professional seeking a management and executive career. These certifications test knowledge from basic cooking to menu design, management, human resources, accounting, and marketing.

#### INSTRUCTOR:

**Dave Mitchell**

Dave Mitchell has served in the hospitality industry for over 46 years, and in the military for over 27 years. He is a Master Certified Food Executive, Certified HACCP Manager, Certified Professional Food Manager, Certified Military Community Executive, and a Certified Foodservice Management Professional. Two units under his leadership have won the Army Philip A. Connelly Awards Program For Excellence in Army Food Service.

### Cake Decorating

8:30 am–11:30 am

1 pm–4 pm

Learn to make your cake not only satisfying to the taste but to the eyes as well. This class presents the basics in cake decorating.



#### INSTRUCTOR:

**Deanna Day**

Deanna is a Certified Executive Chef and Certified Culinary Educator. She is the Rich's culinary manager and corporate chef. For 20 years she has worked for Rich's as a chef, concentrating on menu and recipe development, new product innovation, and training.

### Great Plates

8:30 am–11:30 am

1 pm–4 pm

Beautiful foods and presentation techniques applied to large plates and small plates—useful for making dynamic command celebrations or enhancing the beauty of daily plates and service as well! The presentation includes hands-on exercises in garnishing, plate arrangement, and buffet service, as well as useful handouts.

#### INSTRUCTOR:

**Craig O'Brien**

Chef Craig O'Brien enjoyed 30 years of cooking that began with a traditional apprenticeship, and has worked around the U.S. and Caribbean. His experience includes a strong mix of culinary experience and technical interests. Known as an excellent presenter whose lectures are always enjoyed and appreciated.

### Farm to Fork

1 pm–2 pm

This class takes a closer look at the process of food products moving from the farm to your fork.

#### INSTRUCTOR:

**Leslie Bilderback**

Chef Leslie Bilderback graduated from the California Culinary Academy in San Francisco. She joined the original faculty of the California School of Culinary Arts (currently Le Cordon Bleu College of Culinary Arts Los Angeles), and after several years as Head of the Baking and Pastries Department, she became Executive Chef, leading the school into partnership with Le Cordon Bleu. The author of several books, she is ranked as one of the top 50 chef instructors in the nation on Chef2Chef.com.

### Tapas

1 pm–2 pm

This seminar covers ideations, recipes, and ease of preparation for any kind of reception. The colorful spread and variety of tapas makes them universally appealing. Tapas are easy to make ahead, and appropriate no matter the season. Tapas, which means "small lids," should be easy to eat, as they are designed to accompany a drink and enhance good conversation.

#### INSTRUCTOR:

**Nydia Ekstrom**

A native of Buenos Aires, Argentina, Nydia Ekstrom has over 38 years experience in the food service industry. She is very active with the Navy's Adopt-a-Ship Program and has served as an IFSEA Military Traveler. She has worked for Unilever Food Solutions for 25 years. Nydia is a Certified Food Executive and Certified Executive Chef.

### CRAVE: Getting Your Customers to Want More

3:30 pm–4:30 pm

Learn to create dishes your customers will crave and return for again and again. This is no ordinary seminar; expect to be entertained with multimedia and delighted with a food tasting that will create a sensory overload in your mouth.

#### INSTRUCTOR:

**Brian Avera**

Brian Avera is Senior Executive Chef at Sara Lee Foodservice working in the Broadline division. As Clear Channel Broadcasting's "WELI Food Guy," Brian produced and recorded daily radio food reports for Connecticut, Massachusetts, and New York audiences. Brian has also owned various food service companies.

# Thursday

MARCH 31



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## CONFERENCE EVENTS

### Friday, April 1

7:30am	5pm	Registration
7:30am	8:45am	Speaker Breakfast
8:30am	11:30am	<b>Fruit &amp; Vegetable Carving</b>
8:30am	11:30am	Navy Food System Management 3.0
9am	10am	<b>A New Vision for Recipes: Focused Development of Aroma, Taste and After-Taste of Every Dish</b>
9am	Noon	<b>Alcohol ServSafe</b>
10am	11am	<b>Rieslings from Around the World</b>
10am	11am	<b>Nutrition is Not a Dirty Word</b>
10:45am	11am	Trade Show Ribbon Cutting & Partner Recognition
11am	3pm	<b>Trade Show: Taste the best foods and see the newest products and services in the industry.</b>
1:30pm	3pm	IFSEA Scholarship Meeting
3pm	5:30pm	<b>Bistro Challenge: Watch as teams prepare a meal in 90 minutes using a secret ingredient</b>
4pm	5:30pm	IFSEA Awards Committee Meeting
6pm	7pm	IFSEA Celebration Reception
7pm	9pm	<b>IFSEA Celebration Dinner</b> featuring Ross Johnson. He will make you think. He will make you laugh. He will read your mind.

## ENTERTAINMENT

### IFSEA Celebration Event & Dinner

Friday, April 1

IFSEA will celebrate more than 100 years by honoring its members with prestigious membership awards. The evening continues with a show you have to see to believe by psychic entertainer Ross Johnson. Johnson, who is hailed as one of the most gifted psychic performers of our time, possesses a unique array of amazing gifts. He will perform hard-to-believe exploits of mind reading, second sight, and mental projection that will lift doubters and disbelievers to ever-increasing heights of amazement.



PSYCHIC ENTERTAINER  
ROSS JOHNSON



RAY DUEY

CRAIG  
O'BRIEN

SAMUEL  
STANOVICH

BEVERLY  
LOWE

## EDUCATION SESSIONS

### Fruit & Vegetable Carving

8:30 a.m. – 11:30 a.m.

In this class, it's ok to play with your food! Learn the art of fruit and vegetable carving during this hands-on demonstration.

#### INSTRUCTOR:

**Chef Ray Duey**

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 country teaching the culinary art of fruit and vegetable carving, leaving spectators and culinary professionals spellbound.

### A New Vision for Recipes

9 a.m. – 10 a.m.

This seminar focuses on the development of aroma, taste and after-taste in every dish. Learn practical steps that help to clarify recipe goals. The method leads to an individualized path of growth and development for cooks at any level of training or breadth of skill set. The presentation includes sniffing and tasting exercises and useful handouts.

#### INSTRUCTOR:

**Craig O'Brien**

Chef Craig O'Brien enjoyed 30 years of cooking that began with a traditional apprenticeship, and has worked around the U.S. and Caribbean. His experience includes a strong mix of culinary experience and technical interests. Known as an excellent presenter, his lectures are always enjoyed and appreciated.

### Alcohol ServSafe

9 a.m. – Noon

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. This course offers you the knowledge needed to make the right decision in critical situations.

#### INSTRUCTOR:

**Samuel Stanovich**

Samuel has been involved in the hospitality industry for nearly two decades. He has developed expertise in business development, operations, property development, and strategic planning. Samuel holds a bachelor's degree in hospitality management from

Johnson and Wales University. He is the President of the IFSEA Northern Illinois Chapter. Samuel is an active member of the Council for Hotel and Restaurant Trainers, a ServSafe® Food Safety Instructor and a ServSafe Alcohol® Instructor.

### Rieslings from Around the World

10 a.m. – 11 a.m.

A small and versatile grape grown in many countries around the world, the Riesling grape produces wines from dry to sweet, and from simple citrus flavor profiles to multiple layers of complex flavors including butterscotch and vanilla. Learn about this versatile, cool climate grape and the variety of wines produced from it. The session includes an assortment of sample tastings.

#### 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

# Friday

APRIL 1

and distillation and a certificate from the Culinary Institute of America.

### Nutrition is Not a Dirty Word

10 am – 11 am

What you know – what you should know – about nutrition and incorporating it into your everyday life.

#### INSTRUCTOR:

**Beverly M. Lowe**

Beverly's professional career has focused on serving students in three different school districts, providing nutrition education and learning experiences for both students and adults. She has served as IFSEA's first female Chairman of the Board, National and State President of the School Nutrition Association, and as a presenter/trainer for the National Food Service Management Institute. One of her most cherished honors was receiving the "Outstanding Civilian Service Medal" from the Department of the Army as a two time Connolly Awards Evaluator.





KEYNOTE SPEAKER

Joint Services Excellence  
in Food Service Awards

Saturday, April 2



**Ed Rensi**  
Past President &  
CEO of McDonald's  
Partner, America's  
Better Burger

FOR MANY KIDS, flipping burgers at McDonald's was their first job. It was Ed Rensi's first job, too; only he hung onto it for 32 years!

Ed started his McDonald's career in 1966 as a grill man, earning 85 cents an hour in Columbus, Ohio, then moved from the grill through management, holding the titles of Regional Vice President, Senior Vice President Operations and Training, Senior Executive Vice President, Chief Operating Officer World Wide and, from 1984 to 1998, President and CEO McDonald's USA.

Ed moved on to his second career—Chairman and CEO of Team Rensi Motorsports—where he applies the managerial and motivational skills he honed in the corporate world to the sport of NASCAR auto racing.

Ed has always made time to offer his help to others. President Ronald Reagan honored Ed with the President's Volunteer Award, recognizing his body of charitable work, including co-founding the world famous Ronald McDonald House. For numerous educational charities, Ed was named Italian-American Man of the Year in 1997.

Today, Ed serves on the boards of directors of Snap On Tools, International Speedway Corporation (ISC), Great Wolf Lodge Resorts, and Freedom Group Inc. He is a founding member of Remington Outdoor Foundation, Our Times, Line of Fire and SpinFresh Technology.

Presently Ed is a partner in America's Better Burger, a fast casual dining concept called Tom & Eddie's Better Burgers which had its Grand Opening at The Shops on Butterfield, near Chicago, last August and the opening of its Geneva location in December.

Ed is a private pilot who enjoys skeet and trap shooting.

CONFERENCE EVENTS

Saturday, April 2

7:30am	4:30pm	Registration
8am	9:45am	Worthy Goal Breakfast
10am	10:55am	<b>Saving Costs &amp; Staying in Business</b>
10am	10:55am	<b>How Can It Be Healthy and Still Taste Good?</b>
11am	11:55am	<b>How Food Systems can help reduce costs and increase productivity</b>
11am	11:55am	<b>How to Interview like a Headhunter: Tips for interviewers and interviewees</b>
Noon	1:30pm	IFSEA Awards Accolades Luncheon
2pm	3:30pm	<b>Craft Distilling &amp; Tasting</b>
5:30pm	6:30pm	Joint Services Excellence in Food Service Reception
6pm	10pm	<b>Joint Services Excellence in Food Service Awards Dinner.</b> Keynote Speaker: Ed Rensi, Former McDonald's CEO
10pm	1am	<b>Farewell Party</b>

Sunday, April 3

8:30am	9:30am	Farewell Breakfast
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ENTERTAINMENT

Finale Party

Saturday, April 2

Let your hair down and kick off of your shoes! Enjoy one last night with new friends and business partners at the Finale Party as the DJ plays your favorite song.



Fast Forward... >>

Mark your calendars now for the  
**111th IFSEA Conference & Trade Show**  
  
**Town & Country Resort**  
**San Diego, California**  
  
March 29 – April 1, 2012

>> See you in 2012!



**RICHARD WEIL**



**AIDAN WAITE**



**DARREN GROS**



**REGINALD CLARK**



**JOSEPH D'ALESSANDRO**

EDUCATION SESSIONS

**Saving Costs & Staying in Business**

10 am–11 am

This class will focus on increasing cash flow, customers, profits, and revenue while reducing expenses and making budget decisions in this tough economy. Learn new ways to seek competitive advantages and retain customers.

**INSTRUCTOR:**  
**Richard Weil**

Richard Weil is a business development manager for Sysco of Denver, providing business and consultant sales support for food service and hospitality operations. Richard was formally the President and Chief Operating Officer of Nick-N-Willy's Franchise Company, LLC, and has served as operating company president for three food service distribution companies. He has served as IFSEA International Chairman and Chairman of the IFSEA Colorado Branch.

**How Can It Be Healthy & Still Taste Good?**

10 am–11 am

Some foods are just plain uninteresting. But your curiosity about these same foods will increase when you learn to cook them with the right recipe and the right equipment.

**INSTRUCTOR:**  
**Aidan Waite**

Aidan, a native of England, started his culinary career over forty years ago as an apprentice in London and Paris. He was a chef with Marriott Hotels, and owned his own restaurant in New York. Aidan later moved back to London and was the Executive Chef of a four-star hotel. In 1995, Aidan started his own company, the English Connection: A Chef Consulting Company, based out of Charlotte. Aidan deals with all areas of food service, helping with design, menu development, training, and ongoing evaluations.

**How Food Systems can Help Reduce Costs & Increase Productivity**

11:00 am–Noon

**INSTRUCTORS:**  
**Darren Gros and Reginald Clark**

• Darren Gros is a Major Account Executive with Agilysys, Inc. Darren applies over 28 years experience in IT solutions to helping clients appreciate the value of information processing solutions for the food service industry.  
• Reginald Clark has been a national training manager, opening four restaurants and training management on cor-

porate SOPs. He began to work in the technology field after several years of working with a national retailer.

**How to Interview like a Headhunter**

11 am–Noon

This class will help both the interviewer and interviewee. By interviewing a person live during the class, the instructors will show exactly how a headhunter gets to the bottom of resume gaps, reasons for employment transition, and a candidate's true motivation.

**INSTRUCTORS:**  
**Joseph D'Alessandro, E. Scott Lager, Laurie Tokowitz**

• As founder and president of Strategic Hospitality Search, Joseph D'Alessandro recruits senior-level staff for leading hotels, resorts, restaurants, and food service institutions. He routinely advises culinary and hospitality students on career growth and proper business communication.  
• Scott Lager is an executive recruiter for Strategic Hospitality Search. With over three decades of leadership in renowned corporations, independents, and start-ups, Scott has overseen or participated in every stage of the business—from conception, to opening, to success.  
• Laurie Tokowitz is the execu-

tive manager at Strategic Hospitality Search. Laurie spent 10 years working in marketing research and client services. She developed and implemented a new tracking and reporting platform, successfully managed a multi-million dollar client, and exceeded revenue goals.

**Craft Distilling & Tasting**

2 pm–3:30 pm

A National Restaurant Association survey of ACF Chefs lists micro distilled/artisan liquors as one of the top *What's Hot* concepts for 2011. Learn what small batch craft distilling is, and see what some small artisan distillers are doing to raise the bar and create new and unique products to set themselves apart from large producers. Learn about the distillation process, botanicals, congeners, and craft distilling. Samples from craft distillers are included.  
**INSTRUCTOR:**  
**Brad Beran**  
Brad Beran earned a bachelor's degree in hotel, restaurant, and institutional management, an MBA and a Ph.D. in higher education administration. He also holds a WSET certification in spirits and distillation and a certificate from the Culinary Institute of America.



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AN OUT-OF-TOWNER in New York at the height of the tourist season decided to revisit an uptown restaurant he'd enjoyed on a previous trip to the city. Finally catching the eye of an overworked waiter, he said, "You know, it's been over five years since I first came in here."  
"You'll have to wait your turn, sir," replied the harried and now irritated waiter, "I can only serve one table at a time."







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## Buffalo

"Pink Night," honoring **Lorraine Drexel** CFE, DODG, was held at Chef's Restaurant in Buffalo, NY on Sept. 21, 2010. We celebrated her lifelong dedication and hard work for the Buffalo Branch IFSEA. We all were decked out in Pink (Lorraine's favorite color) and ate her favorite food at her favorite Restaurant, Chef's. Thank you, Lorraine, for all your help and support over the years. You are truly a "Classy Lady".

Ulrich's Tavern was the site of our Oktoberfest. Ulrich's is the oldest continuously-operating Tavern/Restaurant in Buffalo, started in 1868. We supped on traditional German fare, from potato pancakes to delicious rum-soaked cherry pudding. A good time was had by all.

Our Holiday Party and Gift Drive for Haven House, a domestic violence shelter, was a huge success. Many lives were touched by the generous gifts of our members. A special thank you to **Frank Caccamise** for toting all those gifts.

As you read this we will have gathered with all our fellow IFSEA members to honor **Gina Vance**, MCFE, SNS our current President,



Buffalo Branch Gold Medal Award Recipient Anthony C. Mauro, CFE

with the Silver Award. Gina's strong dedication and tireless efforts have helped keep our branch vibrant. We also gather to celebrate **Tony Mauro** CFE, who will be receiving the Gold Award from CFSA for a life of selfless work in the field of Food Service. Tony grew up in a restaurant family, working his way up to Professor

Emeritus for Erie Community College. Tony is on many boards and advisory committees. Congratulations for a well deserved honor.

## Colorado Centennial

The Colorado Centennial IFSEA celebrated and installed its new officers and board at a gala holiday dinner and reception held at the renowned Strings Restaurant Bistro in the Uptown district of Denver in December, 2010. The officers and board for 2011 are: **Todd Story**, President; **Bob Grand**, Vice President; **Rob Malky**, Secretary; **Dick Weil**, Treasurer; and board members are: **Lou Mozer** (Emeritus), **Don Louie**, **John Fisher**, **Marvin Pierce**, and **Rich Colman**.

The first educational meeting of the year, held at the Denver Renaissance Hotel at Stapleton on February 22, presented plans for attending the IFSEA International Conference in Chicago in March. The educational topic was "Food Commodities Issues in the Food Service Industry" and was presented to the group by resident experts and board members Dick Weil, and Rich Colman.

Other meetings and events slated for 2011 include:

- Strong attendance at the IFSEA Conference in Chicago, March/April



Buffalo Branch Member Susan Birmingham, CFE, and her husband Thomas

- Panel discussion "Industry Think Tank" meeting at Johnson & Wales University
- July BBQ & Swim Party at the Weil's
- August 28 – Classic Car Show Food Booth "Fun-d-raiser" at Arvada Center
- Tour and meeting at the new University of Colorado dining facility in Boulder
- Annual branch planning meeting in fall of 2011
- November 19 – Annual Brandon Center Charity Brunch
- December 5 – Holiday Gala Gathering

The branch looks forward to seeing all our friends at the Chicago Conference!

## Florida

The Florida Branch, one of IFSEA's newest branches, is gaining momentum. Members are working diligently to build educational programs, meetings and events.

One of the branch's first goals is to attract students. The branch is focusing on exposing culinary students to IFSEA with meetings scheduled at Johnson and Wales University in North Miami.

As you read this, the branch will have just wrapped up its March event; watching a polo match at the



Rosemary Catalano, CFE, and Glenn Butler, Sergeant-at-Arms



Colorado Centennial Branch celebrating the holidays

Gulfstream Polo Club.

If you find yourself in the Miami/Fort Lauderdale area be sure to stop by and say hello to Branch President **Ken Kuscher** or Vice-President **Matthew Kuscher**. You can find Matthew at the Houston's Restaurant in Coral Gables.

## Aloha Hawaii

Aloha from Hawaii.

The Aloha Hawaii branch wishes you could all be enjoying our beautiful weather this and every time of year. We have been watching with concern all of the daily weather reports from all around the country. While it is amusing seeing reporters stand-

*Continued on page 28*



Buffalo Branch Members Gina M. Vance, MCFE, SNS, with Lorraine E. Drexel, DODG, CFE



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ing out in the horrible conditions in areas such as Nebraska, Wisconsin and Minnesota...we also acknowledge the seriousness of it. If any of you watched the Sony Open from Honolulu, the Open from Kapalua, or the Pro-Bowl from Honolulu, you understand why we feel so fortunate to live in such a precious place. Don't forget to watch the new Hawaii 5-O!

We have started off a great year—with our board being sworn in—planning wonderful meetings and functions. In March we held our always FUNdraising bowling tournament at Fort Shafter Bowl (we love our military here in Hawaii). The bowling tournament always raises enough money to send representatives to the IFSEA International conference.

Aloha Hawaii is planning many entertaining, and delicious dinners for 2011. Featured will be many new restaurants that have varied and appealing menus. Upcoming venues are: Soul Restaurant with southern-inspired cuisine; La Tour Café with a French-inspired menu and a tour of their new bakery; Flamingo Restaurant—an old-friend-of-a-place with their signature oxtail soup and banana pie; Kit N Kitchen for the Chef's take on Italian; and Side Street Inn for Chef Collins' special menu items which were featured on "No Reservations" with Anthony Bourdain on his visit to Hawaii.

Join us for any one of our always-

*Northern Illinois Branch Members gather for monthly events*



fun-and-full-of-opportunities-to-network functions if you will be visiting Hawaii any time soon...or later.

Cheers!

## Northern Illinois

Contagious Energy at the Northern Illinois Chapter:

New members have joined; new board members have been elected; and the **Northern Illinois** Branch of IFSEA is actively planning the Conference and Trade Show and is proud to host this special event. A variety of changes throughout 2010 brought in fresh energy and excitement for the branch. One of the changes was a dedicated partnership with the American Culinary Federation Chicago Chapter—Chefs of Cuisine. Both organizations have sparked



*Northern Illinois Life Membership recipient Art Ritt*

new liveliness and interaction at the monthly events.

This year marks several milestone anniversaries. With over 40 years of participation in our branch, **Art Ritt**

was recognized for his Life Membership at the November 2010 event, which took place at the Seasons 52 restaurant in Schaumburg, IL. We would like to celebrate other milestone anniversaries and congratulate the following branch members for their years of service:

<b>Mario Ponce</b>	<b>10 Years</b>
<b>Patrick Beach</b>	<b>20 Years</b>
<b>Joyce Schultz</b>	<b>20 Years</b>
<b>John Kaufman</b>	<b>30 Years</b>
<b>Mary Borke</b>	<b>60 years</b>

New board members have been elected with the positions:

**Sam Stanovich – President**

**Rick Jordan – Vice President**  
**Joyce Schultz – Treasurer**  
**Mary Jaros – Secretary**  
**Ben Lewis – Director**  
**George Macht – Director**  
**Mario Ponce – Director**  
**Lora Nickelson – Director**  
**Corinna DeBehr – Student Director**  
**Patrick Beach – Chairman**

We are looking forward to meeting you all at the Conference and Trade Show!

## Reno-Tahoe

The Reno-Tahoe Branch has recently seen a new President take over with new fresh ideas, in the hopes of building on membership in the branch. **Beverly Demanovich**, CFE, has taken over as president in January and hopes to build on what **Fred Wright**, MCFE had started. The branch held a local four-month membership drive ending January 31st. The member whom sponsored the most new members will get their 2011 dues paid for. At the writing of this article the winner has not been announced yet. Many of our members will be in Chicago for the 2011 conference. We hope that 2011 is a great building year both locally and nationally.

*Northern Illinois Branch members Mario Ponce, Angel Holmes, and former Chairman Patrick Beach*



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Organic, non-GMO and Identity Preserved (IP) grains, ingredients, food products, and processing services. Consumer Products include: aseptic packaged non-dairy beverages (soymilk, rice milk, sunflower beverages, teas etc.); aseptic packaged soup broths. Snacks: bulk and individually packaged—sunflower, soy, corn, and other nut free snacks. Apple based fruit bars. Fortified nutrition bars, grains and fruit based snack bars. IQF fruits and vegetables. Fortified bottled waters, juices, and energy drinks.

#### SWEET STREET DESSERTS, INC.

Tony Schaffer  
561-289-3688  
[tonys@sweetstreet.com](mailto:tonys@sweetstreet.com)  
[www.sweetstreet.com](http://www.sweetstreet.com)  
World-renowned foodservice gourmet desserts. More than 400 products, each made from the finest ingredients. Award-winning cakes and pies, plus dessert bars, cookies cheesecake, and mousses. Sweet Street has received 15 patents for their dessert designs.

#### TASTE TRADITIONS

Richard Morgan  
402-884-9595  
[richardmorgan@tastetraditions.com](mailto:richardmorgan@tastetraditions.com)  
[www.TasteTraditions.com](http://www.TasteTraditions.com)  
Producer of quality foods for the foodservice, retail/deli market, convenience stores, and the US Military for more than 30 years.

#### TEXAS PETE

Amanda Venuto  
757-513-4011  
[Amanda@Baytobayfoodservice.com](mailto:Amanda@Baytobayfoodservice.com)  
[www.texaspetefoodservice.com](http://www.texaspetefoodservice.com)

Sauces: hot pepper, wing, honey mustard, and worchestershire for the table and kitchen.

#### TRIDENT SEAFOODS CORPORATION

Mike Kater  
Director • Government Sales  
603-893-3368  
[mikekater@tridentseafoods.com](mailto:mikekater@tridentseafoods.com)  
[www.tridentseafoods.com](http://www.tridentseafoods.com)  
USA seafood and fish products including king and snow crab, pollock, cod, flounder, salmon, and imitation crabmeat. Oven-ready, fry-ready and stuffed seafood. Breaded, battered and raw seafood. USDC-inspected, Berry Compliant and Source Traceability.

#### TYSON FOODS, INC.

Scott Bartlett  
479-290-7124  
[Scott.bartlett@tyson.com](mailto:Scott.bartlett@tyson.com)  
[www.tysonfoods.com](http://www.tysonfoods.com)  
World's largest processor and marketer of chicken, beef and pork and the second largest food company in the Fortune 500. Produces a wide variety of brand name protein-based and prepared food products marketed in the United States and more than 80 countries.

#### UNILEVER FOODSOLUTIONS

Joe Renta, MCFE  
[joe.renta@unilever.com](mailto:joe.renta@unilever.com)  
678-360-2981  
[www.unileverfoodsolutions.us](http://www.unileverfoodsolutions.us)  
Knorr sauce and gravy mixes, rtu sauces, Soup du Jour soup mixes, soup and gravy bases, dessert mixes, Hellmann's Real, Light, and Low Fat mayonnaise, salad dressings, salad dressing mixes, dip cups, sandwich sauces, condiments, aioli's, Ragu and Frutta di Orto pizza and pasta sauces, Promise and Country Crock margarine spreads, Skippy peanut butter, Lipton pure leaf iced tea, individual tea, herbal tea, 1-2 tea, LeGout soups, dessert mixes, gravy bases.

#### UPSTATE FARMS

Ken Voelker  
716-892-3156 ext. 2264  
[kvoelker@upstateniagara.com](mailto:kvoelker@upstateniagara.com)  
[www.upstatefarms.com](http://www.upstatefarms.com)  
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#### U. S. GENERAL SERVICES ADMINISTRATION

Cheryl M. Allen

817-850-8120  
[cheryl.allen@gsa.gov](mailto:cheryl.allen@gsa.gov)  
[www.gsa.gov/foodservice](http://www.gsa.gov/foodservice)  
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#### VALLEY FOODSYSTEMS

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[www.vollrathco.com](http://www.vollrathco.com)  
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#### WINDSOR FOODS

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[www.windsorfoods.com](http://www.windsorfoods.com)  
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#### WORLD MARKETING COMPANY

Bill Hunnewell (Retired Air Force)  
Business Development Manager  
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