

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

**August 2009**

## **TRIVIA**

On average, 100 people choke to death on ballpoint pens every year.

On average people fear spiders more than they do death.

The Main Library at Indiana University sinks over an inch every year because when it was built, engineers failed to take into account the weight of all the books that would occupy the building.

Spiral staircases in medieval castles ran clockwise. This is because all knights used to be right-handed. When the intruding army would climb the stairs they would not be able to use their right hand which was holding the sword because of the difficulties of climbing the stairs. Left-handed knights would have had no troubles, except left-handed people could never become knights because it was assumed that they were descendants of the devil.

## **WISELY SPOKEN**

**"There is no failure except in no longer trying."**



## **PATRICK'S PONDERINGS**

So many of the IFSEA members live in areas where you can experience months of nice weather. In Chicagoland, we experienced an early winter with snow early November and finished with snow in late April. This was topped with a long, cold & wet spring planting season. Folks here are ready for summer. We plan activities every-day while recalling a 6-month winter. Of course, we always remember that the things that do not kill us merely make us stronger.

BTW, I misspoke last month when speaking about the Canadian Association of Food Professionals Conference. I do encourage all of you to plan to go to Saint John, New Brunswick June 9-13, 2010 for the CAFP conference. For more information, visit [www.cafp.com](http://www.cafp.com)

I see more branches are using e-newsletters such as Constant Contact. Reno sent their first one

that looks like a good start.

I encourage branch members and leaders to realize the great savings with an electronic newsletter. Who really misses Sunday stamping and mailing parties? I sure don't! Use the e-newsletters!

Many branches are sending information to IFSEA so their meetings can be publicized. The Tuesdays with IFSEA newsletter is well received and we can include your meeting schedule. Merely let us know what your branch is doing.

IFSEA's office is busy serving our members and planning for the future. Our 2010 budget is in process as well as shepherding the various committees. If you want what IFSEA has to offer, get involved in your branch and plan on coming to our 2010 Conference in Reno. We will have a great time!

Partick Beach, MCFE, FMP  
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# From the Vine



## Merlot

Merlot is to the American wine consumer in the 1990s as "burgundy" was in the 70s: the new generic red. A "boom" in wine consumption, combined with the consumer trend to move away from generic wine blends and into varietals, stimulated plantings of "new," as well as "proven" wine grapes in California during the '70s. Merlot did not appear as a California varietal label until the end of the decade and was not a big seller until the end of the '80s. Less than 2,000 acres existed in California in 1985; and over 50,000 acres in 2003.

Merlot is by far the most widely planted grape of the entire Bordeaux region, is the third most planted black variety in France and ripens at least a week earlier than the cabernet varieties. The best quality merlot grows in rocky, arid ground, but is fairly adaptable and grows better than the cabernets in clay-based soils, even in damp, cool climates. It is moderately vigorous in vine growth and, on fertile soil may produce eight tons per acre, but best fruit quality is gained if the crop is kept at six tons per acre or less.

While its flavor profile is similar to Cabernet Sauvignon, Merlot tends to be less distinctive and slightly more herbaceous overall in both aroma and taste. Ripeness seems critical; both under ripe and overripe grapes lean away from fruit and towards herbaceousness. Merlot has slightly lower natural acidity than Cabernet and generally less astringency, therefore usually a more lush mouth-feel.

Some, but not exclusive, aromas and flavors found in Merlot include:  
black cherry, plum, vanilla, caramel, clove, mushroom, coffee, cedar, green olive.

## President's Corner

### Additional Resources

American Hotel and Lodging Association statement on H1N1 Influenza - AH&LA is urging the U.S. lodging industry to maintain a high standard of sanitation during this crisis. (April 30, 2009) [www.ahla.com](http://www.ahla.com)

The U.S. government's one-stop Website about H1N1 and citizen precautions, outlines the U.S. government's plans, and includes valuable planning resources for businesses. [www.flu.gov](http://www.flu.gov)  
[www.pandemicflu.gov](http://www.pandemicflu.gov)

Center for Disease Control Website on the 2009 swine flu outbreak, including state infection information and treatments available to the public. [www.cdc.gov/h1n1flu](http://www.cdc.gov/h1n1flu)

Risk Communications Resources  
[www.pandemicflu.gov/news/rcommunication.html](http://www.pandemicflu.gov/news/rcommunication.html)

If your business is affected by an H1N1 diagnosis, either by an outbreak among employees or among patrons, it is extremely likely that the reputation of the business will suffer and people will avoid visiting the business out of fear of contracting the virus.

For example, the outbreak of H1N1 south of the border has taken a huge financial toll on Mexican tourism destinations. Tourism officials have invited tourists to return, but they have yet to create and implement the extraordinary campaign necessary to undo the H1N1 stigma. Crisis communications is the process of restoring faith in the damaged reputation of an organization while simultaneously protecting revenue.

I recently read about a PR colleague who travelled to Cozumel, Mexico, after the H1N1 outbreak, to find the island virtually deserted because tourists are afraid of contracting the illness. Crisis Communications is needed in Cozumel because tourism officials noted that recovering from the affects of the H1N1 virus contamination is worse than recovering from the last 5 hurricanes combined.

Crafting a plan for a flu pandemic is critical to any hotel's emergency preparedness efforts, and now is the time to develop those plans before any crisis reaches its most critical levels. Below are resources provided by the American Hotel and Lodging Association, Center for Disease Control and World Health Organization.

Below are a few Crisis Communications Resources:

Risk Communications Resources  
<http://pandemicflu.gov/news/rcommunication.html>

AH&LA Member Speaking Points for Influenza  
This Webpage gives hoteliers guidance on what to say to guests and the media about the H1N1 flu outbreak.

[http://www.ahla.com/uploadedFiles/AHLA/Members\\_Only/Property\\_and\\_Corporate/media\\_center/AHLA%20Talking%20points\\_Swine%20flu%204-30-09.pdf](http://www.ahla.com/uploadedFiles/AHLA/Members_Only/Property_and_Corporate/media_center/AHLA%20Talking%20points_Swine%20flu%204-30-09.pdf)

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# ? Did ? You ? Know ?

## *Horseradish*

The root is harvested in the spring and fall and sold in 1200 pound pallets to processors who grate the root releasing the volatile oils that distinguish horseradish from all other flavors. The ground horseradish is then mixed with distilled vinegar to stabilize the "heat." This basic formula, which varies from processor to processor, may also contain spices or other ingredients – salt, sugar, cream or vegetable oil. But, generally speaking, horseradish and vinegar are the primary constituents in the basic prepared horseradish on the market today.



In the United States, an estimated 24 million pounds of horseradish roots are ground and processed annually to produce approximately 6 million gallons of prepared horseradish.

In addition to the most popular basic prepared horseradish, a number of other horseradish products are available, including cream-style prepared horseradish, horseradish sauce, beet horseradish and dehydrated horseradish. Cocktail sauce, specialty mustards, and many other sauces, dips, spreads, relishes and dressings also may contain horseradish.

Each May, horseradish is feted at the International Horseradish Festival in Collinsville, Illinois. Events include a root toss, a horseradish-eating contest and a horseradish recipe contest. Begun in 1988, the festival was designed to create national awareness for the herb and the area where most of the world's supply is grown, according to festival organizers. Collinsville and the surrounding area is part of what is known as the American bottoms, a Mississippi river basin area adjacent to St. Louis. Carved-out by the glaciers from the ice age, the soil is rich in potash, a nutrient on which the horseradish thrives. The area grows 60 percent of the world's supply. German immigrants to the area began growing horseradish in the late 1800s and passed their growing methods from generation to generation. The area's cold winters provide the re-



quired root dormancy and the long summers provide excellent growing conditions. Horseradish is a member of the mustard family (sharing lineage with its gentler cousins, kale, cauliflower, Brussel sprouts and the common radish) and is cultivated for its thick, fleshy white roots.

The bite and aroma of the horseradish root are almost absent until it is grated or ground. During this process, as the root cells are crushed, volatile oils known as isothiocyanate are released. Vinegar stops this reaction and stabilizes the flavor. For milder horseradish, vinegar is added immediately.

To relish the full flavor of processed horseradish, it must be fresh and of high quality. Color varies from white to creamy beige. As processed horseradish ages, it browns and loses potency. Replace with a fresh jar for full flavor enjoyment.

Varieties of prepared horseradish include Cream Style Prepared Horseradish, Horseradish Sauce, Beet Horseradish and Dehydrated Horseradish. Distinguishing characteristics may be ingredients or texture -- fine or coarse ground.

Cocktail sauce with prepared horseradish is another winner, and has many uses beyond its usual role, as a flavorful accompaniment for seafood.

Mustard with prepared horseradish also adds a rich and spicy zing to cold cuts or hot entrees.

To savor horseradish at its best:

Buy only the amount you will use in a reasonable time.

Keep in tightly covered jar in the refrigerator to protect freshness.

Serve the desired amount of horseradish in a glass or ceramic bowl (it tarnishes silver), returning the tightly closed jar to the refrigerator immediately. Horseradish that remains unrefrigerated gradually loses flavor.

# Recipe Box

## SALMON WITH LEMON, CAPERS AND ROSEMARY

Servings: 4



- 4 (6-ounce) salmon fillets
- 1/4 cup extra-virgin olive oil
- 1/2 teaspoon salt
- 1/2 teaspoon freshly ground black pepper
- 1 tablespoon minced fresh rosemary leaves
- 8 lemon slices (about 2 lemons)
- 1/4 cup lemon juice (about 1 lemon)
- 1/2 cup Marsala wine (or white wine)
- 4 teaspoons capers
- 4 pieces of aluminum foil

### Directions

Brush top and bottom of salmon fillets with olive oil and season with salt, pepper, and rosemary. Place each piece of seasoned salmon on a piece of foil large enough to fold over and seal. Top the each piece of salmon with 2 lemon slices, 1 tablespoon of lemon juice, 2 tablespoons of wine, and 1 teaspoon of capers. Wrap up salmon tightly in the foil packets.

Place a grill pan over medium-high heat or preheat a gas or charcoal grill. Place the foil packets on the hot grill and cook for 10 minutes for a 1-inch thick piece of salmon. Serve in the foil packets

*Recipes courtesy of:  
Giada DeLaurentiis  
Food Network.com*

## PENNE WITH BEEF AND ARUGULA

Servings: 6-8



- 1 (1-pound) New York strip steak
- 1 teaspoon herbs de Provence
- 1 garlic clove, minced
- 3/4 cup extra-virgin olive oil, plus 3 tablespoons
- 1 pound penne pasta
- 1/4 cup balsamic vinegar
- 2 tablespoons Dijon mustard
- 1/2 teaspoon salt, plus more for steak and pasta water
- 1/2 teaspoon freshly ground black pepper, plus more for steak
- 1/4 cup chopped fresh basil leaves
- 1/4 cup chopped fresh parsley leaves
- 2 cups chopped arugula

### Directions

Season the steak with salt and freshly ground black pepper, herbs de Provence, and minced garlic. In a skillet, heat 3 tablespoons olive oil over medium heat. Cook steak about 7 minutes per side. Remove the meat from pan and let it rest for 5 minutes. Thinly slice the steak. Set aside.

Meanwhile, bring a large pot of salted water to a boil over high heat. Add the pasta and cook until tender but still firm to the bite, stirring occasionally, about 8 to 10 minutes. Drain pasta, reserving 1/4 cup of pasta water.

In a small bowl, whisk together the balsamic vinegar, Dijon mustard, 1/2 teaspoon salt, 1/2 teaspoon pepper, fresh herbs, and 3/4 cup olive oil. In a large bowl toss the pasta with half of the salad dressing and the reserved pasta water. Add the arugula and steak, more dressing, and season with salt and freshly ground black pepper, as needed. Toss and serve.

Camp Arifjan, Kuwait, was the site of a Food Safety Symposium attended by 37 Army and 4 Navy food service personnel, most currently serving in Iraq (Camp Victory and others) and Afghanistan (FOB Bagram and others), as well as personnel from Fort McPherson. Timed around the quarterly Menu Board meeting, personnel went to great lengths to get to the class, which is very important for their career in the military and for their transition to civilian life after the drawdown. A number of the personnel were National Guard and several of those will find themselves seeking employment when they return.



During the four intense days of training, the 41 students, who ranged in rank from SPC to CW4, earned 119 professional certification credentials: Master Certified Food Executive (MCFE)  
Certified HACCP Manager (CHM)  
Certified Professional Food Manager (CPFM) - food safety.

The Symposium was hosted by CW4 Raymond Patrick, following up on two classes they set up at Fort Bragg since the AVOTEC program was funded.

The program was presented by Mr. Ed Manley, president a E. H. Manley and Associates, which does this training worldwide at such interesting locations as the White House, Vice President's Residence, CNO residence, the Pentagon, Korea, Japan, Germany, Italy and bases and ships around the world. Today over 3000 students have earned over 6000 certifications through these classes, with a long list of testimonials from personnel who have received promotions, pay raises and special assignments, both in and after the military.

The program is sponsored by the International Food Service Executives Association (IFSEA), which also sponsors the Army's Phillip A. Connelly Award for food service excellence.

Mr. Manley described the experience as a "thrill of a lifetime" to be able to provide the soldiers with a

positive career building experience in the midst of a trying time in their life." They were so thrilled to be there, challenged by the material, and appreciative to the Army for the opportunity. He further stated that the AVOTEC program, and related Navy Credentialing program, is the best thing to happen to military personnel since the GI Bill. President Obama and others are pushing education, certifications, and aiming the U. S. back to premier status in the world through education, so this is perfectly timed to put soldiers and sailors in the best position to compete. Additionally, according to the DOD student on credentialing, the military is provided with a more motivated, better trained professional through the information learned while achieving these credentials.

Mr. Manley further acknowledged the outstanding work of the AVOTEC team, especially Mrs. Carol Anne Hammersen, for being able to keep up with the deluge of work related to this special program which was thrust upon them without a lot of notice. They have worked tirelessly to educate the soldiers on this new process, and to process their forms for classes which had to be put together on sometimes very short notice. Hats off to the AVOTEC team!!!!

Two additional classes are under consideration for the region before the initial funding stream expires.

CW4 Raymond A. Patrick  
1st Sustainment Command (Theater)  
Command Food Advisor



# IN THE NEWS

## **VEGAS RESTAURANTS COMPETE FOR DWINDLING DINERS**

Full of high-end dining, Las Vegas' restaurant industry -- and the chefs and service employees who work in it -- are suffering. However, a new project -- CityCenter -- might change the game when it debuts about 30 new dining options. About one third of the project's employees will work in its restaurants.

[The New York Times](#)

## **MORTON'S AIMS FOR BABY BOOMERS' CHILDREN**

Morton's President Edie Ames talks about why the brand won't change for the recession and how it's capturing the children of baby boomers. Morton's Bar 12-21 is aimed at a younger crowd. "They used to come in when they were little guys," she said. "We're now hearing, 'My mom and dad used to bring us in, and now Morton's is our favorite restaurant.'"

[Chain Leader](#)

## **THE FUTURE OF QUICKSERVICE**

What will quickservice restaurants look like in 2030? QSR Magazine offers expert opinions on what kinds of innovations to expect: scented uniforms that help sell menu items; linking restaurant ordering technology with cars; sustainable architecture; and new food technologies, such as powdered ingredients, flavored paper and flavor strips that dissolve on the tongue.

[QSR Magazine](#)

## **RESTAURANTS DRESS UP CLASSIC BEVERAGES**

Lemonade, iced coffee and smoothies are among the most successful recent menu additions for restaurant chains. And they're not just of the unadorned variety. Red Robin, for example, offers a peach lemonade with fresh peaches, while Seattle's Best Coffee has a s'more mocha on the menu. [Restaurants & Institutions](#)

## **NRA SHOW PARTICIPANTS DONATE FOOD TO CHICAGO GROUP**

Companies that exhibited at the National Restaurant Association's show in May donated tens of thousands of pounds of food to the Greater Chicago Food Depository. The depository faces increased demand for its services. "As the largest restaurant and hospitality industry trade show in the U.S., we are committed to giving back to the local community and helping

to feed the hungry," NRA President and CEO Dawn Sweeney said. [QSRMagazine.com](#)

## **THE TRICK TO MAINTAINING TALENT**

When it comes to employee retention, restaurants would do well to take a page from Zappos. The company focuses on providing good benefits and making sure employees are well-suited for its corporate culture. [Chain Leader](#)

## **HOW DO LITTLE ITALY GREETERS BRING IN DINERS?**

In Manhattan's Little Italy, restaurant greeters work to draw in diners searching the streets for an authentic spot to eat. These greeters range from aggressive to suave, and some will even sing to lure in a customer. [Daily News \(New York\)](#)

## **CHEFS HOP ON TWITTER BANDWAGON**

Many Kansas City chefs had never heard of Twitter before recently, but now they are posting very short recipes, communicating with customers via the micro-blogging tool. They can tell potential diners what they're making in the kitchen and even communicate about the status of the dining room.

[The Kansas City Star \(Mo.\)](#)

## **TEMPEH HITS THE MAINSTREAM**

Tempeh, a fermented soybean cake that has a nutty taste and is popular with vegetarians -- is being incorporated into a lot more dishes. The ingredient is considered a superfood, as it is high in protein and easily digestible, and, like tofu, it takes well to marinades. [Chicago Tribune](#)

## **WINE COCKTAILS ARE MAKING A COMEBACK**

Wine cocktails are coming into fashion again, though some cringe at the thought of adding ingredients to wine. The key is to start with a good-quality, midrange wine because adding ingredients won't disguise an inferior one. [Milwaukee Journal Sentinel](#)

## **WHAT'S HOT FOR RESTAURANTS**

Fast Casual looks at growing restaurant trends. Frozen yogurt is tapping into people's desire for more healthful options, while sweet-potato fries offer some variety. [FastCasual.com](#)



The 35th annual CAFP conference was held at the Delta Bow Valley Hotel in Calgary, Alberta, June 17-21. The theme this year was "Moving Mountains".

Once again the conference committee organized an educational, though fun-packed program.

IFSEA chairman, Patrick Beach and IFSEA/CAFP Liaison, Don McIntosh were there to represent IFSEA. As always, the Canadian hospitality expressed to us was outstanding.

Highlighting the educational program was a 4 session presentation by Hugh Phillips owner of HP Training Works and the author of an excellent manual, "The Trainer in You". His topics were: "Choosing Your Mountains", "Working On a Mountain", "Mountain Training" and "Moving Mountains". Mr. Phillips presented 4 sessions where we became involved through groups of 8 (at each table) and interacted the problems presented to us. In addition to workshop handbooks, each one present was given a copy of "The Trainer In You", How to design and deliver dynamic workshops. Additional educational sessions included a key note address by a CBC radio personality on his "Bragg About Food" broadcasts, a panel discussion, Food Trends, and a recap of our "Peak Experience". The final presenter was Donovan Deschner, who is a comic, a magician and an insightful motivational speaker. This was a dynamic wrap-up of the educational programs.

The Calgary Stampede held for 10 days each July brings nearly a million people into the Calgary area. We were fortunate enough to have Mike Friesen, Food and Beverage Mgr. for the Calgary Stampede, lead a tour of the exhibition grounds, including the commissary, kitchens and dining rooms. A phenomenal operation of feeding such a multitude in such a short period. (The 10 day wine sales is approx. \$300,000 alone!) Following the tour we enjoyed a delicious steak dinner with all the trimmings, prepared by the "Stampede Staff".

As always, one evening was devoted to a fun filled dinner experience held at Heritage Park. A dinner theater presentation entitled "Cooking Up A Murder" was a hilarious part of another excellent meal.

Other highlights included the annual CFE Luncheon, the Gold Plate and Student Awards Luncheon, as well as the general awards presentation.

Future plans for CAFP and committee reports were done at the annual business meeting. At that time the new National President, Brian Emmerton (Toronto) was elected along with the new executive committee.

The formal dinner held Saturday evening honored outgoing President Peter Lam. Peter and his partner, Haakon, once again surprised the group by their attire! The Food Service Executive of the Year was presented at this affair. The 2009 recipient is Thomas Holschuh from Toronto. This was a thrill for me, as I bonded with Tom many years ago when he was a student. (He spent 3 days as my guest, as I toured him around the operations of Ford Motor Co.) During the dinner, Peter and IFSEA Chair Patrick exchanged gifts...both serious and comical. Peter also honored me for my years of involvement with CAFP. He noted that I had attended 20 of the last 21 CAFP Conferences. I have been liaison for the past 12 years. Peter presented me with a gift to acknowledge this role.

The "Moving Mountains" conference was a resounding success, thanks to Conference Chair Gilles Mallet and his committee, greatly assisted by Tom Mitchell and Judy Ann Wybenga. I for one look forward to the CAFP Conference in St John's New Brunswick June 9-13, 2010.

**SEE PHOTOS ON PAGE 8**

Don McIntosh DODG CFE  
IFSEA/CAFP Liaison



**DON McINTOSH AND CAFP Food EXECUTIVE OF THE YEAY, TOM HOLSCHUMER**



**DON McINTOSH AND GRANT THOMPSON**



# cafp 2009 Conference



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**MEMBER OF CAFP NATIONAL BOARD WITH PRESIDENT PETER LAM AND IFSEA CHAIRMAN PATRICK BEACH**



**PAST CAFP PRESIDENTS (L-R) TOM MITCHELL, ANDREA MACLEAN-HOLLOHAN, ROSIE MACLEAN AND GRANT THOMPSON FLANKING CURRENT PRESIDENT PETER LAM**



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