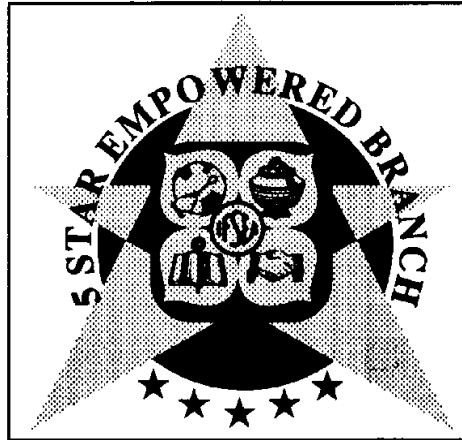


**FOCUS 2000
STRATEGY**

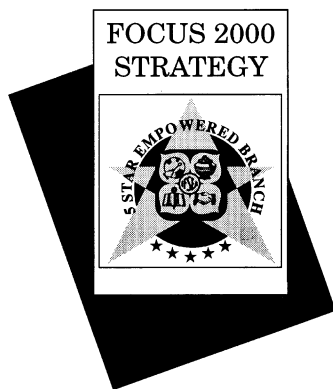


COOKBOOK

FOR SUCCESS



**INTERNATIONAL FOOD SERVICE
EXECUTIVES ASSOCIATION**



FOCUS 2000 STRATEGY

Plan for Success Target Member Needs

The criteria for MOST OUTSTANDING BRANCH has been remodeled into a new ACCREDITATION PROGRAM called ☆☆☆☆☆ EMPOWERED BRANCH. We have taken the most basic Branch "Need to Do's" and developed an IFSEA Cookbook for Success. If you taste and sample each of these recipes, your Branch will become an Accredited ☆☆☆☆☆ EMPOWERED BRANCH. More importantly, you will be successful and have fun in the process!

- ❑ Put yourself in a different frame of mind. Think of yourself as the Executive Chef of a new operation.
- ❑ Set your goals to become an Accredited ☆☆☆☆☆ EMPOWERED BRANCH.
- ❑ Answer these questions.
 - What are the first things you have to do?
 - How do you get it all done?
 - How do you achieve the right flavor?
 - What new things do you want to cook up?
 - Can you do inventory and toss out what is stale and rotten?

"We should learn from the mistakes of others.
We don't have the time to make them all ourselves. Groucho Marx

The content of this Cookbook is founded on the IFSEA FOCUS 2000 Strategic Plan and is the cornerstone of an **Accredited** ☆☆☆☆☆ **EMPOWERED BRANCH.**

FOCUS 2000 STRATEGY **HOW TO USE THIS COOKBOOK**

**This Cookbook is your guide for becoming an Accredited
☆☆☆☆☆ EMPOWERED BRANCH.**

These recipes are kitchen tested and have been passed down from one successful Branch President to another. Cook for an entire year with uninterrupted programming and activities. Some will simmer on low while others build up to a rolling boil. Just keep up the heat of the IFSEA mission at all times and you will have an Accredited ☆☆☆☆☆ EMPOWERED BRANCH.

ii

The ☆☆☆☆☆ BRANCH EMPOWERMENT Program Cookbook is the property of the International Food Service Executives Association (IFSEA). All contents are proprietary and cannot be used by any group or organization without the expressed permission of IFSEA. This Cookbook is not to be reproduced unless for official IFSEA business. All copies must be made from ORIGINALS in the "Forms Section". If an original is missing or damaged, contact IFSEA HQ at 561-998-7758.

The Accredited ☆☆☆☆☆ BRANCH EMPOWERMENT Logo CANNOT be used for marketing purposes unless the Branch has been approved and accredited each year.

FOCUS 2000 STRATEGY

GLOSSARY OF TERMS

**This Cookbook is your guide for becoming an Accredited
☆☆☆☆☆ EMPOWERED BRANCH**



Annual Activities
Quarterly Activities
Monthly Activities

BASIC RECIPE

“Need to Do” Programs and Activities

EXECUTIVE DECISIONS

**Items that the President must consider in the
planning process**

YIELD

Measurable objectives and results

ESSENTIAL INGREDIENTS

List of items needed to plan the program

BASIC EQUIPMENT

Materials needed to accomplish the job

☆☆☆☆☆ **DIRECTIONS**

**Step-by-Step instructions to accomplish the task
of accreditation.**

VARIATIONS

Suggestions to go Beyond the Basics

FOOD FOR THOUGHT

Items to consider during the planning process

TRADE SECRETS

Inside tips provided by Past Branch Presidents

☆☆☆☆☆ **INSPECTIONS**

**Easy quarterly and annual reports submitted to
your assigned International Director to Become
an Accredited ☆☆☆☆☆ Empowered Branch.**

☆☆☆☆☆

FOCUS 2000 STRATEGY **ACKNOWLEDGEMENTS**

This Cookbook for Success would not be in your hands without the contributions of many dedicated IFSEA members. This program has been a masterpiece in progress since 1993.

Great thanks to President Ed Manley, CFE, for having the understanding and confidence to move IFSEA into a new direction. The ☆☆☆☆☆ **BRANCH EMPOWERMENT** Accreditation Program would not exist without his support and encouragement.

To Past Chairman of the Board Mary Ellen Thomas, DODG, CFE and then Chairman Ronald DiGiore, DODG, CFE for not allowing the FOCUS 2000 STRATEGIC PLAN to sit on a shelf and collect dust. Their vision and support has created a new foundation for IFSEA Leadership.

To then Chairman-Elect Dick Weil, CFE, for providing insight and guidance during the development of this Cookbook and then International Treasurer Laurel Schutter, CFE, for keeping the project on track.

We extend our gratitude to Alliant Foodservice for the sponsorship of this cutting edge training program for IFSEA Branch Presidents.

1995-1996 Branch President's Council created the guidelines of the "Need to Have's"

Larry Brown, CFE	Detroit
Dean Hansen, CFE	Orange Empire
Macon Harris, CFE	Washington D.C.
Michael Holmes, CFE	Colorado Centennial
Bill May, CFE	South Carolina Palmetto
Donna McCrea, CFE	South Carolina Palmetto
Al Terrilli, CFE	Rochester
Joe Wawrzynski,	Buffalo

To the International Committee Chairs for their help in writing individual recipes,

To Faye Asano, CFE, Business Builders Network, for facilitating the Branch President's Council meetings, organizing and writing of the ☆☆☆☆☆ **BRANCH EMPOWERMENT COOKBOOK**. Call 303-333-7759 for information to develop a strategic marketing plan.

To Charlotte Frank, Concept Management, for the creative concept and graphic design of the ☆☆☆☆☆ **BRANCH EMPOWERMENT COOKBOOK**. Call 1-800-615-1766 for clever marketing concepts, artistic logos and package/menu designs.

IFSEA FOCUS 2000*

STRATEGIC DIRECTIONS

A. TARGETING MEMBER NEEDS

ASSURE EFFECTIVE COMMUNICATION

- Information hotline
- Timely communications
- Personal member contact systems
- Voice mail

INTENSIFY MEMBER INVOLVEMENT

- Assure "hot" meetings
- Find generic topics
- Unique speakers/locations
- Recognize nominal work
- Enable networking activities
- Ask for input and needs
- Feed the interests of those who show up

B. PLANNING FOR SUCCESS

FOCUS BRANCH DIRECTION

- Involve all points of view in planning (including students)
- Yearly planning events
- Set attainable goals
- Put new twists in old ideas

STRUCTURE BRANCH SUCCESS

- Clear job descriptions
- Regular accountability
- Letters of intent/commitment
- Utilize "Best Branch" guidelines
- Setup OFC

C. PROMOTING THE ☆☆☆☆☆ MISSION MARKET WHO WE ARE

- Specify prospective members
- Create new membership kits
- Stay focused on market plan
- Develop excellent branch brochures
- Make meetings fun

*Focus 2000 was a SWOT analysis of IFSEA's Strengths, Weaknesses, Opportunities and Threats, facilitated by Ken Whitney of Golden, Colorado, on April 1, 1993. Branch Presidents and International Board members participated.

The IFSEA Mission Statement

**To enhance the careers of its members
through professional and personal growth.**



The IFSEA LOGO EXPLAINED

Past Chairman of the Board, Edgar DeGasper, DODG, CFE, provides the answer to the often asked question What does the logo signify?

TOP LEFT	The dinner gong, signifying	F ood
TOP RIGHT	The soup tureen, signifying	Ser vice
BOTTOM LEFT	The open book, signifying	Execu tive education
BOTTOM RIGHT	The handshake, signifying	Assoc iation

FOCUS 2000 STRATEGY

INTRODUCTION



Congratulations! Your IFSEA Branch Members have elected you to the prestigious position of Branch President. Everyone is looking to you for leadership and guidance. Overnight, you are expected to know everything about IFSEA and steer your Branch into greater success and prosperity. Now that you have the title, what do you do?

Did the IFSEA angel stop and whisper the secrets of IFSEA goals, programs and benefits while you were sleeping? Did the supernatural power of knowledge coarse through your veins when the gavel passed from your predecessor's hand? Or does it just come naturally?

"If we don't know where to begin, we don't begin."
General George Patton

The International Board of Directors and Branch Presidents' Council realized that competing for "Most Outstanding Branch" was limited to a few interested Presidents and had no meaning to most Branches. To find the solution, they have collectively spent countless hours agonizing and analyzing what signifies a successful Branch and what leadership tools a Branch President needs.

If you don't have a plan, how do you know where you are going? And if you don't measure it, how do you know when you get there? Make a plan with the input of as many members as you can get to attend a planning session, and then **WORK THE PLAN!** This is the first and most important thing a branch can do.

EXECUTIVE DECISIONS

- ☐ Hold a separate meeting from the Board meeting
- ☐ Schedule at least 60 days prior to start of your term.
- ☐ International Board's plan should be done six (6) months prior in order for local branches to support the plan.
- ☐ At the first meeting of your term, be informed, confident, definite and forward looking.
- ☐ It is the responsibility of the President and Board to develop, assign, oversee and hold each other accountable for results. **INSPECT WHAT IS EXPECTED.**

EMPOWERMENT PRINCIPLES

Keep up the heat on the IFSEA mission at all times with:

- * Fun
- * Networking
- * Educational Development
- * Recognition
- * Students

ESSENTIAL INGREDIENTS

Agenda - Use the ☆☆☆☆☆ Branch Accreditation Criteria as your guideline. *****
Branch Empowerment Cookbook Board of Directors, past and present committee chairs,
interested members.

BASIC EQUIPMENT

Chairs that are comfortable
Flip chart
Pens, markers
Name Tags
Masking tape
Snacks and beverages (optional)
Overhead projector (optional)
Screen (optional)

Discuss the status of your Branch

- ☐ Membership
 - ✓ Total numbers of members
 - ✓ Number of new members
 - ✓ % of renewals
- ☐ Treasurer's Report
- ☐ Analysis of previous year's meeting and fun-d raisers

Outline your plans. What do you want to accomplish during your tenure?

- ☐ Focus on achieving IFSEA Branch Accreditation
- ☐ Appoint committee chairs, outline position descriptions (see suggested recipes).
 - ✓ Consider training needs and arrange training sessions.
 - ✓ Emphasize that good records and information must be kept on file
- ☐ Set reasonable and measurable objectives for all activities and committees.
- ☐ Discuss ways and means to achieve IFSEA Branch accreditation.
 - ✓ Plan fun-d raisers to support member's attendance at Int'l Annual Conference
 - ✓ Plan local fun-d raising activities
 - ✓ Develop a membership plan and promotions. (See Gourmet Memberships)
 - ✓ Separate membership recruitment and renewal goals.
 - ✓ Develop action plan for certification

5 STAR DIRECTIONS

(Continued-2)

- Review membership survey for meeting and locations.

Discuss potential speakers and locations.

Set up tentative master calendar for meetings, board meetings and fun-d raisers.

From now on, confirm and publicize meetings at least three (3) months in advance
– **NO MATTER WHAT.**

FOOD FOR THOUGHT

- Excellent time for retiring officers and chairs to turn over records, materials, etc. to new regime. Also good opportunity for sharing ideas and transition.

BUDGET

PREPARATION

Just as you have a financial plan for your business, you need to have a budget for your Branch. Identify your sources of income and what needs to be done to raise money to fund your programs.

EXECUTIVE DECISIONS

- Establish a list of budget items (Chart of Accounts.)
- Identify revenue sources and expenses.
- Create the budget with the Executive Committee.
- Set Fun-d Raiser goals.
- Present new budget at first board meeting following the Annual Planning meeting.

EMPOWERMENT PRINCIPLES

Keep up the heat on the IFSEA mission at all times with:

- Fun
- Networking
- Educational Development
- Recognition
- Students

BASIC RECIPE

YIELD: Create Annual budgets. Have a monthly Treasurer's report.
Conduct annual review.

ESSENTIAL INGREDIENTS

Chart of Accounts Format (Samples provided from South Carolina Palmetto.)

Conduct Annual Review of Accounts by a disinterested person.

BASIC EQUIPMENT

Checking account
Investment Account/Scholarship Account
Chart of Accounts

TRADE SECRETS

Set a goal to have Monthly Mailer to be self-funding.



5 STAR DIRECTIONS

- ❑ Executive Committee meets after Annual Planning Meeting to develop preliminary Annual Budget based on suggested meetings and projects.
- ❑ Review Chart of Accounts for modification to assure complete and accurate understanding of expenditures are developed.
- ❑ Once Budget is completed, Branch Treasurer presents to the Board of Directors at their first meeting of the new year for modification and final approval.
- ❑ Once Budget is approved, expenditures not identified will require a majority vote of the Board of Directors.
- ❑ Branch checking account MUST require two signatures.
- ❑ Incoming President will assign an Annual Review of the Branch funds. Person must have a sound understanding of bookkeeping and accounting practices.
- ❑ Set maximum amount Executive Committee can approve/spend without Board approval. (i.e. \$300.00.)
- ❑ Critical items to budget for:
 - Sending Branch President and if possible, President Elect/First Vice President to International Annual Conference.
 - Monthly Mailer printing and postage.
 - Annual Worthy Goal Scholarship Fund
 - Monthly Educational Programs.

SOUTH CAROLINA PALMETTO BRANCH
INTERNATIONAL FOOD SERVICE EXECUTIVES ASSOCIATION (IFSEA)

Policy and Procedure--Chart of Accounts

This policy is to identify the income and expense categories that are to be addressed when presenting the Branch operating budget and monthly financial statements.

REVENUE

10	Dues
10.1	Rebates; International
10.2	International Dues
10.3	Student Branch
11	<i>Stock Pot</i> Advertisements
12	Interest
13	Donations
14	
14.1	Monthly Meeting
14.2	Bar Sponsorship
15	Fund Raising
15.1	Golf Tournament
15.2	International Booklet
15.3	Annual Stouffer Dinner
15.4	Name Badges
15.5	Carolina/Clemson Raffle

EXPENSES

110	Dues
111	<i>Stock Pot</i>
111.1	Printing
111.2	Postage
114	Monthly Meeting
114.1	Payment to host
114.2	Beverages

115	
115.1	Golf Tournament

115.2	International Booklet
115.3	Stouffer Dinner--Payment to Host
115.4	Name Badges
115.5	Raffle
116	Postage
117	Conference
117.1	President, Spring Conference
117.2	President, Annual Conference
118	Worthy Goals
118.1	Student Scholarship
118.2.1	Spring Conference
118.2.2	Annual Conference
119	Photographs
120	Supplies
121	Advertisement
121.1	Spring Conference
121.2	Annual Conference
122	Awards
123	
123.1	Boys Home of the South
123.2	Humanitarianism--Annual Stouffer Dinner
123.3	Humanitarianism--Miscellaneous
124	Miscellaneous
125	Bank Charges

Each of these income and expense categories can be subdivided by the Treasurer to the extent that is necessary for the Board of Directors to understand the makeup of the report. It is the joint responsibility of the Treasurer and the President to prepare monthly financial reports to be distributed to the Board of Directors.

Approved January 11, 1994

Amended June 7, 1994

BOARD MEETINGS

PREPARATION

Your Board of Directors are the department heads and supervisors of your Branch.
It is important to meet with them on a regular basis to remain on track of your Menu for Success.

EXECUTIVE DECISIONS

- Decide when Board Meetings will be held at the Annual Planning Meeting
- Develop and follow agenda
- Obtain copies of Treasurer's report and minutes before meeting Read over "General Information on Parliamentary Procedure."

EMPOWERMENT PRINCIPLES

Keep up the heat on the IFSEA mission at all times with:

- ❖ Fun
- ❖ Networking
- ❖ Educational Development
- ❖ Recognition
- ❖ Students

BASIC RECIPE

YIELD: 10 meetings per year.

ESSENTIAL INGREDIENTS

Adequate time to discuss all issues pertaining to the Branch.

Four ingredients of an effective meeting:

- Clearly defined and agreed upon roles and responsibilities
- Common focus on content
- Common understanding of process
- Someone responsible for maintaining an open and balanced discussion

BASIC EQUIPMENT

Room set-up in U-shape or conference table and chairs

Space and place to write

Food and beverage (optional)

Agenda

Minutes of last meeting

Treasurer's report.

FOOD FOR THOUGHT

- Schedule meetings for an unusual start time. It grabs people's attention and increases the chances that they'll show up on schedule.
- Avoid meeting on Monday mornings or just after lunch.
- Deal with latecomers.

Put out food before the meeting begins and take it away at the scheduled starting time. You'll notice more people arriving in time for the goodies.

Use the first five or ten minutes of the meeting to share non-critical information.

TRADE SECRESTS

Deal with dominators by to using a Nerf ball at the offender.

The greater number of participants, the shorter the meeting should be.

To run an effective meeting, follow Robert's Rules of Order. The paperback is available at any bookstore.

5 STAR DIRECTIONS

- Make physical arrangements for meeting at least three weeks ahead.
- Send out meeting notice and agenda at least two weeks ahead.
- Develop an agenda. Include the following:
 - Call meeting to order
 - Approval of minutes
 - Treasurer's report
 - President's report
 - Committee reports
 - Old business
 - New business
 - Adjourn
- Begin and end on time.
 - Allocate time for each segment of the meeting. Assign a time keeper to stay on track and to stay on time.
 - Be consistent in setting dates and times and stick to them
 - Allocate some time for members to informally discuss items that may not be directly related to meeting.
 - Encourage each member to participate in discussion.
 - Keep discussion directed on the topic and objective.
 - Take part in the discussion without being too aggressive.
- Summarize the meeting and actions taken by members. Ask these three questions:
 - What happened? Summarize results to show accomplishment of purpose or progress toward it.
 - So what? Identify or reiterate actions and commitments to clarify responsibilities.
 - What's next? Set follow-up actions or meetings as necessary.



MEETING NOTICE

OFFICIAL MEETING NOTICE REFERENCE SHEET

MEETING DATE: _____

TIME FROM: _____ TO: _____

LOCATION: _____

PURPOSE OF MEETING: _____

MATERIALS NEEDED: _____

PREPARATION NEEDED: _____

AGENDA ITEM	PERSON RESPONSIBLE	TIME ALLOCATED	FOLLOW-UP ACTION



IFSEA Board Meeting

Thursday, May 2, 1996, 6:00 PM

Informal Dinner at 5:30 PM

Michaels & Associates

47816 Galleon Dr.

Plymouth, MI 48170

313/454-4200

Meeting called by: Larry Brown **Type of meeting:** Monthly Board Meeting

Attendees:

Peter Terry, CFE	Bill Himburg, CFE
David Orosz, CFE	Matt Trupiano, CFE
Rosemarie Curtis, CFE	Mary Kay Le Bouradais, CFE
Ed Krzeminski, CFE	Don McIntosh, CFE
Gary Stelow, CFE	Bob Mathews, CFE
Yvonne Moore-Fant, CFE	Loretta Brown

— Agenda Topics —

Welcome / Open Comments **Larry**

Discussion:

Conclusions:

Action items:

Person responsible:

Deadline:

Secretary Report (2/26 & 4/2 meetings) **Rosemarie**

Discussion:

Conclusions:

Action items:

Person responsible:

Deadline:

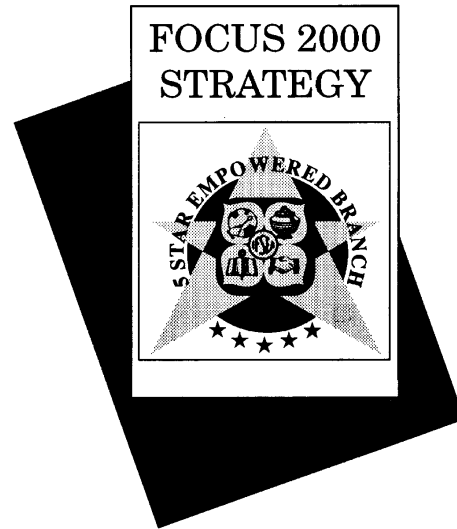
Treasury Report		Dave	
<u>Discussion:</u>			
<u>Conclusions:</u>			
<u>Action items:</u>		<u>Person responsible:</u>	<u>Deadline:</u>
Committee Reports		As Called	
<u>Discussion:</u>			
<u>Conclusions:</u>			
<u>Action items:</u>		<u>Person responsible:</u>	<u>Deadline:</u>
Pending Business			
<u>Discussion:</u>			
<u>Conclusions:</u>			
<u>Action items:</u>		<u>Person responsible:</u>	<u>Deadline:</u>
New Business		As Presented	
<u>Discussion:</u>			
<u>Conclusions:</u>			
<u>Action items:</u>		<u>Person responsible:</u>	<u>Deadline:</u>

Establish future Board Meeting Dates		All
<u>Discussion:</u>		
<u>Conclusions:</u>		
<u>Action items:</u>	<u>Person responsible:</u>	<u>Deadline:</u>

Closing Comments / Adjourn		Larry
<u>Discussion:</u>		
<u>Conclusions:</u>		
<u>Action items:</u>	<u>Person responsible:</u>	<u>Deadline:</u>

Other information

☆☆☆☆☆
INSPECTIONS



**MEMBERSHIP
INVOLVEMENT
TECHNIQUES
AND
TOOLS**

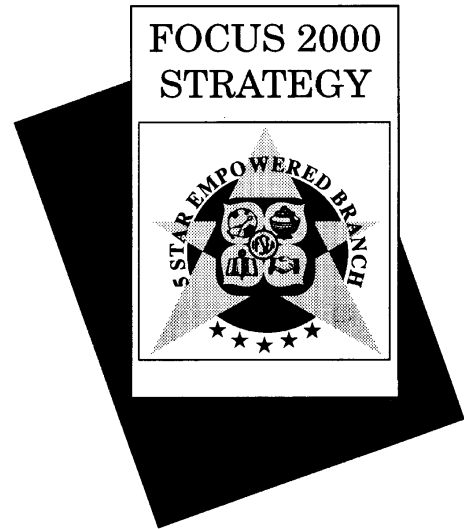
☆☆☆☆☆
INSPECTIONS

MONTHLY MAILING

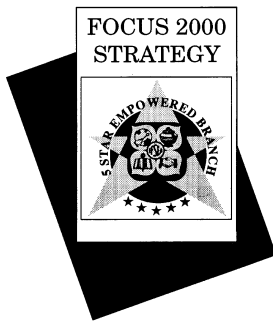
PHONE TREE

MAILING LIST

MEMBERSHIP SURVEY



**ASSURE
EFFECTIVE
COMMUNICATION**



MONTHLY MAILER

PREPARATION

Like the outside appearance of a restaurant, your communication piece is an outside indication of your inside operation. Does it meet the needs of your members? BE HONEST!

The branch communication piece is one of the most critical elements for success. It expresses the professionalism of the Branch, its board, and members. The appearance and content signifies that your Branch is organized, has goals, and objectives and has fun.

This monthly mailer may be in the fashion of a newsletter, a flyer or a personalized letter from the President with relevant information attached. Despite the format, information must be in front of your members at all times.

EXECUTIVE DECISIONS

- Assign Communications Editor with computer expertise or the desire to learn.
- Budget for paper, printing, labels and postage.

EMPOWERMENT PRINCIPLES

Keep up the heat on the IFSEA mission at all times with:

- ❖ Fun
- ❖ Networking
- ❖ Educational Development
- ❖ Recognition
- ❖ Students

BASIC RECIPE

YIELD: 10 ISSUES PER YEAR

ESSENTIAL INGREDIENTS

Communications Editor with computer or desire to learn

Firm deadlines for editorial, printing, and mailing

Details of monthly meeting

Quarterly news

Annual news

News from HQ

Easy to read and eye appealing

BASIC EQUIPMENT

A computer or a typewriter. Information must be typed for a professional image-not hand written.

Bids from at least three printing companies to get the best price and quality.

Updated mailing list for members and prospects.

Simple, eye appealing format that can be used as a template each month.

Good camera and photographer to capture those important Kodak moments.

☆☆☆☆☆ **5 STAR DIRECTIONS**

- Include at least monthly:
 - Calendar of Events
 - (Plan activities AT LEAST 3 months in advance, especially confirm location and date.)
 - President's Message
 - List of Board members and committee chairs, phone and fax numbers.
 - Details of upcoming meeting.
 - An article that entices the taste buds. Promote the location, build up the topic with a brief description and speaker bio.
 - President or Communications Editor assigns articles to contributors at Board and/or Membership Meeting.
 - Send to printer at least three days before mailing.
 - Mail out communication 10-14 days before meeting or event.
 - Send to membership, HQ, & assigned International Director.

- Include at least quarterly:
 - Publish or distribute "News from HW (member benefits, programs, etc.)
 - Certification - requirements for each program (CFE, CFM, CBM)

- Include at least once a year:
 - Results of membership survey(s)
 - Copy of Annual Budget
 - Information about Military Food Service Evaluators and International Program/Awards Ceremony
 - Membership Awards - International and Local

FOOD FOR THOUGHT

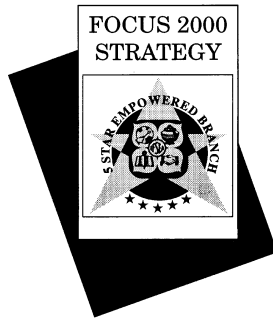
- ❑ Set deadline for articles no more than one week after the meeting/event.
- ❑ Have someone edit and proof for accurate information, grammar, and spelling. Pay particular attention to the spelling of names. If you use photos, photocopy them first, to make sure images are distinct.
- ❑ Ideas for additional forms of written communication
 - Post cards for meeting announcements or reminders
 - Invitations
 - FAX meeting announcements to membership

TRADE SECRETS

- ❑ Use monthly mailing to recruit prospects. Keep them on the mailing list for three months. Include a membership application with each issue.
- ❑ Sell advertising space to members to cover the cost of postage and printing (See sample advertising contract.)

VARIATIONS

- ❑ Summary of last meeting
- ❑ Committee Reports
- ❑ Recap of Board Meeting (can be included in President's message)
- ❑ Recognize new and renewed members. Include a brief profile.
- ❑ Members in the News (update of interesting info.)
- ❑ Photographs
- ❑ Industry and educational articles
- ❑ List of members birthdays each month
- ❑ Recipe
- ❑ Student Branch
- ❑ Report activities of local and national charities
- ❑ Other



PHONE TREE

PREPARATION

To keep that ☆☆☆☆☆ Branch alive and kicking, reach out and touch someone. Your Board of Directors is the trunk of this tree. Measure your effectiveness by mixing in a personal form of communication. Use the phone. Don't break any eggs with a hard sell, just encourage them to attend and take their reservation.

A phone tree does two significant things:

- Provides leadership with a fast and economical means to check the temperature of member satisfaction and
- It assures ☆☆☆☆☆ management that your members are routinely being contacted and as a result receiving personal attention from the Branch.

EXECUTIVE DECISIONS

- Assign your Executive Committee a phone tree comprising of the Board of Directors.
- Assign a President-Elect to coordinate the phone tree for membership

☆☆☆☆☆

EMPOWERMENT PRINCIPLES

Keep up the heat on the IFSEA mission at all times with:

- ❖ Fun
- ❖ Networking
- ❖ Educational Development
- ❖ Recognition
- ❖ Students

BASIC RECIPE

YIELD: Measure attendance at 10 events

ESSENTIAL INGREDIENTS

Up-dated member phone list

Event information sheet including:

- date location directions
- menu
- agenda
- speaker

Commitment to make the calls

BASIC EQUIPMENT

Executive Committee and Board of Directors

Enthusiasm! Give the personal touch and show interest and/or concern if the member attends or not.

☆☆☆☆☆ **5 STAR DIRECTIONS**

- ❑ Assign board members to call specific people each month.
- ❑ Assign membership committee members to call prospective members.
- ❑ Send or fax meeting information to Board.
- ❑ Board member takes reservations and calls all RSVP'S into Program Chair.

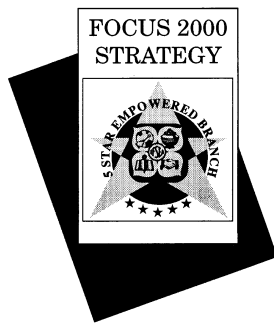
VARIATIONS

- ❑ Add a survey question once in a while to keep the temperature of your Branch sizzling
- ❑ Verify fax number, mailing address, e-Mail address, or birthday
- ❑ Membership renewal
- ❑ Suggestions for meeting location, topic, or speaker
- ❑ What type of computer software they use most
- ❑ Lead for a prospective member - explain Shared Resources
- ❑ Ask about a new idea generated at a Board meeting
- ❑ Greatest challenge they face at work (May provide a topic for future meetings)

- ❑ Check to see how the phone tree is working. Have Board members report results of new question at the board meeting
- ❑ Offer free monthly dinner to Board Member with the most members attending from their list and he/she with the highest average percentage of attendance for the year receives a free membership.

- ❑ If the member is not available, **CALL BACK**. Don't just pass the information on, **TALK TO THE MEMBER**. If they do not return the call, maybe it is a sign that they are not interested in IFSEA.

- ❑ Make calls three or four days before the event



UP-DATE MAILING LIST

PREPARATION

With today's technology, keeping up-to-date information should be a piece of cake. This is only true if someone is diligent enough to keep up the work.

EXECUTIVE DECISIONS

- Assign yourself, past president, or membership chair to be the "Director of Operations" and to keep list up to date.
- Director of Operations calls new members immediately to welcome, verify addresses, phone, and fax information.



EMPOWERMENT PRINCIPLES

Keep up the heat on the IFSEA mission at all times with:

- ❖ Fun
- ❖ Networking
- ❖ Educational Development
- ❖ Recognition
- ❖ Students

BASIC RECIPE

YIELD: Every Quarter- cross Check Membership list to keep in
☆☆☆☆☆ condition

ESSENTIAL INGREDIENTS

Copy of HQ membership list

Copy of Branch membership list

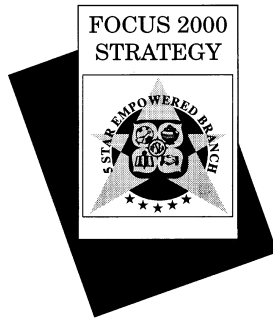
BASIC EQUIPMENT

Key person with a computer with label program and/or database

☆☆☆☆☆ 5 STAR DIRECTIONS

- ❑ Identify member names that are up for renewal in bold, underline or a star.
- ❑ Inform HQ of address changes, phone and fax numbers.
- ❑ Inform HQ of non-renewals, new members, and renewals.
- ❑ HQ provides names, addresses, phone and fax numbers of new members monthly
- ❑ HQ provides up-dated names, address, phone and fax numbers of renewed members on quarterly basis.
- ❑ Cross check both lists.

Someone must call to verify new member data when entered into the computer. Great way to welcome a new member and get them TRADE involved immediately.



MEMBERSHIP SURVEY

PREPARATION

Every successful operation conducts at least an annual survey of their menu. This provides a forecast of success, items checked for popularity, and new items are inspected for customer acceptance. The purpose is to identify your strengths and those things that you need to improve to meet the ever-changing needs of your members.

Remember, the best meals start with the best ingredients. If a Branch's program format simmers too long without stirring, it will burn. Too many cooks CANNOT spoil this pot! Use all your members to help you scramble the BASIC INGREDIENTS with spices and herbs. The results will create a year around menu that is fun and easy on the palate.

EXECUTIVE DECISIONS

- Assign to President-Elect. Information gathered will influence his/her term of office and assists in the next year.

☆☆☆☆☆

EMPOWERMENT PRINCIPLES

Keep up the heat on the IFSEA mission at all times with:

- ❖ Fun
- ❖ Networking
- ❖ Educational Development
- ❖ Recognition
- ❖ Students

BASIC RECIPE

YIELD: **At least one survey sent to members,**
 Report results in Monthly Mailing,

ESSENTIAL INGREDIENTS

- Survey form (Samples attached)
- Self addressed stamped envelope
- Mailing list
- Postage

BASIC EQUIPMENT

- Determine date of mailing
- Decide return address for responses

☆☆☆☆☆ **5 STAR DIRECTIONS**

- ❑ Decide the information that you want
 - Event information (locations and topics)
 - Member profile
 - General impression of Branch - What makes IFSEA different from other associations?
 - Exit survey (Why he/she is not renewing)
- ❑ Take one topic at a time
- ❑ Keep it short and simple. One page only. Front and back.

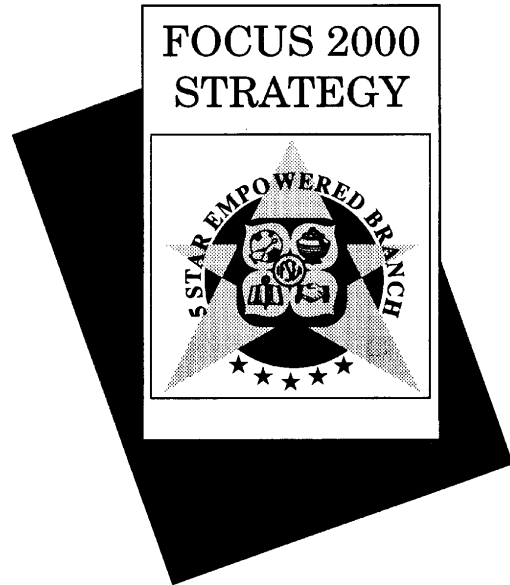
VARIATIONS

- ❑ Choose a topic that does not take much thought and include it with the phone tree i.e. 'Why did you join IFSEA and what makes it different from other associations?'
- ❑ Deadline should not be more than 7 days after mailing.
- ❑ Ask questions that can be answered with yes or no or provide multiple choice. Leave space at the end for comments and explanations.
- ❑ Leave space at the end for comments and explanations.
- ❑ To achieve best results, try a couple of surveys during the net working hour at a monthly meeting.

☆☆☆☆☆
INSPECTIONS

MONTHLY MEETINGS

SAMPLE MEMBER LETTERS



**INTENSIFY
MEMBER
INVOLVEMENT**



MONTHLY MEETINGS

PREPARATION

Whether it is south-of-the-border, cajun, or home-style cooking-have a theme for your meetings to get the taste buds going. No response? GET A NEW MENU! Cook, taste, add a little of this, take away a little of that and find the perfect recipe for your Branch.

The quality of your meetings tells everything about your Branch. Are people enjoying themselves? Are they well attended? Honest answers to these questions could yield big **portions in gaining** member involvement.

EXECUTIVE DECISIONS

- Assign a chairperson(s) for location and hospitality.
- Make the calendar of events one of the top priorities at annual planning meeting.
- Must have meetings planned and publicized at least three months in advance.
- Find appropriate speaker gifts and certificates.
- Set budget for income and expenses for each meeting.



EMPOWERMENT PRINCIPLES

Keep up the heat on the IFSEA mission at all times with:

- Fun
- Networking
- Educational Development
- Recognition
- Students

BASIC RECIPE

YIELD: Minimum of 10 meatiness per year,
6 with educational ingredients.

ESSENTIAL INGREDIENTS

- Meeting Agenda
- Interesting Location
- Interesting and Different Food
- Speaker or Entertainment
- FUN

BASIC EQUIPMENT

- Podium
- Microphone
- Audio-visual equipment (Optional)
- Name Tags
- Branch Banner
- Certificate / or gift for speaker
- IFSEA Literature (at least membership and CFE applications)



5 STAR DIRECTIONS

PUBLICITY TO MEMBERS

- ❑ Plan and publicize every meeting/event at least three month advance.
- ❑ Mail monthly notice at least 10-14 days before the event.
- ❑ Perk up the phone tree at least 3-4 days before event

MEETING LOCATION

- ❑ Seek locations that are unique and fun.
- ❑ Set firm dates and confirm details with speaker & location in writing.
- ❑ Call in reservations at least 24 hours in advance.
- ❑ Keep meeting costs reasonable. This varies by city and region. Try to have at least a couple of meetings that are in the \$10-\$15 range to encourage spouses and significant others to attend.
- ❑ Create a menu with Pizazz! We are foodservice professionals with gourmet palates, why serve something mundane?



5 STAR DIRECTIONS

(Continued-2)

WELCOME CHECKLIST

- ☐ How are the people greeted at the door? Are they greeted with a smile and a warm welcome?
- ☐ Who is behind the desk collecting money* Are they efficient and knowledgeable enough to handle situations like comps?
- ☐ Do you accept credit cards? Do you provide receipts?
- ☐ Do you have name tags and are they coded as member, guest and prospective member?
- ☐ If they are a new member, are they introduced to board members and at least one other member?

MEMBERSHIP MEETING

- ☐ ON THE NIGHT OF THE EVENT - Check the physical comforts of the room set-up again. Is the audio-visual equipment working? Is the room temperature too hot, too cold?
- ☐ Prepare and follow a meeting agenda.
- ☐ Give advance notice to committee chairs who need to prepare a presentation to the members.
- ☐ Start with a great welcome and keep the temperature high
- ☐ Describe the meetings special objective



5 STAR DIRECTIONS

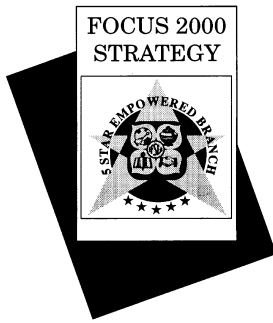
(Continued - 3)

MEMBERSHIP MEETING (Con't.)

- ❑ Have each person introduce themselves. It helps new members and prospective members learn about each other.
- ❑ Initiate new and re-newed members with a special ceremony. Recognize their sponsor.
- ❑ Take time to discuss IFSEA business. Explain all the activities and programs thoroughly and often. Remember, IFSEA is a gourmet organization that takes time to nurture an acquired taste.
- ❑ Speaker is introduced by either the President, Hospitality Chair or someone appointed by the President. Tantalize the audience by giving them brief a background and how they will benefit.
- ❑ President or introducer concludes meeting with a brief question & answer session and bestows a gift of appreciation.

PUBLICITY TO THE COMMUNITY

- ❑ Send Calendar of Events to local foodservice publications/or periodicals.
- ❑ Send meeting dates and brief description to Business section of newspaper.
- ❑ Send information about Fun-d raising and community service events to the Local News Editor of the newspaper.



MEMBER INITIATION CEREMONY

OFFICIAL IFSEA INDUCTION FORM

The Presiding Officer requests the newly elected members (by name) to advance to his station, and asks all members to stand and remain standing during the initiation proceedings.

The Presiding Officer addresses the new members as follows:

"In as much as you have been elected to Membership in the International Food Service Executives Association and the _____ Branch, you are now required to take this obligation ... Please repeat after me..."

"I _____ (NAME), pledge myself to accept the conditions of the membership upheld by this branch, and to exemplify the aims and objects of this Association and will act to preserve the good name of IFSEA - So help me God."

The Presiding Officer concludes by saying:

"Now, by your pledge, you have expressed your willingness to maintain the standards and integrity of this association. I take great pleasure in extending our hands of welcome and good fellowship."

FOOD FOR THOUGHT

MEETING LOCATION

- Before signing the contract, check the physical characteristics of the room -temperature, lighting, and set-up to make sure it is conducive to a prospective Branch meeting.
- When scheduling the speaker, keep in mind that the educational programs count toward valuable CFE points.

0 points=less than 30 minutes

1 point=30 minutes

2 points=1 hour

- Guarantee the actual number of reservations less 10%. Why pay for dinners that are not eaten? There are always no-shows and show-ups, It usually balances. Most locations provide a 10% guarantee plus or minus, anyway.
- Get Creative! It may cost the same or less than the basic standard catering menu!

MEMBERSHIP MEETING

- Vary the parameters of member's introduction. Name, title and company, how long they have been an IFSEA member, why they joined, personal hobby, favorite restaurant in town, etc.
- Raise additional dollars for your general fund by holding a monthly raffle. Obtain items (value of \$5410) from suppliers and distributor members. Sell double stub tickets for \$1.00 each or 6 for \$5.00. Don't forget to announce the donors, this is excellent recognition for these companies.

VARIATIONS

- ❑ Community Service Event
- ❑ Joint Student Event and/or Awards Meeting
- ❑ Holiday Gala
- ❑ SOS Event
- ❑ Fun-d Raising Event
- ❑ Joint meeting with other industry associations.

TRADE SECRETS

MEETING LOCATION

- Offer a lower price to students, it may encourage higher attendance and networking opportunities. Offer higher price for non-members, there is a better price/value relationship if they join.
- Include an articles that entices their taste buds. Promote the location, build up the topic with a brief description and give the speaker's bio. If you don't tell them, why should they come?

WELCOME CHECKLIST

- Enlist the "GIAD RAPPERS" to welcome members, prospective members and guests when they arrive. They spread the word about programs and Branch information.
- Sprinkle Board members around the room during the networking hour and encourage them to sit at different tables. Make sure they are not lumped together at a couple of tables.

MEMBERSHIP MEETING

- Provide certificate of appreciation, or small IFSEA premium to the speaker.



Certificate of Attendance

International Food Service
Executives Association



SPONSORING BRANCH: _____

DATE: _____ Hour(s) Earned: _____

PROGRAM INFORMATION:

Title: _____

Speaker: _____

Attendance Attested by: _____

Keep this certificate for submission with your CFE/CFM application!



Certificate of Attendance

International Food Service
Executives Association



SPONSORING BRANCH: _____

DATE: _____ Hour(s) Earned: _____

PROGRAM INFORMATION

Title: _____

Speaker: _____

Attendance Attested by: _____

Keep this certificate for submission with your CFE/CFM application!

South Carolina Palmetto Branch

International Food Service Executives Association (IFSEA)

Who are we?...

The **International Food Service Executives Association (IFSEA)** is the food service industry's oldest trade organization (Originally established in 1901 as the *International Stewards Association*). We are a professional organization dedicated to raising industry standards, educating members and future industry leaders, recognizing members' achievements, and promoting excellence in military food service by providing civilian recognition as co-sponsors of the **Army, Navy, Marine Corps, and Air Force**, award program. The active membership is comprised of management level personnel in all aspects of food service.

Why do we belong?..... What do we do?. ..

- Community Service:** Charitable fund raising helps support the Greer Community Ministries, Inc., Meals on Wheels, Mobile Meals, Boys' Home of the South, and Safe Homes/Rape Crisis Coalition
- Certified Food Executive:** Certified applicants proudly put CFE after their name to declare their achievements in education, experience, industry leadership and participation, and dedicated service. The Certified Food Manager (CFM) serves as an intermediate step towards CFE.
- Students Scholarship:** IFSEA is committed to advancing the knowledge of the industry through scholarships and programs for the career minded food service student. Scholarships are offered from both the International and local branch. level.
- Conferences:** We have an annual conference with emphasis on education and leadership. This event features prominent speakers and provides recognition and awards to outstanding military dining facilities and local branches.
- Publications:** Our branch publishes a monthly newsletter - the "Stock Pot". The International publishes a quarterly magazine - the "Hot Line".
- Branch Meetings:** Monthly meetings are a trademark of our active branch. Each meeting features a social hour, fine dining, and an educational or entertainment program. Our meetings are held at local member establishments.
- Membership Dues:** List current.
- .

***South Carolina Palmetto Branch
International Food Service Executives Association (IFSEA)***

Wofford College - Department of Dining Service
429 North Church Street - Drawer B
Spartanburg, **SC 29303-3663**
(803) 597-4252

August 12, 1994

Gary Koch
Morgan Square Coffee
137 West Main Street
Spartanburg, South Carolina 29303

Dear Mr. Koch,

Barbara Vaughn, Grapevine Shoppe and Tea Room, and I would like to extend to you a personal invitation to join the South Carolina Palmetto Branch of the International Food Service Executives Association (IFSEA). We are a very, very good professional food service organization that should be of interest to you.

Enclosed is some information concerning our organization. "**Who are we?**, **#Why...., do we belong?**, **What do we do?**" gives you a good overview. We meet monthly and our meetings are educational and/or will feature entertainment. There is a reception from 6:30-7:30 p.m. followed by dinner. We meet at members' establishments. Enclosed is a schedule of our meeting through 1994.

I am comfortable when I say that you would find our association beneficial and rewarding. We have a turned-on group of 181 food service professionals who are focused and motivated. Simply, you will be signing on to a life-long educational experience.

Warmest regards,

William L. May, CFE
President, S.C. Palmetto Branch, IFSEA
Director, Dining Service, Wofford College

cc: Jeff Hedrick, Piedmont Natural Gas Co., Membership Chairman
Barbara Vaughn

**SOUTH CAROLINA PALMETTO BRANCH
INTERNATIONAL FOOD SERVICE EXECUTIVE
ASSOCIATION (IFSEA)**

INFORMATION

NAME: _____

ADDRESS: _____

WEEKDAY PHONE NUMBER: _____

LINE OF WORK/EMPLOYMENT/POSITION: _____

ARE YOU INTERESTED IN BECOMING A MEMBER:

*YES

MAYBE

*NO

RETURN TO:

William L. May, Director
Dining Service--Wofford College
North Church Street, Drawer B
Spartanburg, SC 29303-3663
Work Phone: (803) 597-4252
Fax: (803) 597-4219

As you can tell, I am an association person-I believe in the positive benefits that can be achieved by working for the betterment of one's industry. I believe I can be proud of the achievements of the National Association of College and University Food Service (NACUFS) during my term as its national president in 1984-85. As current president of the South Carolina Palmetto State Branch, IFSEA, I know I can point to a prospering organization. But, I also believe that you receive back far more than you give when you become involved.

You were identified as a person that we would like to have as a member of our branch. Many of us feel that you are a major player in our industry and that we would all benefit with your involvement-"Win, win" for all. ----Bill May, CFE, President, S.C. Palmetto Branch, IFSEA

- We will send you our monthly newsletter-- The Stock Pot--for the next three months.
- Your name will, reluctantly, be removed from our list.

SOUTH CAROLINA PALMETTO BRANCH
INTERNATIONAL FOOD SERVICE EXECUTIVES ASSOCIATION (IFSEA)

These people should be members of IFSEA, Make sure they get a special invitation to Join!

YOUR NAME: _____

1) NAME: _____

OCCUPATION: _____

ADDRESS: _____

PHONE: _____

2) NAME: _____

OCCUPATION: _____

ADDRESS: _____

PHONE: _____

RETURN FORM TO

Bill May, CFE, Director
Dining Service - Wofford College
429 N. Church Street - Drawer B
Spartanburg, SC 29303-3663
FAX: (803) 5974219 PHONE: (803) 5974252

**South Carolina Palmetto Branch
International Food Service Executive Association (IFSEA)**

GUEST INFORMATION

NAME: _____

ADDRESS: _____

WEEKDAY PHONE NUMBER: _____

LINE OF WORK/EMPLOYMENT/POSITION: _____

ARE YOU INTERESTED IN BECOMING A MEMBER:

YES MAYBE NO

YOU ARE A GUEST OF: _____

Thank you for taking the time to provide us with this information and welcome to our meeting. We are extremely pleased that you have chosen to spend your evening with us. Again, WELCOME!

William L. (Bill) May, CFE
President

**SOUTH CAROLINA PALMETTO BRANCH
INTERNATIONAL FOOD SERVICE EXECUTIVES ASSOCIATION (IFSEA)**

Wofford College - Department of Dining Service
Drawer B - 429 North Church Street
Spartanburg, SC 29303-3663
(803) 597-4252

July 30, 1994

Jon A. Knorr, Sales Representative
Sharin' Foodservice Sales, Inc.
463 Blacksnake Road
Easley, South Carolina 29640

Dear Mr. Knorr,

Welcome as a member of the South Carolina Palmetto Branch of the International Food Service Executives Association (IFSEA). You have joined a dynamic organization that is IFSEA's largest Branch with 181 members, and we feel, the best. Thank you for joining.

Enclosed is some information on your association to help you understand ***who we are, why we belong, and what we do.*** You will find a list of the Officers and Board of Directors for 1994/1995. Call on any of us for information, suggestions, observations, etc., etc.

You have become a member of a very good organization, and with you assistance we will get even better. Again, welcome!

Warmest personal regards,

William L. May, CFE
President, SC Palmetto Branch, IFSEA
Director-Dining Service, Wofford College

cc: Jeff Hedrick, Piedmont Natural Gas, Membership Chairman

**SOUTH CAROLINA PALMETTO BRANCH
INTERNATIONAL FOOD SERVICE EXECUTIVES ASSOCIATION
(IFSEA)**

Wofford College - Department of Dining Service
429 North Church Street - Drawer B
Spartanburg, SC 29303-3663
(803) 597-4252

May 1, 1994

Edith L. Smith
6001 South Kings Highway
Unit 185
Myrtle Beach, South Carolina 29575

Dear Ms. Smith,

Your membership in IFSEA expired in December, 1993, and our records show that you have not renewed. Enclosed is a renewal application.

Hopefully, you have misplaced the original invoice and this reminder will cause you to put the check in the mail. However, if you are not going to stay a member, would you share with me why by completing the enclosed survey. Your feedback will be beneficial to our Board of Directors and Officers.

Ms. Smith, we would rather you renew and help us realize our quest to be the "Best Branch in IFSEA". Our membership has grown to 195 members, our meetings have been enthusiastically attended, and you have been missed. No organization can afford to lose quality people! Please renew.

Warmest regards,

William L. (Bill) May, CFE
President, SC Palmetto Branch, IFSEA
Director-Dining Service, Wofford College

**SOUTH CAROLINA PALMETTO BRANCH
INTERNATIONAL FOOD SERVICE ECUTIES ASSOCIATION
IFSEA**

Wofford College - Department of Dining Service
429 North Church Street - Drawer B
Spartanburg, SC 29303-3663
(803) 597-4252

June 27, 1994

William D. Aiken
111 Brookdale Drive
Lyman, South Carolina 29365

Dear Bill,

I am frustrated and disappointed that I have not been able to create a climate in which would feel comfortable in staying a part of. I am an association person--I believe in the positive benefits that can be achieved by working for the betterment on one's industry, and I also believe that you receive back far more than you give when you become involved. I believe I can be proud of the achievements of the South Carolina Palmetto Branch, IFSEA, and that I can point to a prospering organization. However, it is painfully clear to me that I have not proven this to you.

Perhaps in the future you will reconsider and once again join. Our hand of friendship is extended and we would enthusiastically welcome you back with open arms.

Sincerely,

William L. May, CFE
President, S.C. Palmetto Branch
Director, Dining Service, Wofford College

**SOUTH CAROLINA PALMETTO BRANCH
INTERNATIONAL FOOD SERVICE EXECUTIVES ASSOCIATION (IFSEA)**

Wofford College - Department of Dining Service
429 North Church Street - Drawer B
Spartanburg, SC 29303-3663
(803) 597-4252

Attn: William L. May, Director of Dining Service

D-E-N-E-W-A-L

APPLICATION FOR MEMBERSHIP IN IFSEA IS SUBMITTED BY:

Name: _____

Nickname: _____ Spouse Name: _____

Title/Designation: _____

Occupation: _____

Work Address: _____

Home Address: _____

Work Phone: _____ Home Phone: _____

Fax Number: _____

TYPE OF MEMBERSHIP

MAKE CHECK PAYABLE TO IFSEA

____ Active @ \$Current Annual

or use . your Master or Visa Card

____ Allied @ \$ 75.00 Annual

Card # _____ Expires: ____/____

____ Retired @ \$ 45.00 Annual

Signature _____

EXPLANATION OF MEMBERSHIP TYPES

Active members are: Individuals in food service management, ownership, purchasing, dietetics, research, teaching or consulting. Individuals who are suppliers/vendors to the food service industry.

Allied members are: Individuals who are not affiliated with the food service industry, but, desire to be a member.

Retired members are: Individuals who have been active members of *IFSEA* for at least 10 years and have retired from their position and are no longer working in the food service field.

You may want to add an additional \$10.00 to your remittance. It is used to fund Hospitality majors, from our student branches, attendance at International Conferences.

Dear Prospective Member:

The Land of Enchantment Branch of IFSEA was formed in 1993 and operates under the guidance of the International Foodservice Executives Association. IFSEA is the oldest professional foodservice organization in the United States being founded in 1901 as the International Stewards and Caterers. IFSEA is a professional non-profit organization dedicated to advancing the foodservice industry through training, scholarships, and community service.

Over the past tan years , IFSEA's national scholarship program has provided in excess of one million dollars in financial assistance to qualified hospitality students. Additionally, we have supported our U.S. Military Foodservice programs through out each of the branches of the military. Programs like Share Our Strength have become a central focus of IFSEA as we seek to provide local community support for Food Banks and other programs designed to help the needy.

As one of the fastest growing branches of IFSEA, we want you to come and Join us in our fellowship of foodservice executives in New Mexico. If you have any questions, please phone me at 843-7766 or David Kinney at 343-2239 at your convenience.

Sincerely,

Ken Thiele, CFE, CBA
President
Land Of Enchantment IFSEA

May 5, 1996

Mr. Richard M. Buratti
Executive Vice President
New Mexico Restaurant Association
7800 Marble, N.E., #3
Albuquerque, New Mexico 87110

Dear Richard:

Welcome to the Land of Enchantment - New Mexico Branch of the international Foodservice Executives Association. In becoming a member, you have availed yourself to almost 100 years of experience in supporting food service professionals. IFSEA was founded in 1901 as the Stewards and Caterers with the purpose of providing on going education and networking for it's members.

Over the years, IFSEA has increased it's endeavors to not only provide education for it's members, but also to provide scholarships for students majoring in the hospitality industry. Additionally, we support our Armed Forces Foodservice program by annually sending travel team around the world evaluating the military dining operations. we award the top units at our international Convention. In order to provide assistance to those less fortunate than ourselves, we support Share Our Strength (SOS) nationally which puts the funds into our local food bank programs.

We extend our heartiest welcome to you as a new member and look forward to your support and growth in IFSEA.

Sincerely,

David E. Kinney, CFE, CBA
International Membership Chairperson

HOW MUCH TIME WILL I NEED TO COMMIT TO IFSEA?

IT'S ENTIRELY UP TO YOU!

Membership participation in IFSEA occurs in a five-step Process. The first level of membership is **JOINING**. Ideally, individuals join because they share the concerns and goals of IFSEA.

The second level is **ATTENDING DINNER MEETINGS**. Individuals seek the companionship and personal contact of others who share a common discipline and belief. The desire may be a desire to keep current and network.

VOLUNTEERING is the third level of participation. As a service organization, we need the Support of all members who wish to further the goals and objectives of IFSEA. This element is key in that without volunteers, our fundraising efforts would become insignificant.

During the fourth level of participation, the IFSEA member **SERVES ON COMMITTEES**. Working with colleagues to advance the shared concerns and goals becomes important to IFSEA.

The fifth level is holding an **ELECTED OFFICE**. This is the culmination of progressive participation and validation within IFSEA.

It is important to realize that individuals may progress logically and sequentially, or stop and remain at any level in IFSEA. Participation at all levels is necessary for the growth and success of IFSEA and for your own professional growth. You can choose the level of participation which fits your persona or schedule. However, all members have the collective responsibility to continue to support IFSEA at all levels.

We encourage all members to challenge themselves and get involved in our great organization. Please contact any board member if you desire information on participating in IFSEA.

INTERNATIONAL FOOD SERVICE EXECUTIVES ASSOCIATION

Membership Application

IFSEA PROGRAMS

- ◆ Professional Certification
Certified Food Executive/Mgr.
Certified Bar Manager
- ◆ Student \$\$\$ Support
- ◆ Annual Spring Conferences
- ◆ Feed the Hungry Projects
- ◆ Military Awards Travel Teams
- ◆ Local Meetings/Networking
- ◆ Local/Int'l Committees



MEMBERSHIP BENEFITS

- ◆ Networking Contacts
- ◆ Hotline & Web Education
- ◆ Job Search Assistance
- ◆ Valuable Benefits:
Health Insurance
Collection Services
Credit Union Access
...and much more
- ◆ Conference Travel

Q. What happens to my dues? A. Your dues payment includes local branch and Int'l dues. Int'l keeps \$90 for Active, \$35 for Retired. There is a one-time Admin. Fee of \$25 and the remaining \$ goes to your local branch!

Q. When will my dues expire? A. Your permanent anniversary date will be the end of the 12th month following receipt of your dues at IFSEA HQ. If you joined 3-10-99, you would expire 3-31-00!

Q. What does the Admin. Fee Cover? Will I ever have to pay it again? A. New members receive a plaque for their membership certificate, plus a beautiful lapel pin. The extra dollars cover the administrative processing cost. Only if your dues become delinquent will you pay it again!

Q. What are the member types?

A. Apprentice - Military E-4 and below! A person actively enrolled in an Association sponsored apprentice program.

Allied - They do not work in the Hospitality Industry, but have an interest in the IFSEA and its projects or activities!

Q. What is a Member At Large (MAL)?

A. Someone who lives over 50 miles from a branch.

Q. What is the \$10 voluntary donation for?

A. Student grants to attend IFSEA's Conference. In 1999, 40 students received \$250 grants (\$10,000).

ORDER AND PAYMENT FORM

Name: _____

Company: _____

Title: _____ How Long: _____

Address: _____

Address: _____

Address is: Work ☐ Home ☐ School ☐

Phone: (W) _____ (Fax) _____

Home: _____

E-Mail Address: _____

Payment: CHECK ☐ VISA/MC ☐ AM EX ☐

Card # _____ Expires _____

Signature: _____

Branch Affiliation: _____

Recruited By Whom? _____

☐ \$155 for New Active Membership (*\$35)

☐ \$100 for Active Military Membership (*\$20)

☐ \$ 45 each for Apprentice Members (*\$15)

☐ \$100 for Allied Membership (*\$25)

☐ \$ 70 for Retired Membership (*\$10)

☐ \$ 10 for Student Grant Contribution

* Deduct this if Member At Large

TOTAL ENCLOSED: _____

STUDENT MEMBER SECTION

Students Note: Give this form to your Student Advisor. If none, or not available, then send to IFSEA HQ.

DUES AMOUNT: ☐ \$20 for 1 year ☐ \$30 for 2 years ☐ \$40 for 3/4 years - UNTIL GRADUATION

NAME OF: SCHOOL? _____ **ADVISOR:** _____

MAJOR: _____ **YEAR:** _____

IF IN HIGH SCHOOL ✓ HERE: _____ **COLLEGE PLAN TO ATTEND?:** _____

UPON GRADUATION YOU WILL RECEIVE 1 YEAR FREE AND 3 YEARS AT HALF PRICE (IF DUES ARE CURRENT AND YOU NOTIFY HQ). NOTE: Students do not pay for, nor receive, the membership plaque and pin.

SEND TO: IFSEA 15724 Edgewood St., Livonia, MI 48154 or Fax 734-542-9306 Web: ifsea.com

IFSEA DUES STRUCTURE (1999)

ACTIVE	\$130.00
---------------	-----------------

Individual in foodservice management, owner, purchasing, dietetics, research, teaching or consulting. Individual that is a supplier/vendor to the foodservice industry.

ALLIED	\$75.00
---------------	----------------

Individual does not work in the foodservice industry but has an interest in IFSEA and desires to be a member.

GLOBAL MEMBERSHIP	\$95.00
--------------------------	----------------

Individual that lives over 50 miles from an IFSEA Branch.

Allied - \$75; Corporate - \$105; Active Military - \$80; Apprentice - \$30; Retired - \$60.

ACTIVE MILITARY	\$75.00
------------------------	----------------

Active duty armed service personnel working in foodservice to foodservice,

APPRENTICE	\$45.00
-------------------	----------------

Active duty armed service personnel that has completed "Basic Food Service" course or equivalent, served for minimum of one year in active food service position in a military dining facility and is a rank of E-4 or below. OR enrolled in an association sponsored apprenticeship program

STUDENT	\$20/year; \$30/2 years; \$40/3-4 years.
----------------	---

Any student enrolled in a restaurant, hospitality and/or food and nutrition curriculum.

GRADUATING STUDENT	FIRST YEAR FREE
---------------------------	------------------------

For next three years, \$45.00 International dues, \$20 Branch dues.

RETIRED	\$45.00
----------------	----------------

Individual that has retired from a position in the foodservice industry.

PLEASE NOTE: You are billed on your anniversary.

For example, if you joined on 3-10-99, you will be billed on 3-31-00.

PROFESSIONAL MEMBERSHIP DUES INVOICE

DATE:

INVOICE TO:

FOR:

Professional Association Membership
International Food Service Executives Association

TOTAL ANNUAL DUES PAYMENT DUE:

Active Member - \$130
Active Duty Military Member - \$75
Allied Member (not in food service related business) - \$75
Apprentice Member (Military E-4 and below) - \$45
Graduated Student Member (1st 3 years after Free year) - \$65
Retired Member - \$45

STUDENT MEMBERS (STUDENT BRANCHES OR MAL ONLY) -

\$20 - One Year
\$30 - Two Years
\$40 - 4 Years- Until Graduation

NEW MEMBERS AND THOSE WHOSE DUES ARE MORE THAN 90 DAYS PAST DUE
SHOULD ADD THE **\$25 ADMINISTRATION FEE**
(INCLUDES A PLAQUE AND PIN FOR NEW MEMBERS).

PLEASE SEND CHARGE CARD NUMBER (VISA/MC/AMEX ONLY) OR CHECK TO:

IFSEA
15724 Edgewood St.
Livonia, MI 48154

OR FAX CHARGE TO 734-542-9306

OR E-MAIL CHARGE TO hq@ifsea.com

Note: IFSEA's Federal I.D.# is 54-6064963

Questions? Call IFSEA HQ at 734-542-9412

INTERNATIONAL SUPPORT FROM THE BOARD

PREPARATION

An International Director is assigned to each Branch to help coach and counsel. The Director has been in your shoes and can help you over the rough spots. Talk to them and share your success and failures. They can also bring "International Connectiveness" to your membership.

EXECUTIVE DECISIONS

- * Decide when to invite International Officer and/or assigned Director
- * Budget for meals and lodging
- * Send HQ Branch Calendar of Events
- * Put assigned Director on your mailing list and send a copy of your monthly mailer.
- * Develop a relationship with your assigned Director.

EMPOWERMENT PRINCIPLES

Keep up the heat on the IFSEA mission at all times with:

- *Fun
- *Networking
- *Educational Development
- *Recognition
- *Students

BASIC RECIPE

YIELD: Invite International Director to attend one (1)
Branch General membership meeting and/or Board meeting.

ESSENTIAL INGREDIENTS

- ❑ Branch Calendar of Events
- ❑ Time for Director to speak at event or program, about 20-30 minutes.

BASIC EQUIPMENT

- ❑ Provide lodging and meal.



5 STAR DIRECTIONS

- ❑ **Decide which meeting will be the best to invite a Director.**
 - ❑ Give time on agenda for the Director to give an International Report.
 - ❑ Make arrangements so that the Director can attend a general Membership Meeting AND a Board meeting, if possible.
 - ❑ Suggest the Director to provide another function, install new members, install Elected Officers and the Board and/or keynote a meeting.

- ❑ **Make arrangements with the Director**
 - ❑ Director is responsible for making own transportation arrangements and may be reimbursed by HQ.
 - ❑ Branch is responsible for hosting director. This includes the meal at the general Membership Meeting, and lodging.
 - ❑ Try to get hotel room comped or have the Director be a guest in someone's home.

- ❑ **Day of the Meeting**
 - ❑ Assign a host to help introduce Director to membership.
 - ❑ Allow time for Director to give a report at Board Meeting and general Membership Meeting.

IFSEA SUPPLIES

ORDER FORM

MEMBERSHIP APPLICATIONS

Senior _____ (Quantity)

Student _____

APPLICATIONS (Misc.)

CFM/CFE _____ (Quantity)

Certified Bar Manager (CBM) _____

Scholarship _____

Student Graduate (Free Year) _____

Military Evaluator _____

Flyers:

_____ Military Branch

_____ High School Hospitality Clubs

_____ IFSEA Facts (History)

_____ Shared Resources (Membership)

_____ CFE Flyer

_____ High School Hospitality Clubs

Magazines: _____

Please Circle One:

Hotline

_____ Member Pins (\$6 each)

Member Benefit Info:

_____ Alamo Rent A Car Card

_____ IFSEA - MBNA Credit Card

_____ Allied Van Lines (Moving Co.)

_____ Hotel Stay Discounts "Quest"

_____ IFSEA Member stickers

_____ Long Distance Phone Savings

_____ Theme Park Discounts

_____ Sponsorship Information

_____ "IFSEA IS" Overview

_____ IFSEA Logo Ad Slicks

_____ Spike Lawrence - logo items

_____ Member Benefits Brochure

Return to: IFSEA HQ, 15724 Edgewood St., Livonia, MI 48154 or fax 734-542-9306.