

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

February 2010

## TRIVIA

A group of unicorns is called a blessing.

Twelve or more cows are known as a "flink."

A group of frogs is called an army.

A group of rhinos is called a crash.

A group of kangaroos is called a mob.

A group of whales is called a pod.

A group of geese is called a gaggle.

A group of ravens is called a murder.

A group of officers is called a mess.

A group of larks is called an exaltation.

A group of owls is called a parliament.

## WISELY SPOKEN

"Accept the challenges so that you may feel the exhilaration of victory."



## PATRICK'S PONDERINGS

Every month your Branch President participates in a Branch Presidents' phone call. The purpose of this call is to assure your branch leaders are informed of what is happening on a national level with IFSEA. This week, Branch Presidents' Council Chair Fred Wright, Chair-Elect Lorri Davidson, and I participated in the call. Many questions and concerns were discussed regarding the recent separation with IFSEA's management company. If you have a question, call us and ask what is going on!

Chef Fred Wright has been profiled in the recent issue of the National Culinary Review, published by the American Culinary Federation and we hear Chef Wright has been named Chef of the Year by the Reno ACF branch. Congratulations Fred!

I read many magazines, both trade and popular, and a frequent column is what is hot and what is not. These are often setup with graphics: **then** seem to point to what is five minutes ago, what is now and what will be hot in five minutes. Change is the new normal, or popular culture would have us believe this true. While many of us are implementing change in our operations and marketing, society could never say the food service industry is a change agent.

The recent passing of Glen Bell, founder of Taco Bell, might give us

pause to think on this. Taco Bell, founded in 1949 and sold in 1978 for \$125 million in Pepsi Cola Stock, will generate somewhere over \$10 billion in revenue this year. While southern California was a trend setter in the 1950s and 60s, Glen Bell's success was the implementation of sound operational expertise to our industry. Taco Bell was recently described as a distribution company that happens to distribute food at retail. Is our society moving faster and faster? I'm not that old but I saw the twin towers rise, then fall, I saw the stock market stuck in the 1970s, soar in the 1980s to 1990s, crash a few times and rise back. When I was young, mixed marriages were outlawed and these are common now.

Is change the new normal or is it merely seen, once again, through a different prism and are we bombarded with change due to the internet and mass media? Where does that leave our industry and the International Food Service Executives Association? Will we be the people testing out new concepts of operations and association service?

Success in our industry is still dependent on QVS; quality, value & service. Whatever tier you operate in, your operation must fulfill the public's perception of the quality and service equation that provides value to the paying public. We know that in the

(Continued on page 7)

## INTERNATIONAL BOARD

### CHAIRMAN OF THE BOARD

Patrick Beach  
[pbeach@harpercollege.edu](mailto:pbeach@harpercollege.edu)

### CHAIR ELECT

Lorri Davidson  
[lorri.davidson@swgas.com](mailto:lorri.davidson@swgas.com)

### TREASURER

Barbara Sadler  
[bsadler@arvadacenter.org](mailto:bsadler@arvadacenter.org)

### BOARD MEMBER 2008-2011

INT'L JR EXEC. ADVISOR  
Dr. Eloise Cantrell  
[eloisecantrell@earthlink.net](mailto:eloisecantrell@earthlink.net)

### BOARD MEMBER 2009-2010

### BOARD MEMBER 2009-2010

George Macht  
[george.macht@gmail.com](mailto:george.macht@gmail.com)

### BOARD MEMBER 2009-2011

Pete Starowicz  
[pstarowi@mvnhealth.com](mailto:pstarowi@mvnhealth.com)

### BOARD MEMBER 2009-2012

Robert Vick  
[rvick@vicksvittles.com](mailto:rvick@vicksvittles.com)

### BOARD MEMBER 2009-2012

Robin Keyes  
[mtmisery@prodigy.net](mailto:mtmisery@prodigy.net)

### BOARD MEMBER thru 2010

#### INDUSTRY ADVISOR

Jack Kleckner  
[jack.kleckner@ecolab.com](mailto:jack.kleckner@ecolab.com)

### BOARD MEMBER thru 2011

#### INDUSTRY ADVISOR

Emily Prior  
[ejprior@att.net](mailto:ejprior@att.net)

### BOARD MEMBER thru 2012

#### INDUSTRY ADVISOR

John Frank  
[hofrank8@bellsouth.net](mailto:hofrank8@bellsouth.net)

### BOARD MEMBER JUNIOR EXECUTIVE

Evelyn Regalado  
[Evreg05@hotmail.com](mailto:Evreg05@hotmail.com)

### BOARD MEMBER JUNIOR EXECUTIVE

### SPECIAL ADVISOR PAST INT'L CHAIR

Rick Diaz  
[rick-d@arvadacenter.org](mailto:rick-d@arvadacenter.org)

### BRANCH PRESIDENT'S COUNCIL CHAIR

Fred Wright  
[wrightchef@gmail.com](mailto:wrightchef@gmail.com)

### IFSEA ASSOCIATION COORDINATOR

Michelle Hackman  
[michelle@IFSEA.com](mailto:michelle@IFSEA.com)

### COMMITTEE CHAIRS NON-BOARD MEMBERS

#### MEMBERSHIP CHAIR

#### AWARDS CHAIR

Virginia Schroeder  
[virginiaprebro@qwestoffice.net](mailto:virginiaprebro@qwestoffice.net)

#### MARKETING AND COMMUNICATION CHAIR

Robin Keyes  
[mtmisery@prodigy.net](mailto:mtmisery@prodigy.net)

#### CERTIFICATION CHAIR

Dave Mitchell  
[dave.mitchel@navy.mil](mailto:dave.mitchel@navy.mil)

#### MILITARY CHAIR

Rick Diaz  
[rick-d@arvadacenter.org](mailto:rick-d@arvadacenter.org)

## IFSEA HEADQUARTERS

4955 Miller St. Suite 107  
Wheat Ridge, CO 80033  
Phone: 800-893-5499  
Fax (303) 420-9579  
[HQ@IFSEA.com](mailto:HQ@IFSEA.com)



It is important that all members visit the Members-Only Center at [www.IFSEA.com](http://www.IFSEA.com) to review their membership information.

Here you can manage your profile and add important information such as certification designation as well as update address, phone, E-mail and other pertinent information.

This information goes directly to the IFSEA membership system and is the only information Headquarters has on record. Without this information, you may miss out on membership benefits or not be recognized for your certification accomplishments.

We thank you for verifying your membership profile.

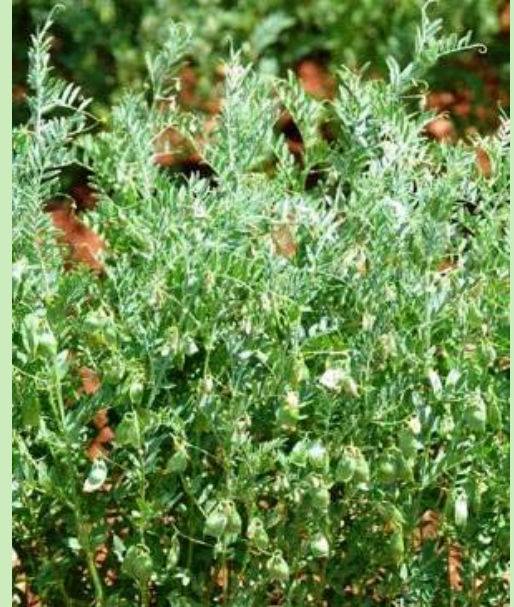
To visit the Members-only Center, please log on to [www.IFSEA.com](http://www.IFSEA.com) and click on the "Members Only" link in the upper right corner. Click on "Click here for Members Only Center". Click on "Log In". From there follow the instructions on how to log in. Once you are logged in to the Members Only Center, Click on "Individual Directory" and enter your Name.

If you have questions, please contact us at [www.HQ@ifsea.com](mailto:www.HQ@ifsea.com)

If you're unable to log on to verify your profile, call 800-893-5499.

# ? Did ? You ? Know ?

## *Lentils*



Lentils are one of the best vegetable sources of iron. This makes them an important part of a vegetarian diet, and useful for preventing iron deficiency.

The plant been part of the human diet since the aceramic (non-pottery producing) Neolithic times, being one of the first crops domesticated in the Near East. With approximately 26% of their calories from protein, lentils have the third-highest level of protein, by weight, of any plant-based food after soybeans and hemp, and is an important part of the diet in many parts of the world, especially in the Indian subcontinent which has large vegetarian populations. Lentils are a good source of calcium, phosphorus, iron and B vitamins. Lentils are found in various colors, white, green, red, yellow, brown, and orange, and are sold dried, like beans. Lentils (*Lens culinaris*) are a small legume of the pea family with round, flattened seeds in pods. The Latin name for lentils, 'lens' gives us the name for the lentil-shaped piece of convex glass. They are grown for there seeds, which are dried and used in soups and stews, and are also ground into a flour. The plant itself is used as fodder.

The Lentil is most likely the oldest cultivated legume, and is believed to be native to south-western Asia, perhaps northern Syria. Seeds have been found in Egyptian tombs dating from the 12 Dynasty (2400 B.C.), and there is also evidence of their cultivation as early as 6,000 B.C. Lentils are widely cultivated throughout Asia, parts of Europe and North Africa, and more than 5 million acres are grown worldwide. They are a staple in much of the Middle East and India.

# Recipe Box

## GORGONZOLA AND APPLE PORK CHOPS

Servings 4



- 1 tablespoon vegetable oil
- 4 large boneless pork chops, that can be butterflied
- 3 tablespoons butter
- 2 sweet apples of your choice, peeled and chopped
- 1 1/2 cups crumbled gorgonzola cheese

Butterfly each pork chop by slicing horizontally through the center with a sharp knife. Leave them attached on one side so they can be flipped open to create a butterfly shape.

Heat oil in a large skillet over medium high heat. Add pork chops, reduce heat to medium and cook slowly for 5 to 7 minutes each side, or until they are done to your liking. Set aside.

Melt butter or margarine in a medium skillet over medium heat. Add apples and saute until tender, then turn off heat and add cheese to skillet. Mix together slowly to form a creamy thick sauce.

Place reserved chops on serving plate and stuff each one with 1/4 of the apple/cheese mixture. Serve hot.

## HAM AND POTATO SOUP

Servings: 8



- 3 1/2 cups peeled and diced potatoes
- 1/3 cup diced celery
- 1/3 cup finely chopped onion
- 3/4 cup diced cooked ham
- 3 1/4 cups water 2 tablespoons chicken bouillon granules
- 1/2 teaspoon salt, or to taste
- 1 teaspoon ground white or black pepper, or to taste
- 5 tablespoons butter
- 5 tablespoons all-purpose flour
- 2 cups milk

Combine the potatoes, celery, onion, ham and water in a stockpot. Bring to a boil, then cook over medium heat until potatoes are tender, about 10 to 15 minutes. Stir in the chicken bouillon, salt and pepper.

In a separate saucepan, melt butter over medium-low heat. Whisk in flour with a fork, and cook, stirring constantly until thick, about 1 minute. Slowly stir in milk as not to allow lumps to form until all of the milk has been added. Continue stirring over medium-low heat until thick, 4 to 5 minutes.

Stir the milk mixture into the stockpot, and cook soup until heated through. Serve immediately.

# IN THE NEWS

## **HOLIDAY DINERS DISREGARD CALORIE COUNTS**

While recent research indicates that consumers will eat a bit lighter when calorie counts are posted, it also confirms what we already know about human nature -- we pig out at holidays and change our ways just after ringing in a new year. "I've always known that seasonability is more important than anything else," said NPD Group Vice President Harry Balzer. "If we did what we say we do, we'd be a thin nation. We like food, and food has a place in our lives at different times in our lives."

The New York Times

## **ARE DESIGNER DOUGHNUTS THE NEW CUPCAKE?**

As consumer fascination with everything cupcake begins to wane, the gourmet doughnut may be poised to take its place as the new hot baked good. Bakers around the country are experimenting with upscale twists on the familiar treat, including iced mint mojito and bing cherry balsamic.

The Sun (Lowell, Mass.)/The Associated Press

## **TRACKING ORDERS BY MEMORY MIGHT BE ON THE WAY OUT**

Longtime employees at many restaurants pride themselves on taking orders and keeping them straight, all without writing them down. Now, as allergies and food trends make orders more complicated, more servers may resort to pad and pen.

The Washington Post/The Breaking News Blog

## **QUICKSERVICE EATERIES ROSE IN CONSUMERS' ESTIMATION**

Consumer perceptions of quickservice and casual chains rose in 2009 over the previous year, with QSRs gaining the most, according to research from the BrandIndex tracking service. Subway and Wendy's were the favorites among quickservice fans, while Olive Garden and Applebee's once again topped the list of favorite casual chains.

MediaPost Communications/Marketing Daily

## **WINE TREND: NEW FLAVORS, TOUGH NAMES**

New wines from Hungary, Croatia and Slovenia are catching on at some trendy wine bars, despite having names that many guests will likely have to

point to on the list. While grape names such as Kékfrankos, Juhfark and Pošip don't roll trippingly off the American tongue, the wines made from them seem to be pleasing palates.

The Wall Street Journal

## **NEAPOLITAN IS NEXT BIG PIZZA TREND**

Neapolitan pizzeria chains may take off with guests this year, according to reports from Mintel and Technomic. Neapolitan-style eateries including Minneapolis-based Punch Pizza and Vocelli Pizza in Pittsburgh, which offer higher-quality Neapolitan-style pizzas at affordable prices, are already seeing some success.

PizzaMarketplace.com

## **SHERRY COCKTAILS MAKE A COMEBACK**

Sherry cocktails are reappearing on bar and restaurant menus in Los Angeles. Once stuck as a cooking wine, sherry is winning over fans with its tangy yet nutty flavor, as well as its extensive, food-friendly selections.

Los Angeles Times

## **PREDICTION: GUESTS IN 2010 WILL BYPASS PRICEY FOR VALUE**

Food carts are likely to continue their growth spurt next year as consumers continue to seek cheaper eating options, says one industry trade publication. Grocery stores and restaurants across all price points will succeed with guests in 2010 by offering more discounts and lower-priced menu options, according to Denver-based Eat In Eat Out.

American City Business Journals/Denver

## **GLUTEN-FREE MENUS MAKE THEIR WAY TO SMALL TOWNS**

As awareness of food allergies and celiac disease grows, restaurants from big cities to small towns are creating gluten-free options in response. An annual survey of menu trends by the National Restaurant Association reveals that this is one of the top trends for the new year.

Ocala Star-Banner (Fla.)

# Wud Up!!!!!!!

There is a two-letter word that perhaps has more meanings than any other two-letter word, and that is 'UP.'

It's easy to understand UP, meaning toward the sky or at the top of the list, but when we awaken in the morning, why do we wake UP? At a meeting, why does a topic come UP? Why do we speak UP and why are the officers UP for election and why is it UP to the secretary to write UP a report?

We call UP our friends. And we use it to brighten UP a room, polish UP the silver; we warm UP the leftovers and clean UP the kitchen. We lock UP the house and some guys fix UP the old car. At other times the little word has real special meaning. People stir UP trouble, line UP for tickets, work UP an appetite, and think UP excuses. To be dressed is one thing, but to be dressed UP is special.

And this UP is confusing: A drain must be opened UP because it is stopped UP. We open UP a store in the morning but we close it UP at night.

We seem to be pretty mixed UP about UP! To be knowledgeable about the proper uses of UP, look the word UP in the dictionary. In a desk-sized dictionary, it takes UP almost 1/4th of the page and can add UP to about thirty definitions. If you are UP to it, you might try building UP a list of the many ways UP is used. It will take UP a lot of your time, but if you don't give UP, you may wind UP with a hundred or more.

When it threatens to rain, we say it is clouding UP. When the sun comes out we say it is clearing UP... When it rains, it wets the earth and often messes things UP. When it doesn't rain for awhile, things dry UP.

One could go on and on, but I'll wrap it UP, for now my time is UP, so.....it is time to shut UP!

## From the Vine



### Cabernet Sauvignon

Cabernet Sauvignon is often referred to as the "King of Red Wine Grapes".

It is grown in nearly every major wine producing country among a diverse spectrum of climates from Canada's Okanagan Valley to Lebanon's Beqaa Valley. Cabernet Sauvignon became internationally recognized through its prominence in Bordeaux wines where it is often blended with Merlot and Cabernet Franc. From France, the grape spread across Europe and to the New World where it found new homes in places like California's Napa Valley, Australia's Coonawarra region and Chile's Maipo Valley. For most of the 20th century, it was the world's most widely planted premium red wine grape until it was surpassed by Merlot in the 1990s.[Cabernet Sauvignon grapes tend to favor warmer climates and are often an ideal wine for aging, with 5-10 years being optimal for the maturation process to peak. Because Cabs take a bit longer to reach maturation, allowing their flavors to mellow, they are ideal candidates for blending with other grapes, primarily Merlot. This blending softens the Cabernet, adding appealing fruit tones, without sacrificing its innate character.

Cabs range from medium-bodied to full-bodied and are characterized by their high tannin content which serve to provide structure and intrigue while supporting a rich, ripe berry, tobacco and sometimes green pepper flavor.

Cabernet Sauvignon compliments red meats, flavorful and heartier (red) pastas, lamb, strong-flavored cheese, and chocolates (especially dark).



## PATRICK'S PONDERINGS

(Continued from page 1)

back of the house continual innovation, production and marketing must occur for the public to come in the front door and be served. We also know in the front of the house, most of our guests are looking for some predictability. A small group of trend setters might be looking for edgy restaurants and concepts, but tried and true concepts make drop money to the bottom line in the long haul. The media has repeatedly tried to foster a commitment to novelty, but our guests do not act on the media, but on what we are doing in our buildings. Therefore, I urge you to stick to what you know. Do not ignore innovation, especially in back of the house cost saving areas, but remember innovation out of your area of expertise is fraught with danger.

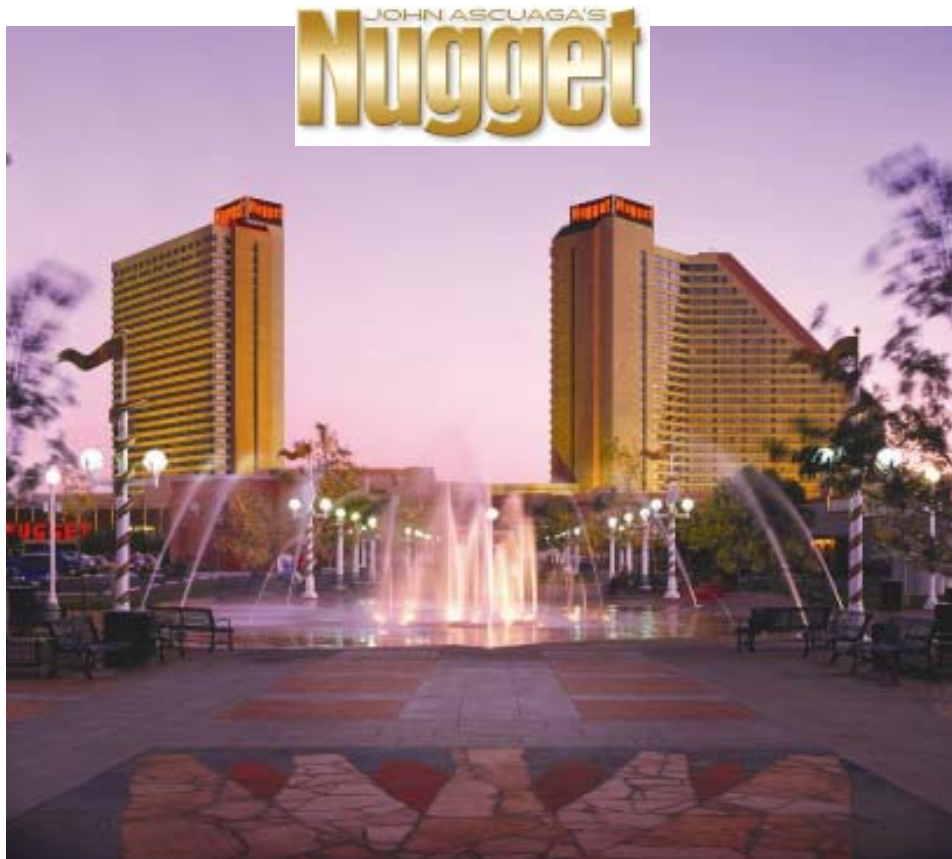
Lessons in industry can be applied to IFSEA. We are at an organizational crossroads. What are the key areas of service that make IFSEA unique and can be maximized? How can IF-SEA serve its constituent groups in a cost effective manner? Look to this column and the Tuesdays with IFSEA newsletter for me to finish these thoughts with an eye for IFSEA's future.

Regards, Patrick Beach, MCFE      Principled, Pragmatic, & Progressive

# 2010 Conference & Trade Show

“SAVE THE DATE”

FOR THE **109TH ANNUAL IFSEA CONFERENCE & TRADE SHOW**  
IN RENO, NEVADA ON APRIL 15-18, 2010



# 109TH CONFERENCE & TRADE SHOW

APRIL 15 – 18, 2010

## Conference Registration Now Open

As a member, you are eligible for several prizes, including a Free Conference Registration or Hotel Room.

### Early Bird Registration

Register by March 1, 2010 and receive a \$50 savings

IFSEA Members: \$425

Non-Members: \$495

Students: \$365

Active Military: \$365

**REGISTER NOW BY CLICKING THIS LINK >> [www.IFSEAconference.com](http://www.IFSEAconference.com)**

### Early Registration Prizes

All members in good standing who register before February 1, 2010 will be entered into a drawing for a chance to win:

- \* Free Conference Registration
- \* 1 Complimentary Room Night during Conference
- \* Upgrade to a Petite Suite during Conference
- \* 1 Complimentary Swedish Massage during Conference

### Cash Prizes

- \* IFSEA Branch with the most Conference Attendees Wins \$250
- \* IFSEA Student School with the most Conference Attendees Wins \$250

### Reasons to Attend Conference

- \* Return to work with new ideas, tools and plans
- \* Network in a comfortable atmosphere at our many receptions, dinners, and industry awards ceremonies
- \* Gather new business contacts to help you come out on top
- \* Check out and taste the latest products from some of the top companies
- \* Make a Difference! Mentor a culinary rising star or support the IFSEA Worthy Goal Scholarship fund
- \* Ski, Snowboard, Golf, Hike, Historic Tours, Whitewater Park, Gaming! Plan a Vacation - It's all Reno has to offer in April.

Book Your Hotel Room for \$104

The Host Hotel, John Ascuaga's Nugget, has recently renovated the East Tower. Only a limited number of renovated rooms are available on a first come first serve basis, so book now! These are some of the lowest rates we have seen for conference.

**REGISTER NOW BY CLICKING THIS LINK >> [www.IFSEAConference.com](http://www.IFSEAConference.com)**