

ifsea infusion

INFUSION: To instill a principle or quality: To introduce: To inspire

INTERNATIONAL FOOD SERVICE EXECUTIVES ASSOCIATION

PETER'S POINTS TO PONDER

Aloha, I am going to try something new with this message and am asking that you try something new as well. Rather than take this space to say what is going on, let's try to grow our membership with an idea.

Many of you may have heard of the wonderful things going on at our Northern Illinois Branch of IFSEA. Patrick Beach has been doing a stellar job as Branch President, and as our Branch President's Council Chair. He has Emlyn Thomas as Vice President, and Emlyn is our Membership Chair. They have been instituting a program we would like to emulate IFSEA wide. We are working on all of the little details and hope to have this program available to all of you soon.

In the meantime, here is a simple trial. I have done it, and it has worked. Each of us has in our E-mail address list many foodservice professionals we are in contact with. Many of these are not IFSEA members but contacts we have. Let us all compile an E-mail group list of these people under say, "IFSEA Invitations". I did this and already have about 115 people on my list.

Whenever I am sent a notice about our next branch function, I forward that on to the "IFSEA Invitations" list. I may get a notice via a group list E-mail from my branch, or by an article in our branch newsletter, which comes by E-mail. As soon as I receive it, I respond as to my attendance. Then I forward it to my "IFSEA Invitations" list. The first time I did this we had an excellent speaker attending our dinner. I heard back from four people that said they wished they could make it, but had other plans. That was zero new attendees, but it was a 3-1/2% return. If you know anything about coupons, 5% is the average return on them, so not bad.

The second time I did it, I had an immediate response from one person saying they would like to attend, and another asking for more info. It works. I am just one person doing this. Imagine if in your branch, just five people try this. Make the E-mail "IFSEA Invitations" list, and send out the info about your next function. If each person sends info to 100 addresses, and gets a 5% interest, that would be five new attendees (and maybe five new members). If we continue to do this for each function, imagine the growth. Of course you would have to have a function. Make it a good one, a nice dinner. Have a great speaker. Be sure to greet the new attendees, introduce them around. Have FUN! It works!

Mahalo,
Peter Pao MCFE, CHM, CPFM
IFSEA International Chair

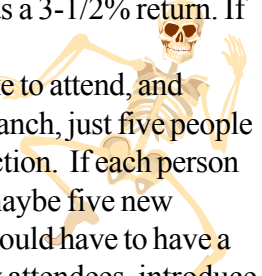


NETWORKING - MENTORING - COMMUNITY SERVICE - HAVING FUN

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

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IN THE NEWS

Research shows fruity vegetables reduce childhood risk of asthma

Greek researchers have determined children who consume fruity vegetables experience fewer health risks. Those who consumed 40 grams of vegetables such as tomatoes, aubergines, cucumbers and green beans were found to be less likely to suffer from childhood asthma. Children who consumed 60 grams or more of omega-3 also suffered less from allergies, according to the research. [FoodNavigator](#)

Upscale eateries turn to domestic farms

High-end restaurant chefs are catering to more diners today who have a keen awareness of food origins and safety issues. As a result, many chefs are passing over the larger commercial purveyors and purchasing their ingredients from boutique domestic farms, dairies and ranches. [azcentral.com \(Arizona\)/bizAZ magazine](#)

Study: Nutrients in eggs, spinach can prevent blindness

Lutein and zeaxanthin, two nutrients found in eggs, spinach and other leafy vegetables, help protect against the most common cause of blindness among the elderly, researchers from the National Eye Institute in Maryland said. The two carotenoids allow the eyes to filter harmful short-wavelength light and reduce other damaging effects to the center of the eye's retina. [Reuters](#)

Research: Vitamin D decreases mortality

A new review of research suggests that people who take vitamin D supplements have a 7% lower risk of early death than people who don't take the supplements. Researchers suggested the vitamin might boost the immune system or prevent the spread of cancer cells. [Reuters](#)

The \$40 entree has arrived

More high-end restaurants in urban centers across the U.S. are breaking the \$30 barrier by putting \$40 entrees on their menus. "It was a very scary

step to do a couple of years ago because \$40 is a big amount of money for a main course," said chef Laurent Tourondel, co-owner of the BLT empire. "Now in every single (upscale) restaurant you go, you have the \$40 entree." [USA TODAY](#)

Study: Americans concerned but confused about food safety

Nine out of 10 Americans are as or more concerned about food borne illnesses as they were a year ago, but do not understand which foods pose a threat, a study shows. Eighty-one percent of participants were able to identify meat, uncooked vegetables and eggs as possible hazardous foods, and most participants said that excessive media coverage heightened their fears. [FoodNavigator](#)

Health-conscious consumers boost demand for whey, lactose products

The worldwide market for whey and lactose products will jump 20% as the dairy industry answers increasing consumer demand for healthy and nutritious products, a report by 3A Business Consulting reveals. The largest gain is expected for advanced value-added forms of whey, including fractions and derivatives. [FoodNavigator](#)

U.S. sushi restaurants turn to non-Japanese chefs

U.S. restaurants are hiring more non-Japanese sushi chefs as the demand for sushi grows among diners. The number of Japanese restaurants in this country has doubled to more than 9,000 over the last 10 years, according to Japanese Restaurant News, while Japan's population and the availability of highly trained Japanese sushi chefs have been declining. [USA TODAY](#)

Bottled water players push for recycling

Executives from [Coca-Cola](#), [Pepsi](#) and [Nestle](#) are working together to increase recycling among consumers. Coke also announced plans to build a recycling plant that can recycle 2 billion bottles a year. [The Wall Street Journal](#)

HALLOWEEN TRIVIA

According to an Irish myth, one day a man known as “Stingy Jack” for his miserly inclinations had a drink with the devil. True to his name, Jack convinced the devil to transform himself into a coin in order to pay for the drinks. The devil did so but Jack kept the coin for himself. He placed it in his pocket next to a cross so the devil could not change back. Jack then freed the devil under the conditions that he would not bother him for a year and could not claim his soul upon his death. The following year, Jack trapped the devil in a tree by carving a cross on its trunk. This time Jack received ten years of immunity for the devil’s release. During that decade Jack died but heaven refused to allow such a shady character into its eternal splendor. The devil, bound by their first agreement, could not accept him into Hell. Thus, the devil sent Jack out into the night with a solitary burning coal to light his way. Jack placed the coal in a carved out turnip and proceeded to spend eternity roaming the earth. Jack’s ghost then became known as “Jack of the Lantern.” People in Ireland and Scotland made their own jack-o-lanterns by carving scary faces in turnips and potatoes to scare Jack and similar ghostly riff raff away. When the colonists came to America, the Indians provided them with the ultimate jack-o-lantern: the pumpkin.

Pumpkins are fruits from the gourd family and originated in Central America. As stated, the Native Americans introduced them to the early colonists and they have been a Halloween, Thanksgiving, and Christmas favorite ever since. The colonists made the first pumpkin pies in the 1600’s. However, pumpkins are also used in soups, bread, and other desserts. They can also be substituted for squash in most recipes.

Pumpkins are high in Vitamin A and potassium. Choose specimens that are heavy for the size, are free of soft spots, and still have a stem in tact. Stemless pumpkins will decay faster. They will keep for a month at room temperature or three months in the fridge. The flesh from smaller pumpkins is tenderer than their big brothers.

Jack-o’-lanterns-started out as carved images of spirit-beings. Originally, a light was put into a turnip or potato which had an ugly face carved into it. One purpose of the jack-o’-lanterns was probably to frighten the spirits who were thought to invade the earth on Halloween night into going back to the world of the dead

Bizarre costumes-The Celts hid themselves in ghoulish disguises at Halloween so that wandering spirits would mistake them for one of their own and pass by without incident. Masked villagers representing the souls of the dead also attempted to trick the spirits by forming a Parade and leading them to the town limits.

Many parents are uncomfortable with the gruesome aspects of Halloween, but feel reluctant to deprive their children of a holiday that seems so much a part of American life. But Halloween is not really an American holiday at all. The little Pilgrim children never learned to say “Trick or treat!” When he was a boy, George Washington never went out hunting for candy on October 31, and Abraham Lincoln never dressed up as a pirate or a robber to celebrate Halloween. This holiday was not nationally known and observed until the middle of the 1800’s, when a large wave of immigrants from Celtic areas of Europe brought the old Halloween customs with hem.



DID YOU KNOW?

FENNEL

Virtually all of the fennel plant is edible: the roots and stalks can be cooked and eaten as a vegetable; the stems chopped and added to salads; the bulb eaten raw or cooked; chopped leaves used in soups, with fish or added to salads; fennel seeds are used in pickles, liqueurs, tomato sauces and sausages; fennel oil is used in candy, liqueur and perfume.



Flies are said to dislike fennel, and powdered fennel has been used to keep flies away in kennels and stables.

Fennel is native to southern Europe and the Mediterranean area. The name fennel originates from the Greek word for “marathon” which is the famous battle at Marathon in 490 B.C. where the Greeks fought against the Persians who fought on a field of Fennel.

Often mistaken for celery, this vegetable has a different taste that is quite similar to anise or licorice. Fennel is often grown for its seeds and oil from the leaves and used for various food flavorings.

Fennel seems to have an identity crisis, which may have to do with the family size (3000 species) to which it belongs, including parsley, caraway, cumin and coriander. Yet, under any of its gastronomic guises it’s an enormously pleasing food that fills the kitchen with sweetly licoriced aroma conjuring sunny Mediterranean landscapes.

Italians employ the stem and bulb as a vegetable, the French treat it as an herb, using leaves in salads and the little known fennel flower to impart additional flavour to pickled olives and capers.

In the San Francisco area, where the wild fennel grows in abundance, naturally sprigs are used to accent grilled shrimps, braised lamb shank infused with fennel and garlic tastes heavenly. You can also pound fennel, celery, olive oil, boiled potatoes and garlic to create a vegetarian brandade. You can use it lightly grilled in salads, even dice it and stuff fresh fish before pan-frying. Indians who have millennia’s worth experience with fennel claim it to be an aphrodisiac and digestive at the same time.

Toronto, being the largest “Italian city” outside of Italy, identifies with fennel. Supermarkets routinely carry finocchio, or Florence fennel. Italians bake or braise it as an accompaniment to fish, meat and pork dishes. But the fennel goes best with fish. You can also use it diced in salads for an extra taste dimension.



Recipe Box

TOMB STONE SANDWICH

Serves 1

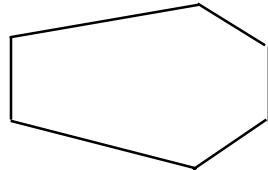


- 2 slices whole wheat bread
- 3 slices OSCAR MAYER Smoked Ham
- 1 KRAFT Singles
- 1 Tbsp. MIRACLE WHIP Dressing
- 1 lettuce leaf

CUT bread slices into coffin shapes.

LAYER with sliced meat, Singles, dressing and lettuce. Spear each sandwich with plastic toothpick to hold it together, if desired.

CUT sandwich into coffin shape using a sharp knife.



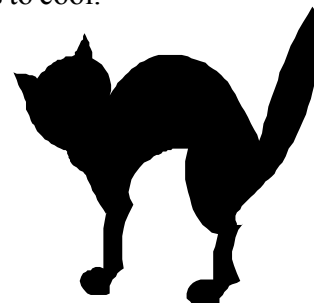
BLACK CAT COOKIES

Serves 12



- 1 cup butter (no substitutes), softened
- 2 cups sugar
- 2 eggs
- 3 teaspoons vanilla extract
- 3 cups all-purpose flour
- 1 cup baking cocoa
- 1/2 teaspoon baking powder
- 1/2 teaspoon baking soda
- 1/2 teaspoon salt
- 24 wooden craft sticks
- 48 pieces candy corn
- 24 red-hot candies

In a mixing bowl, cream butter and sugar. Beat in eggs and vanilla. Combine the flour, cocoa, baking powder, baking soda and salt; gradually add to the creamed mixture. Roll dough into 1-1/2-in. balls. Place 3 in. apart on lightly greased baking sheets. Insert a wooden stick into each cookie. Flatten with a glass dipped in sugar. Pinch top of cookie to form ears. For whiskers, press a fork twice into each cookie. Bake at 350 degrees F for 10-12 minutes or until cookies are set. Remove from the oven; immediately press on candy corn for eyes and red-hots for noses. Remove to wire racks to cool.



Save the date and join us in the Mile High City

April 3 - 6, 2008 • Denver, CO • Adam's Mark Hotel



**2008
IFSEA
Conference**

Registration Now Open!

"A Salute To Food Service Excellence"

Enjoy a Rocky Mountain High Experience

- GREAT SPEAKERS
- ENTERTAINMENT
- FUN ACTIVITIES
- STUDENT CULINARY COMPETITION
- MILITARY ICE AND VEGETABLE CARVING DEMONSTRATIONS
- THE MCFE KNOWLEDGE BOWL
- The IFSEA Trade Show

The focus this year is on culinary knowledge.

WORD SCRAMBLER ANSWER: "IFSEA CONFERENCE"

Go to www.ifsea.com or
contact IFSEA HQ at 800-893-5499
for Conference Agenda and Registration

or register for the hotel by phone via the following reservation numbers:
International: 314-993-2326 • Toll Free: 1-877-642-9212

Note that military personnel should contact their food service HQ
to make hotel reservations.

International Scene

Can it be that we are half way between Kansas City and Denver already? Yes, April 3-6 will be upon us before we know it. By the end of the month the Denver planning committee will have a fully ready-to-go conference, they just await final speaker selection from a long list of possibilities, the menu, and relatively minor details.

Listening in on the call recently I was thrilled by the great enthusiasm to truly do the best conference in MANY years. Let's see, maybe Rob Malky's "Mall Crawl" after the end of regular activities Thursday night sounds the most fun. Or maybe the Mojito Bar earlier in the evening. No, it has to be the celebration of the Navy's 50th Ney Awards. But, the student culinary competition with 4 to 8 teams is shaping up as loads of fun, challenging, entertaining. On the other hand, Northern Illinois is holding a practice Knowledge Bowl and I've sold 10 Restaurant University books to schools seeking to take home the gold. So, if that same enthusiasm comes to conference, maybe THAT will be the most exciting thing that's new. Of course, I've been around for 30 years, so I love seeing my buddies – new buddies and old buddies, military and civilian, it's a great annual reunion.

So, save your money, pack your bags, this is a conference not to be missed, in an exciting area of an exciting and beautiful town, and its ski season, and the hotel will soon be a Sheraton and half through a major renovation when we get there. Fly, drive or crawl, see you there.

Margo King pulled off the fastest start-up in IFSEA history – from 0 to 48 in a month; I had a car that didn't

go that fast once. So guess what, I wrote them a check for \$504 in membership fees and now they have some \$\$ to play with. Don't ask her much about IFSEA, she couldn't tell you. What she CAN tell you about is the certifications, symposiums, leadership that has been so supportive, military awards, and a chance to meet some new people, mentor some juniors, network with peers, and have fun. All that in the giant metro Wichita Falls, TX. We never heard of it before either, but NOW we have. Are there other Margo's and Wichita Falls's out there that we've not found? Sadly not too many, but let's go find one, and then another.

Speaking of kicking bootie, Northern Illinois is over 140 on the way to 200, from under 100 a few months ago. OK, Chicago's a big town – not one but two Chef's associations. One had Charlie Trotter as a speaker and IFSEA outdrew them recently. They are energizing schools, blast e-mailing every foodie in Chicago, and incredibly – they're joining. Who'd a thunk it, if you ask people to join, they just MIGHT do it.

I was pleased in my last class in Yokosuka, Japan, to present Chief Randy Clift with a \$100 bill for being the lucky 500th MCFE that I've helped people get in my symposiums. The prior class I gave \$100 to CS2 Jenifer Kennovin for being my 1000th student. A few classes ago my 2,000th certification got \$100. With about 10 classes in 12 weeks and average class size of almost 30, things are good, for IFSEA, the military, the students, and yes, me. Thanks to ALL those who support the project!!!

WISELY SPOKEN

Some dream of worthy accomplishments
while others stay awake and do them!

Northern Illinois Branch Member named Finalist in National Cocktail Competition!

Ultimate Cocktail for a Cure Competition The Northern Illinois Branch's own resident award-winning Mixologist, **Jennifer Contraveos, CBM** was recently named a finalist for the **Ultimate Cocktail for a Cure Competition**.

This nationwide cocktail recipe contest to benefit the **Y-ME National Breast Cancer Research Organization** was conducted by **Ultimate Bar Chef** and sponsored by **Hendrick's Gin, PAMA Pomegranate liqueur, Easy Leaf products, and Uber Tools/ProDesign**. Jennifer debuted a new cocktail for this event, the **Bon Vie**, placing her in the top twenty of the nearly one hundred entrants from across the country. A **Certified Bar Manager (CBM)**, Jennifer is also a member of the **United States Bartender's Guild (Illinois Chapter)** and the **International Bartender's Association**.

Jennifer previously won the "Shake it Up" **Battle of the Mixologists**, sponsored by **Southern Wine & Spirits**, at the **Las Vegas Nightclub & Bar Show** in March, placed third in the **Illinois State Championships** in May, and won the **Santé 2007 Cocktail Challenge Sponsored by Marie Brizard** at the **Jacob Javits Convention Center** in New York in June. In March she was named "Aspiring Bar Chef" by **Ultimatebarchef.com**. She will be competing again in December at an international competition in Bordeaux, France.



New IFSEA Branch Formed

On Friday August 10th the **Texas Lone Star Branch** became the newest Branch to join **IFSEA**. Led by **Margo King, MCFE, CHM, CPFM** the Branch is based in **Wichita Falls, Texas**, where Margo is the **Dining Facility Manager** at **Sheppard Air Force Base**. In a little over a month, our neighbors to the south have sprung into action and have **48 members**. This is the first new Branch to join **IFSEA** since the **CareOne of New Jersey Branch** debuted three years ago.

Northern Illinois Branch Members in the News!

The Northern Illinois Branch recently had thirteen members earn certifications after a Branch seminar and exam. Adding **11 MCFEs, 1 CFE, and 1 CFM** to their fold, the Branch brought their total of members earning certifications this year to **31**. Branch members have earned **23 MCFEs, 3 CFEs, 1 CFM, and 4 CBMs** in **2007**. Currently scheduled for the fourth quarter this year are one more seminar for the **MCFE exam** and a special **CFM for Graduates** seminar for recently graduated students to earn a low-cost professional designation.

Ghoulish Cocktails



LIQUIFIED GHOST

2 oz. vodka
1 oz. vanilla simple syrup
1 oz. cream
2 oz. soda
Mix vanilla simple syrup, cream, vodka and soda and serve in a martini glass. (Drink this one quickly or the "ghost" really does start to look gross (Cream behaves badly) but, in the nature of the holiday, we welcome gross-looking ghosts!
Courtesy of Janelle Marocco, Seattle



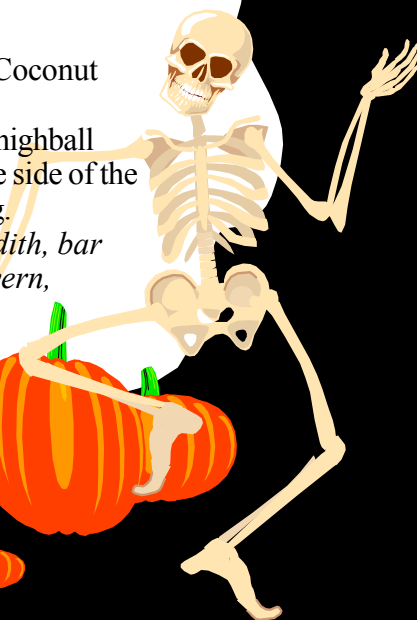
BLACK DEVIL MARTINI

2 oz. dark rum
1/2 oz. dry vermouth
black olive
Stir and strain into chilled martini glass, garnish with olive.
Courtesy of American Professional Bartending Schools of Illinois



RED BRICK TAVERN WITCHES BREW

2 oz. mixed pineapple and cranberry juice
2 oz. 7-Up
1 & 1/4 oz. shot Malibu Coconut Rum.
Mix juices and 7-Up in a highball glass. Pour shot down the side of the glass right before drinking.
Courtesy of Kelly Meredith, bar manager, Red Brick Tavern, Lafayette, Ohio



IFSEA FORUMS

Have you ever wanted to get a question about IFSEA answered? Have you ever wanted to leave an opinion or perhaps a great recruiting idea? Maybe you met someone at the conference and just want to hear how they are doing. Well join the new IFSEA Forums located at www.ifsea.com under membership. Register and start enjoying the communication we can build through our organization.

Instructions on how to join

Steps to join the IFSEA Forums, you will need a working e-mail address.

1. Find the link at www.ifsea.com under membership.
2. When the forums open there is a registration link at the top of the page under, the IFSEA.COM title.
3. Follow directions, be sure to correctly input your e-mail
4. Hit submit
5. Check your e-mail for activation link
6. Follow that link and your done
7. Remember your username and password
8. Start posting your ideas, questions, or best practices for all to share.

If you have any questions or it isn't working for you let me know
I will look into it. E-mail the administrator at wrightchef@gmail.com

CERTIFICATION

It's GOOD for you!

Why Should You Obtain Certification?

- Highlights Your Experience
- Denotes Professionalism
- Shows Career Commitment
- Job Search Advantage
- Peer Prestige/Esteem
- Personal Self-Fulfillment
- Use your CFM/CFE on Business Cards, Resumes etc.



Some of the Benefits You Will Receive

- Handsome Wall Plaque/Certificate
- Employer Notification Letter
- Prestigious Lapel Pin
- Formal IFSEA Conference Presentation
- Industry Wide Recognition
- Certification from America's 1st (1901) and finest Food Service Assn.

You may already be qualified for IFSEA's prestigious certification: "Master Certified Food Executive" (MCFE), "Certified Food Executive" (CFE) or "Certified Food Manager" (CFM) You do need to apply and in as little as two weeks you could be certified with the distinguished initials, MCFE, CFE or CFM, to put after your name. Your career accomplishments deserve recognition. There is no testing or bureaucracy, but you do need to complete the certification order form and application process. Certification is a pinnacle of food service success. Dare yourself to reward yourself!

IFSEA Certification

Reflects the highest level of professionalism in your work experience and educational background...and recognizes any association membership and community service activities. It says you have achieved all the necessary job skills. *and...*

..gives you that critical extra special edge to stand out in today's highly competitive work place. College isn't enough. Professionals who highlight their differences land the best jobs. Let certification make a crucial difference in YOUR career!

Cost for Members:

MCFE - \$99

CFE - \$99

CFM - \$99

Recertification (CFE Only) - \$50