

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

January 2010

TRIVIA

Before Columbus, Europe had never tasted potatoes, tomatoes, red peppers, sweet potatoes, tapioca, chocolate, pumpkins, squash, coconuts, pineapples, strawberries, and much more. Why? All these food items are native to America.

There is no difference in flavor or nutritional value between brown and white eggs. Aside from color, they are identical. Most white eggs come from White Longhorns and browns come from a commercial cross of Rhode Island Reds and Barred Plymouth Rocks.

A raisin dropped in a glass of fresh champagne will bounce up and down continually from the bottom of the glass to the top.

WISELY SPOKEN

To find new things, take the path you took yesterday."



PATRICK'S PONDERINGS

Holidays means lots of holiday parties. Even in these difficult times, the hypercompetitive businesses we are in often lead to the establishment of friendships that exceed many relations we find ourselves involved with. How many of us have fed hundreds of people in regular business, along with hundreds of holiday parties? Throw in a special event or two such as a wedding or graduation and you have the making of a wonderful Friday night in our business. The pressure and efforts put forth by us and our employees tend to bring out intense feelings, an intimacy often develops between employees and employees. The adrenaline needed to push out our projects at the levels we do is tremendous.

Always remember to keep perspective. We need not work to survive, but work to provide for our families, work to enjoy practicing your craft, work to demonstrate your expertise, work to allow yourself to grow in other areas.

Serve your bosses,
that is obedience
Serve your employees,
that is leadership
Serve your guests,
that is service

There is a place in our lives for all these things, but first among all these is SERVICE. This is what our

industry does. The mostly highly skilled wait staff at the Four Seasons serves, as does the housekeeper at the Motel Six, as does the entrepreneur in government contracting. We know our guests pay us to serve, but how do we serve with the spark that makes people come back to us? Is it the magic recipes? How about the beautiful facilities? Do we emphasize the sharp uniforms? The winners I know realize we do not serve recipes, uniforms, or facilities. We are people serving people. The spark that people see and identify as that spirit of your business comes from YOU.

Mr. Lowenstien told me decades ago, "The fish stinks from the head." We know that when employees or facilities are trouble to look to the head of the operation, its owners and managers. We also know what a sweet smelling fish smells like and are satisfied with its clear eyes, bright red gills, bounce back flesh and finally sweet taste.

I challenge you to remember to serve each other. IFSEA, your community, and your operations need you, to serve them.

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? Did ? You ? Know ?

Oatmeal



Oatmeal is known for being a food that "sticks to your ribs", meaning that it simply stays in your stomach longer than junk food. This longer stay in your stomach allows you to feel fuller for a longer amount of time. You will find that your body no longer is tortured with the constant cravings that come from simple carbohydrates. Thus, you end up with significantly more energy and less hunger. That combination is a winner when it comes to eating right. It is also one reason why oatmeal is a nearly perfect morning meal. You need to eat something in the early hours of the day that will fill you up for the rest of the morning. Nothing can hold you over like oatmeal.

You want to find a wide range of foods that help in the fight against heart problems. Oatmeal definitely falls into that category. All of the nutrients in oatmeal are exceptionally good for you and your ticker. Your heart needs all of the B vitamins, calcium, iron, and Vitamin A it can get. In addition to these little helpers, oatmeal provides you with high levels of fiber and very low levels of fat.

There is absolutely no cholesterol in oatmeal, so you will never have to worry about it clogging your arteries. If we told you that oatmeal was a good source of nutrition that helped fight against heart disease by decreasing cholesterol, you would be ecstatic. But it gets even better than that! Not only does oatmeal help lower one of the leading causes of heart disease, it is also able to completely remove it. People from all parts of the United States have recently confirmed what several dozen studies have shown: oatmeal can eliminate your bad cholesterol without affecting your good cholesterol. Your body needs the good kind, so it is a very good thing that oatmeal can distinguish between the two.

How does oatmeal actually achieve this for us? It helps to compare the little pieces of oats found in oatmeal to small sponges. These small sponges soak up all of the bad cholesterol in your body. They then take the yucky stuff and remove it from your body. Mission accomplished! All of this is attributed to the very valuable fiber that is found in oats.

In addition to oatmeal being very healthy for you and your family, it is easy to prepare and can be served in a variety of ways. Experiment with some of the different toppings that are often used to spice up oatmeal. Some of these include yogurt, fruit, and syrup. Regardless of which topping you use, your entire family will be surprised that something so tasty can also be so good for them.

Recipe Box

SPICY OAT CRUSTED CHICKEN WITH SUNSHINE SALSA

Servings 4

SUNSHINE SALSA

3/4 cup prepared salsa
3/4 cup coarsely-chopped orange sections

CHICKEN

2 tablespoons canola oil
1 tablespoon margarine, melted
2 teaspoons chili powder
1 teaspoon garlic powder
1 teaspoon ground cumin
3/4 teaspoon salt
1-1/2 cups Quaker quick oats, uncooked
1 egg, lightly beaten
1 tablespoon water
4 boned and skinned chicken breast halves (about 5 to 6 ounces each)
Chopped cilantro (optional)



In small bowl, combine salsa and orange sections. Refrigerate, covered, until serving time.

Heat oven to 375°F. In flat, shallow dish, stir together oil, melted margarine, chili powder, garlic powder, cumin and salt. Add oats, stirring until evenly moistened.

In second flat, shallow dish, beat egg and water with fork until frothy. Dip chicken into combined egg and water, then coat completely in seasoned oats. Place chicken on foil-lined baking sheet. Pat any extra oat mixture onto top of chicken.

Bake 30 minutes or until chicken is cooked through and oat coating is golden brown. Serve with Sunshine Salsa. Garnish with chopped cilantro, if desired.

ITALIAN HERBED OATMEAL FOCACCIA

Servings: 12

2 tablespoons cornmeal
1-1/2 to 2-1/4 cups all-purpose flour
1 cup Quaker® Oats (quick or old fashioned, uncooked)
2 tablespoons Italian seasoning blend, divided
One 1/4-ounce package (about 2-1/4 teaspoons) quick-rising yeast
2 teaspoons granulated sugar
1-1/2 teaspoons garlic salt, divided
1 cup water
1/4 cup plus 2 tablespoons olive oil, divided
4 to 6 sundried tomatoes packed in oil, drained and chopped
1/4 cup shredded Parmesan cheese



Lightly spray 13 x 9-inch baking pan with cooking spray; dust with cornmeal.

In large bowl, combine 1 cup flour, oats, 1 tablespoon Italian seasoning, yeast, sugar and 1 teaspoon garlic salt; mix well. In small saucepan, heat water and 1/4 cup olive oil until very warm (120°F to 130°F). Add to flour mixture; mix well. Gradually stir in enough remaining flour to make a soft dough.

Turn dough out onto lightly floured surface. Knead 8 to 10 minutes or until smooth and elastic. Cover; let rest 10 minutes.

Pat dough into pan, pressing dough out to edges of pan. Using fingertips, poke indentations over surface of dough. Brush dough with remaining 2 tablespoons oil. Sprinkle with remaining 1 tablespoon Italian seasoning and 1/2 teaspoon garlic salt. Arrange dried tomatoes across top; sprinkle with cheese. Cover; let rise in warm place 30 minutes or until doubled in size.

Heat oven to 400°F. Bake 25 to 30 minutes or until golden brown. Cut into strips or squares. Serve warm.

IN THE NEWS

PERKS, RECOGNITION KEEP WORKERS CONNECTED

Rewarding your best workers with prizes, perks and cash bonuses does more than keep them happy. Restaurant operators report that motivating tools used to praise staffers translate into customer satisfaction and repeat business.
Restaurants & Institutions

ETHNIC FOODS ARE THE NEXT QUICKSERVE FRONTIER

Ethnic foods with spicy profiles that appeal to younger diners are likely to grow into the next new quickservice concepts, according to some foodservice consultants. Cuisines including Indian and Greek are growing in popularity and may lead the way.
QSRWeb.com

BEEF BRANDING IS A BOON TO RESTAURATEURS

Beef cuts with newly minted names and lower price tags are part of new marketing efforts from the National Cattlemen's Beef Association. Steaks such as the Denver cut offer restaurants an opportunity to offer less-expensive beef dishes to budget-conscious guests.
QSR Magazine

YESTERDAY'S PREDICTIONS BECOME TODAY'S TRENDS

Heading into a new decade, an editor takes a look back at hot trends of 10 years ago and finds predictions that have become today's reality. "At the start of the new millennium, quality will be equated with convenience, value, organic ingredients, well-prepared dishes, the perception of healthy and fresh food and a satisfying overall dining experience," reads a passage from Restaurants & Institutions, circa January 2000.
Restaurants & Institutions

BEETS, BACON SEASON SEATTLE-AREA SWEETS

Roasted Beet Baked Alaska with Basil Meringue and Chocolate Bread Pudding with Bacon Crème Anglaise are among the new dessert offerings from Seattle chefs who are finding new ways to mix the savory and sweet. "Savory ingredients can add depth if done right," says Ryan Witcher,

pastry chef at ART Restaurant and Lounge in the Four Seasons Hotel Seattle.
The Seattle Times

BACON & EGG MARTINI NOT JUST FOR BRUNCH

Customers at Allston Yacht Club in California quickly approved the latest brunch cocktail, created with bacon-infused vodka and garnished with a pickled quail egg. Originally added as part of a new brunch menu, the drink is quickly catching on with nighttime diners.
Los Angeles Times/Daily Dish blog

REGISTRATION NOW OPEN FOR NRA SHOW 2010

Register now for the National Restaurant Association Restaurant, Hotel-Motel Show at the \$40 special rate and save 50% until April 16, 2010. Registration is only \$95 for both NRA Show 2010 and International Wine, Spirits & Beer Event -- separate registration/qualifications required to enter IWSB. NRA Show 2010 is scheduled May 22 to 25, 2010, at Chicago's McCormick Place.

HOW 2 LAWYERS MADE THEIR CASE FOR A PIZZA CHAIN

Larry Flax and Rick Rosenfield were frustrated with their law practice in 1985 -- and with the sorry pizza they found in many restaurants. So the longtime business partners shifted gears, scraping together \$550,000 to open the first California Pizza Kitchen. They planned from the start to create a chain, although neither had any restaurant experience. "The bankers were mortified," Rosenfield recalls, but the pair pressed on, building a chain with 250 stores and sales of \$677 million.
The Wall Street Journal

WHAT'S HOT IN 2010

The National Restaurant Association's annual survey of more than 1,800 professional chefs -- members of the American Culinary Federation -- reveals that local sourcing of ingredients, sustainability and nutrition will be the hottest trends on restaurant menus in 2010. Locally grown produce, locally sourced meats and seafood, sustainability, mini desserts and locally produced wine and beer top the list of nearly 215 culinary items in the "What's Hot in 2010" survey.

USELESS YET INTERESTING FACTS

- *400 quarter pounders can be made out of one cow
- *7% of Americans eat McDonalds every day
- *A bowl of Wheaties contains twice as much sodium as a bowl of potato chips.
- *A can of SPAM is opened every 4 seconds.
- *A chili pepper isn't a pepper, in fact, more than two hundred kinds of chili peppers aren't peppers.
- *A company in Taiwan makes dinnerware out of wheat, so you can eat the plate.
- *A full seven percent of the entire irish barley crop goes to the production of Guinness beer.
- *A hard boiled egg will spin. An uncooked or soft-boiled egg will not.
- *A typical American eats 28 pigs in his or her lifetime
- *Almonds are a member of the peach family.
- *Almonds are the oldest, most widely cultivated and extensively used nuts in the world.
- *Americans spend \$10 million each day on potato chips.
- *An average of 13 boxes of Jello are purchased every second in the USA.
- *Beer foam will go down by licking your finger then sticking it in the beer.

From the Vine



Zinfandel

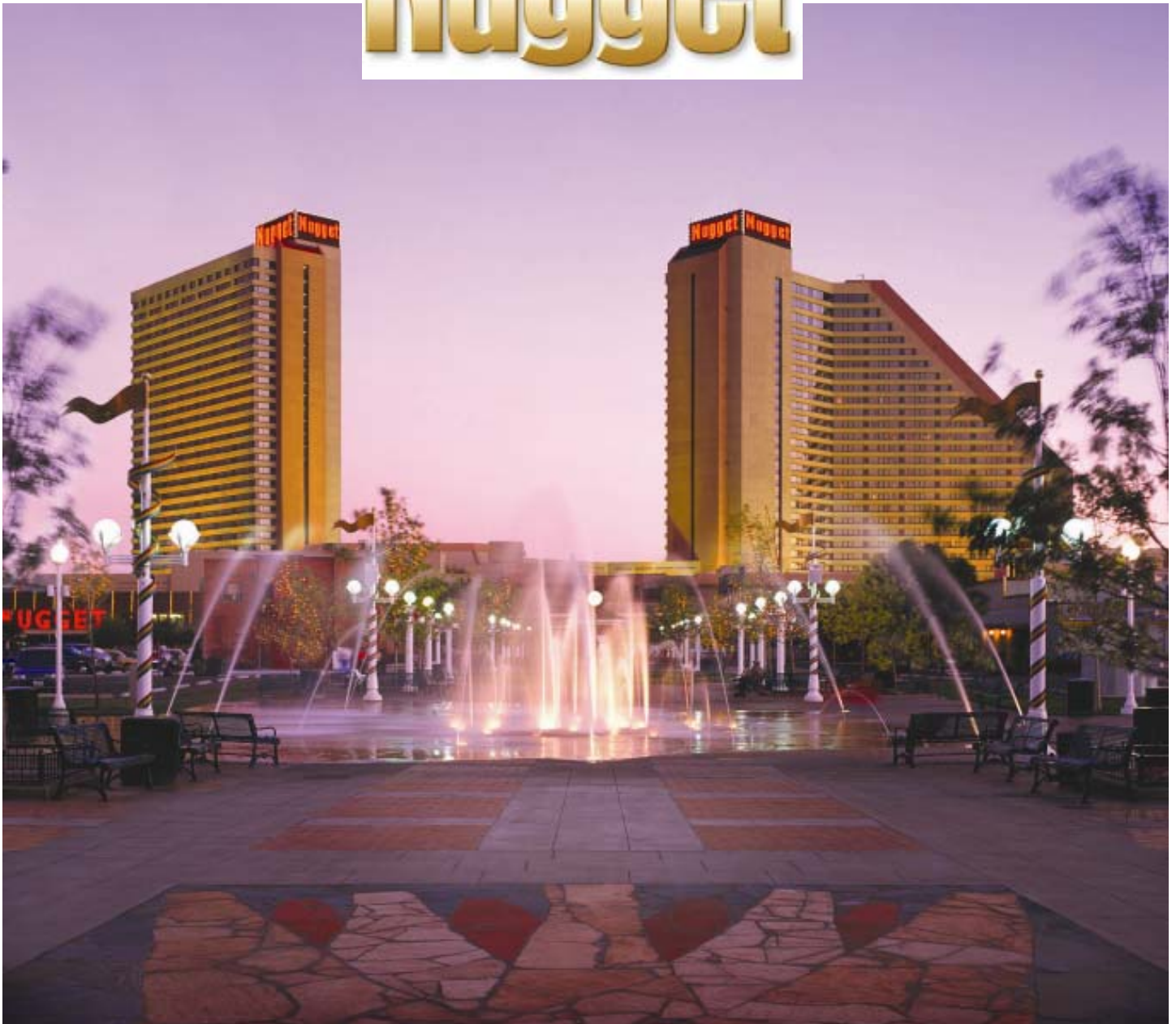
Nearly as versatile as Chardonnay in the number of different styles of wine produced from it, Zinfandel only achieved widespread popularity in America, starting about 1980, as a pink, slightly sweet wine. In fact, this popularity so outstripped all other forms, that many fans think that there is actually a grape called "White Zinfandel" (there isn't)! Zinfandel as a red wine can be made light and fruity, much like French Beaujolais, or lively, complex and age worthy, like Cabernet or claret. It can also be made into big, ripe, high alcohol style wines that resemble Port. Zinfandel is also a component of most California "jug" wines, since it is the most widely planted red wine grape. At its best, Zinfandel (red) has a very fruity, raspberry-like aroma and flavor and a "jammy" quality. Zinfandel is one red varietal that is probably best enjoyed in its youth, within three to five years of the vintage. When paired with outdoor-grilled steaks or chops or meat that has been stewed with or stuffed with fruit, Zinfandel becomes a prime motivation for people to become wine-lovers. With White Zinfandel outselling red Zinfandel 6:1 by volume, there's not enough juice left over from red wine production to satisfy demand for White Zinfandel. So, most producers today grow grapes specifically for use in White Zinfandel, in places like the Central Valley of California. Production costs are substantially lower and fruit quality is not as important to the final taste as it would be in a dry table wine.

2010 Conference & Trade Show

“SAVE THE DATE”

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

JOHN ASCUAGA'S
Nugget



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

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