



# IFSEA INFUSION



International  
FOOD SERVICE  
EXECUTIVES  
Association

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

## January 2013

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## Wrighting's on the Wall

Fred Wright, MCFE, CEC, Chairman of the Board

Well the New Year is upon us and I hope that all of you had a great Holiday season, enjoying time with your friends and families. Looking back on 2012, what a crazy year, with many natural disasters and man-made tragedies, we can hope that 2013 is a safer year for everyone.

Looking ahead at 2013 and the resolutions that we all have tasked ourselves with accomplishing this year, what will it be? Time management, weight control, to learn a new skill, or to better yourself at your career. Whatever it is I wish you success.

As with all of you I have resolutions I wish to accomplish, but so does IFSEA. The resolutions that IFSEA has, at least from the present Chairman, is to grow membership benefits and activities, help strengthen branches and to market and promote new and existing IFSEA programs. These items cannot be accomplished by one person, or even two or three. These have to be the work of all of us in this New Year. I hope that each one of you will get involved with your local branches, or even with an international committee and help us accomplish these goals that we have, as an organization. Maybe it will help with your personal resolutions of learning something new, or getting involved, or even to better yourself in your chosen career, along the way.

One of the most rewarding things I have done for my career is to get involved in IFSEA, with students, my peers and others. It allows me to learn and grow both professionally and personally. As for the weight control, that I'll be trying to learn for a long time!

Happy New Year! I look forward to seeing all of you in Dallas this April!

## WISELY SPOKEN

Your Merry Christmas may depend on what others do for you.  
But your Happy New Year depends on what you do for others.

## 2012 - 2013 INTERNATIONAL BOARD

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**112 YEARS  
AND COUNTING!**

**Happy  
New  
Year!**



Follow IFSEA Military Travelers  
at

[www.IFSEAConference.com/militaryblog](http://www.IFSEAConference.com/militaryblog)

# ? Did ? You ? Know ?

## New Year Traditions

Pigs are supposed to symbolize progress (picture them rooting around for truffles). Pork is eaten widely in Cuba, Spain, Portugal, Hungary and Austria on New Year's Day. In the United States, pork symbolizes prosperity due to its high fat content and sheer eating pleasure. Fish is eaten during this time of year because historically, cod and herring could be preserved and transported long distances in the time before refrigeration was invented. The Italians eat dried salt cod from Christmas through New Year, while the Poles and Germans enjoy pickled herring as a traditional New Year snack.

Blackeyed peas are eaten for good luck in the American South on New Year's Eve. The tradition was apparently started in the 18th century, when a group of Sephardic Jews emigrated to Georgia. Their habit of eating blackeyed peas on Rosh Hashana spread to the general population. Beans, peas and lentils are also symbolic of money due to their small, round appearance and the fact that they swell when cooked, symbolizing prosperity. Brazilians start out their New Year eating lentil soup or lentils and rice; while Italians eat sausages and green lentils just after midnight. (As pork is considered lucky, too, this is an especially lucky pairing.)

### Green Veggies and Fruits

In Spain, it is a traditional ritual to eat 12 grapes on New Year's Eve at the stroke of midnight -- one for each month in the coming year. Cooked greens like cabbage, collard greens and kale are consumed because their leaves look like folded money. The Danes like stewed kale, the Germans go for sauerkraut, while in the Southern U.S., collard greens are preferred. It's believed that the more greens you eat, the better your fortune in the coming year.

### Cakes

Cakes are popular around the world from Christmas to New Year's Eve. The English and Irish enjoy their dense Christmas cake or fruitcake, generally topped with marzipan and hard white frosting. In Mexico, "rosca de reyes" is a ring-shaped cake made with candied fruit and baked with trinkets or coins inside. The person who finds them is said to be lucky. Doughnuts are eaten in Poland, Hungary and the Netherlands, while cooks in Sweden and Norway hide a whole almond in rice pudding. Whoever gets it enjoys good luck for the rest of the year.

# Recipe Box

## Holiday Entertaining

### ASPARAGUS IN BLANKETS

Servings: 12-15



1/2 pound uncooked, chilled pizza dough (from a pizzeria or supermarket)  
8 to 12 asparagus stalks, trimmed and cooked\*  
1 small tomato, cut into 1/4-inch-thick slices  
2 ounces cheddar or mozzarella cheese, sliced

Heat oven to 375. Divide dough into 4 equal pieces. On a lightly floured surface with lightly floured hands, flatten the 4 pieces of dough to about 1/4 inch thick, approximately 2 by 5 inches. Make 4 bundles of asparagus, 2 or 3 stalks to a bundle. Cut them in half crosswise. (You'll have 4 to 6 pieces per bundle.)

Lay each asparagus bundle along one side of a piece of dough. Cover asparagus with a tomato slice, then layer cheese over it. Roll dough, starting with side closest to fillings, to form the blanket, ending seam side down. Line a baking sheet with parchment paper or foil lightly coated with olive oil. Let blankets sit on baking sheet about 15 minutes, or until they're room temperature. Bake until golden brown, about 20 minutes. Let cool 10 minutes before serving.

\*How to cook it: Boil asparagus in salted water until the stalks are just tender, about 4 minutes, then chill them.

### SPINACH & BRIE-TOPPED ARTICHOKE HEARTS

servings: 18



1 9-ounce box frozen artichoke hearts  
2/3 cup cooked chopped spinach  
1 teaspoon lemon pepper  
1/4 teaspoon salt  
18 thin slices brie

Preheat broiler. Prepare artichoke hearts according to package directions. Combine spinach, lemon pepper and salt in a small bowl. Top each artichoke heart with the spinach mixture and brie. Broil until cheese melts, 1 to 2 minutes.

### FRIED RAVIOLIS

Yield: 8 servings

1 pound frozen cheese ravioli, thawed  
cooking oil  
salt to taste  
1 1/2 cups marinara sauce



Separate thawed ravioli and pat dry, if necessary, with a paper towel.

Heat oil to 325 degrees F in a large, heavy skillet to a depth of one inch, OR heat to the same temperature in a deep fryer.

Fry in batches until golden brown -- about 5 minutes. Drain well on paper toweling, salt as desired, and serve with warm marinara sauce.

# Recipe Box

## Holiday Entertaining

### MINI JELL-O TRIFLE BITES

12 servings



2 cups boiling water  
2 pkg. (0.3 oz. each) JELL-O Raspberry Flavor Sugar Free Gelatin  
3 slices prepared fat-free pound cake (3/4 inch thick), cut into 24 cubes  
1 pkg. (8 oz. ) PHILADELPHIA Neufchatel Cheese, softened  
1 cup powdered sugar  
1 cup thawed COOL WHIP LITE Whipped Topping  
1 tsp. lemon zest  
ADD boiling water to gelatin mixes in large bowl; stir 2 min. until completely dissolved. Place 1 cake cube in each of 24 mini muffin cups lined with foil liners; cover with gelatin. Refrigerate 2 hours or until firm.

BEAT Neufchatel in small bowl with mixer until creamy. Gradually beat in sugar. Gently stir in COOL WHIP and zest.

SPOON into pastry bag fitted with star tip. Use to pipe Neufchatel mixture over trifles.

**SUBSTITUTION:**  
Replace Raspberry gelatin with any flavor you prefer.

### VEGGIE PINWHEELS

Yield: 4-8 servings



8 ounces regular or low-fat cream cheese, softened  
1 tablespoon finely chopped fresh dill  
1 tablespoon lemon juice  
1/2 teaspoon paprika  
1 garlic clove, minced  
Salt and pepper to taste  
1/2 cup grated carrot  
1/2 cup finely chopped red bell pepper  
1/2 cup tiny frozen peas, thawed  
1 cup fresh broccoli, steamed, cooled, and chopped  
6 (6- to 8-inch) white or whole wheat flour tortillas

In a bowl, blend together the cream cheese, dill, lemon juice, paprika, garlic, and salt and pepper using a rubber spatula. Gently fold in the vegetables.

Spread some of this mixture across each tortilla (1/4 cup for 6-inch tortillas, 1/2 cup for 8-inch), leaving roughly 1 inch bare at the top. Then, starting from the bottom, roll the tortillas up tightly (the filling will now spread right up to the bare edge).

If you're making these ahead, wrap each tortilla in plastic wrap and refrigerate. When you're ready to serve, slice each tortilla crosswise into as many pinwheels as you like.

# More Holiday Entertaining

## PINECONE CHEESE SPREAD

yield: 2 cups spread



1pkg. (8 oz.) PHILADELPHIA Cream Cheese, softened  
1pkg. (7 oz.) KRAFT Mexican Style 2% Milk Finely Shredded Four Cheese  
2Tbsp. GREY POUPON Dijon Mustard  
2Tbsp. canned chopped green chiles  
1/3cup PLANTERS Sliced Almonds, toasted  
RITZ Crackers

**PROCESS** first 3 ingredients in food processor until well blended. Stir in chiles.

**SHAPE** into 4-inch oval on sheet of waxed paper to resemble pinecone. Insert nuts in rows to completely cover cream cheese mixture. Transfer to serving plate.

**REFRIGERATE** 2 hours. Remove from refrigerator 15 min. before serving. Let stand at room temperature to soften slightly. Serve with crackers.

Variation: Add 1 tsp. hot pepper sauce to cream cheese mixture before shaping as directed. Make Ahead Cheese spread can be stored in refrigerator up to 5 days before serving.

## WARM REUBEN SPREAD

2-1/2 cups spread



(1/2 of 8-oz. pkg.) PHILADELPHIA Cream Cheese, softened  
1/2cup KRAFT Thousand Island Dressing  
1/4lb. sliced deli corned beef, chopped (about 1 cup)  
3/4cup well-drained CLAUSSEN Sauerkraut  
1pkg. (8 oz.) KRAFT Big Slice Swiss Cheese Slices, chopped  
TRISCUIT Deli-Style Rye Crackers

**HEAT** oven to 350°F.

**MIX** cream cheese and dressing in medium bowl; stir in all remaining ingredients except crackers.

**SPREAD** onto bottom of 9-inch pie plate or shallow dish.

**BAKE** 20 min. or until heated through. Serve warm with crackers.

**TIP:** Use Your Microwave

Instead of baking the prepared spread, microwave it instead. Assemble dip as directed in shallow microwavable dish. Microwave on HIGH 2 to 3 min. or until heated through. Serve warm with crackers.



# From the Vine

## Cava

A toast, in Spain, is practically always drunk with cava, the Spanish sparkling wine made by the champagne method. This is especially true when the New Year is brought in with the twelve grapes swallowed in time to the chimes of the clock in the town square or in the Puerta del Sol, Madrid.

Cava, made by the Champagne method, is a very acceptable alternative to French champagne and, it should be said, much better value for money. Almost all cava is produced in Catalonia, especially the Penedés region, although eight different provinces are included in the production area.

Literary references show that wine with a certain amount of effervescence has been made in Catalonia since at least the fourteenth century. But it was not until the 1850s that serious attempts began to produce a wine with the same characteristics as champagne and production did not begin until the 1870s.

Like champagne, cava comes in different degrees of sweetness. The following are the categories according to sugar content, although the characteristics of different wines may mean one manufacturer's seco tastes as sweet as another's semi-seco:

Brut Nature - (no added sugar) up to 3 g per litre; Extra Brut - up to 6 g per litre; Brut - up to 15 g per litre; Extra seco - between 12 and 20 g per litre; Seco - between 17 and 35 g per litre; Semi-seco - between 33 and 50 g per litre; Dulce - more than 50 g per litre

You will also see terms like Brut de Brut (very dry), Brut Gran Reserva Vintage... It is often thought that brut cava is somehow superior to the others, which is not true, although it may be more versatile. Because of the custom of saving the cava for the toast at weddings and other social occasions, it is also thought that cava is only suitable for the end of the meal, which is emphatically not the case. Cava, according to the wine critic Carlos Delgado, is "one of the few wines which can be drunk throughout a meal, simply by moving from brut to dulce, as long as there is no strong-flavoured meat dish." Delgado, somewhat snobbishly, also considers that "cava is always preferable towards the beginning of the meal," an elitist opinion perhaps related with the association between cava and (expensive) seafood.

Cava is usually made by the coupage method, whereby must (grape juice) from different varieties of grape is subjected to the first fermentation, then mixed until the blend is consistent with the wine to be produced. The advantage of this is that a particular brand of cava will taste the same every year. It also means that most cava does not carry a year on the bottle, as must from different years is often used. Some are always made using the same grape variety, in which case the year will be indicated on the bottle: these are superior and evidently more expensive cavas.



## CONFERENCE AND TRADE SHOW 2013



# Conference Highlights

- Match your learning needs and desires with various educational classes offering inside expertise
  - Roll up your sleeves at hands-on demonstrations and workshops
- Gain perspective on the industry and emerging trends through keynote speeches
- Take profit from networking in a comfortable environment while in return sharing information with others
  - Discover new industry products and services at the Trade Show
    - Meet potential clients, partners and friends
    - Re-energize your love and commitment for the profession
      - Make a Difference! Mentor a student
  - Cheer on your favorite team at the annual Bistro Challenge
    - Dance, socialize and have fun





# There's Still Time



## **IFSEA AWARDS NOMINATION INFORMATION AND FORMS FOR THE 2013 IFSEA Conference & Trade Show April 11 - April 14, 2013**

International Awards recognize members who have made significant contribution(s) for the success of International and Branch programs and objectives. Awards are presented once a year at the Annual International Conference.

The first step of the International Awards ladder is Certificate of Merit. Every Branch usually has two or three members who qualify for this award. You can never do enough for members who consistently go above and beyond the call of duty.

Many Branch leaders also get involved at the International level. A Branch can also nominate their members for the Distinguished Service Citation and higher awards. These are all based on outstanding activity and involvement at the International level.

**So whip up nominations to honor the "cream of the crop" of your Branch. They have all received recognition at the Branch level more than once. Isn't it time to take it one step higher?**

### **IFSEA INTERNATIONAL AWARDS**

- Dignified Order of the Dinner Gong (DODG)
- Peter Gust Economu
- Food Service Industry Award of Excellence
- Distinguished Service Citation
- Certificate of Merit
- Chairman of the Board's Award
- International Life Membership
- Founder's Award
- Newsletter – Print - Print Newsletter Submission Instructions
- Newsletter – Electronic Newsletter Submission Instructions

**CLICK** [www.ifsea.com](http://www.ifsea.com) to go to the IFSEA website, then

Hover on **ABOUT IFSEA**, then

Click on **IFSEA AWARDS**

Scroll down to **AWARDS LIST** and click those you want to submit.

Download and print the criteria and form(s), complete the form(s) and submit as indicated.

***IT'S THAT EASY!!!***

# There's Still Time to Nominate your SHINING STARS!

#1 - **Dignified Order of the Dinner Gong (DODG)**, the award is presented at the Annual Chairman's dinner.

Submit complete nominations at least 30 days prior to the Annual Conference (March 11, 2013

to:

Richard Weil, DODG, CFE

You may scan and email to:

[richardweil3961@gmail.com](mailto:richardweil3961@gmail.com)

You may fax to 303-771-1510

You may mail to:

Richard Weil

3961 S. Magnolia Way

Denver, CO 802371

720-539-6255

Selection: The Past Chairman's Advisory Council (PCAC) meets in closed session during conference to review qualified applicants. Applicants will have served IFSEA in many capacities and successful candidates will have distinguished themselves at the highest degree of service to IFSEA and also the foodservice and hospitality industry.

#2 - **Peter Gust Economou Award**, the award is presented during the International Awards Luncheon

Submit complete nominations at least 30 days prior to the Annual Conference (March 11, 2013

) to:

Richard Weil, DODG, CFE

You may scan and email to:

[richardweil3961@gmail.com](mailto:richardweil3961@gmail.com)

You may fax to 303-771-1510

You may mail to:

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720-539-6255

Selection: The Past Chairman's Advisory Council

(PCAC) meets in closed session during conference to review qualified applicants. Applicants will have served IFSEA at the local and International level.

Successful candidates will have demonstrated strong leadership and dedication to IFSEA and also the foodservice and hospitality industry.

#3 - **Food Service Industry Award of Excellence (AOE)**

Submit complete nominations to HQ by OCTOBER 1 OF EACH YEAR.

#4 - **Chairman of the Board's Award**

This award is given at the sole discretion of the Chairman of the Board, therefore there are no criteria for this award, although it would certainly involve work at the International level. The Chairman of the Board is not constrained to the number of awards given.

This award is presented at the International Annual Conference Awards Luncheon.

#5 - **Distinguished Service Citation (DSC)**

Submit completed DSC applications to the registration desk at the conference.

Selection - Those Directors serving in the third year of their term, or completing a third year term, will be responsible for the selection and presentation of the awards during the Annual Conference. Directors shall not judge their own Branch members.

Up to three Distinguished Service Citations may be awarded to each Region. Those selected must be a member for three or more years and have contributed to IFSEA above and beyond the call of duty at the International level. An individual should not be given this award because they were a great Branch President and they attended an International Conference. However, if the Branch President also served in an International capacity or assisted in making an International program very successful, then a Branch President could be considered.

# There's Still Time to Nominate your SHINING STARS!

## #6 - Merit Award

Submit completed Merit Award applications to the registration desk at the conference.

Selection - Those Directors serving in the third year of their term, or completing a third year term, will be responsible for the selection and presentation of the awards during the Annual Conference. Directors shall not judge their own Branch members.

Awarded for contributions over and beyond the basic responsibility of a member at the local branch level. A branch may submit up to three persons per year for this award. The criteria for points will be available during the judging process. Almost all candidates, if submitted properly, should be granted the award. We are a volunteer organization and this award is designed to recognize a local member, at the International level, for their contributions to IFSEA at the local level. A candidate must be a member of the organization in good standing.

## #7 International Life Membership

Any member who is, or has been, active at the International level and has rendered outstanding, meritorious or exemplary services for the food service industry, and in particular on behalf of IFSEA may, upon recommendation of the local branch to which such member is affiliated, be honored with an International Life Membership. A two-thirds vote of the International Board is required. The recipient of this award shall have all the privileges of an Active member and will be exempt from the payment of any further International dues.

All nominations must be submitted in writing (type-written or printed clearly) to HQ at least 30 days prior to the Annual Conference. (March 11, 2013)

Judging is done by members of the International Board at the Annual Conference.

## #8 - NEWSLETTER AWARDS (PRINTED)

Branches will deliver their newsletter submissions, including completed monthly scoring sheets, to the registration desk at the conference.

The Awards Chair will pick up the books and deliver them to a meeting of a committee, selected by the Awards Chair, for review and award selection.

Awards are presented at the International Annual Conference Awards Luncheon.

## #9 - NEWSLETTER AWARD (ELECTRONIC)

Criteria is the same as for the traditional mailed newsletter, except the minimum annual number of issues to be submitted is 4. (Use same score sheets as used for Printed newsletter)

Rationale: With electronic newsletters continuing to become utilized more often, the awards committee has added this award for several reasons:

1. To encourage the development of this medium.
2. Because it may be hard to compare an e-newsletter with a physical newsletter in terms of the quality of the look (the material can be judged equally).
3. It would increase the recognition for what is one of the most important activities a branch does, the notification of branch members by whatever means.
4. We would rather err on the side of too many awards than too few, and certainly we do not have too many awards that branches can vie for.

Submissions, including completed scoring sheets, should be E-mailed to the Awards Chairman, at least 10 days prior to the first day of the conference (April 1st 2013). The branch Editor or President must E-mail ONE issue that was actually sent electronically to the branches membership.

A branch can apply for both Newsletter awards (Printed and Electronic), but can only win one of the awards each year - either electronic or printed newsletter, but not both in the same year.