

ifsea infusion

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

INTERNATIONAL FOOD SERVICE EXECUTIVES ASSOCIATION



INTERNATIONAL NEWS

IFSEA Headquarters announces the promotion of Yolanda Jackson to Executive Administrator. Yolanda will be handling all the day-to-day activities of IFSEA. This will help improve member satisfaction and get your questions answered in a timelier manner. Previously Yolanda was director of membership for IFSEA, in the next couple weeks we will be hiring a new membership director. In the meantime if have questions concerning your membership, contact Yolanda at yjackson@hqtrs.com.

The conference planning committee recently met in Kansas City with representatives from the military. The day was spent planning the Annual Conference, scheduled for March 30-April 1 at the Kansas City Marriott Downtown. This year IFSEA has a mix of new combined with the familiar for conference. The education sessions that are being planned will have tracks for both the foodservice executive and students. We currently have sub-committees working on each set of sessions. Once again we will have a tradeshow, we currently have over 70 booths sold. You will not want to miss out seeing all your suppliers in one place. Be sure to plan to attend!!!

Are you a certified food executive? Could it help you in your foodservice career? Did you know that IFSEA offers three levels of certifications, MCFE, CFE and CFM. How will these certifications help your career, contact IFSEA headquarters or check the IFSEA website (www.ifsea.com) for more information on how you can become certified.

NETWORKING - MENTORING - COMMUNITY SERVICE - HAVING FUN

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

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Recipe Box

A SPECIAL

Halloween

Kitty Litter Cake

CAKE INGREDIENTS:

- 1 box spice or German chocolate cake mix
- 1 box of white cake mix
- 1 package white sandwich cookies
- 1 large package vanilla instant pudding mix
- A few drops green food coloring
- 12 small Tootsie Rolls or equivalent

SERVING "DISHES AND UTENSILS"

- 1 **NEW** cat-litter box
- 1 **NEW** cat-litter box liner
- 1 **NEW** pooper scooper



1) Prepare and bake cake mixes, according to directions, in any size pan. Prepare pudding and chill. Crumble cookies in small batches in blender or food processor. Add a few drops of green food coloring to 1 cup of cookie crumbs. Mix with a fork or shake in a jar. Set aside.

2) When cakes are at room temperature, crumble them into a large bowl. Toss with half of the remaining cookie crumbs and enough pudding to make the mixture moist but not soggy. Place liner in litter box and pour in mixture.

3) Unwrap 3 Tootsie Rolls and heat in a microwave until soft and pliable. Shape the blunt ends into slightly curved points. Repeat with three more rolls. Bury the rolls decoratively in the cake mixture. Sprinkle remaining white cookie crumbs over the mixture, then scatter green crumbs lightly over top.

4) Heat 5 more Tootsie Rolls until almost melted. Scrape them on top of the cake and sprinkle with crumbs from the litter box. Heat the remaining Tootsie Roll until pliable and hang it over the edge of the box. Place box on a sheet of newspaper and serve with scooper! ENJOY!!



DID YOU KNOW?

Candy Corn



For those of us over the age of 25, when you think of Halloween candy you think of candy corn, those sugary little spikes of Halloween cheer. They've been around for as long as I remember and even as long as my grandparents remember but did you know that they were invented in the 1880's? Who the first person to make these tasty treats was is unknown but the Wunderle Candy Company of Philadelphia was the first to go into commercial production. However, the company most closely associated with this wonderful confection is the Goelitz Confectionery Company. Founder Gustav Goelitz, a German immigrant, began commercial production of the treat in 1898 in Cincinnati and is today the oldest manufacturer of the Halloween icon.

Making candy at the turn of the last century wasn't the highly mechanized, year-round activity it is today. Candy was manufactured seasonally from March through November. Large kettles were used to cook the basic ingredients of candy corn, sugar, water, and corn syrup into a slurry. Fondant for smooth texture and marshmallow for a soft bite would be whipped in. When the right consistency was reached the hot candy would be poured into hand-held buckets called runners. Each runner holding 45 pounds of the hot mixture.

Next, men called stringers would walk backward pouring the steaming candy into trays of cornstarch imprinted with kernel-shaped molds. Three passes were made, one for each white, orange, and yellow color. A strenuous job at best before the days of air-conditioning and electric fans.

All this strenuous labor wasn't lost on the tiny candy. It's tricolor design was considered revolutionary for its time and people flocked to buy them. Their shape was also a big selling point for the mostly agrarian population of the early 1900's. So popular was candy corn that companies tried other vegetable shapes including turnips. The Goelitz Candy Company even had to turn orders down for lack of production capacity.

Perhaps best of all, everyone can feel comfortable about enjoying tasty kernel or two. According to the American Academy of Pediatric Dentistry, candy is no different than a slice of bread, bowl of cereal or a cracker when it comes to causing tooth decay. Any food that contains sugar or starch can cause tooth decay – especially if one doesn't brush and floss daily. So grab a bag of candy corn and enjoy. Just remember to brush your teeth after.

- Candy corn has 3.57 calories per kernel
- Halloween accounts for 75% of the annual candy corn production
- Candy corn isn't just for Halloween there is also:
- Reindeer corn for Christmas (red, green, and white)
- Indian corn (it's chocolate and vanilla flavored)
- Cupid corn for Valentine's Day (red, pink, and white)
- Bunny corn for Easter (pastel-colored)

IN THE NEWS

Cultures differ when it comes to doggie bags

A seven-country tour devised to get a doggie bag at select restaurants revealed Moscow and Paris are not very take-the-leftovers friendly, but nevertheless accommodate diners' requests. Restaurants in the U.S. and Asia fully embrace the notion of the doggie bag, although some health officials in both regions discourage the practice. [The Wall Street Journal](#)

FBI continues spinach probe

Investigators from the FBI and FDA are examining the operations at [Natural Selection Foods](#) and Growers Express for criminal practices. A representative from the FBI said if the growers did not take necessary precautions to keep spinach safe, the actions could amount to criminal violations. "All tests performed on our processing facilities, both those done by independent scientists and government investigators, have been ... clean," Natural Selection's COO Charles Sweat said. "We continue to believe that the source of the contamination was in the fields from which we buy our spinach." [The Washington Post/Associated Press](#)

Study: Juice drinks not linked to extra weight

Despite concerns that fruit juice and juice drinks may contribute to childhood obesity, a new study shows that though drinking juice increases overall calorie intake, it is not linked to weight gain. [Yahoo!/Reuters](#)

Study: Pomegranate juice may reduce risk of Alzheimer's

A recent study conducted at Loma Linda University in California showed that daily intake of pomegranate juice significantly decreases the amount of plaque buildup in the brain, which has been linked to Alzheimer's disease. [FoodNavigator](#)

Still scared of spinach? Give other veggies a chance

Dietitians are utilizing the recent E. coli outbreak as a springboard to raise awareness regarding other vegetables with similar nutritional content as spinach.

And while the FDA has lifted the ban on the majority of freshly packaged spinach, weary consumers are encouraged to try and incorporate other vegetables such as black beans, kale, broccoli and Brussels sprouts into their diets. [USA TODAY](#)

TV commercials entice tots with sugary, high-fat foods

Television programming designed for preschoolers is inundated with commercials for high-fat, high-sugar foods, which are usually being pitched by friendly cartoon characters, a new study finds. The FCC recently announced plans to study the possible link between advertising and childhood obesity. [The Philadelphia Inquirer/Associated Press](#)

Best by, sell by, use by

Expiration dates on packaged foods more often refer to the quality and flavor of a given food rather than its safety. A "use by" date most accurately describes the safety of a food, although it does not guarantee an uncontaminated food. [BusinessWeek](#)

More restaurants offer fixed-price dishes

Typically, restaurants, such as Dallas-based Abacus Restaurant, get a better rate of return of fixed-priced menu selections, when compared with the a-la-carte menu because diners are paying more for the paired offerings. Chefs also use these prix-fixe and tasting menus to highlight specialties. [The Wall Street Journal](#)

Fruit, vegetable intake lowers gallstone risk

Women who routinely eat fruits and vegetables are less likely to undergo gallbladder removal surgery, according to a study of more than 77,000 U.S. women. The results suggest that fruit and vegetable consumption may prevent the formation of gallstones. [Reuters](#)

Spray-on business

Spray-on cooking oils and salad dressings are growing in popularity, reaching sales of a quarter-billion dollars annually for the first time in September, according to [ACNielsen Strategic Planner](#) data. [MSNBC](#)



LOOKING FORWARD:
ENVISIONING THE FUTURE

2007 IFSEA International Conference and Seminar
March 29 - April 1 - Kansas City, Missouri

MARK YOUR CALENDAR!

106th IFSEA Annual International Conference and Seminar

Downtown Marriott Hotel¹ Kansas City, Missouri

March 29 - April 1, 2007

The 2007 IFSEA Conference Planning Committee is hard at work developing the program for this exciting annual event. **IFSEA conferences provide an unparalleled opportunity to network** with professionals from all segments of the food service industry, including over 500 military representatives. **Students** from culinary and HRI programs will also be in attendance. In addition, you will enjoy educational sessions **on a broad spectrum** of management, food service, leadership and motivational topics. Watch your mailbox in January for your 2007 conference registration materials and join your IFSEA colleagues in Kansas City!

KANSAS CITY DOWNTOWN MARRIOTT



200 West 12th Street Kansas City , MO 64105

Did you notice the new IFSEA logo on the front page?

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