

ROCKIN' IN CLEVELAND

IFEC Conference

November 3-6, 2008

Renaissance Cleveland Hotel

The good times will roll on and on when IFEC meets in Cleveland, Ohio – heart of the heartland and birthplace of Rock 'n Roll. These are the high notes:

Top billing goes to Michael Ruhlman

The author of 12 books, including *The Making of a Chef*, *The Soul of a Chef*, and, with Thomas Keller, *The French Laundry Cookbook*, Clevelander Ruhlman sings the praises of the food in his hometown. He'll tell us why.

David Kasabian on "Umami: The Fifth Taste"

The author, with wife Anna, of *The Fifth Taste: Cooking with Umami*, Kasabian gave up a successful advertising career to pursue his love for food. A CIA graduate, he is now a professional chef, food writer and photographer.

"The Greening of Foodservice" – A Panel

Members of this panel have taken leadership positions in the movement to adopt industry-wide practices to protect the environment. Participants include Chris Koetke of Kendall College and Chef Steve Schimoler of Crop Bistro, Cleveland.

PLUS THE CLASSICS

Office Hours: Editors and publicists meet face-to-face to discuss editorial placements.

Meet the press: Editors give snapshots of their publications as well as tips on how to work with them.

New member orientation: This is a must for those who want to get the most from the conference and all year long.

Chef Showcase: It's a hit parade of fabulous food when a dozen of the city's leading chefs present signature dishes made with sponsors' ingredients.

Product Presentations: Every meal features sponsors' products, keeping your tastebuds tuned to perfect pitch.

Scholarship Auction: Through generous donations of gifts and services, this annual event raises funds for student scholarships and continuing education awards for IFECers.



Rock and Roll Hall of Fame



The Warehouse District is home to trendy dining and night spots.



Notice the leg lamp in the window? It's Ralphie's house from "The Christmas Story." The house and museum are in the Tremont neighborhood, where there's plenty of good cooking, including Iron Chef Michael Symon's fare at Lolita, his Tremont outpost,

ROAD TRIPS

IFEC food tours always top the charts and this year's are no exception. When you arrive at the conference, you will be asked to sign up for one of the four trips scheduled for Wednesday afternoon. The fourth trip is to be announced.

Tour #1

The Cleveland Tradition Tour

The first stop is the West Side Market, established in 1868 and one of the city's most beloved landmarks. More than a shopping trip, it's an experience to behold. There are over 100 merchants and thousands of products, from fresh meats and poultry to herbs and spices and ethnic specialties.

Next, it's on to the Nestle Professional Culinary Center. Before you arrive you will be given an envelope that reveals your "mission" and team assignment. At the center, you will get busy working with Nestle Professional chefs and food technologists to develop new products, test recipes or create menu applications, just what Nestle's foodservice customers will be doing when the center opens officially later this year.

Tour #2

Sustainable Campus Dining, Big Fun & West Side Market

This one begins at the residential and retail dining facilities of Case Western Reserve University, operated by Bon Appetit Management Co. Here you'll taste the offerings of Bon Appetit's Farm to Fork program and learn about how sustainability has become a major driver in college dining.

From there, it's a short drive through Little Italy to Coventry Village, a hold-over from the hippie Sixties, where you'll make quick stops at Tommy's vegetarian restaurant and Big Fun, a kingdom of kitsch offering flying rubber chickens, extendable forks and other pieces of culinary eclectica, not to mention the owner's large collection of school lunchboxes. The last visit is to the historic West Side Market.

Tour #3

The Chef's Garden

Charlie Trotter, Jean-Georges Vongerichten and a host of other top chefs purchase their micro-greens, herbs and vegetables – many of them grown to order – from The Chef's Garden, a small family farm in Huron, Ohio. During your visit you'll tour the greenhouses, sample unique and flavorful produce and have a behind-the-scenes look at the Jones Family's artisan growing methods.



West Side Market



Nestle Professional Culinary Center



Bon Appetit dining facility



Bounty from The Chef's Garden

IFEC INSTITUTE: Social Media Strategies for Foodservice Marketing Communications

How do you tap into online communities and the social grid? To blog or not to blog – when does it make sense? Who is using new media strategies and with what results?

The first session of the new IFEC Institute series will answer these and other questions. You will gain an understanding of different approaches to using new communications media and learn from individuals regularly using Web 2.0.

The keynoter is social media strategist and Web entrepreneur Ellen Leanse. Other presenters include experts from FohBoh™, Fishbowl and McCain Foodservice. Ed Hoffman, Executive Director, Marketing, for *Nation's Restaurant News*, will moderate.

Time & Place: 9 a.m. – 2 p.m., Monday, November 3
Renaissance Cleveland Hotel
Cost: \$55. Includes lunch and coffee break
Registration: Do it online with your conference registration. Cut-off is October 3.
RSVP in advance to reserve a space.

Conference Accommodations

Our headquarters hotel is the Renaissance Cleveland, a magnificent historic property in the heart of downtown and a short walk to the Rock and Roll Hall of Fame, restaurants, entertainment and shopping. The rate is \$159 single/double. The rate cut-off is October 3. Use this link for reservations:

<http://www.marriott.com/hotels/travel/clebr?groupCode=ifeifa&app=resvlink&fromDate=10/30/08&toDate=11/6/08>

Conference Registration

Members may register themselves and their guests online using MasterCard or Visa. Publicists may register for Office Hours at the same time. Please note that Office Hours are for members only. You will receive email notification when registration opens in early August. Cut-off is October 3.

Members: \$480.
Non-member industry guests: \$870.
Social guests (family & friends): per meal charges

Transportation

Cleveland Hopkins Airport is 20 minutes from the hotel, \$25 by taxi and \$1.75 by Rapid Transit. More about Cleveland at:

<http://www.positivelycleveland.com/visiting/>

CONFERENCE AGENDA

Sunday, November 2

3:30 pm - Board Meeting
7:00 pm - Alumni Dinner

Monday, November 3

9:00 am - IFEC Institute
3:00 pm - Registration
3:00 pm - Welcome
4:00 pm - New Member Orientation
5:30 pm - Keynote Speaker
6:00 pm - Meet the Press
7:30 pm - Chef Showcase

Tuesday, November 4

7:30 am - Buffet Breakfast
8:00 am - Office Hours
8:30 am - Scholarship Auction
10:00 am - Refreshment Break
10:30 am - Office Hours
12:45 pm - Lunch/Green Panel
2:30 pm - Office Hours
2:45 pm - Refreshment Break
3:45 pm - David Kasabian
6:30 pm - Cocktail Party
7:30 pm - The Betty Dinner
9:30 pm - After Hours Party

Wednesday, November 5

8:15 am - Annual Meeting
9:45 am - Office Hours
10:30 am - Refreshment Break
11:00 am - Office Hours
12:45 pm - Food Tours/ Box Lunch
6:30 pm - Cocktail Reception
Dinner On Your Own

Thursday, November 6

7:30 am – Cont'l Breakfast
8:00 am – New Board Meets

What to Wear?

Business casual for daytime, festive for the Betty Dinner, and warm and comfortable for Food Tours. November temperatures range from 35 – 48 degrees F.