



News for Immediate Release

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IFEC Elects Officers, Names Cleveland as 2008 Conference Site

Hyde Park, NY -- The following members of the International Foodservice Editorial Council (IFEC) have been elected to govern the association in 2008: President Allison Perlik, who is senior editor, food, of *Restaurants & Institutions* magazine; Vice President Joan Holleran Driggs, editor of *New Products Magazine*; Secretary Tia Woodward, account supervisor, Ketchum, and Treasurer Patty Johnson, who is a foodservice consultant.

These members were elected to the Board of Directors: Donna Hood Crecca, editor of *Cheers* magazine; Melinda Morgan, president of Morgan Marketing & Public Relations; Tom O'Brien, principal, O'Brien Culinary Communications and Kay Orde, editor-in-chief of *The National Culinary Review*. Elections were held during the annual conference in Austin, Texas, in November.

The other board members are Mary Humann, principal, The Humann Factor, LLC, who served as president in 2007; Kathy Hayden, managing editor of *Flavor & The Menu* magazine; Beth Shepard, manager/owner, Beth Shepard Communications, LLC and Freelance Writer/Editor Karen Weisberg.

IFEC's 2008 annual conference will be in Cleveland at the Renaissance Cleveland Hotel, November 3 - 6. The program will include cooking demonstrations by top local chefs, tours of food-related sites, educational sessions exploring current issues in communications and foodservice, and venues for showcasing new food and beverage products. The conference is open to IFEC members and guests.

Founded in 1956, IFEC is a 275-member association of foodservice communications professionals. Its members are editors of publications serving the foodservice industry and public relations practitioners who represent suppliers, restaurateurs, food management companies and other organizations active in foodservice. IFEC's mission is to advance the industry through encouraging excellence in business-to-business communications. It offers both a student scholarship program and financial assistance to qualifying members to pursue professional development activities.

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