



THE IFEC NEWSLETTER

PRESIDENT'S MESSAGE

May 31, 2007

From Mary Humann
The Humann Factor LLC

Keeping IFEC Spicy . . .

The 51st annual IFEC conference will be at the Omni Hotel in Austin, November 5 -8.

Carol Lally, **Alexei Rudolf** and I traveled to Austin earlier this month to meet with the hotel staff, proposed speakers, showcase chefs and to visit some possible tour locations. While Texas is linked to beef and barbecue (and yes we'll enjoy both while in Austin), we checked out a goat farm, a sausage manufacturer, tortilla making and Texas wineries.

There are many opportunities to sponsor the IFEC conference in Austin – from meals to gift bag items to the chef showcase. You should have received a product presentation form by email. Please return your request and check to the IFEC office as soon as possible.

Keeping IFEC Sour and Sweet . . .

IFECers met at the IFEC NRA Reception on May 21. The event, organized by **Allison Perlik** was held at Aigre Doux ("sour sweet" in French). Thanks to husband-and-wife culinary team Mohammad Islam and Malika Ameen and IFEC member/publicist **Cindy Kurman** for hosting this event.

We Have A Winner

The recipient of IFEC's 2007 Professional Development Award is **Amy Muzyka-McGuire**, president of Food & Nutrition Communications in Seattle. Amy has been awarded \$1,400 to help underwrite expenses for a continuing education class in food & wine pairing at The Culinary Institute of America at Greystone.

The awards program debuted last year with a \$1,000 allotment to **Cate Coniff**, public relations manager, The CIA at Greystone, to reimburse her expenses for an editing class at the University of California at Berkeley extension.

According to IFEC Treasurer **Mary Petersen**, who spearheaded the program and chairs the awards committee, any IFECer who has been a member for at least 3 years is eligible. Activities that qualify for reimbursement of expenses include but are not limited to seminars, conferences, workshops, conventions, continuing education courses, advanced degrees, travel, or specialized technology training. The deadline for applications for 2008 awards is March 1st. See our website www.ifeconline.com for details and forms.

About Business

Melinda Morgan's company, Morgan Marketing & Public Relations, will provide media relations, recipe development and special event support for The King's Hawaiian Grill Hawaiian Style sweepstakes. The promotion begins June 1st. The winner receives a 6-night, all-inclusive trip for four to Hawaii's Hilton Wailoloa Village.

Mary Petersen reports that a highlight of the up-coming Café Leadership Conference is a panel discussion led by **Brent Frei**, representing Thomson Delmar Learning, on the challenges and opportunities foodservice instructors face integrating current issues into already-full curricula. The conference is June 22-24 in Scottsdale. For details, go to <http://www.cafemeetingplace.com>

The Association of Hospitality Recruiting Executives (AHRE) has retained **Lisa Marovec** Strategic Association Marketing to manage its marketing, communications and media relations.

About People

Congratulations to **Becky (Earnest) Paquette**, Paquette Public Relations, on the birth of her baby boy, Benjamin Geoffrey, on March 29th.

Bon voyage to **Kassie Borreson** who has left Ketchum to head for Heidelberg, Germany. Her new husband Andy has been transferred there by his company. Kassie sends her regards to all. You can reach her at kassie@gmail.com

Pen & Palate

The question for this month was: "What did you see or experience that impressed you during your stay in Chicago for the NRA Show?" Several good souls shared their insights as follows.

Tom O'Brien, O'Brien Culinary Communications--

Most heartening development at this year's NRA show: the increasing number of "green" products available to operators, proof that profit and conscience can work together.

Most prevalent: Hand sanitizer everywhere! I think I even saw hand sanitizer that you use after you've touched a hand sanitizer bottle.

Scariest: The booth hawking "nicotine water" for those times when you can't take a puff. P.T. Barnum would be proud.

Doug Peckenpaugh, Culinology & Food Product Design magazines --

I enjoyed a nice dinner at David Burke's Primehouse in the James Hotel -- home of the chef's infamous salt "cave" where he dry-ages his natural cuts of beef -- with some colleagues from the Research Chefs Association. Outstanding lobster bisque to start followed by (what else?) an excellent steak. They were out of their renowned homemade doughnuts, but my sweet side was ably placated with the luxuriously decadent Slice of Prime, a chocolate lover's paradise. Highly recommended.

Rob Benes, Chef magazine --

There were four items that caught my attention.

First, with chefs and restaurants jumping on the small-plate dining trend, I noticed

virtually all tabletop companies offering plates specifically made for small-plate, one-bite courses. This shows how the dining public is more inclined to sample many items instead of gorging on larger-than-life portions.

Second, the number of beverage offerings seemed to more than double this year: teas (fruit flavored, exotic, etc.), coffees (hot, flavored, iced, etc.), smoothies, energy drinks, "clubby" booze mixers and alcohol and so on. Did you see "The Margarita King" booth on the lower level? This shows you the increased attention the foodservice industry is paying to the beverage side of its business.

Third, Canadian beef. A quality cut of meat. Enough said. Try it when you can.

Finally, one area that impressed me the most was the Australian co-op booth...this booth has been at past shows, but I love going to it. The quality of many of the products available to chefs worldwide is fantastic...Australia has some great chefs who have known about these products for years (this explains why they're great chefs). One vendor was displaying Australian black truffles....yes, black truffles from Australia. Another vendor (Brookfarm) had a line of macadamia products (muesli, oils and nuts)...the oils were fantastic. There were some great wines (try some Punters Corner if you can find it). And, the number of Bush foods (herbs, spices from Hoo Roo) can change the dining adventure and make cooking really fun.

There was a lot more, but these four items really grabbed my attention. Oh, the IFEC reception was great, too, to catch up with everyone!

Career Opportunities

Estes Public Relations in Louisville seeks an account executive for part or full-time work.

Share Our Strength needs a Communications Senior Manager.

Please see "Job Mart" on the home page of our website, www.ifeconline.com, for details on both positions.

IFEC Due Dates

July 1st - Membership Renewals for 2007 - 2008 should be paid up. If you haven't submitted your renewal yet, please log in to the members-only section of the website, www.ifeconline.com and follow the prompts. Please call if you have any questions.

August 1st - This is the cutoff day for Product Presentation requests for the Austin conference. Information and forms are available on our website, www.ifeconline.com.

Conference information and registration materials will be available online in early August. We'll send you an email announcement when the time comes. In the meantime, check out the preliminary agenda on our site.

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Carol Lally, Executive Director