



THE IFEC NEWSLETTER

June 28, 2007

Scholarship Winners Announced

Six awards totalling \$18,000 have been awarded to students preparing for foodservice communications careers. Three students received \$4,000 scholarships. They are Allison Rogers, of Huntington Beach, California, who is studying public relations at California State University Long Beach; Lindsay Seagull, from Westfield, New Jersey, who is a bachelor's student in baking and pastry arts at The Culinary Institute of America; and New Yorker Janie Schneider who is pursuing a Masters of Arts in Food Studies at New York University.

Ms. Rogers hold an associate's degree in communications and has been a server in several restaurants. Her ideal job is to be the editor of a food magazine that is targeted to both food workers and food lovers. Ms. Seagull has worked as a prep cook, baker and pastry cook. She is a contributor to the CIA's school newspaper, *La Papillote*, and completed an externship as an editorial assistant at *Chocolatier Magazine*. She would like to be a corporate chef or consultant to a large food company, developing innovative products. Ms. Schneider sees herself becoming a food journalist. She has a bachelor's degree in journalism and has worked as a restaurant hostess and an intern at Walt Disney World and *InSite* magazine in Gainesville.

Three students received \$2,000 awards. They are Laura Campagna of Somers, Connecticut, who is pursuing a bachelor's in baking and pastry arts at Johnson & Wales University; Erin Maurer of Charlotte, North Carolina, also at J&W where she is working towards a bachelor's in food service management; and New Yorker Gina Puzzanghera who is seeking a bachelor's in nutrition and food studies at NYU.

Ms. Campagna's career goal is to become a pastry chef and author of a cookbook that features healthful desserts. Her restaurant experience includes 'pie girl,' server and dining room manager. Ms. Maurer aspires to being a food writer. She has worked in catering as a cook and banquet manager. Running a soup kitchen that supplies food, services and nutritional training to lower income New Yorkers is Ms. Puzzanghera's dream. She earned an associate's degree in culinary management from the Art Institute of New York City and has worked in food kitchens, restaurants and as a public relations assistant.

The scholarship committee of Chairman **Alexei Rudolf** (Edelman), **Tom O'Brien** (O'Brien Culinary Communications) and **Chandra Ram** (*Plate Magazine*) selected the winners. Chandra was an IFEC scholarship winner herself several years ago.

What issues concern them?

One of the scholarship application essay questions is "What do you believe are the most significant problems facing the foodservice industry today?" Here's a sampling of the students' answers.

Tippling — “This is a controversial issue between servers, customers and management. I have worked at several different restaurants and claiming tips has always been a problem. First it was 8 percent, now it is 12. Does the IRS take into account that most servers must also tip busboys, hosts and bartenders? Do they take into account that customers will occasionally not tip at all? I believe that the restaurant industry should be the ones to decide the laws and percentages because they understand it best.” — Allison Rogers

Poor industry image — “Only in the past few decades has being a chef or restaurateur become an enviable position. Historically, those who prepared food for a living were looked down upon. The solution is to introduce more school programs advocating the culinary arts, and to include local chefs as guests at career advisory seminars. Chefs need to become more vocal community members. Along with the problem of unskilled workers is a lack of motivation among a surprising number of cooks and chefs. It is the job of today’s industry leaders to educate up-and-comers about the reality of the business so that only the most prepared, most dedicated individuals end up walking through the kitchen doors, ready to work.” — Lindsay Seagull

Hunger in Other Countries — “We have very little food scarcity problems in urban areas of this country. However, most other countries do have issues with food scarcity and famines. In my Food Fundamentals class last semester, we had unending discussions about why certain nations are starving while others have enough. We came to the conclusion that it is not a scarcity issue, but one of distribution. Affluent countries give more than enough food to third-world countries in need, but those countries don’t have adequate distribution and communications to transport the food to the people who need it most”. — Janie Schneider

Disclosing Calories and Fats — “One of the most significant problems facing the foodservice industry today has to do with the latest health information concerning trans-fat and sugar that puts us at risk for heart disease or other health problems. Restaurants should be held to the same standards that fast food must adhere to in Connecticut. That would include listing the number of calories, and calories from fat for each menu item.” — Laura Campagna

Food Safety — “From E.coli tainted spinach to the growth hormones used in cattle production, I feel like food is moving away from being natural nourishment to becoming something that is almost unreal. The slow food movement is the first step toward eating foods that have as little modification as possible. Buying food from local and reputable sources is another way to make companies look at what they are doing and why their sales are going down.” — Erin Maurer

Child Obesity — “It’s quickly becoming the number one physical ailment for children in America. It is a rare time in history in which children seem to be eating too much and not getting the nourishment they need from what they eat. As a foodservice communications professional I would make it my mission to educate people about the different nutritious, yet low cost food options available on the market.” — Gina Puzzanghera

Time to nominate board candidates

Please start thinking about which of your fellow IFEC-ers would make valuable additions to next year's board of directors. The Nominating Committee is accepting ideas through July 11, so please email **Allison Perlik** (R&I) at aperlik@reedbusiness.com to submit names of eager, enthusiastic editors and publicists (including your own!).

Board members serve three-year terms. They must be able to attend two meetings a year, one in May during the NRA Show and the other during the annual conference, and participate in committee work throughout their terms.

Still time to send a product presentation entry

Chef Showcase is closed out, but you can still get a product into a meal function or the gift bag. The cutoff date is August 1st. You'll find guidelines and forms on the website at www.ifeconline.com. Please call the office if you have any questions: 845-229-6973.

About people

Congratulations to **Jennifer Chavez-Hartman** (Rock Bottom Restaurants) on the birth of her baby boy Elijah in April. Although he came a month early, he's now very healthy.

Emily Butler, one of last year's scholarship recipients recently accepted a position with Schiedermayer & Associates on the west coast. Emily will be working in the public relations department with fellow IFEC member **Debra Arbogast**. Emily is a graduate from Kent State University with a B.A. in communications, and The Culinary Institute of America with a degree in culinary arts. She says she was able to secure her job through the contacts made throughout the IFEC network. She looks forward to becoming active in IFEC, and is thrilled that the 2008 conference will be held in her hometown of Cleveland.

Sadly, **Norm Anderson** passed away on June 12th at the age of 73 after a long illness. Norm was a long-time IFEC member who will be remembered for his generous spirit and great sense of humor. After he retired, he opened an art gallery, Madison Avenue Art, in the Bay Area, and was Vice President of the Sonoma Valley Jazz Society and a dispatcher for Friends in Sonoma Helping. A celebration of his life will be held on Sunday, July 1st at 4 pm at The Swiss Hotel, 18 W. Spain Street, Sonoma. Memorial contributions in his name can be sent to The Sonoma Valley Jazz Society, PO Box 115, Vineburg, CA 95487) or FISH (Friends in Sonoma Helping), PO Box 507, Sonoma, CA 95476.

Help Recruit New Members

Last year, the IFEC Board formed a task force on member recruitment. The group, made up of **Brent Frei** (Frei & Associates), **Sherry Daye Scott** (QSR Magazine) and **Beth Shepard** (Beth Shepard Communications, LLC), has recommended that we build membership in the categories below. When you come across editors, writers and publicists in these foodservice communications areas, please pitch IFEC membership to them and send their contact information to the IFEC office for followup:

- * Restaurant and non-commercial operations
- * Academic and professional culinary/hospitality publishing (acquisitions editors)
- * Web site/e-zine/e-newsletter editors
- * Foodservice associations
- * Wines, spirits and beers
- * Equipment and tabletop items

Please send your professional news!! All that's fit, we'll print.

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