



International Foodservice Editorial Council
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THE IFEC NEWSLETTER

August 28, 2007

President's Message

From Mary Humann
The Humann Factor, LLC

Conference registration and office hours selection will be available on the IFEC website soon. You will receive an email alerting you on the day they're ready. In the meantime, get a head start by making your hotel reservations at the Omni Austin Hotel Downtown through this link:

<http://www.omnihotels.com/FindAHotel/AustinDowntown/MeetingFacilities/InternationalFoodserviceEditorialCouncilConference11.aspx>

In order to participate in the entire conference, you should plan to arrive in Austin by the afternoon of Monday, November 5th, and stay through breakfast on Thursday, November 8th. The conference begins at 3:00 p.m. on Monday with registration and a New Member Orientation (led by **Beth Shepard** and **Tia Woodward**). "A Welcome to Austin – Gateway to the Hill Country" by cookbook author and Texas food expert Terry Thompson-Anderson will be followed by Meet the Press (being organized by **Jason Stemm**). The first night will continue with a fabulous Chef Showcase Reception (coordinated by **Joan Holleran** and **Allison Perlik**).

In advance of the IFEC meeting, you may want to attend the "Grazing America" conference (put on by the American Grassfed Organization) in Austin, November 1st - 4th. Also, on November 3rd, the Chefs Collaborative Board is coordinating a "Renewing America's Food Traditions" picnic to be held at the Sheraton in Austin. For more information go to www.americangrassfed.org, www.chefscollaborative.org or contact IFEC member Robin Schempp.

Looking forward to seeing you in Austin!
Mary

About People

Congratulations to **Kate Renfrow** and **Jennifer Riley**. Their team at 2 balance was recently recognized as having one of *417 Magazine's* "Best Places to Work." Jennifer received one of *GO Magazine's* "20 under 30" awards, which recognize "up and coming" individuals under 30 in the Springfield area. *417* and *GO magazines* are based in Springfield and cover lifestyle and culture in Southwest Missouri. Jennifer also has exciting personal news...she's expecting her first child, a boy, November 10th.

Hooray for **Paula Disbrowe**, a former IFEC president, who is expecting her first child in December. We'll be seeing Paula in Austin where she'll autograph copies of *Cowgirl Cuisine*, her cookbook that includes tall tales of cooking on a Texas dude ranch.

A warm IFEC welcome to new member **Chris Crabb**. Chris is a public relations specialist with Campbell Consulting Group in Oregon. She handles Oregon Chai, DaVinci Gourmet and Jet Fresh Fruit and Green Tea Smoothies. She has been involved with food and beverage marketing for more

than 12 years, primarily in the craft brewing industry. Chris holds a bachelor's degree in Journalism from the University of Oregon. Having spent the majority of her career in retail, she says she is excited to learn more about the foodservice industry. chris@campbellconsulting.com

Annual Scholarship Auction Seeks Donors (that would be you)

The 27th annual silent auction to benefit the IFEC Scholarship Fund takes place on Tuesday, November 6th. Last year's event produced a record total of just over \$40,000. Its chairman, **Tom O'Brien**, O'Brien Culinary Communications, is back in the saddle again, aiming to drive the proceeds up even higher in the Great State of Texas. Join in the fun for a great cause by donating goods and services now. You will find an official auction donation form on the homepage of IFEC's website. Go to www.ifeconline.com and click on "Annual Conference" then "Auction Donation Form." The form includes examples of the sorts of prizes that have been popular with bidders in the past.

Our scholarships help promising students who are pursuing bachelors or advanced degrees that prepare them for careers in the foodservice communications field. Over the years, a number of scholarship recipients have landed jobs within the IFEC community. Current members **Chandra Ram** of *Plate* and **Emily Butler**, a new member with Schiedermayer & Associates, are among that illustrious group.

The fund also provides financial aid to IFEC members participating in professional development and educational activities. Last year, **Cate Conniff**, The Culinary Institute of America at Greystone, received underwriting for an editing course. This year, **Amy Muzyka-McGuire**, Food & Nutrition Communications, will take a food and wine pairing course courtesy of the program. For information on applying for the professional development program, log in to the member section of www.ifeconline.com and look in "Member Files."

It's Betty Time

When fall and the IFEC conference are in the air it means it's time to launch the annual search for the next Betty winner. The Betty is IFEC's Oscar. It honors one IFEC'er who has earned our respect by exhibiting outstanding ethical and professional standards and providing exceptional service for the betterment of IFEC and the foodservice community.

The award is named for **Betty Bastion Varese**, IFEC's former long-time director who retired in 1991. Past recipients are **Tom Elliott**, **Katherine Bessell**, **David Magill**, **Jeanette Riechers**, **Linda Funk**, **Blake Swihart**, **Karen LaFlamme**, **Karen Weisberg**, **John Lawn**, **Larry Levine**, **Peggy McCormick**, **Christine Dozal**, **Susan Hughes**, **Ann Segerstrom**, **Gail Bellamy** and **Don Odiorne**.

Who's next? That's in your hands. To nominate your candidate, send an email to ifec@aol.com with "Betty" as the subject line. Give us the person's name and a short paragraph telling why he or she deserves the award. The Board of Directors and the former recipients select the winner. The award is presented at The Betty Dinner, a gala affair scheduled for Tuesday, November 6th in Austin. Cut-off date for Betty nominations is September 15th.

A Note About Office Hours

As Mary announced in her president's message, you will receive an email notice and instructions when it's time to register for the conference and, for publicists, time to request appointments for Office Hours. To give you a head start on building your wish list, the line-up of editors taking Office Hours in Austin is published below. When it's time to make your requests on the online scheduling system, you will be asked to select 8 editors with whom you wish to meet in the order of your preference. Please don't forget the golden rule -- one account, one meeting. That is, if there are several members on the publicist side who represent the same organization, account, brands or products, just one of them submits the editor requests under his or her name and then shares the appointments with the team.

The publications' editorial calendars will be helpful for planning your placement discussions with editors. You can find them on the IFEC website www.ifeconline.com. Log in to the members section and look in "Member Files." At this writing, only a few of the calendars posted are for 2008. As the editors provide them to us in the coming weeks, the 2008 editions will go up, replacing the 2007's. Another resource is the collection of editorial factsheets found in "Member Files." And don't forget to check the "Membership Directory" where you'll find live links to the publications' websites included in the contact information for each editor.

Editors Participating in Office Hours 2007

Campus Dining Today, **Jodi Smith**
Catersource, **Linda Picone**
Cheers, **Donna Hood Crecca**
Chef & Chef Educator Today, **Rob Benes**
Food Design & Culinology, **Doug Peckinpaugh**
Flavor & The Menu, **Kathy Hayden**
Food Arts, **Beverly Stephen & Kelley McClain**
Food Management, **Diane Ridge**
FoodService Director, **Paul King**
The Gold Medal Classroom, **Mary Petersen**
National Culinary Review & Sizzle, **Kay Orde**
Nation's Restaurant News, **Pam Parseghian**
Nation's Restaurant News, **Bret Thorn**
Plate, **Chandra Ram**
Plate, **Lisa Reineck**
PMQ (Pizza Marketing Quarterly), **Liz Barrett**
QSR Journalistic, **Sherri Daye Scott**
Restaurant Business, **Patricia Cobe**
Restaurant Hospitality, **Gail Bellamy**
Restaurant Hospitality, **Bob Krummert**
Restaurants & Institutions, **Allison Perlik**
Restaurants & Institutions, **Kate Leahy**
Restaurant Startup & Growth, **Barry Shuster**
School Nutrition, **Rita Nolan**
Stagnito's New Products, **Joan Holleran**

Please contact the IFEC office at ifec@aol.com or 845-229-6973 with questions.

***The IFEC Newsletter is distributed monthly to IFEC members
Carol Lally, Executive Director & Editor***