



International Foodservice Editorial Council
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THE IFEC NEWSLETTER

September 28, 2007

On the Food Trail in Austin

Old hands will tell you that some of their favorite IFEC memories are of conference food tours. These trips are a great way to experience the local food culture and get in some networking to boot. Four different tours are offered this year. You will choose one when you arrive at the conference.

Tour day is Wednesday, November 7 from noon-time til 5:30/6:00 p.m. Our first stop is The Texas Beef Council for an authentic trail lunch served up from a chuck wagon. Tom Perini, a James Beard Award-winning chef, will do the cooking. After lunch, each bus will head off in a different direction.

One will travel the back roads to Dripping Springs for tours and tastings at a farmstead goat cheese maker and a restaurant famous for Texas barbecue. Another will head back to the city to explore Texas food products at Central Market, the Texas-based gourmet fresh food market, and then on to an Austin Mexican food institution for a lesson in making tortillas the old-fashioned way.

The third bus will haul its passengers off to two producers of Texas products. One makes a staple of Texas cuisine -- salsa. The other produces a surprising newcomer -- vodka. The fourth bus will high-tail it back to the hotel as a service to those who need to cut it short.

About People

Congratulations and best wishes to **Allison Perlik**, *Restaurants & Institutions*, who was married to Andy Mortland on September 2. The couple honeymooned in French Polynesia. Allison will continue to use her maiden name professionally.

Break a leg, Melinda! **Melinda Morgan**, Morgan Marketing & Public Relations LLC, has joined the faculty at Chapman University in Orange, Calif., as an adjunct professor in the Dodge College of Film and Media Arts. Melinda will teach "Principles of Public Relations."

Former IFEC member **Toni Lydecker** is looking for Sicilian or Sicilian-American family recipes and seafood information for a cookbook on seafood prepared Italian style. Please contact her at tyldecker@optonline.net. Toni has been busy writing articles for *Health*, *Cooking Light*, *Wine Enthusiast* and *Plate*.

Scroll down for news about online bidding from Auction Chairman Tom O'Brien . . .

Conference Registration

Registering for the conference and signing up for Office Hours is online this year for the first time. If you haven't done it yet, please go to our website and register today. (Editors need only register for the conference, not Office Hours.)

If you have any questions or difficulties, please contact the IFEC office. If you haven't reviewed the program and agenda yet, you may do so from the home page of the website by selecting "Annual Conference."

For hotel reservations at the Omni Austin at Downtown, use the Omni website below or call 512-476-3700.

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

Note: Registering for the conference is not the same as renewing your annual membership or joining IFEC as a new member. Unless you have registered for the conference in the past 2 weeks and viewed an invoice for \$475 on the screen, you haven't registered. Check your accounting records if in doubt.

Deadline for registration and hotel reservations: October 15

IFEC 2007 SCHOLARSHIP AUCTION

LET THE BIDDING BEGIN!

It's never too early to bid! For those of you who want to start your auction planning, here are the first seven \$1000-or-higher value items to be auctioned off at the Scholarship Auction on November 5. You may bid on any of these right now...simply send an e-mail to obrienculinary@aol.com with your name, the item number you'd like to bid on and your bid amount. We'll let you know if you're high bidder or if you need to increase your bid. (**Please read and note any restrictions that may be on the items.**) Bid early, and bid often! And if you haven't made your donation yet, it's not too late! You can download the donor form from the IFEC website.

Item #1

Two Days of Full Access to a Test Kitchen and Focus Group Facility

Morgan Marketing & Public Relations has a full test kitchen in its offices which are offered for two full days of use. The test kitchen includes a 6-burner induction range, oven, microwave, double-door refrigerator and freezer, 14 feet of counter space, and eight bar stools surrounding the cooking area for observation, tasting and dining. The kitchen is equipped with staple ingredients and tools including a standing mixer, pots/pans, and professional knife set. The space can be used for product development, food photography, shooting b-roll, chef training, recipe testing, etc. Access to an adjacent conference room will also be granted for sampling, meetings, or focus groups. The conference room features a two-way window observable from an adjoining viewing suite, video and audio capabilities, and a conference room table with seating for 12. The facility is conveniently located at the Irvine Spectrum in Orange County, Calif.



Donated by: Morgan Marketing & Public Relations LLC

Restrictions: Reservations must be made at least three weeks in advance.

Value: \$1,500

Opening Bid: \$375

Item #2

Half-Page Ad in Food Product Design

One half-page, 4-color ad in *Food Product Design*

Donated by: Food Product Design

Restrictions: Ad to be used in 2008.

Value: \$3,500

Opening Bid: \$875

FOOD PRODUCT
DESIGN

Item #3

Full-Page Ad in Nation's Restaurant News

Reach over 120,000 readers in the industry's leading publication.

Donated by: Nation's Restaurant News

Value: \$17,300

Opening Bid: \$4,350

NATION'S
Restaurant News

Continued...

Item #4

Full-Page 4-color Ad in *Plate*

Full-page, four color ad in *Plate* Magazine.

Donated by: *Plate* Magazine

Restrictions: May not be used with any existing space contract in 2008.

Value: \$8,020

Opening Bid: \$2,000

plate

Item #5

Half-Page 4-color Ad in *Special Events*

One four-color, half-page horizontal ad in *Special Events* magazine. 7" wide x 4-5/8" deep, perfect bound.

Donated by: *Special Events* Magazine

Restrictions: Ad material subject to publisher's approval and will run on a space-available basis.

Value: \$4,275

Opening Bid: \$1,075

**SPECIAL
EVENTS**

Item #6

Full-Page 4-Color Ad in *Restaurant Hospitality*

One full-page, four-color ad in *Restaurant Hospitality* magazine.

Donated by: *Restaurant Hospitality* Magazine

Restrictions: Must be used for an insertion in the January-June 2008 issues. Ad page cannot be combined with or counted in any other rate quote or programs offered by the magazine. All published advertising guidelines and deadlines must be adhered to. Winning bidder must notify Penton production manager Denise Walde within two weeks of the auction's conclusion of the client or company taking advantage of the offer.

Value: \$13,535

Opening Bid: \$3,400

**RESTAURANT
HOSPITALITY**
IDEAS FOR FULL-SERVICE RESTAURANTS

Item #7

Full-Page 4-Color Ad in *Food Management*

One full-page, four-color ad in *Food Management* magazine.

Donated by: *Food Management* Magazine

Restrictions: Must be used for an insertion in the January-June 2008 issues. Ad page cannot be combined with or counted in any other rate quote or programs offered by the magazine. All published advertising guidelines and deadlines must be adhered to. Winning bidder must notify Penton production manager Denise Walde within two weeks of the auction's conclusion of the client or company taking advantage of the offer.

Value: \$9,735

Opening Bid: \$2,450

FoodManagement
Ideas for Colleges, Healthcare, Schools and Business Dining

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