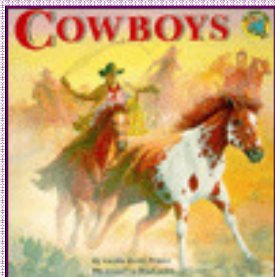


# THE IFEC NEWSLETTER

October 29, 2007



New Members & Buddies  
— see you at the New  
Member Roundup  
Monday, November 5th.



For you edification  
and enjoyment,  
IFEC's Wine &  
Spirits Committee  
(Kathy Hayden and  
Pat Cobe) have  
corralled some  
Texas wines and  
some just fun ones!

## Austin Bound?

To those not attending this year's conference -- we will miss you! For those who *are* headed to Austin, here are a couple of things to know:

◆ Office Hours schedules are ready. Publicists/non-editors can access theirs on our website. Go to your member page (use your email address and your password) and select "Register for Conference & Schedule Office Hours." Your schedule will appear in the box at the bottom of the Office Hours page. Please note that the times shown are the actual times (*not* approximations) of your appointments with the editors shown. Editors will receive their schedules via email.

It's too late to make changes to the master schedule, but spaces could open up due to cancellations. Please check at the Office Hours desk at the conference on Tuesday morning.

◆ If you are a publicist who will represent clients at the conference, be sure to list your clients in your member profile. Go to your member page and select "Edit Your Member Profile," scroll down to "Your Clients" and add or delete client names. Scroll to the bottom of the page and select "Save Changes."

◆ Cookbook collectors, take note: Four of our guest speakers have great cookbooks out there. If you would like to have signed copies, either bring books with you or buy them in Austin. BookPeople (the largest bookstore in Texas, located at 6th and Lamar, near Whole Foods) has them in stock. They are: *Texas on the Plate* by Terry Thompson-Anderson; the *Ciao* series by Damian Mandola (and Johnny Carrabba); *Laura Werlin's Cheese Essentials: An Insider's Guide to Buying and Serving Cheese*; and Paula Disbrowe's *CowgirlCuisine: Rustic Recipes and Cowgirl Adventures from A Texas Ranch*.

◆ There's still time to donate to the Scholarship Auction. Do it today! Download a donation form from the website home page — select "Annual Conference" — or e-mail Auction Chairman Tom O'Brien today at [obrienculinary@aol.com](mailto:obrienculinary@aol.com).



Cheers to the candidates!  
Members who won't be  
at the conference to vote  
may email to request an  
absentee ballot.



"Texas is a state of mind,  
Texas is an obsession.  
Above all, Texas is a na-  
tion in every sense of the  
word." — John Steinbeck

## Meet the Candidates

Elections for new Board members will be held during the Annual Business Meeting breakfast on Wednesday in Austin. If you won't be there, you can email a request for an absentee ballot to the IFEC office. Four new Directors will be elected — two editors and two publicists/non-editors.

### Editor Candidates (you'll vote for two)

Donna Hood Crecca  
Editor, *Cheers* magazine

Donna has been covering the foodservice industry for nearly two decades, and is passionate about both the foodservice business and editorial excellence. A graduate of Syracuse University's S.I. Newhouse School of Public Communications with a Bachelor's degree in Magazine Journalism, Donna went on to earn a Graduate Diploma in Magazine Publishing Management from New York University. (*Editor's note: Apologies to Donna. She provided her photo, but technical difficulties prevented its inclusion.*)

Her career in foodservice journalism began as Associate Editor with *Food Management* magazine, followed by four years with the Jobson Beverage Group, where she was part of the team that launched *Cheers* magazine. She served as its Senior Editor for four years before assuming the position of Editor on *F&B Business* magazine.

In 1995, she turned her attention to freelance writing and editorial consulting, and spent the next decade as a Contributing Editor to *Chain Leader* magazine and developed and wrote articles for a number of foodservice publications, including *Restaurants & Institutions*. In addition, she covered food and beverage retailing, working with titles such as *CSP* and *Progressive Grocer*, and developed and executed custom publishing projects for both foodservice and retail publishers.

In 2006, Donna became Editor of *Cheers* magazine, which covers adult beverages in full-service restaurants, and spearheads the annual Cheers Beverage Conference. She works closely with various industry associations, and has been a presenter at the National Restaurant Show, the Council of Hospitality and Restaurant Trainers and the National Hospitality Prayer Breakfast.

*"After nearly 20 years as a foodservice business magazine editor, I possess a strong understanding of the commercial and non-commercial foodservice industry as well as business publishing, not to mention a passion for both!"*

*From my early days on Food Management, I was inspired by the creativity and commitment of foodservice professionals, and have made a career of covering their stories, innovations and best practices, as well as the trends and challenges shaping the busi-*

*ness. My goal is always to help the reader grow their business, and also improve their professional skills and understanding of the industry.*

*"As an IFEC Board Member, I would consider it a privilege to be a part of leading an organization that facilitates communication among editors and publicists because the result is better quality coverage of the industry. I would bring my enthusiasm for and knowledge of foodservice and for business publishing to the board, as well as my ability to work within a team for the benefit of the organization. I can also lend my knowledge of the drinks business—spirits, wine, beer, etc.—and my considerable contacts to enhance programming and events with tastings, demonstrations, industry data and other educational opportunities.*

*"The nomination to the IFEC Board is greatly appreciated, and I look forward to working with IFEC in any capacity. Cheers!"*



Kay Orde  
Editor in Chief, *The National Culinary Review*

Kay has been editor for almost four years, and previously worked in communications for ACF, including producing the membership newsletter, *Center of the Plate*. She has an extensive background in print journalism, and is enjoying putting her writing and editing skills to work in foodservice. Before joining ACF, she taught English at Flagler College in St. Augustine, a position she took after moving to Florida from North Carolina.

Kay graduated from the University of North Carolina at Chapel Hill with a bachelor's in journalism, and earned her master's in English and environmental studies at North Carolina State University. Away from her desk, she reads voraciously and walks on the beach to maintain her physical well-being and feed her soul.

*"If I'm elected to the IFEC Board of Directors, it will allow me to repay an organization that is incredibly supportive of editors. IFEC is networking in the best sense of the word, and I would like to serve those who have helped me in recent years. Also, as a member of any organization, I feel strongly that I should contribute to accomplishing the work that it takes to keep the organization strong and viable for its members.*

*"What I would bring to the board is a willingness to help in any area where I'm needed. I'm enthusiastic, hardworking and reliable. I understand that being a board member is a serious commitment, and I'm more than willing to give my time and energy to further the board's visions and goals. "*

## Publicist/Non-editor Candidates (you'll vote for two)

Amber Hensley

Public Relations Supervisor, NOBLE



Amber has been with NOBLE for seven years. As public relations supervisor she is responsible for strategic planning and program development for all public relations and events on behalf of NOBLE and its clients, such as Tyson Foods, MARS Foodservices, The J.M. Smucker Company, and Otis Spunkmeyer. In that capacity Amber manages strategic planning, sponsorship procurement, public relations programs, events, and ongoing measurement. Her expertise encompasses both consumer and business-to-business, with a strong emphasis on grassroots marketing at local and regional levels.

A seasoned public relations and event marketing professional, Amber's past experience includes community groundswell and grand opening efforts for Krispy Kreme (National PRO Awards Finalist); an annual fundraising campaign for the Children's Miracle Network; national product launches; customer appreciation events during key tradeshow for Tyson Foods, Otis Spunkmeyer, and MARS Foodservices; the NOBLE Annual Color Party during the National Restaurant Association Show; and ongoing public relations programs for the agency's food-industry clients.

She is a member of the International Special Events Society, and a past board member for the Southwest Missouri Public Relations Society of America chapter.

*"I've been an IFEC member for 7 years and value the industry knowledge I've gained and the relationships I have developed with so many of IFEC's members. I'd like to be considered as a board member as it is an opportunity to serve the organization by working alongside the other board members to volunteer my time, experience and leadership in order to plan and implement the association's programs and serve its members."*



Melinda M. Morgan, APR

President, Morgan Marketing & Public Relations LLC

Melinda M. Morgan shares her passion as an active member of IFEC with her role as the president of the award-winning public relations firm, Morgan Marketing & Public Relations LLC. Since opening her firm in 1991, Melinda has stamped her flair on public relations programs for a stellar roster of more than 40 past and current clients in the foodservice and hospitality industry. Her office in Irvine, Calif., features a state-of-the-art test kitchen which Melinda designed and built to complement the agency's concentration of foodservice clients.



Within IFEC, Melinda has developed a deep-seeded fervor for the association since becoming a member in 2000. The relationships Melinda cultivates at the annual conferences, a highlight of her professional career each year, have made IFEC a valuable resource that is woven into several facets of her business. She has also served on various committees including several terms on the Silent Auction Committee to benefit the organization..

Within the industry, Melinda has been appointed as a board member for the City of Hope Foodservice Hospitality Industry; Orange County Chapter of the California Restaurant Association; and American Institute of Wine & Food. She is also an adjunct professor in the public relations department at Chapman University in Orange, Calif., and a member of the Orange County Chapter of Public Relations Society of America, where she is the recipient of two "Distinguished Service Awards."

*"During the last 16 years my firm, Morgan Marketing & Public Relations LLC, has grown to be one of the leading agencies in Southern California and was recently recognized with the coveted Distinguished Service Award from the Public Relations Society of America/Orange County Chapter. With new offices including a test kitchen and focus group room, our agency is complemented by clients that are leaders in the restaurant and hospitality industry (many being chain operators). To this Board Position, I bring a wealth of industry experience and, most importantly, high energy, creativity and roll-up-the-shirt-sleeves work ethic – the perfect ingredients to help make things happen for IFEC! I value my association with this organization and the many friendships built throughout the years -- I want to give back to this special group that has given me so much."*



◆  
Tom O'Brien  
O'Brien Culinary Communications

Tom is principal of O'Brien Culinary Communications in Chicago, and a contributing writer for *Restaurant Business* magazine. He has been actively involved in IFEC for 10 years. This year, he is once again serving as chairman of the Auction Committee, and is on the Scholarship Committee as well. He is particularly proud of the fact that last year's auction raised a record \$40,000 for the IFEC scholarship fund. Tom has chaired Meet the Press and served on a number of other IFEC committees, including Product Presentations. In his spare time, he has taken courses in culinary communications and food styling at the Culinary Institute of America in Hyde Park, NY.

*"Throughout my years as an IFEC member, I've come to value the unique equation that IFEC provides. As a publicist and now as a writer as well, IFEC members are my first resource for in-*

*formation and assistance. This helpful relationship is something I've never seen anywhere else, and I can't imagine doing my job without IFEC. As a board member, I'd bring not only a knowledge of IFEC's history but also first-hand experience in IFEC committee work. There are also issues that I'd be concerned with, such as keeping the organization on stable financial footing, growing the 'value-added' features for members, and increasing membership in underrepresented segments. I'm willing to devote whatever time and energy is needed to make IFEC a better organization for all of us."*



Bill Schreiber  
Public Relations Consultant



Bill has more than 20 years of public relations and marketing experience working with an extensive number of national and local business-to-business and consumer clients. A self-described public relations generalist, Bill is currently a consultant who services a varied client base, including a packaged goods manufacturer, a software engineering and development company, a resort and spa, a foreign government and promotional products company. Over the past 12 years, Bill has become particularly familiar with the intricacies of the hospitality, restaurant/ foodservice and baking industries through his past (and continued) work for Jones Dairy Farm, Fruitopia, Little Miss Muffin, Prairie City Bakery, Entertain With Ease, Ronny's Steak House, Chicago Candy and Nut, Pheasant Run Resort & Spa and the Hospitality Design Expo & Conference. A resident of Chicago and a native of Cleveland, Ohio, Bill is a graduate of the University of Wisconsin – Madison and remains a committed Badger sports fan.

*"I'm a huge supporter of IFEC. Having been a member for only two short years, IFEC is already the most valuable professional association I have ever joined. Who would have thought that editors and PR professionals would get along so well together? But we do. IFEC is really about the people -- friendly, down-to-earth and smart communicators working hard and having a good time. I hope to serve on the IFEC Board to become more involved, meet more of the members and give-back to the organization that has been so beneficial to me. I plan to work hard, have fun and hopefully help make Carol's life easier. Plus, did I mention that I'm geographically friendly? I'm based in Chicago (home to National Restaurant Association Show) and grew up in Cleveland (site of the 2007 annual conference)."*

