



newsletter

December 2007

◆ new officers & directors elected

IFEC's 2008 president is *Allison Perlik*, senior editor, food, of *Restaurants & Institutions*. Allison served as vice president this year. *Joan Holleran Driggs*, editor of *New Products Magazine* (formerly *Stagnito's*) is vice president; *Tia Woodward*, Ketchum account supervisor, is secretary; and foodservice consultant *Patty Johnson*, who served as 2007 secretary, is the new treasurer. The officers were elected at the first meeting of the new board on Thursday, November 8, immediately following the Austin conference.

Four new board members were elected during the annual business meeting in Austin. They are *Donna Hood Crecca*, editor of *Cheers* magazine; *Melinda Morgan*, president of Morgan Marketing & Public Relations; *Tom O'Brien*, principal, O'Brien Culinary Communications and *Kay Orde*, editor-in-chief of *The National Culinary Review*. They join returning board members *Mary Humann*, IFEC's 2007 president and principal of The Humann Factor, LLC; *Kathy Hayden*, managing editor of *Flavor & The Menu*; *Beth Shepard*, manager/owner, Beth Shepard Communications, LLC and Freelance Writer/Editor *Karen Weisberg*.

Congratulations to the newly-elected and many thanks for excellent service to the four board members who have completed their 3-year terms. They are 2007 Secretary *Marilyn Dompe*, President of Dompe & Associates; 2007 Treasurer *Mary Petersen*, executive director of the Council for the Advancement of Foodservice Education (CAFÉ) and editor-in-chief, The Gold Medal Classroom; 2006 President *Alexei Rudolf*, Account Supervisor, Edelman; and 2006 Vice President *Sherri Daye Scott*, editor of QSR magazine.

◆ mary petersen wins the betty

Hooray for *Mary Petersen* who is the recipient of The Betty Bastion Outstanding Service Award for 2007. Mary has served two terms on the Board of Directors and was president in 2002 and treasurer in 2006 and 2007. She has served on numerous committees, most recently as chair of the Professional Development Program, a project she initiated and brought to fruition in 2006. The program helps underwrite expenses for educational and career enrichment activities undertaken by qualifying IFEC members.

Mary has always been a strong proponent of education. She began her career as executive director of Fleet Business School and during that time served on several state and national committees concerning standards for vocational schools. She later became acting director of education for the American Culinary Federation (ACF) where she founded the accrediting commission and participated in the accreditation of more than 100 culinary arts and baking programs nationally. She is a co-founder of FENI (Foodservice Educators Network International) and *Chef Educator Today*, which she served from 1998-2003.

The Betty has been presented annually since 1991 to celebrate an IFEC member who has provided exceptional leadership and service to the organization and the foodservice communications field. The recipient is nominated by the membership and selected by vote of the board of directors and previous honorees. Mary joins these other distinguished Betty winners: Tom Elliot, 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.

◆ austin conference highlights

Before the conference becomes a fuzzy memory, let's reflect on the highlights and acknowledge the people who made them possible. Topping the list is 2007 President *Mary Humann*. With characteristic style and grace, Mary led IFEC through a year of transitions that included the introduction of online membership activation, conference registration and office hours scheduling; updated financial systems; a new independent contractor agreement with the executive director; reactivation of the executive committee; and a new logo. They formed the backdrop for a spectacular conference with Mary orchestrating program and speakers, assisted by 2006 President *Alexei Rudolf*.

In an encore performance, *Allison Perlik* and *Joan Holleran Driggs* produced a chef showcase memorable for its boldly flavored dishes paired with Texas wines and the perfect Margarita. *Kathy Hayden* and *Pat Cobe* arranged for the wine donations.

The Scholarship Auction was memorable as well. It elicited widespread participation and raised \$36,547. Thanks go to the Auction Committee for a lot of hard work soliciting donations, creating the catalog and overseeing the event. *Tom O'Brien* chaired the committee for the second year. Members were *Jen Chavez-Hartman*, *Alice Heinze*, *Sandy Krogh*, *Peggy McCormick*, *Melinda Morgan*, *Kelly Ruschman*, *Ann Segerstrom*, *Donna Sniffin* and *Megan Warmouth*.

The Food Tour Committee chaired by *Tia Woodward*, with *Sherri Daye Scott* and *Karen Weisberg*, came up with excellent trips that provided close-up looks at marketing gourmet fresh foods at Central Market, and the making of goat cheese on a family farm, barbecue and tortillas in family-run restaurants, salsas in a small-batch production facility and vodka in an old-fashioned pot still. Special thanks to our Texas friend Mary Kimbrough of Food Roots for her assistance.

Beth Shepard and *Tia Woodward* coordinated the mentoring program and new-member orientation; *Jason Stemm* managed Meet The Press; *Patty Johnson* and *Marilyn Dompe* ran the Office Hours desk; and *Marilyn Dompe* with *Beth Shepard* oversaw the gift bag packing. Congratulations and thanks to all who made our time in Austin so productive and so much fun.

We're looking for volunteers for next year's conference in Cleveland, November 3 - 6. Please email ifec@aol.com if you'd like to help.

◆ about people

Best wishes to *Jennifer Davis*, formerly of Schafer Condon Carter. Jennifer has joined Esrock Partners as senior account manager working on a variety of foodservice accounts. Contact her at jpasto4@hotmail.com.

Jennifer Chavez-Hartman has left Rock Bottom Restaurants in a corporate office downsizing. She's on the trail of something new in the industry. You can contact her at jchavez.hartman@gmail.com.

Congratulations to *Christy Flanagan* at Morgan Marketing & Public Relations LLC on her promotion to director. The accounts Christy oversees include Panda Restaurant Group, Mimi's Café, It's A Grind, Wildfish Seafood Grille and Peter Piper Pizza. Christy is at christy@mmprr.biz

Edward Hoffman, president of The Varick Group, recently won the Peel Snacks account, maker of dried fruit, nuts and fruit & nut mixes. Edward will also be an instructor at the Natural Gourmet Institute (New York, NY) for the Spring/Summer 2008 term, teaching a course about the importance of branding. He may be reached at ed@thevarickgroup.com.

◆ surf the site

If you haven't done it yet, please make a New Years' resolution to put www.ifeconline.com on your list of favorite sites and check it frequently. It's the place to go to:

- (1) access the membership directory (you can search by last name, by company name, by product represented and several other fields)
- (2) access the publications' factsheets
- (3) access the publications' editorial calendars
- (4) renew your annual membership
- (5) revise your listing for the membership directory (change your title, company name, address and other contact information and add or delete clients as needed)
- (6) register for the conference and request Office Hours
- (7) refer membership prospects for more information and new member applications
- (8) apply for financial support for a professional development course or activity
- (9) read the current newsletter and back issues
- (10) find news about IFEC events

We are no longer mailing printed directories, registration forms, editorial calendar packets or any of the other materials you used to receive in the mail. We will alert you by email whenever new information is available and registrations or membership renewals are being accepted.

If you haven't been on the site lately, please try it out. Log in to the member section using your email address and your password (please email me at ifec@aol.com if you don't know your password). Check your member profile to be sure it's accurate; if it isn't, make the changes. Publicists should also check their client lists and editors their magazine factsheets and editorial calendars and make any changes required. Search for editorial factsheets, calendars and other materials in "Member Files" on the members only page.

If you have any questions or any suggestions to improve the site's value to you, please let me know. The development of the interactive functions was Phase One. Phase Two continues next year and will include accepting credit cards. We'll keep you posted. Again, your suggestions for improvements are invited.

◆ **dollars for your development**

Did you know that IFEC'ers who have been members for a minimum of 3 years are eligible to receive partial reimbursement for expenses incurred for professional development activities? Workshops, seminars, formal education, even travel that pertains to your work as a foodservice editor or publicist may qualify. Participation in educational opportunities for which funding is sought may take place at any time during the calendar year 2008. Deadline to submit your application is March 1st. You'll find information and an application on www.ifeconline.com. Click on "Member Files" on the member only page, then scroll down to the bottom and click on "Professional Development Assistance Program."

◆ **auction postscript**

There may have been some confusion about the highest bidders/rightful owners of two auction items. Please contact me if you know the whereabouts of (1) an original print of olive design in a dark wood 10 x 10 frame and (2) a panini grill with Nancy Silverton's sandwich book.

Happy Holidays to All!

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