



# newsletter

march 2008

## ♦ president's message

Spring is upon us and conference planning for Cleveland is in full swing! I can't divulge any details at this point, but suffice it to say that this year's speakers, panelists and tours will be some of IFEC's best ever, thanks in part to a large (and welcomingly vocal) local contingent of IFEC-ers who are enthusiastic about their hometown and chock full of fun and original ideas.

Meanwhile, in just two short months we'll be gathering in Chicago for the annual IFEC reception, and the plan is set:

Time: Monday, May 19, from 4:30 to 7 p.m.  
Where: Kendall College, 900 N. North Branch  
Why: Catch up with all your IFEC pals and enjoy tasty nibbles as well as much-appreciated refreshment from the New Zealand Winegrowers.

For those who didn't get the chance to visit Kendall on the Chicago food tours (and even for those who did), this top culinary school—one of the country's best—is really a must-see stop. Just a few years old, it features a dedicated faculty, state-of-the-art classrooms and kitchens, as well as a top-shelf, student-run restaurant. Thanks to *Tom O'Brien* and *Kate Leahy* for planning the event, *Laura Yee* for securing the wines and of course, *Chris Koetke* for hosting us.

One more reason to attend: We'll find out this year's winners of IFEC's Professional Development Scholarships.

Finally, new board member *Melinda Morgan* is overseeing this year's Scholarship Auction, with some big, big shoes to fill due to the incredible success we've had in recent years thanks to *Tom O'Brien* and his team. If you're interested in lending a hand on this committee, please contact Melinda directly and let her know.

-- Allison Perlik, IFEC President (Senior Editor, Food, R&I)

## ♦ in the winners' circle

A number of IFEC-ers have been recognized with prestigious awards of late. *Brent Frei* is a finalist for IACP's 2008 Bert Greene Award for Food Journalism, Internet category. His story, "Gastropub Definition May Be Up for Debate, but Concept is Catching On," appeared in *Independent Insights* eNewsletter from *Nation's Restaurant News*. The link to the article is <http://www.nrn.com/article.aspx?id=343432#>. It's free to log in.

The organizations of several IFEC-ers are in the running for IACP Awards of Excellence. *General Mills* and *USA Rice Federation* were named finalists for corporate marketing campaigns and *The Alaska Seafood Marketing Institute* and *Vidalia Onion Committee* for

consumer and educational communication. Kudos to all! Winners will be announced at a ceremony in New Orleans April 18.

*Nation's Restaurant News* won a Jesse H. Neal Business Journalism Award, business-to-business publishing's equivalent of a Pulitzer Prize. *NRN* was honored in the Best Single Issue of a Newspaper/News Tabloid category for a special issue published May 21, 2007. The issue, "Making Lemonade," examined how savvy operators have overcome obstacles to thrive again. Another special issue of *NRN*, "Bright Green Ideas," was also one of the three finalists for the award. Congratulations to *Ellen Koteff*, *Pam Parseghian* and *Bret Thorn* on jobs well done!

#### ◆ **about people**

*Barry Shuster*, editor of *Restaurant Startup & Growth* magazine, recently joined the College of Human Ecology at East Carolina University as a visiting instructor of hospitality law. Shuster, an attorney, is also adjunct professor of hospitality law & ethics at North Carolina Central University School of Business.

#### ◆ **product presentations**

We are now accepting applications for Product Presentations for the 2008 Conference in Cleveland, Ohio, November 3 - 5. To read the instructions and download an application, please go to [www.ifeconline.com](http://www.ifeconline.com), log in to the members section, go into "Member Files," scroll down and select "Product Presentations 2008 Information & Applications." Deadline for returning your application and check is May 12. Applications may be submitted after that date but there is a late fee and no guarantee that we can accommodate your request.

#### ◆ **membership renewals**

If you renewed your 2007 membership between January and April last year, you should have received a notice reminding you that it's time to renew for 2008. People who renewed between May and December 2007 will receive their renewal notices next month. If you are unsure of your status, please email us at [ifec@aol.com](mailto:ifec@aol.com)

#### ◆ **job posting**

##### **Marketing Manager, Restaurant & Catering Divisions Cuba Libre Restaurant & Rum Bar/Max & Me Catering**

Hungry for an exciting opportunity? Libre Management, owner and operator of Cuba Libre Restaurant & Rum Bar and Max & Me Catering is seeking a qualified and experienced associate to work with the Director of Marketing to help grow our restaurant and catering businesses.

Responsibilities include assisting in the development and spearheading implementation of public relations, promotions, events, merchandising, e-mail communication, web design, menu development, advertising and new restaurant openings. This position calls for budget management and outstanding organizational skills.

Work in a corporate office with energetic, passionate and creative professionals who provide marketing, graphic arts, administrative and accounting support to all hospitality brands.

##### **Responsibilities:**

- Project management and implementation
- Print material (flyers, menus, posters) development
- Event coordination and implementation
- Budget management

##### **Qualifications:**

- Bachelor's Degree and 3-5 years of corporate business experience, specifically within

restaurant, advertising/public relations agency or other retail/hospitality service business in a marketing and public relations capacity.

- Superior communication, prioritization and organizational skills required.
- Strong creative and writing skills.
- Ability to manage multiple projects simultaneously.
- Enthusiasm for the restaurant & catering industries and the opportunity to grow a business.
- Passionate about service and people with a guest-focused attitude.
- Must have strong grasp of brand identity – ability to maintain and apply to all future initiatives.
- Proficiency with Microsoft Office applications required.

This position reports to the Director of Restaurant Marketing. Some travel may be required.

**Benefits:**

We recognize people as our most valuable asset. Our competitive salary and benefits package includes medical, vision and dental insurance, paid company holidays, paid vacations, free parking and casual office environment.

**About the Company:**

Libre Management, LLC and its affiliates own and operate a diverse portfolio of restaurant, catering and nightlife concepts in Philadelphia and Atlantic City and is preparing for growth into other metropolitan and resort markets. Its concepts include Cuba Libre Restaurant & Rum Bar, 32° Luxe Lounge, Missile Bar and Shampoo.

**Contact Information:**

Please email resume, cover letter and salary requirements to Marina Harrison at [marina@cubalibrerestaurant.com](mailto:marina@cubalibrerestaurant.com) or fax to (570) 283-4405 and reference "Marketing Manager."

◆ got news? send it to ifec today!

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*Happy Spring!*

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