



newsletter

june 2008

♦ president's message

Hello, IFEC-ers!

I hope everyone has recovered from yet another hectic-but-fun NRA show last month. Congratulations and thanks to Edelman's **Alexei Rudolf**, QSR's **Blair Chancey**, Plate's **Chandra Ram** and R&I's **Kate Leahy** for an informative, well-attended educational session.

Those who made it over to Kendall College for the IFEC reception know what a great job **Tom O'Brien**, **Chris Koetke** and the whole Kendall team did on providing great food in a lovely setting. And I know I probably wasn't the only one who sampled as many of the wonderful New Zealand wines as possible – thanks to the New Zealand wine growers for all their help and generosity!

In other news, we've been working hard on Web site improvements. Conference registration and office-hour signup can be done online starting Aug. 1. You can also check online for conference news at www.ifeconline.com.

Something else we're really excited about that will debut in Cleveland is a new program that's all about giving IFEC members an opportunity for valuable professional development. The first-ever IFEC Institute takes place the morning of Monday, Nov. 3, as an optional pre-conference program. The only fee will be for the foodservice (continental breakfast, mid-morning break and lunch), about \$50. The half-day session, tentatively titled "Charting the Social Media Landscape: A Roadmap for Success in New Communications," begins at 9 a.m. and runs through lunch, prior to the opening of the conference at 3 p.m. More details to come. If you're interested, be sure to plan for a Sunday night stay-over in Cleveland.

Enjoy the official start of summer!

Allison Perlik

♦ about people

Congratulations to **Emily Butler** on her promotion to Account Executive at Schiedermayer & Associates, San Diego. In another achievement, Emily earned certification as a Wine Professional Level 1 from the CIA.

Bon voyage to **Betsy Slinkard** who is taking a breather from her consulting business to travel with her husband Art. Their first trip is to South America this fall. Betsy reports that she will still be working with the Culinary Center of Monterey and remains active on the board of the Monterey Bay Chapter of AIWF.

Patty Johnson has added food and wine tours to her portfolio. She launched her Snake River Cuisine Tours in April with a trip to three Idaho wineries. Patty told the *Idaho Statesman* that she wants to highlight not only the wine, but also the cuisine of the region. In her role as executive director of the Idaho Grape Growers and Wine Producers Commission, **Sherise Jones** accompanied the tour to talk about Idaho's wine industry and the diversity of Canyon County agriculture. Visit patty@srctours.com.

◆ student scholarships

IFEC has awarded a total of \$15,300 in student scholarships for 2008. The top two awards were \$4,000 each to Chakara Kahizawa, a student in the bachelor's culinary and management program at the CIA in Hyde Park, NY, and Jomo Morris, who is pursuing a bachelor's degree in culinary arts at Johnson & Wales University in Miami. Chakara has interned at *Saveur* magazine and works as a photo assistant at the CIA. He is also a photographer and writer for the school newspaper. Jomo has an associate's degree in food & beverage management from the University of Technology in Jamaica. The food editor of the school paper, Jomo dreams of becoming a writer-chef. He says he wants to travel the world to continue his education "in the informal classroom that is only a plane ticket and a good street map away."

Three students received \$2,000 grants. They are Christopher Bellarosa, a bachelor's student in business administration at State University of New York, Cobleskill; Laura McKee, who is pursuing a degree in technical and professional writing at San Francisco State; and Ashley Zaccara, a student at The Restaurant School at Walnut Hill College, Philadelphia. Laura McKee credits her boss, **Linda Duke** of Duke Marketing, for inspiring her to pursue food and restaurant marketing. Says Linda about Laura, "Not only does she work at least 30 hours a week, but she takes 10-16 units a semester and maintains straight A's. Her father passed away when she was a child and her mother raises her, but has very little funds for her college education."

Danielle Murray, a journalism major at Cerritos College, Norwalk, CA, is the recipient of a \$1,300 award. She tells us that she takes as many culinary arts classes as possible and works part time for Fresh & Easy markets. This fall, she will be starting her second year at Cerritos Community College, and will also begin the application process to transfer to a four-year university. "My first-choice campus is Boston University, because of their journalism and hospitality administration programs. While I was accepted during my senior year of high school, I was unable to attend for financial reasons. Having this scholarship along with my savings will most definitely help this second time around," she writes.

Thanks to the Scholarship Committee for harvesting this year's talented crop! The committee chair is **Mary Humann**; members are **Alice Heinze**, **Patty Johnson**, **Tom O'Brien** and **Chandra Ram**.

◆ six receive professional development awards

Six IFEC-ers will receive reimbursements from the Professional Development fund to help underwrite continuing education activities not covered by their employers. Upon completing their courses, each receives a check for 50 percent of his or her expenses.

Pat Cobe used her award for a 2-day workshop on creating your own website by Mediabistro.com. **Ed Hoffman** applied his to a 2-day training program on strategic brand development by the American Marketing Association; **Rita Nolan's** goes toward an HTML course by the Fairfax County Public Schools; **Bill Schreiber's** will help with an IFMA foodservice fundamentals seminar, while **Jody Shee** and **Jason Stemm** used theirs for the Professional Food Writers Symposium at The Greenbriar.

◆ what they learned

Here's **Jody Shee** on her food-writing course: "It was one of the most personally valuable conferences I have ever attended with such high-caliber speakers and fellow attendees. The most immediate thing I learned was about Mediabistro.com, a service I could join to stay up with media trends, and by joining it, I was able to set up a Web site through them --

www.mediabistro.com/jodyshee. I also learned about technology trends and how others make a living at writing. In addition, there was tremendous opportunity to find out what editors want and how to approach them along with feedback on some of my writing. I was at the vertex of food writing.

As a full-time freelance foodservice writer, I can't imagine a conference that could be any more spot-on with what I needed. The only drawback was that it was so expensive. So the scholarship money was very much needed and appreciated!"

Ed Hoffman was equally enthusiastic about the course he took. He writes: "The IFEC Professional Development award enabled me to attend the American Marketing Association's 'Strategic Branding: Creating Successful Brands' training program. The two-day program focused on understanding the dynamics behind successful brands and how to define a brand positioning/identity. Using case studies from non-foodservice industries, small group activities and proprietary 'tools' and processes from the instructor's wealth of experience, the training program provided me with new thinking and perspectives about evolving world of 'branding.'

"I've been in food marketing and branding exclusively my entire career. So the greatest benefit for me was looking at other industries as many brand challenges are common across industries. Learning how other companies successfully addressed their challenges provided new insights and fresh approaches for working with my clients and deepening my knowledge. And this 'learning' also came from the networking opportunities with program participants. From fashion and beauty to technology and service firms, everyone faces the same issue: how do I successfully differentiate my brand so it's memorable, relevant and motivating to my customers? If you think it can be tough in foodservice, spend an hour with someone in the fashion business!

"Training opportunities are abundant, but they're also expensive making the IFEC awards program a real asset to the membership. Whether you work for a big agency or from your living room, it's available to everyone and I strongly encourage you to take advantage of it."

An awards committee chaired by **Tia Woodward** with **Gail Bellamy**, **Ann Segerstrom** and **Mary Petersen** selected the recipients. Proceeds from the annual silent auction support the member awards as well as scholarships for students.

Applications for 2009 awards are available at www.ifeconline.com.

◆ raising the money

There are lots of ways to get involved in IFEC. One is as a member of the Silent Auction Committee helping to solicit donations and organize the event. Contact committee chairman **Melinda Morgan** at melinda@mmpr.biz to volunteer.

Another way to help raise money is by buying gifts customized with the IFEC logo. Go to <http://www.cafepress.com/ifeconline> to purchase T-shirts, sweatshirts, baseball caps, coffee mugs and a sweet little bear wearing an IFEC T. Proceeds from sales go straight to the scholarship fund. A couple of the gifts were raffled off at the NRA reception where *Plate's* Bill McDowell was the big winner. Thanks to **Tom O'Brien** for setting up the cafepress account and donating the items for the raffle. I recommend the coffee mug as a stalwart companion for office and kitchen.

◆ product presentation opportunities going fast

August 1st is the last day we can accept applications for conference product presentations. You can download instructions and an application from www.ifeconline.com. Please contact me if you have any questions.

◆ sad news

Longtime foodservice industry leader Mary Hofer passed away last week. Mary was a friend and mentor to members of many industry organizations, including IFEC, SFM and

Women's Foodservice Forum. Some of her colleagues considered her the ultimate networker. In addition to serving as publisher, vice president and chief executive of *Food Management* from 1982 to 1991 and launching the *Show Dailies* in 1985, Mary created two of the most illustrious events held during NRA week -- "The Leaders of the Pack" party and "Hair Magic." Most recently, Mary was the principal at Integrated Marketing Technologies in Cleveland. She will be missed by many.

◆ **got news? whether professional or personal , send it today**

edited by carol lally
ifec executive director
box 491, hyde park, ny 12538, 845-229-6973 ifec@aol.com, www.ifeconline.com