

President's Corner

by Jason Stemm, Lewis & Neale

Come Together

You would think it was December with all the snow and parties. What began in Chicago has spread to New York, DC and other cities, as IFEC meet-ups pop-up this spring. If you live in the area, you will be contacted, but if you are passing through, or know someone in the city that you think should know about IFEC, please contact Carol in the IFEC office. Thank you to the organizers: In Chicago, **Liz Grossman**, **Amelia Levin** and **Bill Schreiber**; in New York, **Karen Weisberg** and **Gina Zimmer**; in DC, **Anthony Hesselius**. Plans for Cleveland and San Francisco are also being developed and again, Carol has more information.

On a personal note, a "Golden Celebration" will take place March 8 for **Anita Fial's** retirement here in New York. As part of the celebration, Lewis & Neale and our parent agency, CRT/tanaka, is establishing a scholarship fund in Anita's honor that will be administered through her favorite professional organization, IFEC. The scholarship will be for professional development in food communications and open to everyone. Please join me in congratulating Anita on a remarkable career and dedicated service to IFEC. And special thanks to **John Lawn** who dug deep into the video vault to find some video from 20+ years ago of Anita and **Betty Bastion** being interviewed for IFEC's 35th anniversary.

Speaking of scholarship and service, thank you to all who have volunteered their time on an IFEC committee. I am always impressed to see the dedication of our membership that keeps things running behind the scenes. We could still use some people on these committees: auction, gift bag-packing, press relations in New Orleans, and product presentation advisory. We will be using the online auction system again, but the only technology requirement for prospective volunteers is an email address.

As I enjoy the video from John, I am learning from Anita and Betty how far IFEC has come in its 55 years. Apologies to any editor Anita chased into the bathroom. I can only guess that it helped lead to a more formal office hours process. Best wishes to all members, new and not new. I look forward to seeing you in 2011. - JS

Keep your eye on the prize

Now is the time to apply for an **IFEC Professional Development award** to help you pay for continuing education expenses that your company won't cover. Cooking and writing classes, industry workshops and seminars, even IFEC conference registrations are considered eligible activities. Deadline for this year's applications is March 1st. Activities must be completed by March 1, 2012. You will find details and an application on www.ifeconline.com.

About people

Congratulations to **Ed Hoffman** on his promotion to Executive Vice President at Porter Novelli where he oversees the North America communications program for the Almond Board of California.

An A+ for following her dream of moving to Oregon goes to **Susan Renke** (Food Marketing Resources). Susan moved from the Bay Area to Lake Oswego, Oregon, where she continues to represent Driscoll's Berries and Pear Bureau Northwest.

Bon voyage to **Anita Fial**. She's taking her 13-year-old grandson, a WW II buff, on a tour of London and France next month. Anita will retire officially from Lewis & Neale at the end of February, but will keep her hand in at L&N and with IFEC, we hope.

In case you missed it

The year's top ten savory flavors, according to predictions by Bell Flavors and Fragrances, are: black garlic, rich umami, truffle oil, aged cayenne pepper, nut maum, calamansi lime, demi glace, harissa, aji panca, and paneer cheese.

Foodily, a start-up site that aggregates millions of recipes from all over the web and lets you compare them side by side, has a social twist, too: it is integrated into Facebook, making it possible to share recipes, menus and even invitations to dinner via Facebook. Read more: <http://techland.time.com/2011/02/02/foodie-startup-dubbed-the-facebook-of-food/#ixzz1Cq0yMKLG>

Tableservice sales are expected to grow 3.1 percent this year to \$194.6 billion, according to the NRA's 2011 Restaurant Industry Forecast. This would be the strongest gain since 2007.

Restaurants – iPad's next frontier? According to reports in Fox Business and elsewhere, small operators from coast to coast are providing iPads to guests for designing their own burgers, ordering wine and paying their checks. Read more: <http://www.physorg.com/news/2011-02-im-ipad.html>.

EcoGastronomy is a new course of study for students interested in both food and sustainability. This first of its kind dual major at the University of New Hampshire integrates courses in sustainable agriculture, hospitality management and nutrition. Read more: <http://unh.edu/ecogastronomy/>

Community outreach

In New Orleans, as part of IFEC's first community outreach program, IFECer **Cate Puzo** (Share our Strength/SOS) coordinated our efforts to benefit Café Reconcile, while **John Scroggins** (Noble) secured assistance for both the Café and Second Harvest Food Bank of New Orleans (SHFB) in the form of a generous donation of 30,000 pounds of food from Tyson Foods Food Service Division.

Now that we feel a connection to these worthy organizations as well as to the City of New Orleans, it is especially gratifying to learn that SOS has teamed up with SHFB to teach cooking, nutrition and healthy eating to low-income families via its Share Our Strength! Cooking Matters program.

IFEC's next conference, in the nation's capitol, November 7 – 10, will again include a community outreach element. If you have ideas for projects, please send them to **Community Outreach Committee Chair Cate Puzo** at cpuzo@strength.org

In the meantime, you can help with an SOS program to help end childhood hunger in America right now. You can get involved in Share Our Strength's Dine Out for No Kid Hungry™ in a couple of ways: Suggest to restaurant operators that they participate, dine out at participating restaurants, and ask about becoming a sponsor.

For more on SOS Cooking Matters:

http://strength.org/blog/leighanne_edwards/cooking_matters_launches_in_new_orleans/ For more on SOS Dine Out for No Kid Hungry: www.DineOutforNoKidHungry.org.

Re: the blogosphere

In response to a question on The IFEC Network, **Angela Hemauer** (Flavorful Insight) revealed her favorite blogs: "I love Mashable's blog. And Freelance Folder; even if you're not a freelancer, it offers great ideas from client management to marketing your services to best blog posts to write. For food blogs, I love Good Life Eats, 101 Cookbooks, and Healthy. Happy. Life. I try to follow Technorati's top bloggers. Oh, and Seth Godin has a great daily blog that you can read in 30 seconds. He's always providing something good to think about."

Rodger Helwig (California Vegetable Specialties) is a big fan of the blog by David Lebovitz, Living the Sweet Life in Paris. "His writing is very informative and entertaining, and his photography is first-rate. Look forward to it arriving in my inbox," Rodger says.

Want to know the 100 most influential bloggers? Say Media asked the 10 people it considers expert voices in 10 categories to name the 10 people they consider experts, et voila, the top 100 was born. Check it out at: <http://say100.saymedia.com/>.

Where are they now?

When we re-connected with **Steve Coomes** on LinkedIn we asked him to catch us up on what he's been doing since he was last an IFEC member and editor-in-chief at Pizza Today magazine in 2001. Steve left that year to become the founding editor of PizzaMarketplace.com, where he remained until 2007. For the past four years, he's freelanced for a variety of publications, including Nation's Restaurant News, where he is a contributing editor, and at Fast Casual magazine and PizzaMarketplace.com. Outside the restaurant business, he is a contributor to Southern Living magazine, Edible Louisville magazine and a dining critic for Louisville magazine. He also serves as a media consultant for an Atlanta-based public relations firm and lives in Louisville, where he is a member of a dinner club with **Jamie Estes** (Estes PR). Steve was the recipient of an IFEC student scholarship in the 1990s.

Julie Mautner was executive editor for Food Arts until 1999 when she ran off to live in the south of France and took up freelancing. Her book, The South Beach Wine & Food Festival Cookbook, co-authored with Lee Schrager, will be out from Clarkson Potter in November. You can catch up with Julie on her blog, The Provence Post.

Cindy Wilson was a Chicago IFEC member when she worked in public relations and communications for McCain Foods and before that, McDonald's. In 2004 she changed career direction. "I got my real estate license and joined Koenig & Strey, the Chicago area's premier luxury firm. My background in public relations has been a huge asset in working with buyers and sellers, especially in the tough market of the past year," said Cindy. "Now that sales are steadily increasing, I'm looking forward to an even busier year ahead! "

IFEC CALENDAR

Wednesday, March 23, 6:00 p.m. - 8:00 p.m.

Big Apple Network & Schmooze at Arpeggio Food & Wine, Lincoln Center

Wednesday, March 23

Chicago Get-together, time and venue to be announced

Wednesday, April 20, 6:00 p.m. - 8:00 p.m.

Beltway Bash at RIS restaurant, Washington, D.C.

Monday, May 23, 8:30 a.m. - 12:30 p.m.

Spring Board Meeting, venue to be announced

Monday, May 23, 4:30 p.m. – 7:00 p.m.

Annual Reception in Chicago, venue to be announced

Monday, November 7 – Thursday, November 10,

Annual Conference, Washington Plaza Hotel, Washington, D.C.

Do you have news to share? Please send it to ifec@aol.com.

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