



"We enhance the careers of our members through professional and personal growth"



# Life on the Weil Side!

Richard F. Weil, CFE Chairman of the Board

It's July and definitely a different feel this year with many 4th of July celebrations either dramatically modified or even cancelled. No doubt 2020 will be remembered for a long time. The food service and hospitality industry are beginning to see some light at the hopeful end of the tunnel with guests returning to restaurants. Many segments have faired better than others and many have sadly closed. The industry is resilient, and I am a positive believer that we will as an industry not only survive but thrive in the not so distant future. Our industry is blessed to have some of the greatest entrepreneurs and leaders, and I know in my own heart we will come out of this better than ever before. Maybe not immediate but sooner versus later.

As we look ahead, we are hopeful that there continues to be only modest increases in COVID-19 resurgence and that we can avoid another large reduction in capacity and operations. This month we are enjoying some of the fruits of the work that Ed Manley and Alysha Brooks are doing to continue to keep IFSEA relevant and at the top of the minds of food service and hospitality industry professionals and students. Alysha has taken great steps in managing IFSEA's social media platforms

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# **SOMETHING TO THINK ABOUT** It's always too early to quit.

Norman Vincent Peale

## **2020 IFSEA OFFICERS AND DIRECTORS**

Board	Position
Richard Weil	Chairman, CEO
Ed Manley	Chairman Elect
David Kinney	Treasurer, CFO
Alysha Brooks	Director of Development
Michellle Hackman	Director
Stan Gibson	Director
Brian Kunihiro	Director
Peter Starowicz	Director
Laurel Schutter	Director
Jaynee Peterson	Director
Jesus Guillen	Director
Shawn McGregor	Director
CAFP - President Repre	esentative
Grant Thompson	
Industry Advisors	
Jack Kleckner	
Richard "Dick" Hynes	
Larry Brown	
<b>Branch President Cour</b>	ncil Advisors
Matt Trupiano	
Donna Foster	
Special Advisor to the	Board
Dave Orosz	
Student & Scholarship	Advisor
Dr. Ernest Boger	
Past Chairmen of The	Board Advisors
Robert Mathews	
Military Advisers	
COL Curtis "Rock" Henry	ry, U.S. Army MCFBD
CSC (Chief) David Zand	er, U.S <mark>.</mark> Navy, MCFE

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and Ed continues along with his FSI team to elevate awareness and contributions that professional certifications mean to people. I am confident that the two of them along with board members Colonel "Rock" Henry and Chief Dave Zander will benefit the already thousands of food service professionals throughout the US and the world for that matter. Thank you, Alysha, Ed, Rock and Dave!

I am attaching a link to this article again to provide more information for our members from my company with the nearly 75 videos we have completed from what we call, "NRC Helpful Moment". https://restaurantconsulting.us/blog/

We have had four members of our IFSEA board contribute to these videos as featured guests and hope many of you will scroll through the "blog" list to find some useful and helpful information. Many thanks to Laurel Schutter, Larry Brown, Ed Manley, and Alysha Brooks for their contributions.

Finally as we celebrate our nations 244th birthday we should all be reminded that while the USA is not a perfect country, we have a country that will continue to shine a bright star upon not only its citizens to do the right things for the future and work together as an entire country to correct the injustice and problems that we see. While we have much to do, we can if we continue to keep open minds, open eyes, open hearts and work towards a better tomorrow. I hope, as I believe all of us do, that these words ring true.

Best to everyone!



# LOOKING AHEAD WITH MANLEY

Ed Manley, MCFBD, MCFE, CHP Chair Elect



## Won't You Come and Just Cheer???

We have lots of members as I write this prose -Where they all are, no one really knows. We saw them once, or they wouldn't be in -But you know, I don't believe we've seen them again!!! They gave us their checks when we billed for their dues -But like the preacher, we struggled to fill up the pews. We offered them wine, and beer and champagne -And some came and they loved it, said they'd come back again. But they wondered out loud, with all this good cheer -Why in the world isn't everyone here??? Do they feel they're not needed, cause they just come and sit? Don't they know it's no team, with no right fielder on it? So he catches no flies, gets no hits in a pinch -Is he any less proud when the pennant they clinch? Do they feel that the team doesn't need any help? If the cheerleaders guit, would the guarterback yelp?? We're in this together, we each fill a hole -Be it a pitcher or catcher or cheerleaders role. So the next time we give you a chance to be there -When we show 60 kids someone really does care -Or the next time we ask you to come to a Taste -Even if, like us, you have no time to waste; Come on out, take the time, if just for a minute -Show us that we're not the only ones in it. We're passing out scholarships, education and more -We've got lots of big hits, but we're failing to score. You're out there, we think, but we'd rather be sure. Your thoughts on the subject just might be the cure. The choices are many, the deciders are few -It could be what's missing is no one but you!!! What's wrong with our meetings, you'd be there to tell -Instead of just fleeing, and giving us, well That's the end of my story and I hope it's guite clear -It's lonely up here, won't you come and just cheer???

# From the Mind of a Millennial

Alysha Brooks, Director of Development



Social Media.

As you read those words, do you feel overwhelmed? If you answered yes, then you are not alone! Most businesses are just trying to keep up with this free marketing tool that is said to be easy, but is not.

Your posting photos, typing up your specials but NOTHING is happening! I hear a lot of managers and food service owners saying, "I just don't have time" or "I can't get anyone to like my page!"

There is so much advice out there and it can be overwhelming to decide how to navigate it. Between what I have heard from social media expert Tai Lopez's marketing training and my brother, David Jones, who plans to open his own social media marketing company, I will give you four big tips to hopefully bring you some comfort when posting.

Schedule your posts – This is a feature on Facebook and it will save you so much time during the week. Here's how to schedule a post from a computer:

From your business's Facebook page find "Publishing Tools."

On the left, there is a list, click "Scheduled Posts." There will be a list of all your scheduled posts, above the list, click the button labeled "Create Post."

Create your post and then click "Schedule Post."

Choose the date and time you would like it to post and then hit "Schedule."

Posting at high times – Any social media expert will tell you there is a good and bad time to share and it is different for every place! Your insights will show you when YOUR guests are checking their accounts. Those are the times you want to post!

\*My suggestion – schedule a post for every day for about 2 weeks then read your insights to see when your audience is on and then post a little before or right at that time. That means once you figure out your best times, you don't have to post every single day.

Questions to ask yourself – While discussing this subject with my brother I started to create a list of questions to ask myself before scheduling any posts. Here are the questions:

#### <u>Is it too wordy?</u>

The first sentence should be the message you want your guests see. There are exceptions for this rule like employee spotlight posts or new procedures but make sure you're not writing a book when simply asking your guest to come eat for dinner!

#### How is the photo?

Photos are the best way for your posts to be seen! Even if it's a graphic once in a while. Make sure you aren't taking random photos off of google because of copywrite laws.

Ensure the photos are appealing, not blurry and make sense with the rest of your post.

# From the Mind of a Millennial

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#### How would I react to this post?

It's just like anything – if you wouldn't eat it, don't serve it. If you wouldn't notice the post scrolling through your Facebook, most likely your guest won't notice it either.

#### Does it tell our story?

"Words tell, stories sell," the wise words from my sister-in-law, Megan Ryan, that sells Young Living Oils. Think about it... after a while you ignore the posts that say "Hey friends help me reach my goal!" and stop at the posts that say "Last night was so much fun..."

#### Is it just a post or will there be action out of it?

Don't just post to post. Your post should get your guests to take action.

Example: When you post a photo at 10:45 a.m. of a juicy burger with the caption "Bacon, Blue Cheese and Local Beef" you are attracting potential guests scrolling through there phones at work thinking about lunch and hopefully your photo and words will make them pick up the phone and order with you!

**Instagram** – Majority of high school students don't even have a Facebook page!!! That means your posts are being missed by a whole generation! They are over on Instagram. Instagram is very similar to Facebook, but it's all about photos! Some other things to know.

Tai Lopez defines Instagram as your "showcase" platform.

#### There's "stories" and then there's "newsfeeds."

Your newsfeed should only display your best of the best photos that will tell your story.

"Stories" are for menus, specials, fun videos, a cool photo or a staff highlight.

You can't schedule on Instagram, but David says you also don't have to be as picky about what you post in the story and should only be posting about once a week in the newsfeed.

There are more and more companies that are offering social media services and the reason being – YOU ARE BUSY! Social Media for a business is just like other types of marketing. You wouldn't just throw a random photo up on a billboard with the words – "We sell this!"

**Bonus Tip:** Social Media can be fun! Ask a millennial employee for help or that high school student. They will know how to help you and probably have some tips up their sleeves!

With IFSEA we currently have Facebook, Instagram and LinkedIn! Check them out and give each account a follow!

Here are the details:

Facebook – www.facebook.com/IFSEA.HQ

Instagram – ifsea.1901

LinkedIn – International Food Service Executives Association (IFSEA)



## Cantaloupe

In 1493 Christopher Columbus embarked on his second voyage to the New World with 17 ships and 1200 men. His goals were to search for new territories and establish colonies. His route took him through the Lesser Antilles where he discovered and named a number of islands such as Antigua, St. Kitts, Montserrat and others. He then sailed on to Jamaica, Cuba, Puerto Rico and Hispaniola. Probably of minor significance at the time, but noteworthy for our current discussion, Columbus introduced the cantaloupe to the Americas. Cantaloupe seeds were planted and shared with the native population who received the new fruit with enthusiasm.

The cantaloupe that America is familiar with, (there's also a European variety), is a type of muskmelon. The muskmelon family includes honeydew, casaba, Crenshaw and others. They originated somewhere in Persia and were cultivated by the ancient Egyptians, the Greeks and Romans, then the Europeans, and finally, thanks to Columbus, by the inhabitants of the western hemisphere. In the first century AD an opposite course delivered them to China.

The Italians were quite fond of cantaloupes and are credited as the source of the fruit's name. They were cultivated in the Pope's country villa in the town of Cantalupo just outside Rome. The French then called them cantaloup which was eventually Anglicized into cantaloupe.

Cantaloupes are now grown all over the world. The top US producers include California, Arizona and Texas. Annual sales of cantaloupe in America exceed 300 million dollars. They are available year round, (thanks to imports from Mexico and Central America), but are at their peak in the summer months.

Cantaloupes must be picked when mature but mature doesn't mean ripe. Unripe fruit has a longer transportation and shelf life. Choosing a ripe melon is always a murky endeavor but the guidelines are as follows: Select specimens that are heavy for their size, free of any significant blemishes or bruises, sport a rind that is neither too shiny nor too dull, and have an unmistakable fragrance. Obviously they should be barren of soft spots with one exception: The blossom end of a ripe melon will slightly yield to pressure. Unripe melons can be left at room temperature a few days to ripen.

Once ripe, refrigerate them to retard their decline. Cantaloupes are known to absorb odors from other foods so wrapping them in plastic before refrigerating them is not a bad idea. Cut melons should always be refrigerated immediately and used promptly.

Most people wouldn't equate salmonella with cantaloupe but they are a possible culprit. Wash their skin thoroughly before cutting them open. After harvesting cantaloupes are treated with sodium hypochlorite to inhibit mold and salmonella growth but they should be washed nonetheless.

Cantaloupes are a powerhouse of nutrients. They are an excellent source of vitamins A and C. However, they also contain beta carotenes, potassium, B-complex vitamins and manganese. Moreover, they are very low in calories and practically devoid of fat.

Cantaloupes are best enjoyed as is. But there are many other culinary possibilities. They are ideal for fruit salads. Cantaloupe can also be incorporated into jams and sorbets or served with ice cream. And of course, there is the iconic Italian appetizer of fresh melon and prosciutto.



## **Cantaloupe Crunch**

Serves 9



3 cups cubed cantaloupe <sup>1</sup>/<sub>3</sub> cup lemon juice <sup>1</sup>/<sub>2</sub> cup white sugar 1 tablespoon all-purpose flour 2 tablespoons butter, melted <sup>1</sup>/<sub>2</sub> teaspoon ground cinnamon <sup>1</sup>/<sub>4</sub> teaspoon ground nutmeg <sup>1</sup>/<sub>2</sub> teaspoon vanilla extract 1 (18.25 ounce) package white cake mix <sup>1</sup>/<sub>2</sub> cup butter, melted

Preheat the oven to 350 degrees F (175 degrees C).

In a medium bowl, mix together the cantaloupe, lemon juice, sugar, flour, 2 tablespoons melted butter, cinnamon, nutmeg and vanilla. Transfer to a 9 inch square baking dish, and spread the dry cake mix evenly over the top. Drizzle the remaining melted butter over the cake mix.

Bake for 45 minutes in the preheated oven, or until the top is golden brown.

#### **Cantaloupe Bread with Praline Glaze**

serves: 20



3 eggs 1 cup vegetable oil 2 cups white sugar 1 tablespoon vanilla extract 2 cups cantaloupe - peeled, seeded and pureed 3 cups all-purpose flour 1 teaspoon salt 1 teaspoon baking soda <sup>3</sup>/<sub>4</sub> teaspoon baking powder 2 teaspoons ground cinnamon <sup>1</sup>/<sub>2</sub> teaspoon ground ginger  $\frac{1}{2}$  cup butter 1<sup>2</sup>/<sub>3</sub> cups brown sugar  $\frac{1}{2}$  cup chopped pecans

Preheat oven to 325 degrees F (165 degrees C). Lightly grease and flour two 9x5 inch loaf pans.

In a large bowl, beat together eggs, vegetable, sugar, vanilla and cantaloupe. In a separate bowl, sift together flour, salt, baking soda, baking powder, cinnamon and ginger. Stir flour mixture into cantaloupe mixture; stir to combine. Pour batter into prepared pans.

Bake in preheated oven for 1 hour, until a toothpick inserted into center of a loaf comes out clean. Meanwhile, combine margarine and brown sugar. Microwave for 3 minutes, stirring at 1 minute intervals; mix in pecans. Pour sauce over warm bread. Let cool for  $^{1}_{8}$  hour before serving.



## Easy Cantaloupe Salsa

serves 12



4 cups bite-size chunks cantaloupe
2 (14.5 ounce) cans diced petite-cut tomatoes
½ red onion, diced
½ red onion, diced
½ cup chopped fresh cilantro
½ yellow bell pepper, diced
4 jalapeno peppers, diced
2 tablespoons lemon juice
2 tablespoons lime juice
1 clove garlic, minced
1 tablespoon olive oil, or to taste
salt and ground black pepper to taste

Mix cantaloupe, tomatoes, red onion, cilantro, yellow bell pepper, jalapeno peppers, lemon juice, lime juice, and garlic together in a bowl. Add enough olive oil to moisten the salsa; season with salt and pepper. Refrigerate until chilled and flavors have combined, 1 to 2 hours.

## Pork Milanese with Dandelion Greens

Serves 4-6



2 tablespoons white sugar
2 teaspoons paprika
1/4 teaspoon salt
1/4 teaspoon dry mustard powder
3 tablespoons apple cider vinegar
1 clove garlic, minced
1 teaspoon Worcestershire sauce
1 pinch cayenne pepper
3/4 cup vegetable oil
6 cups baby arugula leaves
1/4 cantaloupe - peeled, seeded, and cubed
1 avocado - peeled, pitted, and cubed
1/2 cup toasted slivered almonds

isk the sugar, paprika, salt, mustard, vinegar, garlic, Worcestershire sauce, and cayenne pepper together in a mixing bowl. Slowly drizzle in the vegetable oil while whisking rapidly until the salad dressing is thick and creamy.

Place the arugula leaves into a salad bowl, and sprinkle with the cantaloupe and avocado pieces. Drizzle with the salad dressing, then sprinkle with toasted almonds to serve.



The Fourth of July—also known as Independence Day or July 4th—has been a federal holiday in the United States since 1941, but the tradition of Independence Day celebrations goes back to the 18th century and the American Revolution. On July 2nd, 1776, the Continental Congress voted in favor of independence, and two days later delegates from the 13 colonies adopted the Declaration of Independence, a historic document drafted by Thomas Jefferson. From 1776 to the present day, July 4th has been celebrated as the birth of American independence, with festivities ranging from fireworks, parades and concerts to more casual family gatherings and barbecues. The Fourth of July 2020 is on Saturday, July 4, 2020.

#### A History of Independence Day

When the initial battles in the Revolutionary War broke out in April 1775, few colonists desired complete independence from Great Britain, and those who did were considered radical.

By the middle of the following year, however, many more colonists had come to favor independence, thanks to growing hostility against Britain and the spread of revolutionary sentiments such as those expressed in the bestselling pamphlet "Common Sense," published by Thomas Paine in early 1776.

On June 7, when the Continental Congress met at the Pennsylvania State House (later Independence Hall) in Philadelphia, the Virginia delegate Richard Henry Lee introduced a motion calling for the colonies' independence.

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> Did you know? John Adams believed that July 2nd was the correct date on which to celebrate the birth of American independence, and would reportedly turn down invitations to appear at July 4th events in protest. Adams and Thomas Jefferson both died on July 4, 1826—the 50th anniversary of the adoption of the Declaration of Independence.

> On July 2nd, the Continental Congress voted in favor of Lee's resolution for independence in a nearunanimous vote (the New York delegation abstained, but later voted affirmatively). On that day, John Adams wrote to his wife Abigail that July 2 "will be celebrated, by succeeding Generations, as the great anniversary Festival" and that the celebration should include "Pomp and Parade...Games, Sports, Guns, Bells, Bonfires and Illuminations from one End of this Continent to the other."

> On July 4th, the Continental Congress formally adopted the Declaration of Independence, which had been written largely by Jefferson. Though the vote for actual independence took place on July 2nd, from then on the 4th became the day that was celebrated as the birth of American independence.

# RANDOm STuff

# You Are Judged By Your Grammar

### So Remember...

To Too Two Then Than There They're Their Your You're Were Were	Indicates motion. Also or excessively. The number 2. A point in time. A method of comparison. A place. They are. It belongs to them. It belongs to you. You are. Past tense of are.
Were	Past tense of are.
We're	We are.
Where	A place.

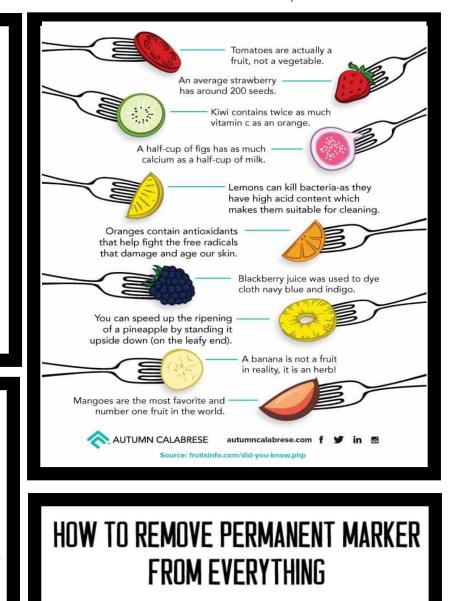
# HOT ASPHALT AWARENESS

Place your hand firmly against the asphalt for 7 seconds to verify if it will be comfortable for your dog.

When the air temperature is this, asphalt has been measured at this:

Air Temp		Asphalt Temp
<b>70</b> °	-	<b>125°</b>
86°	-	<b>135°</b>
<b>87°</b>	-	<b>143°</b>

125° Skin destruction can occur in 60 sec.
135° An egg can fry in less than 5 min.
In 85° heat, a car can heat to 102° in 5 min, and heat to 120° in 30 mins.



Sharpie KING SIZE.

CLOTHES – USE HAND SANITIZER WALLS – USE TOOTHPASTE OR HAIRSPRAY WOOD – USE RUBBING ALCOHOL Carpet – USE White Vinegar Furniture – USE Milk White Board – USE DRY ERASE MARKER OR PENCIL RUBBER ERASER CERAMIC OR GLASS – USE 1 PART TOOTHPASTE WITH 1 PART BAKING SODA



July is the seventh month of the year (between June and August) in the Julian and Gregorian Calendars and the fourth of seven months to have a length of 31 days. It was named by the Roman Senate in honour of Roman general Julius Caesar, it being the month of his birth. Prior to that, it was called Quintilis, being the fifth month of the 10-month calendar.

It is on average the warmest month in most of the Northern Hemisphere, where it is the second month of summer, and the coldest month in much of the Southern Hemisphere, where it is the second month of winter. The second half of the year commences in July. In the Southern Hemisphere, July is the seasonal equivalent of January in the Northern hemisphere.

"Dog days" are considered to begin in early July in the Northern Hemisphere, when the hot sultry weather of summer usually starts.



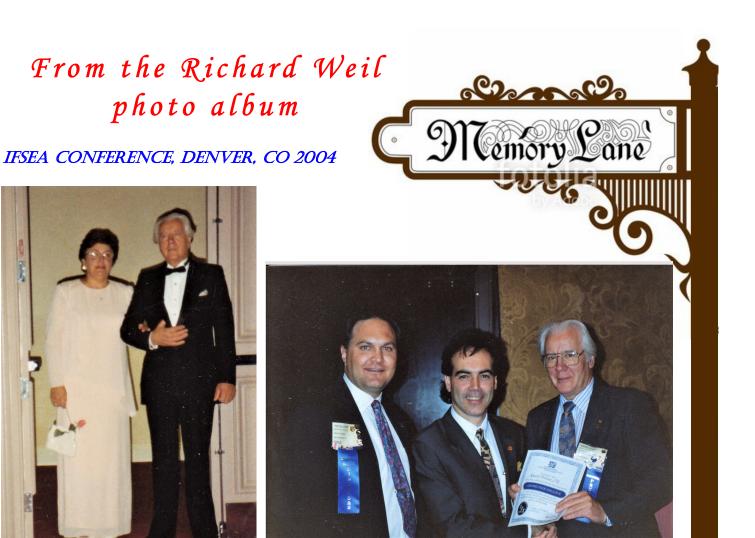
# July Zodiac Signs

Cancer June 21 – July 22

People bearing the Cancer sign are so loving, you can almost consider them emotional. Cancers make up the greater part of caring folks on this earth. They cherish family and friends dearly and are usually doting pet owners too.

Leo: (July 23-Aug 22)

The drama queen and regal ruler of the horoscope clan, Leo energy helps us shine, express ourselves boldly and wear our hearts on our sleeves.



Coz and John DeJong





L-R Richard Weil, Babe Stevens, Stan Raczkowski, Larry Brown



L-R Richard Weil, Edgar De Gasper

# From the Ed Manley scrapbook

Going through old albums and piles of scrapbook items to do a This is my Life - I guess I think I'm dying. Came upon this, which is from the South Florida Branch newsletter in 1984, a mere 36 years ago. Seems the same as today.



This is where I went from (what we now call) Chairman of the Board to (what we now call) President - HQ staff.

Geri Manley is front behind the sign, and I'm the 3rd row up and son Mike top row orange shirt. This conference was famous for Bruce Caudy, Kenny Garver and others, who decided the hospitality suites were too dull, so they livened things up by hiring a bus for a drinking tour of the city, which I also didn't attend. A quick tally tells me more than half of these people are deceased, then again it was 30 years ago.

# In Memoriam William "Bill" Day, PhD, CFE, LIFE



William J. (John) Day, PhD. Also known as Billy, Bill, Willy, Will, Dad, Grandpa. Passed away, Friday, June 5, 2020 at home with his family by his side.

He married Karen (Pratt) Day in 1974 and was married for 46 years.

Bill enlisted in the Navy in 1968. He was assigned as a radarman on destroyers stationed in Newport, RI. After leaving the Navy in 1971, he remained in Newport and attended and graduated from Bryant University where in 1973, he received his BA in Restaurant Management. In 1998 he received his MA from Johnson & Wales University in Educational Technology. Bill went on to receive his PhD from the University of Connecticut in Higher Education Administration.

He began his career working in and/or managing several restaurants and clubs in Newport. In 1983 he began teaching restaurant management courses at Johnson & Wales University in the Culinary School where he served both as a teacher and an administrator. He ended his career teaching food service courses at the Hospitality School and retired in 2012. During his time at J&W, Bill was named Teacher of the Year in both the Culinary School and Hospitality School.

He served on the Board for the Society of Food Service Managers Education Foundation for 20 years, beginning while at Johnson & Wales but continuing to support the group after he retired.

Bill joined IFSEA in April 1990, Was certified CFE and was awarded Life Membership.

He was a member of the IFSEA certification committee and scholarship review committee for many years and instrumental in organizing the criteria for scholarship review in which much of this criteria and guidelines are still utilized today by the Scholarship committee. Bill also attended dozens of International and regional conferences throughout the years. His optimism and commitment to students, teaching and learning were all a key part of Bill Day but his infectious smile is what we will all miss.