



IFSEA NEWS

Fresh and Bold!

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



Life on the Weil Side!

Richard F. Weil, MCFE, MCFP Chairman of the Board

We are almost to fall, and as the saying goes, "*doing what you've always done will get what you've always gotten.*" The last few years have forced us to think differently and pivot. But we need to continue adapting and exploring new approaches to be profitable in the challenging era of post-Covid.

Thinking the same will give you the same results, and how you can't afford to *not* be thinking of different ways to bring in new customers and retain them. No doubt that hiring continues to stay at the top of the operations priority and hiring for soft skills may be part of the solution. While availability of workers seemingly is improving, here are a couple thoughts as we move towards the last fiscal quarter of 2022.

As owners, operators, and managers, we talk a lot about forming great teams who cohesively work together toward a common goal. It is the job of the hospitality and restaurant owner-operator and management to create a culture of cooperation—and to hire with your culture at the top of the list so that team members adhere to these expectations.

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SOMETHING TO THINK ABOUT

**Focus on what you want, but
Never forget to be grateful for what you already have.**



Life on the Weil Side!

Richard F. Weil, MCFE, MCFP Chairman of the Board

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It's not surprising that, most often, problems in the workplace have more to do with personality and communication differences than any real lack of hard skill. Willing workers can be trained to operate equipment, follow organizational structures, or correctly clock-in and out. It is the softer side of skills sets that inform how an employee will perform as a motivated team member.

[According to a recent CNBC article, 93% of employers](#) understand this to some extent, and they are interested in seeing these soft skills on a resume. In fact, there are eight skills specifically that employers know that should be informed to a potential hire's performance in the workplace—and according to ZipRecruiter™, these eight skills are tied to the most in-demand job postings currently. According to the research, employers in-the-know are looking to hire team members with great communication skills; experience in customer service; scheduling and time management capabilities; project management; analytical thinking; an ability to work independently; and flexibility, both in time and job description.

When hiring, it's important to look for individuals who reflect these soft skills—keeping in mind that, sometimes these things don't always show up on a paper resume. Enthusiasm for a job will indicate a willingness beyond those teachable hard skills. Having spent countless hours hiring, training, and often even sweating that staffing issues are now at the top of our “worry chart” as operators. We believe that “flexibility” in our business for both Front of the House especially and Back of the House is a conversation that should become part of the interview and hiring process. Helping your operation going forward relating to staffing in your operation truly relies upon you and your management style and team and creating positive culture we firmly believe is the quotient for success.

These ideas are not original and take the time to look at the link provided above to learn more to help you to move your business and operations forward.

Looking forward to fall for sure!

LOOKING AHEAD WITH MANLEY

Ed Manley, MCFBD, MCFE, CHP President Emeritus



A Hodgepodge of information for the fall

Welcome to the fall everyone and even though we may still have some pretty warm September weather I would like to update everyone on some recent submissions we have sent in regarding our CFM to the ARMY COOL and others. Here is a great overview of a couple of blurbs that I hope everyone finds interesting.

Overview - IFSEA created Certified Food Manager (CFM) some 20 years ago. In or before 2018, CFM was listed by the Centers for Medicare and Medicaid (CMS) as one of two certifications that were mandated to meet the standards for the food service manager in a nursing home or long-term care facility. The only other option is a hospitality degree with a certain number of hours in nutrition. At that point, the test was adapted to the special needs of this industry segment, so it now is pertinent to all healthcare facilities. The other certification option, Certified Dietary Manager from ANFP (the Association of Nutrition and Foodservice Professionals), which is already in COOL we believe, takes 1-2 years to complete and costs well over \$1000, plus has other steps which block many from getting these jobs. The industry is very much interested in finding CDM's, which CMS noted there are few to be found, or CFM's. Nursing homes get significant fines and demerits if their manager is not certified.

From 2018 to 8-10-2022, IFSEA has certified 1223 food service managers in 49 states. Another 112 people failed the exam and have not yet passed, even with the free re-test. Mandated certifications are new for this industry segment, thus in almost all cases those people already hold the position of food service manager in a nursing home or LTC, and some are applying for such positions.

I'm working with a business management consultant called Warrior Enterprises, who uses some of the Marine Corps' ethos to develop a brand. In the opening discussion he says don't focus on what you are selling, focus on the why you are selling that product, what is your purpose.

As you are aware, my goals don't focus on making money, but rather I KNOW we change lives - in the process so I've always operated on the why, without defining what that means, so we can help more people and sell more products/training and services.

And/or for the historians of our organization in general 1962 – Senator John Glenn roars into Orbit as the first American in space and the first man to orbit the earth. Max Jaeger completes his two years as IFSEA President, and the organization presents him with a gold Cadillac.

1996 – Dick Weil, DODG, CFE, Life becomes our International Chairman as the title of President is changed to be more reflective of modern association management. Ron Di Giore, DODG, CFE, Hovey Mc Clure, DODG, CFE, and Toye Tong, DODG, CFE all receive their DODG awards during the Atlanta conference. The best first-nighter opening act by Herman Cohen at the 1996 Atlanta conference. And I also note the mention of Herman Cohen, MOST famous for the Columbus bus tour.

Have a great September everyone!




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From the Mind of a Millennial

Alysha Brooks, MCFBD, MCFE, CHP
Director of Development



Story Telling: Why Content Creators and Social Media Managers are Crucial

Have you ever watched a video that just made you so angry that you literally couldn't take it? That was probably planned.

Ever cried? Laughed? Felt Hungry or even super happy, after watching a video? Yea... that was on purpose most likely too.

Content creators have figured out how to make people feel these emotions after either watching a video or creating a graphic or even taking a photo. They either didn't know that's what they were doing until 5,000 people commented telling them, but that's the point of creating good content, that will reach out to thousands of potential guests.

Along with making a viewer feel something, they also need to make sure a consistent story is being told.

-Are you a modern restaurant in a big or even a small town with an awesome menu, that changes frequently, and mission to provide, not just customer service, but hospitality to every guest that walks through the door?

Then that needs to be clearly communicated in every post, reel and graphic created and shared on your platforms.

This is where social media managers can help! Many times, social media managers are also content creators. This makes it more affordable for someone like my clients, that are located in small town restaurants that typically don't have the money to pay for marketing, let alone social media marketing.

I'll use myself as an example to tell you how I work and create a plan with my clients: Working with the client (usually a restaurant), we get all their branding consistent. Using "Canva", I create a Brand Kit that consist of their logo, font and five to six colors that are in their logo, or similar colors.

Then using Canva, I create all their graphics, and they match because I use the same font and colors every time.

We make sure that menus are consistent, and that the website looks good and has the information that guests need. Working with new restaurants, we can create a menu from scratch with a design that matches their branding, same with their website.

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From the Mind of a Millennial

Alysha Brooks, MCFBD, MCFE, CHP
Director of Development



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Story Telling: Why Content Creators and Social Media Managers are Crucial

At first, I post whatever I can with the story that I see when talking to the client and visiting the establishment. Many times, clients don't fully know "their story" just that they are a restaurant that wants to provide great food and service. They don't realize there is this vibe they are giving off that makes guests come back.

-I feel that as a social media manager, finding my clients story to tell, is the most important task I have. Then translating it through photos, graphics, and videos – that's managing a social media account. That's selling a restaurant. –

Creating content is next, making sure to collect event information, discounts, specials, key dates and whatever else the restaurant, and even the community is doing. This is how you create a good bank of content to work with.

Posting the content is easy yes, but there is a strategy to it. Yes, you can just post whenever, but, I have done the testing to see that, in fact, **THERE IS A BETTER TIME TO POST!**

This is when social media managers are usually hired. Clients begin to realize that their posts just aren't getting seen and it begins to feel like a waste of time and resources. The client already doesn't have a lot of time, so they will then hire a manager, who knows how to schedule posts for the best engagement.

The aftermath to posting is keeping up with comments and messages. I will put an automated message with FAQ for my clients, so they aren't sending menus to customers all day. It's easy but it takes a moment to set it up.

As someone who just kind of found this role myself, I am still learning all of this, and how to manage it better.

Managing a social media strategy for a business is not easy, and that is why Social Media Managers and Content Creators are so crucial to a business and/or restaurant that is trying to market themselves to hundreds if not thousands of potential guests.

Check out my website to find free and \$.99 cent downloads to social media planners and how to make content worksheets – <https://www.restaurantsarelife.com/>

Have a great start to your fall and hopefully this article you have found useful.

? Did ? You ? Know ?

Eggplant

The glossy, purple, teardrop-shaped eggplant may be the only one you know, but this versatile vegetable comes in a variety of colors and shapes. Dig a little deeper at your local farmers market and you're likely to find oval, long and slim, and melon-shaped eggplants with white, green, pink, orange, and even striped skin.

When you cut one open, you'll find meaty white flesh, maybe with a hint of green or yellow, dotted with small clusters of beige seeds. If the inside is brown, the eggplant might have gone bad.

The eggplant is a nightshade vegetable, like potatoes, tomatoes, and peppers. It originally comes from India and Asia, where it still grows wild. Eggplants made their way to Europe with the Islamic empire in the 7th and 8th centuries.

Historians believe the British coined the term eggplant during their occupation of India. Aubergine and brinjal are other names for it.

Eggplant has a rich, meaty inside that takes on a creamy consistency when you cook it. The hearty texture makes it a good stand-in for meat.

Health Benefits

The eggplant has been an ingredient in traditional medicine for thousands of years. In the ancient Indian system of ayurvedic medicine, practitioners used white eggplant to treat diabetes and the roots to relieve asthma.

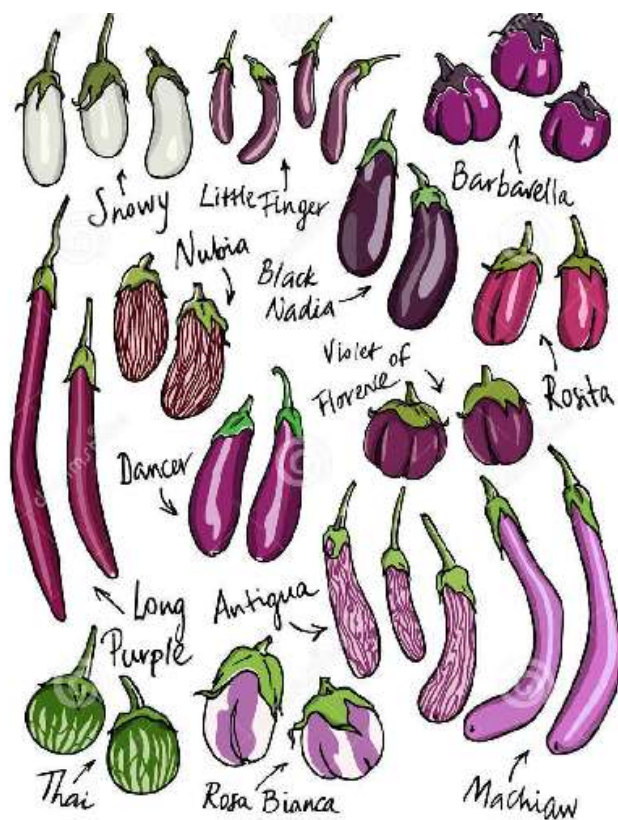
While eggplant isn't the most nutritious vegetable, it does give you a decent supply of potassium and fiber. And at just 25 calories and less than 1 gram of fat per serving, it's a pretty guilt-free food -- as long as you don't soak it in oil.

Eggplant has antioxidants like vitamins A and C, which help protect your cells against damage. It's also high in natural plant chemicals called polyphenols, which may help cells do a better job of processing sugar if you have diabetes.

Early lab studies in cells suggest that eggplant protects against the type of DNA damage that leads to cancer. But researchers still need to confirm this benefit in humans.

Are There Any Risks?

Eggplant and other nightshade vegetables have the chemical solanine, which some people claim adds to inflammation and makes diseases like arthritis worse. There's no solid evidence that the small amount of solanine in eggplant worsens arthritis symptoms. But if you notice that your joint pain flares up after you eat eggplant, avoid it.



Recipe Box

Eggplant Parmesan Serves 10



3 large eggplant, peeled and thinly sliced
2 large eggs, beaten
4 cups Italian seasoned bread crumbs
6 cups spaghetti sauce, divided
1 (16 ounce) package mozzarella cheese, shredded and divided
½ cup grated Parmesan cheese, divided
½ teaspoon dried basil

heat the oven to 350 degrees F.

Dip eggplant slices in beaten egg, then in bread crumbs to coat. Place in a single layer on a baking sheet.

Bake in the preheated oven for 5 minutes. Flip and bake for 5 more minutes.

Spread spaghetti sauce to cover the bottom of a 9x13-inch baking dish.

Place a layer of eggplant slices in the sauce.

Sprinkle with mozzarella and Parmesan cheeses.

Repeat layers with remaining sauce, eggplant, and cheese, ending with a cheese layer.

Sprinkle basil on top.

Bake in the preheated oven until golden brown,

Roasted Eggplant and Bell Pepper Salad Serves 4



2 tablespoons olive oil
1 medium onion, sliced
1 large eggplant, cut into chunks
1 large orange bell pepper, cut into chunks
1 large tomato, sliced
2 cloves garlic, minced, or more to taste
1 tablespoon minced parsley, or to taste
salt and ground black pepper to taste

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

Heat 1 tablespoon oil in a large skillet over medium-high heat. Add onion and cook, stirring, until browned, 5 to 7 minutes. Transfer to a plate.

Add remaining olive oil to the skillet; add eggplant and bell pepper. Cook, stirring, until softened, about 5 minutes. Add tomato, garlic, parsley, salt, and pepper; cook 2 to 3 minutes more. Return onion to the skillet. Adjust seasonings if necessary.

Transfer eggplant mixture to a baking pan. Bake in the preheated oven for 30 minutes.

Cool 1 hour; serve at room temperature or refrigerate and serve chilled.

Recipe Box

Moussaka with eggplants and potatoes

Servings: 10



6 eggplants
5 potatoes (optional)
vegetable oil (for frying the eggplants)

FOR THE MEAT SAUCE

1+1/2 LBS beef or lamb mince
2 red onions (chopped)
2 cloves of garlic (chopped)
1 14 oz. can chopped tomatoes
2 tbsp tomato paste
1 teaspoon sugar
5-6 oz. glass of red wine
Pinch of sea salt and freshly ground black pepper
1 bay leaf
A pinch of cinnamon or one cinnamon stick
1/4 of a cup olive oil

FOR THE BECHAMEL SAUCE

3+3/4 cups milk
4 oz. butter
4 oz. flour
a pinch of nutmeg
2 egg yolks
3+1/2 oz. Parmigiano-Reggiano or Kefalotyri or your favorite hard cheese
salt to taste

To prepare this Greek moussaka recipe, begin by preparing the eggplants. Remove the stalks from the eggplants and cut them into slices, 1 cm thick. Season with salt and place in a colander for about half an hour.

Rinse the eggplants with plenty of water and squeeze with your hands, to get rid of the excessive water. Pat them dry and fry in plenty of oil, until nicely colored. Place the fried eggplants on some paper, in order to absorb the oil. (For a lighter version of the traditional Greek moussaka try drizzling the aubergines with some olive oil and bake them for 20 minutes

instead of frying them). Set aside when done.

If you are adding potatoes to your moussaka, now its time to slice them into 0.5cm, half a finger width slices. Fry them or bake them in the same way as the eggplants. Season with some salt and set them aside when done.

Prepare the meat sauce for the moussaka. Heat a large pan to medium-high heat and add the olive oil. Stir in the chopped onions and sauté, until softened and slightly colored. Stir in the mince breaking it up with a wooden spoon and sauté. When it starts to brown, add the the garlic and tomato paste and sauté until the garlic starts to soften. Pour in the red wine to deglaze the meat juices and wait to evaporate. Add the tinned tomatoes, the sugar, a pinch of cinnamon, 1 bay leaf and a good pinch of salt and pepper. Bring to the boil then turn the heat down and simmer with the lid on for about 30 minutes or until most of the juices have evaporated. Set aside when done.

Prepare the béchamel sauce for the moussaka. Use a large pan to melt the butter over low-medium heat. Add the flour whisking continuously to make a paste. Add warmed milk in a steady stream; keep whisking in order to prevent your sauce from getting lumpy. If the sauce still needs to thicken, boil over low heat while continuing to stir. Its consistency should resemble a thick cream.

Remove the béchamel pan from the stove and stir in the egg yolks, salt, pepper, a pinch of nutmeg and the most of the grated cheese. Reserve some cheese to sprinkle on top! Whisk quickly, in order to prevent the eggs from turning an omelette! Season with salt to taste. Take one spoon full of béchamel and stir it in the meat sauce. Set the béchamel sauce aside.

Now its time to assemble the moussaka. For this moussaka recipe you will need a large baking dish, approx. 20x30cm / 8x12inch and 8cm/3 inch deep). Butter the bottom and sides of the pan and layer the potatoes first (if you're using them), then half the eggplants. Pour in all of the meat sauce and spread it out evenly. Add a second layer of eggplants, top with all of the béchamel sauce and smooth out with a spatula.

Sprinkle with the remaining grated cheese. Preheat you oven at 180C/350F and bake your musaka for about 60 minutes or until its crust turns light golden brown. Even though it will be really hard to do so, you should wait for the moussaka to cool down and be just warm to the touch before cutting into pieces. This will prevent the béchamel sauce from pouring out when you're cutting your pieces.

Recipe Box

Eggplant Cake Serves 8-10



2 cups All-purpose flour
1½ cups Sugar, Granulated
½ cup Oil
½ cup Milk
3 Eggs, Large
1 tsp Cinnamon powder
1 tbsp Vanilla extract
1 tsp Baking soda
¼ tsp Baking powder
1 cup Eggplant, Finely chopped
2 tbsp Coconut, Shredded
2 cups Chocolate buttercream icing

INSTRUCTIONS

Chop your eggplant as small as you can and keep it aside.

In a deep bowl, add sugar, eggs and oil and mix everything until it's well-blended.

Add flour, eggplant, milk, cinnamon powder, vanilla extract, baking soda and baking powder. Mix everything.

When everything is blended, add shredded coconut.

Give your batter one last beating.

Pour this batter into a greased/floured round cake pan (Dimensions 8x3) and bake for 45 minutes at 350 degrees.

When the cake cools down, fill and frost it in chocolate buttercream icing and stick a 4th of July banner on top of the cake. Enjoy!

NOTES

This cake makes a dome when it's done baking. Don't cut it out and waste it. Instead, when you take it out of the oven, use a clean kitchen towel to press gently on the top. That's it! The top of the cake will flatten out.

Store leftovers in a sealed container in the fridge for up to 3 days.



From the Vine

ASSYRTIKO

Assyrtiko is a rare, classy white grape, possibly some of the greatest varieties found in the Mediterranean basin. It originated from Santorini (Assyrtiko-Santorini) but it spread all over Greece, becoming, in terms of quality, one of the most important native varieties. It produces mainly dry white wines, some of which are being aged in oak. However, a number of sweet wines are made, from sun dried grapes.

Assyrtiko is one of these rare white grape varieties that can grow on hot and dry climatic conditions, while at the same keeping the high alcohol in perfect balance by its crisp acidity. It is more of a textural variety, emphasizing extract, body and structure, rather than an aromatic grape. Assyrtiko originates from PDO Santorini, where it makes lean, mineral and very concentrated whites. However, it has been planted to most Greek wine regions, from other Aegean Islands to Macedonia (PDO Slopes of Meliton), Central Greece and down to the Peloponnese. In these areas, Assyrtiko keeps the crispness and minerality but it also shows a higher level of primary fruit aromas and a less dense structure. Finally, sweet Assyrtiko (like, Vinsanto or PDO Monemvassia-Malvasia) is a rich, sumptuous, piercing wine.

Assyrtiko is made for people looking for unconventional, intense styles of whites, that lean towards texture and density. It offers sensations that are well away from the average, “commercially appealing” dry white. Very food friendly, especially with grilled fish and seafood. Assyrtiko pops beautifully against eggplant’s buttery sweetness, the same way olives and capers do in eggplant caponata. All Assyrtiko wines, both barrel aged and stainless steel matured, can age confidently for five or even ten years, sometimes significantly more. Sweet Assyrtiko wines are eternal – time simply resists going into them.

WELCOME TO IFSEA Meetups!

The next time your branch gathers for a Meet-up,
be sure to snap a few photos and send them to me at
mattifsea@gmail.com.

I'll include them in the following month's newsletter so others can
see how much fun your branch is having!



Aloha Hawaii branch IFSEA meet up at Windward Mall.
L - R: Jesus Guillen, Janet Kaneda, Brian Kunihiro,
Joyce Lee Gwen Ishizu, Eris Guillen and Nancy Miura.

FLASH BACK



DODG's
Colin Sendall, Grant Thompson, Richard Weil,
Jennie Brown, Dave Kinney, Ed. Manley
2017 Niagara Falls, Canada
at the Canadian FSEA conference.



Dick Weil, Babe Stevens,
Stan Raskowski, Larry Brown



Peter Gust, Geri Manley, Ed Manley



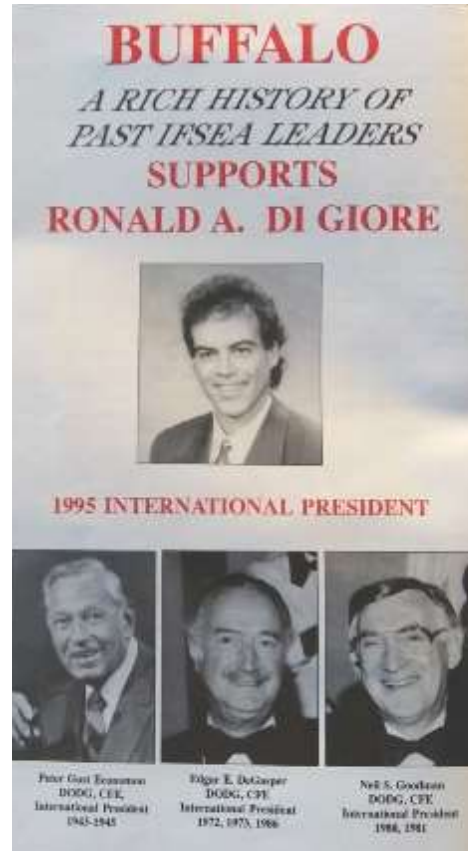
EDITOR MATT'S NOTE:
This was the first of the 27 conferences
I attended over the years.

FLASH BACK

94th IFSEA Conference in Palm Springs August 1995



Dave Kinney says
"HOWDY PARTNERS!"



**A Team for Now
and
Into the Future!**



Int'l President Mary Ellen Thomas presents a Celebrate People certificate to Mr. Photo, BobBallance!

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RANdom STuff



**THE DAYS
OF GOOD
GRAMMAR
HAS WENT.**

