

IFSEA CHRONICLES

IFSEA is a legacy organization, dedicated to further developing students, military and it's members by providing continuing education and professional certifications to the foodservice and hospitality industry leaders."

CHAIRMAN'S CORNER



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

Fall in the air and updates

Please take the time to read Ed Manley's article this month. I want to invite all of our members to drop an email to Ed if you would please be wishing him not only Happy Birthday on September 12 but also wishing him well with his health and knowing Ed will continue to serve IFSEA, the industry, family and friends. Ed's email is in his article, but here again as well. ed@ifsea.org

I want to thank Ed, Michelle Hackman, and Matt Trupiano for their perseverance in working through multiples of web site issues in August that delayed the publication of the IFSEA August newsletter. These stewards of IFSEA deserve a big thank you!

I had the great privilege to visit Ed and Shar Manley in Las Vegas in the middle of August to work with Ed primarily on many multiples of details that Ed has developed these many years. I want to assure our membership and our association we are planning, training and executing many details and

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September
2024

THE MANLEY METHOD



Ed Manley, MCFBD, MCFE, CHP
President Emeritus

ATTENTION HEALTHCARE IFSEA MEMBERS

Happy Fall everyone! 1st, what's happening in September – I turn 83. And I start my Alzheimer's treatment at the Cleveland Clinic, so I can keep helping IFSEA stay relevant for years to come. (editors note, happy to report that Ed is doing well, and his family are very encouraged with his process and progress at the Cleveland Clinic)

2nd, the Chef Robert Irvine Foundation is managing the Enlisted Aide of the Year Award (EAOY), which I created 21 years ago, and they were a big help the last 2 years and now I reached out to them to take it over so it would live on and get even better. Sept. 29-30 we'll be at the Ritz Carlton and the Hall of Heroes at the Pentagon, deciding which of the service finalists wins the De-

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Food For Thought

Inspiration is never found on an empty stomach.



Chairman's Corner

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

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tasks so that the wonderful traditions and contributions Ed has made all these many years will continue. Ed is in great spirits and from viewpoint IFSEA as well as the certification programs, processes with the military and the literally thousands of contacts Ed has are well preserved now and for the future.

I am publishing another article from my company's blog from August and believe it is well founded for all IFSEA members, and food service and hospitality industry professionals to read regarding personalized marketing. It is literally everywhere. Have you recently been scrolling your phone and stopped because you saw an ad that was exactly what you're thinking? That's not a coincidence," says Brittany Oat, CEO and founder of [Social Strategy](#). "Your competitors are (customizing messages). If you're not, you're missing out on a huge opportunity." Nation's Restaurant News (NRN) noted many components of this information in a recent article this summer.

Personalized marketing is increasing in popularity, so much so that some of the largest chains in the restaurant industry are committing large portions of their budget to it. The NRN article begins with the claim that it is now a necessity for restaurants wanting to reach their target audiences.

Part of this is the normalization of personalized marketing—consumers have come to expect easy access to what they want to find. And according to NRN, "62% of consumers now say a brand will lose their loyalty if they deliver an experience that is not personalized."

"To achieve such personalization, Oat said it's important to leverage customer data, like income levels, demographics and interests, from email lists, app memberships, and leads. Finding such data is easier than ever with tools like AI and social media listening," cites the NRN article.

It is the growth of AI and the uptick of phone usage after the pandemic that have contributed to the steep rise in personalized marketing, which was already ramping up pre-Covid with personalized loyalty programs and targeted social media ads. Now, customer data mining is an easier task, making the necessary information readily available to business owners.

"Be transparent with communication with customers. If you tell people why you're doing it, they're going to be ok with it," Oat advises. She says to create a detailed strategy, and then, "pick three audiences per quarter to focus on. What audiences drive the most sales, or are you looking to grow? What audiences are you missing?"

Capturing customer data and utilizing social media marketing tools to refine your target audience reach will feed the algorithms to maximize your marketing reach. A key business strategy is to not only stay on top of what is the latest and greatest, but to also be at the top of the learning curve. No matter if your operation is a chain, regional or independent, the technology is available to learn and execute.

Now, with social media and AI, targeting the right audience is easier than ever. Take the time to engineer your menu and then marketing with advanced social media tools creates a customized, personal experience that will reach existing and new customers in an inviting, effective manner. Hope this article and blog was helpful. IFSEA is always about the networking and a valued resource for nearly 125 years.....Thank you for your membership and again Happy Birthday to Ed Manley!

THE MANLEY METHOD

Ed Manley, MCFBD, MCFE, CHP President Emeritus



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partment of Defenses (DOD) EAOY. Plus, they and I will be honored at Irvine's Red, Wine and Blues dinner at the Ritz the night of the ceremony on the 30th.

3rd, this month I want to start working on the activities of the Healthcare Branch, which we created so IFSEA can continue to make a difference in the lives of healthcare food managers, their companies, and most importantly the residents and patience of nursing homes and long-term care facilities. The IFSEA Certified Food Manager (CFM) is mandated by CMS (Medicare/Medicaid). Having tested over 2000 managers all over the country, I have reviewed the missed questions of hundreds of those who failed on their first attempt. The purpose is not only to help them receive their mandated certification, but we want to educate them and prepare them to move on up the success ladder in our industry. Additional positive outcome as noted above is for the patients and companies to continue to see positive changes as a result. Please send me a note if you're in any segment of healthcare, or if you'd like us to send a note to someone you know that we might help. I invite the testers to join IFSEA and many do. ed@ifsea.org.

Why can WE help? Because we give a damn, and we are smaller, focused and can make each member count because we are nimble enough to do just that. We know this is the right way to run an association to support and help our members and the food service and hospitality industry. We touch at least 1 nursing home manager every day, with personal notes, and a couple of new FRIENDS each week. So be proud of your IFSEA membership, not the biggest, but the best at ACTUALLY making our members better than they were when they joined. Happy Fall and Happy Birthday to me!

ED MANLEY
MCFBD, HACCP, MCFE

561-929-4765
ed@ifsea.org
www.Manley-Method.com

"Tomorrow belongs to those who prepare for it."

20 SEC
PROCESSING

42
THE HAPPY BIRTHDAY

180 F
MICROWAVE RE-HEAT Poultry

150 F
FROZEN AND STUFFED MEAT

145 F
STEAK PORK

157 F
STEAK TABLE

41 150 F
FROZEN TUNA

70 150 F
MEAT DRINKWARE

20 SEC
PROCESSING

42
THE HAPPY BIRTHDAY

180 CUP

120 SEC
GARRET

120 SEC
GALLON

81-4 CUPS

GALLON - 400

1 TOP SOAP

51 AND 5 CENT
COUNT NET PROFIT

52% FOOD COST

40% LABOR COST

B.S. Cornell Hotel School
Career Naval Officer
IFSEA President Emeritus

40+ year Educator

Camp Victory to Camp David
Adorable & Entertaining

HAPPY LABOR DAY!

POPULAR SEASONINGS

- SWEET MUSTARD RUB
- MAMA SANDY'S VINDALOO
- BBQ SPICE
- BBQ WING RUB SWEET
- BUFFALO WING RUB (DRY & WET MARINADES)
- CHIPOTLE MOUNTAIN RUB
- CHINESE 5 SPICE
- EMBER CHAR CRUST
- EVERYTHING BLEND
- FLAVOR THAT GREAT SHAKE
- HERB SEASONING
- LAS CRUCES BBQ RUB
- MESQUITE SEASONING
- MIAMI TROPICAL
- MRS. SCHREIBER'S GARDEN BLEND
- ROASTED GARLIC PEPPER
- ROCKY MOUNTAIN
- MEAT & FISH RUB
- ROTISSERIE BLEND
- HOT & SMOKEY
- OR SWEET & SMOKEY
- SAZON EN UNO
- SOUTHWEST BLEND
- SCHREIBER'S ADOBO
- SUPREME SALAD & PASTA MIX
- SRIRACHA SEASONING
- SEASONS 36
- HERB SALT
- FLAVOR PASTES



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Did You Know?

THE IMPORTANCE OF ACCURATE MEASUREMENTS

The importance of proper recipe measurement can greatly impact the outcome of your culinary creations. By understanding the benefits of using precise measurements, avoiding common mistakes, and implementing helpful tips for consistency in the kitchen, you will be well on your way to becoming a masterful cook.

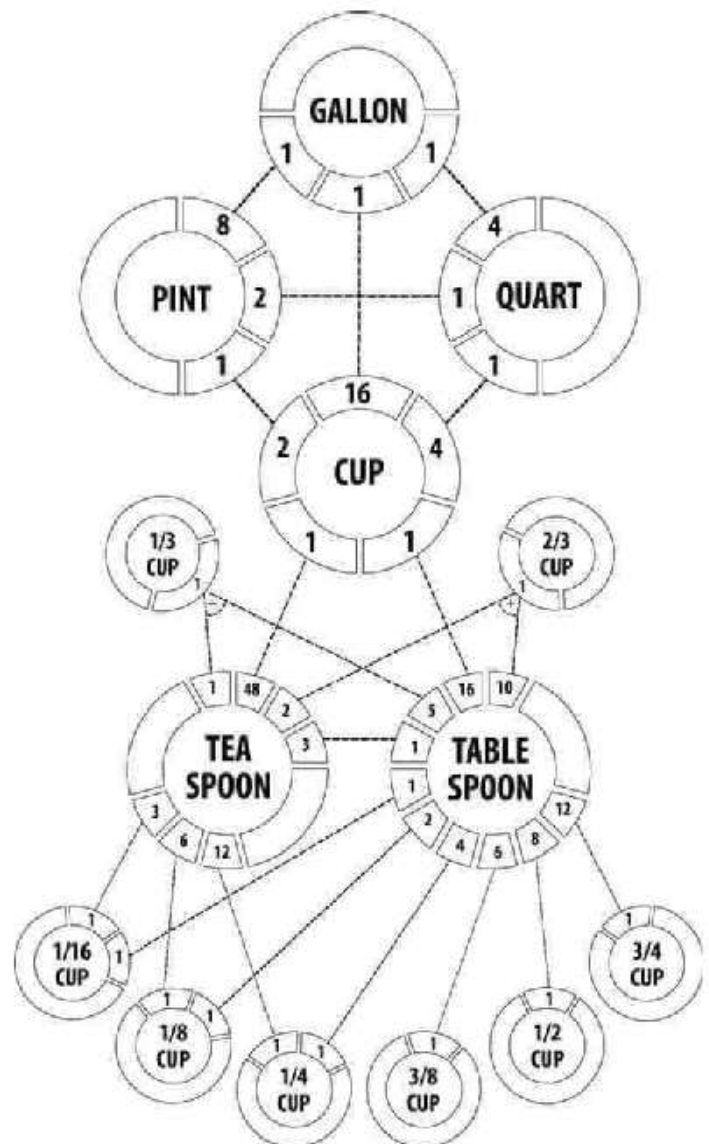
Accurate measurement is a fundamental aspect of successful cooking. Whether you're a seasoned chef or just starting out in the kitchen, using precise measurements plays a crucial role in achieving delicious and consistent results. By following recipes diligently and measuring ingredients accurately, you ensure that your dishes turn out as intended, with the perfect balance of flavors and textures.

One of the main benefits of using precise measurements is achieving consistent results. When you follow a recipe and measure the ingredients accurately, you can recreate the same dish over and over again with the same level of success. This is particularly important for professional chefs who need to maintain consistency in their dishes.

Accurate recipe measurement also plays a crucial role in the overall taste and texture of a dish. The right balance of ingredients can make the difference between a perfectly cooked meal and a disappointing one. Too much or too little of a particular ingredient can throw off the flavor profile and affect the overall outcome.

Furthermore, precise measurements help to ensure even cooking and baking. Ingredients that are not properly measured can lead to uneven distribution within a dish, resulting in some parts being overcooked while others remain undercooked. This can be especially problematic when it comes to baking, where the right measurements are crucial for achieving the desired rise, texture, and moisture.

It's important to note common mistakes to avoid when it comes to recipe measurement. Eyeballing ingredients or using approximate measurements can lead to inconsistent results. It's always best to use measuring tools such as cups, spoons, and kitchen scales to ensure accuracy. Additionally, it's essential to follow the recipe's instructions regarding measurements and not to make assumptions or substitutions unless specified.



Did You Know?

HONEY

Honey, particularly in its raw form, offers unique health benefits that you might not be aware of.

Among them...

1. Honey Makes Excellent Cough "Medicine."

The World Health Organization (WHO) lists honey as a demulcent, which is a substance that relieves irritation in your mouth or throat by forming a protective film. Research shows honey works as well as dextromethorphan, a common ingredient in over the counter cough medications, to soothe cough and related sleeping difficulties due to upper respiratory tract infections in children.

2. Honey Can Treat Wounds

Honey was a conventional therapy in fighting infection up until the early 20th century, at which time its use slowly vanished with the advent of penicillin. Now the use of honey in wound care is regaining popularity, as researchers are determining exactly how honey can help fight serious skin infections.

Honey has antibacterial, antifungal, and antioxidant activities that make it ideal for treating wounds. In the US, Derma Sciences uses Manuka honey for their Medihoney wound and burn dressings.

Manuka honey is made with pollen gathered from the flowers of the Manuka bush (a medicinal plant), and clinical trials have found this type of honey can effectively eradicate more than 250 clinical strains of bacteria, including resistant varieties such as:

- MRSA (methicillin-resistant Staphylococcus aureus)
- MSSA (methicillin-sensitive Staphylococcus aureus)
- VRE (vancomycin-resistant enterococci)

Compared to other types of honey, Manuka has an extra ingredient with antimicrobial qualities, called the Unique Manuka Factor (UMF). It is so called because no one has yet been able to discover the unique substance involved that gives it its extraordinary antibacterial activity.

Honey releases hydrogen peroxide through an enzymatic process, which explains its general antiseptic qualities, but active Manuka honey contains "something else" that makes it far superior to other types of honey when it comes to killing off bacteria. That being said, research shows that any type of unprocessed honey helped wounds and ulcers heal. In one study, 58 of 59 wounds showed "remarkable improvement following topical application of honey."

3. Honey Improves Your Scalp

Honey diluted with a bit of warm water was shown to significantly improve seborrheic dermatitis, which is a scalp condition that causes dandruff and itching. After applying the solution every other day for four weeks, "all of the patients responded markedly." According to the researchers: "Itching was relieved and scaling was disappeared within one week. Skin lesions were healed and disappeared completely within 2 weeks. In

(Continued on page 7)



HONEY

(Continued from page 6)

addition, patients showed subjective improvement in hair loss."

4. Help Boost Your Energy

A healthy, whole-food diet and proper sleep is the best recipe for boundless energy, but if you're looking for a quick energy boost, such as before or after a workout, honey can suffice. This is particularly true for athletes looking for a "time-released fuel" to provide energy over a longer duration. By Dr. Mercola

Honey has been valued as a natural sweetener long before sugar became widely available in the 16th century. Honey production flourished in ancient Greece and Sicily, for instance, while animals other than humans – bears, badgers, and more – have long raided honeybee hives, risking stings for the sweet reward.

Honey is truly a remarkable substance, made even more extraordinary by the process with which it is made. This blend of sugar, trace enzymes, minerals, vitamins, and amino acids is quite unlike any other sweetener on the planet.

And while honey is high in fructose, it has many health benefits when used in moderation (assuming you're healthy). Before I delve into those, here's a brief "lesson" on how honey is made...

How Honey Is Made (Fascinating!)

It takes about 60,000 bees, collectively traveling up to 55,000 miles and visiting more than 2 million flowers, to gather enough nectar to make one pound of honey.

Once the nectar is gathered, the bee stores it in its extra stomach where it mixes with enzymes, and then passes it (via regurgitation) to another bee's mouth. This process is repeated until the nectar becomes partially digested and is then deposited into a honeycomb.

Once there, the honeybees fan the liquid nectar with their wings, helping the water to evaporate and create the thick substance you know as "honey." This honeycomb is then sealed with a liquid secretion from the bee's abdomen, which hardens into beeswax. As Live Science reported:



Pecans

Crunchy in texture and buttery in flavor, pecans may be your favorite snack food. Have you ever considered the health benefits of pecans while consuming these little nuts? Are pecans even nuts? Well, not really. A pecan is considered a drupe. Learn about pecan nutrition and pecan calories. Also, try out some of the delicious pecan recipes listed below.

Pecan Nutrition Facts

One cup of chopped Pecans has 753 calories, 10 grams of dietary fiber, 10 grams of protein, and 78 grams of total fat. Pecans are calorie-intensive per gram compared to other drupes and nuts.

Pecans are low in carbs. They are rich in antioxidants, vitamins A, B and E, and minerals such as magnesium, manganese, iron, calcium, phosphorus, and zinc. They also contain selenium, an essential mineral required in small quantities.

The nutritional information of pecans implies that it minimizes the risk of cardiovascular diseases and has many health benefits.

Lowers High Cholesterol

Consuming about two hand fulls of pecans every day can lower LDL cholesterol. According to a study conducted by researchers at the New Mexico State University, people who ate about 88 grams of shelled pecan halves per day for eight weeks, showed a decrease in their LDL cholesterol. It was reduced by 10% when their blood samples were tested after four weeks, and by six percent at the end of the eighth week.

Prevents Obesity

Pecans contain 11% of the recommended daily intake of dietary fiber. They are high in polyunsaturated fatty acids, and are recommended for obese people by dietitians. Since they are fiber-rich and filled with essential fatty acids, vitamins, minerals, and other nutrients, they help boost metabolism.

Promotes Bone and Teeth Health

Pecans contain phosphorus and calcium which promote healthy bones and teeth. They help in the growth and repair of cells and tissues, and in the production of DNA and RNA as well.

Strengthens the Immune System

The manganese present in pecans is a powerful antioxidant, which helps boost immunity and protects the nerve cells from free radical damage.

Improves Blood Circulation

Pecans improve blood circulation owing to the presence of vitamins E and K, which strengthen the red blood cells. Pecan oil is extremely healthy and can be compared to olive oil. It can be massaged into the skin and hair, improving blood circulation. The proper flow of blood to the hair roots ensures healthy hair growth.

Let's Get Cooking!

Honey Crunch Pecan Pie

serves: 8

2 cups all-purpose flour
1 teaspoon salt
3/4 cup shortening
6 tablespoons cold water
1 teaspoon distilled white vinegar
4 eggs, lightly beaten
1/4 cup packed brown sugar
1/4 cup white sugar
1/2 teaspoon salt
1 cup light corn syrup
2 tablespoons butter, melted
1 teaspoon vanilla extract
1 cup chopped pecans
1 tablespoon bourbon (optional)
1/3 cup packed brown sugar
3 tablespoons butter
3 tablespoons honey
1 1/2 cups pecan halves



Preheat oven to 350 degrees F (175 degrees C). To Make Crust: In a medium bowl, mix together flour and 1 teaspoon salt. Cut in shortening until mixture is crumbly. Gradually add water and vinegar. Cut together until mixture will hold together. Press dough into a ball and flour each side lightly. Wrap in plastic and chill for 20 minutes. Roll out between wax paper into a circle 1/8 inch thick and press into 9 inch pie pan. To Make Filling: In a large bowl, combine eggs, 1/4 cup brown sugar, white sugar, 1/2 teaspoon salt, corn syrup, melted butter, vanilla extract, and chopped pecans. Add bourbon if desired. Mix well. Spoon mixture into unbaked pie shell. Bake in preheated oven for 15 minutes. Remove and cover edges of pastry with aluminum foil.

Return to oven and bake 20 more minutes.

To Make Topping: Combine 1/3 cup brown sugar, butter or margarine, and honey in a medium saucepan. Cook over low heat, stirring occasionally, until sugar dissolves - about 2 minutes. Add pecans. Stir just until coated. Spoon topping evenly over pie. Keep foil on edges of pastry and return pie to oven for an additional 10 to 20 minutes, until topping is bubbly and golden brown. Cool to room temperature before serving.

Let's Get Cooking!

Homey Bun Cake

serves: 12

- 1 (18.25 ounce) package yellow cake mix
- 3/4 cup vegetable oil
- 4 eggs
- 1 (8 ounce) container sour cream
- 1 cup brown sugar
- 1 tablespoon ground cinnamon
- 2 cups confectioners' sugar
- 4 tablespoons milk
- 1 tablespoon vanilla extract



Preheat oven to 325 degrees F (165 degrees C). In a large mixing bowl, combine cake mix, oil, eggs and sour cream. Stir by hand approximately 50 strokes, or until most large lumps are gone. Pour half of the batter into an ungreased 9x13 inch glass baking dish. Combine the brown sugar and cinnamon, and sprinkle over the batter in the cake pan. Spoon the other half of the batter into the cake pan, covering the brown sugar and cinnamon. Twirl the cake with a butter knife or icing knife until it looks like a honey bun (or whatever design you want to make).

Bake in preheated oven for 40 minutes, or until a toothpick inserted into the center of the cake comes out clean. Frost cake while it is still fairly hot. Serve warm.

To Make the frosting: In a small bowl, whisk together the confectioner's sugar, milk and vanilla until smooth. Slowly pour over cake and allow it to drip into depres-

Garlic Chicken with Honey and Rosemary

serves: 6



- 3 tablespoons butter
- 2 teaspoons garlic powder
- 2 teaspoons chopped fresh rosemary
- 1/2 teaspoon salt
- 1/2 teaspoon ground black pepper
- 6 boneless, skinless chicken thighs
- 2 tablespoons honey
- 2 tablespoons lemon juice

Melt butter in a large skillet over medium heat. Add garlic powder, rosemary, salt, and pepper; cook until fragrant, about 1 minute.

Add chicken thighs to skillet and turn to coat. Cook until browned on 1 side, about 5 minutes. Reduce heat to low and flip chicken. Cover and cook for 15 minutes, or until an instant-read thermometer inserted into thickest parts registers 170 degrees F (86 degrees C). Remove chicken from skillet and skim fat off pan juices. Return chicken to skillet.

Stir honey and lemon juice together in a small bowl; drizzle over chicken. Continue cooking until heated through, 3 to 5 minutes.

Wine Time!

GEWÜRZTRAMINER

Gewürztraminer is an aromatic wine grape variety, used in white wines, and which performs best in cooler climates. In English, it is sometimes referred to colloquially as Gewürz, although this is never the case in German, because "Gewürz" means "herb" or "spice"). In English and French it is usually written Gewurztraminer (without the unlaut). Gewürztraminer is a variety with a pink to red skin colour, which makes it a "white wine grape" as opposed to the blue to black-skinned varieties commonly referred to as "red wine grapes". The variety has high natural sugar and the wines are white and usually off dry, with a flamboyant bouquet of lychees. Indeed, Gewürztraminer and lychees share the same aroma compounds. Dry Gewürztraminers may also have aromas of roses, passion fruit and floral notes. It is not uncommon to notice some spritz (fine bubbles on the inside of the glass).

Gewürztraminer's sweetness may offset the spice in Southern Asian cuisine.

The German name Gewürztraminer literally means "Spice Traminer" or "Perfumed Traminer", and is attested in Germany from the 16th century. This grape variety is a mutation of the Savagnin blanc, also named Traminer in South Tyrol (region situated in northern Italy).

Foods that pair well with Gewürztraminer are:

Rich-fowl dishes like turkey, duck, or Foie Gras

Egg dishes like quiche and omelets

German dishes like pork chops, roasted ham, sausages loaded with sauerkraut, and wiener schnitzel

Middle Eastern, Moroccan, and Thai cuisine

Chinese dishes

Traditional Alsace dishes like tarte flambée, quiche, and choucroute garni

Spicy Indian and Middle Eastern dishes

Fruits, cheese (such as Gruyère, Munster, Gouda, and Swiss), dried coconut chips, and tart flambe (bacon and onion tart).



2024 IFSEA OFFICERS AND DIRECTORS

Board	Position	Email
Richard Weil	Chairman	Richard@nrcadvice.com
Ed Manley	President Emeritus	ed@ehmanley.com
Dave Kinney	Treasurer	daveearlkinney@gmail.com
Jayne Ricci	Director	jricci@rlsinc.com
John Chapman	Director	puravida94@msn.com
Markos Mendoza	Director	mrdoza43@yahoo.com
Molly Warren	Director	mollyw@principleLTC.com
Dr. Ernie Boger	Director	epboger@umes.edu
Brian Kunihiro	Past Chair	brianifsea@gmail.com
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Donna Foster	DODG	drfhealth2@gmail.com
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Matt Trupiano	DODG	mattifsea@gmail.com
Stan Gibson	DODG	scgibson32@gmail.com

RANdom STuff



"Is the guy in the green jacket the one who complained about the baked potatoes?"

"Have you heard of Murphy's Law?"

"Yeah."

"What is it?"

"If something can go wrong, it will go wrong."

"Right. Have you heard of Cole's Law?"

"No, what is it?"

"Thinly sliced cabbage."



RANDOM FACTS

The inventor of the chocolate chip cookie sold the idea to Nestle Toll House in exchange for a lifetime supply of chocolate.

Chocolate comes from cocoa which comes out of a tree.

That makes it a plant.

Therefore, chocolate counts as salad.

The end.

-Unknown