



# 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

Happy Holidays Everyone!

First and foremost, as we cross over to December it is my favorite month of the year. My family is all about the holidays and wishing everyone a joyous and healthy New Year as well. At our house, my wife Maryann has pulled out all the stops this year in terms of bringing out all of the holiday decorations. We even put our outdoor lights on the week of Thanksgiving and will keep them on all the way to about the 10th of January. Why not, all the effort that goes into the holidays, we figure we might as well have the decorations up and illuminated as well.

With so many customers' purchasing gift cards during the month of December and restaurants utilizing loyalty programs I wanted to write about gift cards and customer loyalty programs. The context of this month's newsletter article from me centers around the lingering pandemic issues and a difficult economy. These days the restaurant industry may feel like a rapidly changing and unknowable space. Systems we have relied on for years may not be as useful or predictable anymore. Along these lines, experts have been researching different customer loyalty programs. Observed with a more critical eye, though

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## SOMETHING TO THINK ABOUT

Be the reason someone feels welcome, seen,  
heard, valued, loved and supported  
and they'll feel the same about you.



## *Life on the Weil Side!*

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

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they were once touted as an effective marketing tool, they really only served already loyal customers and did little to increase this audience. "...loyalty only touches one aspect of customer engagement, particularly when it only applies to the top 20% of guests," states a recent Nation's Restaurant News (NRN) article, which insists "The key to driving restaurant traffic is engaging customers beyond the loyalty program."

Part of good business always has included flexibility and a willingness to grow into new markets and customer behaviors. This is especially important in today's social and economic climate. A positive impact of large changes in the industry is the digital movement, which offers not only faster ways of reaching customer but also handy, quickly applicable data about customers. NRN reports:

"We have a successful loyalty program, and we like it but we're topping out at 15-20% of our customer base," Ryan Wilkinson, vice president of marketing for Primanti Bros said. "There's a whole lot of people out there who aren't part of your loyalty program, so we're thinking, 'that 20% will take care of themselves, what about the other 80%?'"

Wilkinson said that Primanti Bros has been using anonymized credit card data to track the remaining 80%, match them against addressable lists, and push them through email marketing campaigns and/or expose them to ads on social media.

With many consumers using social media multiple times a day, digital marketing makes sense. This goes beyond social media engagement from company accounts, which, while important, is like a loyalty program in that it only reaches a fan/customer base already following the account. The beauty of digital data is accessing the previously unreachable part of an audience through targeted ads and digital campaigns, which are highly customizable through social media platforms.

"We keep thinking, 'How can we be very specific with who we're marketing to and what that message is we're providing to them?' because I need to just nudge that one customer over the edge," Wilkinson said. "If I'm using the customer data I have, I can nudge them softly sometimes and get them across the finish line, and that's less aggravating to operators than setting up a massive direct mail campaign. When you don't know your customers, you might use spray and pray, but if you know what each person needs, then you only must push them just a little bit."

Social platforms like Facebook, Instagram, X, and Pinterest offer business accounts for advertising purposes, with customizable features to reach highly targeted audiences. Marketing teams should familiarize themselves with these features to offer discounts, coupons, and messages that will reach a more robust audience than the already loyal members of in-house loyalty programs. The other key is making sure that you are marketing and promoting your points of differentiation within your brand. What makes your restaurant stand out.

Enough business talk and concluding with an end of year thank you to our newsletter publisher Matt Trupiano and also a thank you to Michelle Hackman as well. Without you all this newsletter would not be possible or for that matter probable.....so Merry Christmas everyone and Happy Holidays to all!

*May the good times  
And treasures  
Of the present  
Become the golden  
Memories of tomorrow.  
Wishing you love, joy,  
Health and happiness  
This Holiday Season.*





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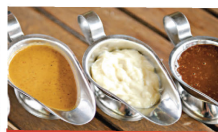
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# LOOKING AHEAD WITH MANLEY

Ed Manley, MCFBD, MCFE, CHP President Emeritus



## Happy Holidays Everyone! Here's How YOU Can Help IFSEA

Happy Holidays everyone including my greetings and salutations of Merry Christmas, Happy Hannukah and Kwanza as well. As we close out so many years of wonderful, caring, beautiful work by Matt Trupiano bringing to our members a great newsletter – during a time when we frankly didn't have a lot to brag about. I'd like to point to the value of ONE member, stepping up, to help our 123-year-old organization – you do know, of course, that we were the very first hospitality association in America. Dave, Richard, and I decided a few years back that, by gosh, IFSEA was not going to die while we are alive. So NOW, it's time for YOU to show up, the collective YOU. What can EVERYONE do with precious little time and not so much effort on your part? Simply put, network, and spread the word about IFSEA. Let people know what it has done for you. Who did you meet? Maybe a spouse? A co-worker? A boss? And conversely, what did YOU do for IFSEA or can do for not only yourself, other, and fellow IFSEA members.

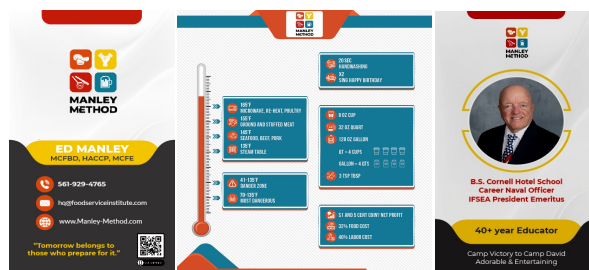
Bill “The Restaurant Doctor” Marvin does a great weekly newsletter, and in it this week he had a life-lesson that resonated with me.

“Everyone wants to make the same three things: money, a name, and a difference. What creates diversity is how we prioritize the three. There's no right or wrong way to the order you place them in, though how you do so will radically impact how you promote your business ... and live your life”.

So, the highest and best use of your time and money is essentially determined by your heartfelt answer to a single question: What is it that you most want to make -- money, a name, or a difference?

For me, I'm the reverse of that order. At 82, I keep doing what I'm doing because I know I have changed hundreds and even thousands of people's lives with the certifications they earn from FSI, and IFSEA certifications included. I created CFM decades ago, and today that is helping people in the health care industry to keep their jobs because they'd honestly most would

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# LOOKING AHEAD WITH MANLEY

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## Happy Holidays Everyone! Here's How YOU Can Help IFSEA

NEVER pass the CDM exam – and they need one or the other to manage foodservice in a nursing home to stay compliant. So, I'm in the game to make a difference, in the life of a homeless vet, a struggling nursing home manager, a young person trying to figure out if foodservice is the future for them.

So how can YOU help others AND IFSEA?

Spread this article, or this part of the article. Post and re-post this article on your social media, to your friends and ask them to send it to their friends. When I help someone earn a certification, many earn very well-paying jobs and even some get \$100K jobs. Some decide to make this a career, some get promotions in the military that will assist them to earn more retired pay for life. But I can only help them if YOU let them know what we do. And yes, the thousands of dollars that I provided to IFSEA has helped keep it alive. And in return, IFSEA has helped me do good things for the military chefs. So, extend the next paragraph out to everyone you can touch, and maybe you too can make a difference, change just 1 life – maybe your own.

We call what I do the “Manley Method.”

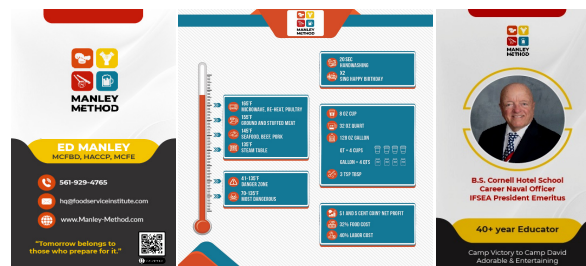
For over 30 years, I boil training down to what you NEED to know, the timeless knowledge that doesn't change over the years – how do you figure your food cost, what should it be, how do you set up a HACCP plan, a recipe for the front of the house, what are those temperatures you forgot, or never knew. No one, does what I decided was a good idea way back then. I teach, provide resources like a book(s) for your professional library, give you a test on the material taught – all of which is important and useable at work – you get a certification, you put that on your resume, and with your updated knowledge you go interview, and you get to a human because your resume keywords impressed INDEED, so you got to a human who now is impressed with the knowledge you just learned.

### Put on your social media and emails:

Alysha Brooks recorded videos introducing the Manley Method - The Manley Method™

Two classes in a row, Camp David and Wiesbaden, Germany, a young culinarian told me I had changed their lives with what they learned in the class:

Happy holidays again everyone and the best for a happy and health new year in 2024 and beyond!





# Interesting Facts

## **The Hanukkah (Chanukah) Story**



Hanukkah (Chanukah) is the Jewish eight-day, wintertime “festival of lights,” celebrated with a nightly menorah lighting, special prayers and fried foods. The Hebrew word Chanukah means “dedication,” and is thus named because it celebrates the rededication of the Holy Temple (as you’ll read below). Also spelled Hanukkah (or variations of that spelling), the Hebrew word is actually pronounced with a guttural,

“kh” sound, kha-nu-kah, not tcha-new-kah.

Chanukah begins on the eve of Kislev 25 and continues for eight days. On the civil calendar, it generally coincides with the month of December. Chanukah 2023 runs from Dec. 7-Dec. 15.

In the second century BCE, the Holy Land was ruled by the Seleucids (Syrian-Greeks),

who tried to force the people of Israel to accept Greek culture and beliefs instead of mitzvah observance and belief in God. Against all odds, a small band of faithful but poorly armed Jews, led by Judah the Maccabee, defeated one of the mightiest armies on earth, drove the Greeks from the land, reclaimed the Holy Temple in Jerusalem and rededicated it to the service of God.

When they sought to light the Temple's Menorah (the seven-branched candelabrum), they found only a single cruse of olive oil that had escaped contamination by the Greeks. Miraculously, they lit the menorah and the one-day supply of oil lasted for eight days, until new oil could be prepared under conditions of ritual purity. To commemorate and publicize these miracles, the sages instituted the festival of Chanukah.

# Recipe Box

## Traditional Potato Latkes

Yields: 12 latkes



- 6 potatoes peeled
- 1 medium onion peeled
- 2 large eggs, beaten
- 1/2 cup all-purpose flour
- 6-8 tbsp. vegetable or canola oil
- 2 tsp. Kosher salt
- 1/2 tsp. freshly ground black pepper
- sour cream
- applesauce
- 1 sprig dill for garnish (optional)

Using a box grater or the grating blade of a food processor, grate potatoes and onion. Drain in a colander and press with your hands to remove all of the excess liquid. Put into a large bowl.

Add flour to the potatoes and onions. Gently fold in beaten eggs. Add salt and pepper.

Heat oil to medium-high heat in a large skillet. Using a large spoon, place potatoes in oil, and flatten with the back of the spoon. Allow them to cook for about 3-4 minutes before turning, and cook for another 3-4 minutes. Test one and adjust time if needed.

Put latkes on a wire rack. Place paper towels under the wire rack to catch the excess oil. Arrange latkes on large platter. Serve with sour cream and applesauce on

## English Christmas Trifle

Serves about 18



- 3 cups creme anglaise (or prepared Bird's custard)
- 1 prepared pound cake about 12 ounces, crusts trimmed.
- 1/3 cup marsala wine or sherry
- 1/3 cup amaretto
- 4 pears poached, and sliced into wedges.
- 4 cups fresh or frozen and thawed raspberries
- 1/4 cup confectioner's sugar
- 2 cups whipping cream
- fresh raspberries and mint leaves for garnish

In a medium bowl, beat 2 cups cream with the confectioner's sugar until stiff peaks form. Set aside. In a separate mixing bowl toss the berries with 2 tablespoons Marsala, stirring to bruise the berries slightly. To assemble the trifle cut the cake into 1/2-inch thick slices to fit tightly into the bottom of a trifle bowl (or a 1 1/2-quart decorative glass bowl). Drizzle or sprinkle the cake layer with Marsala and Amaretto. Layer 1/3 of the pears and raspberries over the top of the cake, followed by 1/3 of the creme anglaise or custard.

Repeat the process, creating a total of three layers with the remaining ingredients.

Spread whipped cream on top, then pipe rosettes of whipped cream.

Garnish with raspberries and slivered almonds.



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# RANdom sTuff

## ANCESTRAL MATHEMATICS

IN ORDER TO BE BORN, YOU NEEDED:

2 parents  
4 grandparents  
8 great-grandparents  
16 second great-grandparents  
32 third great-grandparents  
64 fourth great-grandparents  
128 fifth great-grandparents  
256 sixth great-grandparents  
512 seventh great-grandparents  
1,024 eighth great-grandparents  
2,048 ninth great-grandparents

For you to be born today from 12 previous generations, you needed a total of 4,094 ancestors over the last 400 years.

Think for a moment...  
How many struggles? How many battles?  
How many difficulties?  
How much sadness?  
How much happiness?  
How many love stories?  
How many expressions of hope for the future?  
-did your ancestors have to undergo  
for you to exist in this present moment...



HONOR THEM.

The awkward moment when you drive your Chevy to the levy and the levy isn't dry.



*This is what happens  
when you're drinking  
whiskey and rye.*



"WHEN YOU GUYS INVITED ME  
OVER FOR A JAM SESSION,  
I JUST ASSUMED..."

