



# Let's Celebrate!

## THE WESTERN REGION WHERE MEMBERS COME FIRST

Number: 08-06

June, 2008

Editor: Chef David Goodwin, CEC, CCA, AAC  
davidg@carsonvalleyinn.com

### Contents:

Grantmakers Seminar  
Tactics for Recruiting New Members  
Utilizing Knowledge and Skills of Senior Members  
Chapters in Development  
Worthy Sponsor's Recognition  
New Dimensions  
Announcements (5)  
Persona and Image of Chapter



### LOCAL OPPORTUNITIES FOR RAISING

#### FUNDS

Recently we had an opportunity to participate in an activity sponsored by United Way, a community based organization (CBO), addressing possible techniques and suggestions on appealing to local industries and companies who practice supporting non-profit organizations with both financial, and in-kind support. An informal method of applying for grants to accomplish local ambitions.

In this area of the country this seminar method is commonly referred to as "Meet the Grantmakers" and the host CBO charges a fee for assembling and providing meeting space wherein they can expose representatives from companies who conduct and maintain an internal "community services" department to aid non-profit groups who are related to their own respective business perspectives. They are making grants to worthy groups, generally with limits of \$10 to \$25 thousand. Many are even smaller.

This initial meeting for me included representatives from multi-national, multi-product companies. Three presenters have total worldwide employee populations exceeding 100,000 persons. This is clear indication that we are not talking about local employers seeking only a local recognition factor, but dealing with large conglomerates who desire to see their offerings available without going through the gyrations of writing for large, to be applied nation-wide proposals coupled with performing significant research by the smaller appealing group who genuinely needs assistance. In a nutshell, it is large industry with worthy community service programs to help at the local level by making their commitments to be worthy providers of financial aid and operational guidance.

One of the presenters agreed to send me a roster of leading members of the Southern California chapter of a Grant makers Society, a list which is capable of directly helping many of our chapters. While introducing those concerns we may have just cause that will tweak their interest performing for more than one chapter. Important to remember is that every member of such a chapter of Grantmakers is an independent member and each has their own parameters of how and who they will help. Therefore it is incumbent on each of us to contact every Grant maker member in our respective geography then determine their scope of interest and provide a worthy vehicle from which their participation will bring them an enhanced local public image because of their benevolence.

You are encouraged to insert some key issues and descriptions when speaking with representatives from industry's members. One, use the phrase "community service(s)" when appropriate and possible as it can apply towards their considerations to help. All wish to be recognized as good associates in gaining a popular image for their support and involvement.

LOCAL OPPORTUNITIES FOR RAISING FUNDS CONTINUED

Two, suggest they participate in the planning and decisions processes of how their contributions will be used. Assure them that regular progress reports will be forthcoming, and when the funding expiration is on your horizon you will provide wrap up of the program so they may consider re-funding for a new period.

Be diligent and on time with such reports so you may stay in their favor and meet minimal resistance in renewals. Be acutely aware since these are not funds for operations of your chapter, they are justified when presenting benchmarks to measure successes. And, since such funds are not typically involved in the costs of doing general business you may find it appropriate to seek multiple grants from different benefactors to address your different topics or programs.

Many who are willing to make such contributions and offer assistance will not require a great deal of formality. Therefore it may serve you best if you contact the company to determine who is best to approach with personal contact.

We have learned many companies desire to offer community grants but need to earn confidence in those they select to provide their funds and assistance and details of how those funds will be applied.

In each company find the right person, then take your time in getting to know them and what their interests are insofar as contributing to you success. Never violate the trust you build with this contact. Remember your integrity is not for sale.



**ACF National Convention**  
July 14 - 17, 2008  
MGM Grand  
Las Vegas

# RECRUITING NEW MEMBERS

*The younger and mature, they all belong in the fold of ACF*

Each strata of preferred prospects for ACF membership can provide new dynamics in making your ACF Chapter the place they belong because during our now near 80 years of organizational development we have nurtured the annual new intake of members. Each year's growth brought realization that our cooks and chefs need each other to survive the onrush of new foods, new nutrition, and development of new leaders within the ranks of the organization.

Promoting our own community image is one means of attracting others who should be part of our society. If we're not succeeding at making ourselves attractive to those folks, then we must learn what we can do to bring in members?

When others see you they become attracted to what you offer. When they feel you offer benefits in which they can share, they become prospects. The correlation is simple, the more you're seen, the better your chances in recruiting. Make every effort to become a visible member of your local societies.

Develop your persona to always be reverent and positive when speaking of ACF's benefits. Let your desire for success shine by being a person all who meet you, will want to stay in contact. Your genuine desire that ACF will be here for another 80 years and will continue to grow is important for prospects to feel. Avoid any and all negative attitudes, or suggestions – you are developing your chapter now!

Publicly treat every existing member the same as you did the first week you met them. As a leader in your locale it is incumbent on you to have an image of positive benevolence. Accept reality by discussing needed improvements in private and proudly, openly, discuss your successes publicly.

---

**“We cannot direct the wind,  
but we can adjust the sails”**

---

# INDOCTRINATION

## BY SENIOR ACF MEMBERS

*Having new members learn from those who were here when changes occurred*

This suggestion is not as far fetched as it may sound when initially considering it, Envision having a source of experienced members who willingly can share the benefits and the thoughts which motivated past changes in our organization's life.

The fact they are still interested and around for such duty is testimony that many things, often forgotten, have inspired their continued membership. Their respective love and passion for the principles ACF inculcates balance for the objectives and programs needed in a volunteer membership organization. This motivated inspiration is in fact displayed when one who possesses many years of experience says it contributed to their growth.

They can say with absolute conviction that while they may not agree with all that has transpired, their mere presence suggests that whenever they felt not in agreement they still saw light at the end of the tunnel. Every associated group of humans, – with religious, volunteerism, profit seeking groups, whatever tells us boldly that being out of synch with each other is not necessarily a bad thing. Often we learn more and gain strength by having differing opinions to compare.

Hearing and learning of your chapter's history from one who participated during periods of question provides newer, and younger members, an accurate portrayal of the values learned through controversy. Let's not leave the importance of past controversies go unnoticed but use them to promote how the chapter has matured, and grown through such open dialogue. Being a part of efforts to expand the chapter's growth supplies many opportunities at assuming responsibilities and ultimately guarantees their personal growth within the ranks of a national volunteer member organization.

Our older members may need some special attention to tap into their resolve. Such things as assistance in transporting them to and from meetings because age deprives them being agile enough to continue driving which in today's world seems to be a must. Many will need provocative commentaries suggesting they can do what others may not be able to do, such as speak with first hand knowledge and experiences. If their knowledge were compared to many Native American tribes they would be servicing ACF's needs with personal historical accounts. In essence being a living library.

Knowing something worthy of each Senior members personal history so they can command the respect appropriate for their position. Benefits from enjoying the values Seniors supply are numerous and it easy to understand how using the talents these folks offer can provide rewards for all in your chapter.

Being more mature is no guarantee their brainpower is diminishing!

# D EVELOPING CHAPTERS IN REGION

*Inquiries being considered*

During our recent ACF Western Region Conference in Salt Lake City, Utah we enjoyed welcoming two new chapters, – Laramie-Cheyenne, Wyoming and Walla Walla, Washington.

Coupled with reorganizing in other areas we are now looking at additional significant areas where dialogue has already begun – Modesto, California and Mesquite, Nevada. Due to their respective geographical locations both will be in position to offer outstanding coverage of their respective areas for new members.

Mesquite sits on the banks of the Virgin River right up in the Northeastern corner of Nevada, Northwestern Arizona, and Southwestern Utah, offering service to an area that has always been somewhat uncovered with ACF representation.

Modesto is in the heart of the illustrious San Joaquin Valley between Sacramento and Fresno, California. Both have terrific ACF chapters in place to represent and lead our local area ambitions. Modesto is being sponsored into our world by the leadership corps of Sacramento.

We also enjoy an inquiry from an Alaskan group, however we face some territorial concerns, but the new prospective applicant can appeal through the nearby ACF Western Region chapter for a variance because theirs' will represent an exclusive population that is legally isolated from our existing chapter. That is a hurdle we must address and resolve as a matter of integrity being extended to the existing chapter.

Being able to inform you of these possibilities is rewarding since they carry the message that our region is growing, and for some the impetus for such possible growth falls back to the energies and efforts of our current chapters' leadership. Appreciation is extended to our corps of ACF Western Region leaders who stay abreast of growth potential close to themselves



## SPONSOR RECOGNITION

### Acknowledging those who support us

When preparing for the recent ACF Western Region Conference in Salt Lake City, Utah we learned of the history of Mr. Michael Rand of Barber Foods' longevity at supporting the principles of ACF, as a sponsor. We felt good that we had the opportunity to publicize his loyal generosity and feel we should highlight others who have also become part of the weave in ACF's carpet.

Our newsletter in the West can easily bring such attention to those suppliers who regularly support us through supplying their assistance, support, and bring to the table their awareness of our needs.

Our salute of appreciation this month is extended to R. L. Schreiber, Inc of Pompano Beach, Florida. Led by Mr. Tom Schreiber, President and son of the founder, he devotes his personal focus towards ACF's needs by assuring that every competing student gets the message clearly that ACF is where they belong – for a lifetime.

The loyalties shown by Mr. Schreiber, his sales staff, and his corps of ACF approved judges at every Junior/Student hot food competition contributes to the well being of all ACF members. Without hesitation I feel confident that all will join me in saying, "Thank you, Tom Schreiber!"



## NEW DIMENSIONS

### *REBIANA* – something old, something new

May 16, 2008 – Cargill yesterday gave a name to its stevia brand (see "Let's CELEBRATE" issue of August, 2007, #07-05), further to the publication of an overview of the science supporting the use of rebiana as a sweetener.

Although under current US regulations stevia cannot be sold as a sweetener, Cargill announced that when its product finally does come to market it will carry the brand name Truvia.

Source: FOOD USANavigator.com May 16, 08

### *SAFFRON* - Protection for world's costliest spice

May 15, 2008 – While saffron has been the world's most expensive spice the Italian government has asked the European Commission to authorize the spice produced in Sardinia, Italy with Protected Designation of Origin (PDO) status.

While prices for many commodities have soared in recent months saffron remains one of the most expensive ingredients on the world food market. If this request is approved it is expected to increase the prices of that agricultural region's product. The product will begin wearing the label, "Zafferano di Sardegna," as a PDO.

PDO's, inscribed in European Law, are designed to protect the integrity and reputation of regional foods.

This note is intended to bring awareness to those who use Saffron with any sense of demand to check and validate inventory for their intended quantity use. Anticipated probability suggests prices will rise.

Source: FOOD USANavigator, May 15, 2008

### *KIWI FRUIT – from Italy*

Surprisingly, Kiwis easily replace grapes in vineyards, and are bringing in three times the profit. Italy is now the number one producer of the fruit, worldwide.

In areas of Italy where the grape has long been the king of crops, the landscape has changed by the new product of Kiwis being grown. It is also generated more profits per acre than believed imaginable only a few years ago. Adaptation of the physical requirements for growing Kiwis, formerly known as Chinese Gooseberries, was minimal and because of the physical appearance many feel that from a distance you might not even spot a change has occurred.

Nevertheless, kiwi production is booming with now more than 400,000 tons annually from Italy. Known for its high vitamin C content and being a good source of fiber its juices are similar to papain, an enzyme found in the juices of an unripe papaya, which digests protein and can be used as a meat tenderizer. Its juices also blend well with other fruit flavors for enhancing its use in commercial recipes.

Due to the fruit's adaptability it is generally available throughout the world on a continual basis and may escape being readily identified for pricing increases. It may provide continued opportunity of improved profits.

Source: LATimes, col one, May 20, 08 & Encyclopedia of Foods

# ANNOUNCEMENTS

## *Special Noteworthiness*

★★★Our anticipated second Skills Development Forum planned for late October or early November, 2008 in Reno, Nevada needs a postponement, and possible relocation. We are now working on remedies for the situation. Anyone with ideas to consider should contact me at their earliest convenience.

★★★A Train the Trainer (TNT) two day seminar is scheduled for October 2 -3, 2008 in Sacramento, California. To register, please contact Chef Don Dickinson, CEC, CCE, CCA, AAC at

(916) 797-6337, or,

[ddickinson@it-email.com](mailto:ddickinson@it-email.com)

Apply now, so Chef Dickinson may negotiate the best in hotel rates for your stay in Sacramento. Also, schedule your travel and stay so you may be on time to gain full exposure to the meetings' contents. Make certain you get your money's worth!

★★★Chef Candy Wallace of San Diego deserves kudos for all of contributions to our region's image for the many contributions she has delivered this year. She availed herself for a book signing during our ACF Western Region Conference; she has almost continually been providing Certification assistance to the U.S. Navy personnel in the San Diego area,

She founded and leads the *American Personal and Private Chefs Association*, and during recent months she has been big in spreading the gospel in the values of being an ACF Western Region member throughout the nation - Chicago, Las Vegas, Louisville, and other key visits along the way.

All of the good things Chef Candy says about us here in the west almost make me want to wear a vest proclaiming she is our P.R. messenger. Collectively we all should recognize her intense and loyal commitment to the ACF Western Region's ambitions.

★★★For the many outstanding young women chefs and students in our region, they now must make room for the newcomer, Ms. Keriann Von Raesfeld of the Pacific Culinary Institute in Campbell, California.

She has recently won the exalted honor of "Student Chef of the World" - the world!, while attending the World Association of Cooks Societies Convention in Dubai. Along with her win in Dubai she has earned top honors in competitions for the nation in the *Chaine des Rotisseurs*, which now takes her to Paris, France for their world finals.

Her home chapter, the ACF Santa Clara Chapter leadership corps and her school's culinary team competition leaders are all wandering around with their buttons about to pop off. Thanks to the entire family of the ACF Santa Clara Chapter for their support and enthusiasm.

★★★In last month's "Let's *CELEBRATE!*" we announced our overlooking the election of a representative as our chairperson for the ACF Nominations and Elections national committee. We appealed to your understanding that a quick response was needed and now we want to express our appreciation for all who voted in such a short period of time.

Your very quick responses chose the person we can all be proud of: Chef Jeremy Glas, of Denver, Colorado. Jeremy is the current President of the Denver chapter and a very dynamic young man who has performed excitingly well while in waiting for assumption of the President's chair. He is a former military combat veteran and shows strong sentiments towards sharing his good fortunes with newer folks in our craft. He is the Executive Chef in, "WYNKOOP," one of Denver's really popular downtown restaurants. Congratulatory and notes of support can be addressed to: [ChefJeremy@wynkoop.com](mailto:ChefJeremy@wynkoop.com)

★★★Mea Culpas: No intention to defame Chef Jon Greenwalt, CEC, AAC. HOF in incorrectly finishing his name with a "d" instead of "t."

Also, Ms. Linda Leo, ACF Membership Director in St Augustine is truly Ms. Leo, not "Mr. Leo" as indicated in last month's newsletter. Sorry, the Editor



# YOUR CHAPTER'S IMAGE

## How do others see you?

Earlier in this note we informed how many industries and companies focus on special departments to support their efforts at being embedded in their community's notable leaders.

That same desire should be burning intensely in our minds towards making ACF an easily recognized identity, especially in the neighborhood where we practice our craft. Years ago we used to have barbershops as the beacon to broadcast our image in the community. Everyone used to buy haircuts with some regularity and it was important to know the barber who would introduce your image when you were not present.

In earlier times, it was the local tavern doing the same thing for you, however today it requires a more explicit and defined effort by becoming actively involved to become a known entity in your community. Besides, today's "tavern" is not the common point of reference source, or local insider news distribution center, of the past but viewed as no more than another place hang out and share your reservoir of bovine scatology (b.s.).

We, as a legitimate business with responsibilities developing the image of cooks and chefs, it is important to become involved with others who do not know the intimacies of who we are. We need to expose our abilities, our organization, and our impact in many communities, and the world as a fashionable and positive image.

True leadership demands the ability to inspire others to accomplish their ambitions, not to mask your inadequacies in seeking self-centered recognition.

***Participate in YOUR community!***

**GOOD COOKING!**

*Best regards,*

**Harry Brockwell, AAC**

***"Where the member comes first" .....***  
**THE ACF WESTERN REGION**



*See you in Las Vegas!*

Have something newsworthy about members of the ACF Western Region that we should "Celebrate?"

Please e-mail to David Goodwin:

[davidg@carsonvalleyeinn.com](mailto:davidg@carsonvalleyeinn.com)