

ECHO

FEBRUARY 2010

VOLUME 7 ISSUE 2



General Meeting
February 12, 2009
Spring Mill Country Club
80 Jacksonville Road Ivyland, PA 18974

www.SpringMillCountryClub.com

215-675-6000

Host: Nick Poccia, CEC AAC

7:00 p.m. Education: Healthy Cooking Techniques

8:00 p.m. Dinner

Directions:

FROM I-95 (north) Exit at Street Road (#132). Head (west) for 10 mi. to Jacksonville Road (#332) turn right and proceed 1.7 mi. Spring Mill Manor is on the left, 1.5 mi. Spring Mill Country Club is on the right.

FROM THE TURNPIKE : Take exit 343- Willow Grove (north). At the first light take a sharp right onto Mill Street. At the first light take a left onto York Road (#263 north). Follow to Street Road (#132) and take a right. Follow to Jacksonville Road (#332) turn left and follow for 1.7 mi. Spring Mill Manor is on the left, 1.5 mi. Spring Mill Country Club is on the right.

FROM WESTERN SUBURBS : Take the Blue Route (#476 north) toward Plymouth Meeting. Stay to the left and follow signs to Philadelphia-Turnpike and East to get onto the Turnpike. Take exit 343 – Willow Grove (north) and follow directions “FROM THE TURNPIKE”

FROM NEW YORK & NORTH JERSEY: Take NJ Turnpike (south) to Exit 6. Follow PA Turnpike to exit 351. Follow Route 1 (south) to Street Road (#132 west). Follow Street Road for 10 mi. to Jacksonville Road (#332) turn right and proceed 1.7 mi. Spring Mill Manor is on the left, 1.5 mi. Spring Mill Country Club is on the right.

FROM SOUTH JERSEY : Atlantic City Area – Take A.C. Expressway (north) to Walt Whitman Bridge. Take I-95 (north) and follow directions “FROM I-95”. Cherry Hill Area – Take Tacony Palmyra Bridge to I-95 (north) and follow directions “FROM I-95”.

ACF Philadelphia

Delaware Valley Chefs Association

45th Anniversary Charity Ball

& Silent Auction

Sunday February 28, 2010

Desmond Hotel and

Conference Center

Malvern, PA

Cocktails & Silent Auction

4:30 p.m.

Gourmet Dinner & Dance

5:30—9:30 p.m.

Black tie Invited

\$100.00

To purchase a ticket and for more information contact:

Alan Gross: (215) 509-6531 or

(610) 662-1824

alang2300@yahoo.com



Honor Society of the
American Culinary Federation

Congratulations to

Ted Kowalski, CEC

Who has been

accepted into the American

Academy of Chefs

The average U.S. consumer is expected to spend \$102.50 on Valentine's Day gifts, meals, and entertainment,

according to an annual U.S. National Retail Federation survey—down from \$122.98 per person in 2008.



Please RSVP !

If attending the General meeting.

Please contact Ted Kowalski

(610) 453-6651

Members \$ 15.00 Students \$10.00



**2010 ACF
Northeast Regional Conference**
March 13–15, 2010
Hershey, PA
Register today@ acfchefs.org

DVCA-ACF Philadelphia 2010 Schedule of Events February 2010

28th Sunday, 45th Anniversary Charity Ball & Silent Auction

Host Chef: Thomas J Macrina CEC
CCA AAC
Desmond Hotel , Great Valley, PA

March 2010

9th General Meeting:
HOST: TBA
Education: TBA

March 13– 15
NE Regional Education
Conference Hershey, PA
13th AAC NE Region Dinner @
Hershey Hotel

April 2010

13th General Meeting:
HOST: Drexelbrook Wedding &
Conference Center and
Exec.Chef Wade Harvin
Education: TBA

15th (Thurs) ACF Philly
Cooks Chapter Event
HOST: Desmond Hotel & Confer-

ence Center, Executive Chef Tom
Macrina, CEC, AAC
This new event showcases our
members while highlighting their
facilities and talent. Don't miss out
on this unforgettable experience
with flavorful food, music and Chi-
nese auction.
CONTACT: ACF Chapter Presi-
dent, Dan D'Angelo

May 2010

11th General Meeting:
HOST: The Restaurant School at
Walnut Hill College
Tom DeCamp, Vice President
Education: TBA

June 2010

8th General Meeting:
HOST: Desmond Hotel
Tom Macrina, CEC AAC
Education: TBA

July 2010

Annual Chef's Golf Classic

August 2010

August 2–5, 2010
Anaheim Marriott
Anaheim, Calif.
Trade Show August 3–4

ACF Philadelphia Board

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**Give Blood !
pleasegive-
blood.org**



DVCA Charities



Cleft Lip or Clef Plates have become the number one birth defect in many developing countries as well as in the United States.

It is estimated that 132,00 babies with clefts are born each year. Our chapter has elected to support The Smile Train and organization that is changing the world one smile at a time.

At each Business meeting, there will be a special collection basket . Please help to change the life of a child with this birth defect. www.SmileTrain.org



One in Eight American Used Food Banks in 2009

In many ways, America is the land of plenty. But for 1 in 8 Americans, hunger is a reality. Many people believe that the problems associated with hunger are confined to small pockets of society, certain areas of the country, or certain neighborhoods, but the reality is much different. Right now, millions of Americans are struggling with hunger. We all know and are in contact with people affected by hunger, even though we might not be aware of it. These are often hard-working adults, children and seniors who simply cannot make ends meet and are forced to go without food for several meals, or even days. Most of us simply have no idea. It's time to educate ourselves about America's hunger problem and volunteer to help solve the problem.

- Volunteer time to cook, pack food for food pantry or serve food in a soup kitchen.
- Donate money or food.
- Let you government officials know that Hunger in America is not acceptable to you!

There are a lot of organizations that support the Greater Delaware Valley that could use your support in tackling the Hunger in America problem. Philadelphia Coalition for the Hunger is a great place to start. Also visit www.FeedAmerica.org; Philadelphia Abundance and Google other websites that may service your community. If you are able to do something, please get involved.

Save the Date!

Practical Test for Certification

Sunday, February 28, 2010 Sunday, May 23, 2010

To reserve your space for the test contact

Carl F Deutsch CCC CCE work 800.275.2474 ext.5722

chefcfd@yahoo.com

Stephen M O'Donnell CEC AAC work 610.718.1823

barleyod@aol.com

A Quest for Certification

Did you know that ACF has a tool to help you determine which certification is right for you? The Certification Requirements Grid will direct you to the certification level that best reflects your educational background and work experience. Please contact certify@acfcchefs.net with any of your certification



THE SIX ANNUAL PHILADELPHIA SUSHI CONTEST

FOR AMATEURS

PRESENTED BY MADAME SAITO OWNER OF LE CHAMIGNON DE TOKIO WITH TEMPLE UNIVERSITY THURSDAY, APRIL 8, 2010 6:30 PM

THE PYRAMID CLUB 1735 MARKET ST, PHILADELPHIA, PA 19103, 52ND FL.

REGISTER NOW TO BE A CONTESTANT AT 215-204-6565;

WWW.TEMPLE.EDU/TUCC PRE-CONTEST CLASS ON APRIL 1ST AT MADAMES

SAITO'S RESTAURANT RESERVE SEAT AT 215-925-2515 \$10 FOR SPECTATORS

\$45 FOR CONTESTANTS (ALL MATERIALS INCLUDED)



Save the Date!

ACF Philly Cooks

APRIL 15, 2010

Desmond Hotel Malvern, PA

Another Successful Event for the March of Dimes

Submitted by Fred Robinson CEC AAC NE Regional Senior Chef

The Star Chefs event on November 13, 2009 at the Please Touch Museum in Philadelphia went beautifully. Executive Chef Ted Kowalski cooked his signature dinner to perfection, Chef John Schussler CEC AAC sculptured a beautiful Swan out of ice; Christine Neugebauer CEC AAC set up a great buffet table. A big thank you goes out to the Art Institute of Philadelphia for sending us apprentices Colleen Siddall, Antoinette Druckes, Ashley Druckes-Miller and Karl Stanchland. The apprentices were very helpful in setting and serving the guests and staff. Chef Kathleen Salemno HAAC surprised us with a new ACF DVCA banner that help made our table standout. Chef Joe Gudonis and Chef Diane Floyd were also present carving and serving for over 300 guests.

Thank you Delaware Valley Chefs Association for helping the March of Dimes raise One Hundred Seventy Three

WHAT'S HOT IN 2010 CHEF'S SURVEY

The National Restaurant Association conducted an Internet survey of 1,854 professional chefs — members of the American Culinary Federation — in October 2009. Chefs were given a list of 214 food items, beverage items, culinary themes and preparation methods, and were asked to rate items as a “hot trend,” “yesterday’s news” or “perennial favorite” on restaurant menus in 2010.

Founded in 1919, the **National Restaurant Association** is the leading business association for the restaurant industry, which is comprised of 945,000 restaurant and foodservice outlets and a work force of 13 million employees. Together with the National Restaurant Association Educational Foundation, the Association works to lead America’s restaurant industry into a new era of prosperity, prominence, and participation, enhancing the quality of life for all we serve. For more information about the NRA or the survey, visit the Web site at www.restaurant.org.

2010 Top 20 Trends

- 1 Locally grown produce
- 2 Locally sourced meats and seafood
- 3 Sustainability
- 4 Bite-size/mini desserts
- 5 Locally-produced wine and beer
- 6 Nutritionally balanced children’s dishes
- 7 Half-portions/smaller portion for a smaller price
- 8 Farm/estate-branded ingredients
- 9 Gluten-free/food allergy conscious
- 10 Sustainable seafood
- 11 Superfruits (e.g. acai, goji berry, mangosteen, purslane)

- 12 Organic produce
- 13 Culinary cocktails (e.g. savory, fresh ingredients)
- 14 Micro-distilled/artisan liquor
- 15 Nutrition/health
- 16 Simplicity/back to basics
- 17 Regional ethnic cuisine
- 18 Non-traditional fish (e.g. branzino, Arctic char, barramundi)
- 19 Newly fabricated cuts of meat (e.g. Denver steak, pork flat iron, Petite Tender)
- 20 Fruit/vegetable children’s side items

A few of the Top Trends by Category are:

Appetizers/Starters

- 1 Amuse bouche
- 2 Mini-burgers/sliders
- 3 Appetizer combos/ platters
- 4 Appetizer salads
- 5 Asian appetizers (e.g. tempura, spring rolls/ egg rolls, satay, dumplings)

Main Dishes/Center of the Plate

- 1 Locally sourced meats and seafood
- 2 Half-portions/smaller portion for a smaller price
- 3 Sustainable seafood
- 4 Non-traditional fish (e.g. branzino, Arctic char, barramundi)
- 5 Newly fabricated cuts of meat (e.g. Denver steak, pork flat iron, Petite Tender)

Sides/Starches

- 1 Quinoa
- 2 Braised vegetables
- 3 Brown/wild rice
- 4 Steamed/grilled/roasted vegetables
- 5 Buckwheat items

Ethnic Cuisines and Flavors

- 1 Regional ethnic cuisine
- 2 Ethnic fusion
- 3 North African/Maghreb
- 4 Latin American/Nuevo Latino
- 5 Southeast Asian (e.g. Thai, Vietnamese, Burmese, Malaysian)

Other Food Items/Ingredients

- 1 Artisanal cheeses
- 2 Black garlic
- 3 Ancient grains (e.g. kamut, spelt, amaranth)
- 4 Flatbreads (e.g. naan, papadum, lavash, pita, tortilla)
- 5 Flower syrup/essence

Preparation Methods

- 1 Liquid nitrogen chilling/ freezing
- 2 Braising
- 3 Sous vide
- 4 Smoking
- 5 Oil-poaching/confit

Culinary Themes

- 1 Sustainability
- 2 Farm/estate-branded ingredients
- 3 Gluten-free/food allergy conscious
- 4 Nutrition/health
- 5 Simplicity/back to basics

Additional Questions

What will be the hottest restaurant concept trend in 2010?

- Restaurants with gardens (e.g. rooftop, back-yard, communal) 33%
- Cooking classes/demonstrations 18%
- Street food and mobile food trucks/carts 15%
- Restaurants on farms 13%
- Gastropubs 12%
- Other 6%
- Featured butchers 3%

What is the best source of hot, new food/beverage ideas?

- Television (e.g. Food Network, cooking shows) 23%
- Trade shows/conferences/seminars 22%
- Independent restaurants 21%
- Magazines 14%
- Other 7%
- Culinary schools 6%
- Celebrity chefs 6%
- Retail 2%
- Chain restaurants 1%

The full Top Trends for 2010 Survey is available at www.restaurant.org/foodtrends

WANTED!

Your Photos, Recipes, Events, Articles or Information to share about what is happening with you, trends or your establishment for the Echo!

CONTESTS

One-Pot Win A Lot Cooking Competition

Test your creativity using a quick-cooking rice variety in a main course that's cooked in a Dutch-style pot. One-pot cookery celebrates the ease of incorporating grains into a comfort meal.

Recipes of this style often find their way into the repertoires of caterers, hotel banquets, buffets and foodservice meals served family-style. The One-Pot Cooking Competition will feature a quick cooking rice variety selected from the *Riviana Foods, Inc.* portfolio.

Chefs will compete on the notion of a single main course prepared in a style that features all ingredients cooked in a "Dutch-style" pot.

Regional Recipe Submission & Preliminary Judging at NE Regional Conference. To Submit an Entry - The competition is open to all chef members of the American

Culinary Federation. Chefs are invited to submit an original recipe for a one-pot main course, 4 servings, made with a *Riviana Foods, Inc.* quick cooking rice variety. Preparation and cooking times may not exceed 30 minutes.

Deadline to enter is Feb. 12. For more information visit www.ACFchefs.org

Make-It-Mini Dessert Trio Competition

How creative you can be using a Twix Caramel Cookie Bar or Peanut Butter Cookie Bar?

Chef and pastry chef members of the ACF are invited to submit original recipes for 3 mini desserts: 2 cold and 1 hot incorporating TWIX Caramel Cookie Bars & Peanut Butter Cookie Bars to be presented together as a "mini dessert flight".

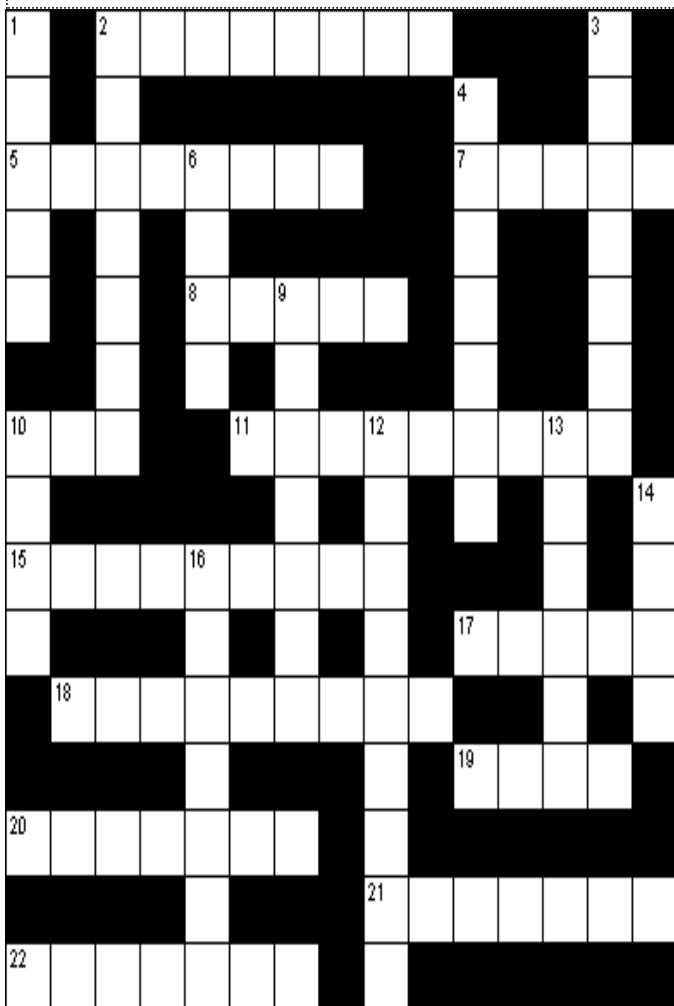
"Make it Mini - a Dessert Trio" is a tableside-style competition to be held during the trade show

at each 2010 ACF Regional Conference. One finalist from each region will be selected and

invited to compete for the National Championship in Anaheim August 3 - 4 during the 2010

ACF National Convention. Each Regional finalist will be awarded a full convention registration.

Register to enter your ACF regional conference competition. Deadlines to enter are Feb. 12 for Northeast Region. Visit www.ACFchefs.org for more information.



Across

2. Aromatic daisy-like flower used to make a hot beverage and also as shampoo fragrance.
5. A plant of the genus *Agrimony* used in the French liqueur Arquebuse.
7. Licorice-flavored seeds or oil used in cookies or cakes or pickles.
8. Another species of *Salvia*, besides Sage, whose leaves are used for flavoring.
10. Small Mediterranean evergreen tree with small blackish berries and glossy aromatic leaves used for flavoring.
11. An aromatic bitter herb used in candy and cough lozenges.
15. Licorice.
17. Dwarf Mediterranean annual long cultivated for its aromatic seeds.
18. A plant of the genus *Actaea* having conspicuous, acrid, poisonous berries that are attractive to children.
19. Aromatic fresh or dried gray-green leaves used widely as seasoning for meats, fowl and game etc.
20. Eurasian perennial herb with white flowers that emit flammable vapor in hot weather.
21. Poisonous fetid Old World herb having sticky hairy leaves and yellow-brown flowers; yields hyoscyamine and scopolamine.
22. AKA: yarrow, field hop, old man's pepper, soldier's woundwort, thousand-seal.

Down

1. Narrow-leaved green herbage, used as pasture for grazing animals.
2. Good in sauerkraut, bread and soft cheese spreads.
3. Spanish missionaries used these pungent seeds to mark the Mission Trail in California.
4. 250,000 'threads' to the pound.
6. The reddish fleshy growth that covers the nutmeg.
9. Commonly called monkshood and wolfsbane; deadly poison used in arrows.
10. Some types are Lemon, Bee and Gilead.
12. Name of this herb related to its medicinal use for disorders of the eye.
13. Spice that is hallucinogenic when consumed in excess; popular among prison inmates, despite serious side effects.
14. Herb name associated both with candy and 'dough' manufacturing..
16. Pot marjoram.

How well do you know Herbs?

CITY BEGINS ENFORCEMENT OF NEW MENU LABELING LAW

On Monday, February 1, 2010, the first phase of enforcement of Philadelphia's new menu labeling law for Fast food Restaurants.

City health inspectors are now enforcing one portion of the menu law -- the requirement that calorie content be listed.

The law applies mainly to chain restaurants, and first-time violators

will simply get a citation with no penalty. A second offense carries a \$150 fine.

The author of the law, Councilwoman Blondell Reynolds Brown, says although it went into effect January 1st, they waited until now to enforce, to give restaurants time to prepare:

"What the health department has done is taken the time to educate, and bring the restaurant chain owners up to speed."

April 1st will bring enforcement of requirement that the menus contain information on saturated fat, trans fat, carbohydrates, and sodium. by KYW's Mike Dunn



SO... YOU WANT TO WRITE A COOKBOOK!

Standardize

When writing a recipe, list the ingredients in the order they appear in the preparation. Write out measurements to avoid any confusing abbreviations. When writing for the internet or non-American publications consider using both metric and non-metric measurements, or providing a conversion rate.

Most recipes list the ingredients in one of two ways. If you are using herbs, onions, or eggs, for example, you might list "one-quarter cup basil, washed and chopped," "one Vidalia onion, sliced and sautéed," or "four eggs, beaten." Alternatively, you could list the ingredients and discuss the preparation in the how-to part of the recipe, i.e., one-quarter cup basil, one Vidalia onion, four eggs. When using frozen or canned food, list the size of the can or package.

Tools Needed

Unless you are writing recipes for an article or a cookbook on slow cookery, or stoneware pans, then you'll want to list special tools, pans, or appliances that will be needed to prepare each recipe. If the recipe is for a chocolate, chocolate chip quick bread, one way to write this part of the recipe is "lightly butter a 9" by 3" loaf pan or muffin tins if you are mak-

ing muffins."

Cooking Method

Do you preheat the oven, start the grill, or season the pizza stone? Not everyone reads through a recipe before embarking on the culinary adventure of making the dish. Give your readers a bread-tell them up front what pans they need and what they need to do to them before they are ready to pour the batter, or grill the steaks.

The Process

My favorite cookbooks are the ones that tell a story, either as an introduction to the recipe, or during the paragraphs explaining the steps. You can number the steps, or write it as an explanation. In your pizza recipe, include the history of pizza, your history with pizza, how to make thin, crisp crusts or simple ways to make cheese-stuffed crust if you want something new to feed your teens. You can weave your tidbits into the recipe - one cookbook on breads gave a recipe for making French baguettes with hard crusts. The key was to spray the bread with water during the baking. The author shared that she had, unintentionally, spritzed water on the oven's light bulb causing the hot bulb to shatter all over

the baking bread.

So how does the cook know when it's finished? Don't just give the time parameters. Cake recipes talk about the toothpick test. Flans, I learned, are done when they are in the firm yet wobbly stage.

Extra Information

List substitutions. If your recipe for sorrel soup can be made with spinach as a substitute, share that. Tell about garnishes. Will your whipped cream and orange mousse look stunning with a mint leaf or thin chocolate medallion placed on top? Serving suggestions are another way to give your readers more than they expect. Nutritional information is always a bonus, and sometimes a requirement. Don't forget information on how to store it, or if it tastes better the second day.

Ready to submit?

First, walk through the recipe as you've written in. Did you list two tablespoons butter but forget to tell your readers to melt it? Did you have baking soda on the list of ingredients but you never use it? Regroup, revamp, rewrite until it's perfect.

Continue on next page....



So you want to write a cookbook continued...

Copyright Stuff

Did you know that the ingredients of a dish cannot be copyrighted but the preparation can? You can take a traditional recipe, chicken Cordon Bleu - and use the exact ingredients found in countless other cookbooks, but write your preparation in your own words (or even with a new approach. If you are so in love

with let's say Julia Child's lemon cakes that you added something special to it for your own signature touch, give credit to her for originating the cake. If you want to publish someone else's recipe on a website or in a magazine, newsletter or book, write to the publisher, addressing it to the permissions department, and state where, why and how you would like to use it. Permission may be given with a fee

attached or for free. Last ... Don't steal recipes. Do acknowledge your influences, read cookbooks published throughout the last two hundred years, and recognize that today's cookbook and magazine buyers may enjoy reading more than cooking. Write to that market, and you'll enjoy success.

Excerpt from food writer: Pamela White <http://www.food-writing.com>

ADVERTISE IN THE PROGRAM BOOK FOR CHARITY BALL

American Culinary Federation Delaware Valley Chefs Association of Greater Philadelphia

3104 Jolly Road, Plymouth Meeting, PA 19462

Emailed a copy of the ad to the Ad book editor Christine Neugebauer @ c.neugebauer@verizon.net and send payment to:

ACF PHILADELPHIA, DVCA Program Book

**C/O Roger Kelly treasurer
707 Northridge Drive
Norristown, Pa. 19403**

Make Checks or Money orders payable to ACF Philadelphia DVCA

ALL ADS MUST BE RECEIVED BEFORE February 15, 2010.

AD PRICES AS FOLLOWS:

FULL PAGE AD 4.5 BY 5.5	\$350.00
1/2 PAGE AD	\$200.00
1/4 PAGE AD	\$125.00
Business cards	\$75.00
One Line Message ad	\$10.00

Company Name _____

Address: _____

Contact Name _____

Phone # _____

Signature _____

For more information contact Christine Neugebauer 610-358-0252

Examples of one liners

Thank You for supporting the March of Dimes Congrats on your CEC certification



**Bring
A friend in
the Food
Industry to a
meeting!**




P.O. Box 504
Plymouth Meeting , PA 19462

To submit an article, recipe or an announcement to the Echo, please contact the editor @215-850-6342 or email : echonewsacf@yahoo.com. Deadline for submission is the 20th of each month.

"A strong positive mental attitude will create more miracles than any wonder drug."~
Patricia Neal~

VISIT www.ACFPHILLY.com
Meeting places, times and information of what's going on in the chapter. Want to know who is a member?
Check out the website!
If you lost your Echo you can read it on line.
For directions to a meeting check the website or email:
dvcanews@verizon.net

Haiti Needs Your Help
The greatest need is for monetary donations.  **American Red Cross**
Donate to the Red Cross [online](#), or call 1-800-Red-Cross. You can also text "Haiti" to 90999 to donate \$10.

A disaster could happen at any time or place. Are you prepared to respond to your family or business needs in the event of an emergency?

Visit www.ReadyPA.org or www.Redcross.org for information

Dress Code for General Meetings
Please remember that our meetings are gatherings of professionals and as such appropriate dress is required.
Males and Females are to wear **business attire** or **Chef Whites.**
No Jeans, Sweats, Tee Shirts or Sneakers.

 Be apart of this innovative experience with behind the scene exclusives . Visit the Chef Sessions page on our website www.acfphilly.com
Check out the Session Blog at <http://blog.acfphilly.com/> .

International Restaurant & Food Service Show 2010 at New York City's Jacob K. Javits Convention Center, 655 W 34th Street, New York , NY.
February 28 - March 2, 2010. To register on line go to: <http://www.internationalrestaurantny.com>
The Ferdinand Metz Foodservice Forum with 20 sessions taught by industry experts encompassing restaurant operations, business strategies and the latest foodservice trends. 20th Annual Pastry Competition Japanese Demo Theater and Pavilion NY Wine Expo and more.....
If you are a **chef** interested in hosting a culinary demonstration, please email Terri Sheridan at tsheridan@reedexpo.com. Please include your biography, resume and headshot.
Good Food & Great Education and Fun!