# 'bergfocus

fall 2012 | volume III | issue 1

# meet the...

*Not pictured: Geoffrey Rosenberg

# ...“A” TEAM

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Muhlenberg Dining

# ...OUT WITH THE OLD BREW... ...IN WITH THE NEW

During the Summer months, one of Muhlenberg's most popular destinations received a complete renovation. Java Joe will re-open in Fall 2012 with a brand new look, a brand new menu, but with the same great service.

The new menu will feature signature sandwiches and desserts only available at Java Joe along with a full selection of Starbucks drinks.

"Our new Java Joe menu is completely inspired by our wonderful, unique and ever-changing Muhlenberg community," revealed Jon Middleton, Director of Culinary Operations. "Our goal is to be innovative and to set the trend, not necessarily follow it."

Along with a new menu and kiosk, a new Java Joe concept was also developed: "Java's just Java, without the Joe."

"The Java is the drink, the Joe is what you do to it," disclosed Chef Middleton. "So, if you order a Caramel Macchiato, the Espresso will be the Java and the Vanilla-steamed milk and Caramel sauce will be the Joe."

In addition to serving the community, Java Joe also offers a unique opportunity for students who work in the restaurant.

"Through our 'Berg Barista program, we are able to teach students a new skill set they wouldn't necessarily learn in the classroom," said Supervisor Lynn Skidmore.

The exclusive Java Joe training program educates students how to perfect the skill of creating consummate caffinated concoctions.

A formal Grand Opening event is planned for early September.

# Sustainability To-Go

Muhlenberg Dining strives to be the most innovative, sustainable and customer service oriented operation in the country. To support this philosophy, we are proud to introduce a BRAND NEW Reusable To-Go Container program in the Wood Dining Commons, which will launch in Spring 2013.

Due to the popularity of the WDC's To-Go program, approximately 600 disposable containers are used and discarded each day during the semester. This equates to 70 trash bags per week and 3.675 tons of trash each semester.

"With this new program our goal is to have a direct impact on the solid waste stream reduction at Muhlenberg College, " explained Operations Manager Peter Stark. "At the same time, we are providing a better service considering the new Reusable Containers won't leak, will keep food warmer and manage costs in today's challenging economy."

In Spring 2012, a pilot program was conducted in order to gain valuable feedback from students. This information is instrumental in the development of the Reusable To-Go Program.

"We absolutely jump at any opportunity we can to gather information from students," expressed Marketing Manager Evan Rehrig. " With this feedback coming directly from our customers, it is critical for us to utilize that data to build what we hope will become a very successful program."

Because of the information gathered from a focus group, the original proposed container will be replaced in favor of one with three compartments and an improved latch.

The Reusable To-Go program will begin as a voluntary program in the Spring, with disposable containers still being available.

"Our long-term goal is to replace the disposable containers completely," acknowledged Peter. "We are excited to introduce the program this Fall and look forward to working with students to perfect it."

If you would like to become involved with the testing of the program in the fall, please contact Evan (erehrig@muhlenberg.edu) or Peter (pstark@muhlenberg.edu) for more information.

## 3 Simple Steps

1. Request your To-Go Container with the Wood Dining Commons Greeter as usual
2. After enjoying your meal, rinse out your container.
3. Return your Reusable To-Go container to the Wood Dining Commons Greeter during your next visit.

# Homecoming/Reunion Snapshot

## an exclusive look at the planning behind Muhlenberg's busiest weekend

By: Jenny McLarin '86
Director of Alumni Relations

When you think about it, Reunion/Homecoming is only a weekend. Three days is not so long, in the grand scheme of things - right? Well, as anyone who has planned a wedding, or bar mitzvah or any large event will tell you, it's not really the event itself that's the hard part. It's the months and days and hours and minutes and seconds leading up to it. In the case of Reunion/Homecoming, we start planning the next one more than a year out: before the current event has even taken place.

What's also challenging about an event like Reunion/Homecoming is the lack of control you experience once the event begins. You may have planned for months, but any number of factors could totally change your game plan. For example, what if you planned for 50 attendees at a class dinner, the maximum capacity of the room, and 10 more alumni walked in five minutes before dinner started? What if you had alumni seated for dinner outside under a tent, and the thermometer dipped below the comfort zone? What if you planned for a brunch to begin right after the chapel service, and the chapel service ended half an hour early?

The best way to ensure that an event like Reunion/Homecoming will be successful is to surround yourself with good partners. At Muhlenberg, we are fortunate to have many of those. In addition to the hardworking Alumni Relations team and the entire Development and Alumni Relations Department, we have Glenn Gerchman, Seegers Union guru, and his team, who help us navigate the logistics of this jam-packed weekend. We have Plant Operations, Housekeeping and Campus Safety, who are on hand before, during and after to make sure that the campus looks beautiful and remains peaceful. We have "Shuttle Steve" Goosley and his drivers who transport our guests to and from their hotels, and the Cardinal Keys, our beloved student ambassadors who do anything and everything we ask of them. We have faculty who host departmental receptions and attend events, and President and Mrs. Helm who greet each Reunion Class at their dinners. And we can't forget one of our most important partners: Muhlenberg Dining!

Anyone who plans events can attest to the fact that good food – and plenty of it – can take an event from good to great. As shown in the figures below, Muhlenberg Dining prepares and serves a lot of delicious food at Reunion/Homecoming. But even more importantly, they work with Alumni Relations to form back-up plans to deal with any sort of situation, such as the ones listed previously – all of which have happened! Our strong partnership with Muhlenberg Dining is vital to the success of Reunion/Homecoming weekend. Having worked together for the past three years on the combined event format, we have confidence that this year's weekend will be fabulous – no matter what unexpected challenges crop up!

*Alumni enjoy a reception during the 2011 Homecoming\Reunion Weekend.*

## At a Glance: 2011 Homecoming/Reunion Facts

| | |
|---|---|
| Number of Events: | 51 |
| Number of Guests Served at Events: | 3,524 |
| Number of Dinners at 7pm Saturday Evening: | 12 |
| Lbs. of Filet Mignon Served: | 150 |
| Lbs. of Mashed Potatoes Served: | 113 |
| Dinner Rolls Served: | 700 |
| Number of Hours Wait Staff Worked: | 325 |
| First Dining Staff Arrives: | 4:30am |
| Last Dining Staff Leaves: | 4:00am |

## "Our Goal is to Create an Experience"

By: John Pasquarello, Muhlenberg Dining General Manager

Muhlenberg Dining prides itself on its ability to both listen to and respond to its customers. We are able to achieve this effectively by keeping an open line of communication with our customers through napkin boards, surveys, focus groups and daily conversations.

In our business, customer feedback is critical to developing a successful program. It is our goal to not only provide dining services, but to create an experience.

Fortunately, we have a dedicated team of experienced professionals who work each and every day to ensure your experience with Muhlenberg Dining is a great one.

During the summer I asked our management team members to share their definition of "customer service." I invite you turn the page and meet the team we have in place to achieve our goal.

Please feel free to reach out to any one of them at any time with questions, suggestions or comments.

# CUSTOMER SERVICE IS OUR FOCAL POINT

## meet the team whose goal is to create exceptional dining experiences.

### John Pasquarello
**General Manager**

"In our case, customer service is the process by which we deliver our food and services that allow our customers the best possible dining experience."

Length of Service at 'Berg: 10 years
Length of Service with Sodexo: 25 years
Hometown: Vestal, NY
Current Town: Wescoeville, PA
Family: Wife, Kim; Daughters, Nicole & Christina
Interests: Sports, Umpiring, Cooking

### Peter Stark
**Operations Manager**

"Being WOWED! I enjoy being surprised by receiving service above and beyond what the norm' is. This could be as simple as being offered a sample restaurant or a free giveaway."

Length of Service at 'Berg: 2 months
Length of Service with Sodexo: 13 years
Hometown: Newcastle, England
Current Town: Lewisburg, PA
Family: Wife, Deborah; 1 Son, 1 Daughter; 3 Golden Retrievers
Interests: Cycling, Golf, Competitive BBQ

### Jon Middleton
**Director of Culinary Operations**

"For me, there's just no better feeling than making someone's day a little better and putting a smile on their face."

Length of Service at 'Berg: 2 1/2 years
Length of Service with Sodexo: 2 1/2 years
Hometown: Reading, England
Current Town: Danielsville, PA
Family: 1 Wife, 2 Goats, 1 Cat
Interests: Carpentry, Camping, Motorcycles

### Michael Brack
**Executive Chef**

"My focus is making sure each guest gets exactly what they want, when they want it."

Length of Service at 'Berg: 2 years
Length of Service with Sodexo: 4 years
Hometown: Demarest, NJ
Current Town: Allentown, PA
Family: Wife, Megan; Son, Paeve; Expecting Twins
Interests: Bicycling, Hiking, Cooking

### Jonathan Powers
**Mashgiach**

"Customer service means going to the end of the world and back to satisfy your customers by listening to their comments, anticipating their needs, never saying no and always giving your all with a smile and positive attitude."

Length of Service at 'Berg: 2 years
Length of Service with Sodexo: 2 years
Hometown: Harrisburg, PA
Current Town: Allentown, PA
Family: Wife, Joanna; 2 Sons, Yitzi, Ari
Interests: Star Wars, Hockey, Cooking

### Geoffry Rosenberg
**Mashgiach**

"It starts by greeting all customers and making them feel comfortable then ends by thanking them for visiting and their business."

Length of Service at 'Berg: 2 years
Length of Service with Sodexo: 2 years
Hometown: Harrisburg, PA
Current Town: Allentown, PA
Family: 2 Brothers, 1 Dog
Interests: Sports Cars, Country Music

### Evan Rehrig
**Marketing Manager**

"To me, it starts with a smile and a 'how are you' then ends with a 'thank you and have a great day'. It doesn't get any better than seeing a smile on a customer's face when they have a truly great experience with us."

Length of Service at 'Berg: 1 1/2 years
Length of Service with Sodexo: 1 1/2 years
Hometown: Allentown, PA
Current Town: Northampton, PA
Family: Girlfriend, Ciara; Dog, Cooper
Interests: Fishing, Golf, San Diego Chargers, Pop Punk

### Sue Fiederbach '82
**Director of Dining Services**

"Good customer service is the ability to constantly and consistently meet the customer's expectations; excellent customer service exceeds them."

Length of Service at 'Berg: 5 years
Length of Service with Sodexo: 13 years
Hometown: Boyertown, PA
Current Town: Allentown, PA
Family: Son, Geoff; Daughter, Erica; 1 Cat
Interests: Spending time with my kids, Cooking, Gardening

### Michael Saylor
**Wood Dining Commons Manager**

"To me, customer services means greeting guests with a smile, letting them know that you're aware of their presence and being attentive to their needs."

Length of Service at 'Berg: 4 years
Length of Service with Sodexo: 4 years
Hometown: Allentown, PA
Current Town: Walnutport, PA
Family: Wife, 4 Kids, 9 Grandkids
Interests: Golf and Fishing

### Chris Wallace
**Catering Director**

"Exceeding customers' expectations by being pro-active and saying 'yes first, then making it happen."

Length of Service at 'Berg: 6 months
Length of Service with Sodexo: 10 years
Hometown: Lancaster, PA
Current Town: Alburtis, PA
Family: Wife, Sarah; 3 Daughters, Sadie, Audrey and Madeline
Interests: Swimming, Cooking

### Stacey Cesanek
**Catering Manager**

"Customer service is a warm welcome and a gracious goodbye. Listening to our customers' needs and going above and beyond to accomodate the best we can to make every event special, no matter how big or small."

Length of Service at 'Berg: 3 years
Length of Service with Sodexo: 3 years
Hometown: Northampton, PA
Current Town: Northampton, PA
Family: 2 Sisters; Mom; Niece, Kendra
Interests: Shopping, Golf, Spending time with Family & Friends

### William Finnegan
**Catering Executive Chef**

"Customer service to me is about not just meeting, but exceeding, the expectations and perceptions of the client. Food service at its best is as much about feeding the mind and the soul, as it is the body."

Length of Service at 'Berg: 7 months
Length of Service with Sodexo: 7 months
Hometown: Nazareth, PA
Current Town: Sellersville, PA
Family: Wife, Rhonda; 2 Daughters, Eden, Fionna
Interests: Bluegrass Guitar, Hiking, Mountain Biking

# intern spotlight: the students behind the scenes

Each semester, Muhlenberg Dining provides a select group of Muhlenberg students with real-life experience through its Internship Program. Students work hand-in-hand with Muhlenberg Dining "behind the scenes" to evolve the dining experience on campus. These students gain knowledge that will prepare them for life beyond college. Junior Nicole Camissa will continue her Sustainability Internship in Fall 2012 along with four new members of the Muhlenberg Dining Team.

## Megan Lentz '14

A Junior, from Wildwood, MO, Megan Lentz is a Media Communications/Dance Double Major. She joins the Muhlenberg Dining team as its Pepsi Intern for the Fall 2012 semester.

"I'm looking forward to learning about the operation of this important area of the college," said Megan. "I am also excited to work with the Muhlenberg Dining team because of the opportunity it will give me to connect with people on campus."

Megan will be responsible for organizing promotions and events with Pepsi on campus. There are several exciting promotions this year that will include giveaways of Amazon Kindles, Bluetooth speakers and headphones.

Megan's main focus is organizing events that will bring the campus community together.

In addition to her Pepsi internship, Megan, a Dean's List student, is also a member of the Tour Guide and Cardinal Key Executive Boards, a Campus Delegate, Student Advisor, a member of Delta Zeta and is very active with the Muhlenberg Dance Association.

## Victoria Metz '13

Senior Victoria Metz is a Spanish Major with a Studio Art Minor, who will join the Muhlenberg Dining team as its Marketing Intern in Fall 2012. Originally from Hamilton, NJ, Victoria is excited to gain experience that will help her enter the world of photojournalism.

"I hope to one day have a career in photojournalism, while living in a Spanish speaking country," exclaimed Victoria.

Victoria first reached out to the Muhlenberg Dining team in Fall 2011 asking how she could become involved with the program.

"I'm excited to learn more about what goes on behind the scenes," said Victoria. " I want to become more involved in the dining events on campus with other organizations. I also think this internship will give me a lot of experience for my future"

At Muhlenberg, Victoria is the Student Coordinator for the Local Food Banks Community Service Project and is a member of the Spanish Club and Phi Mu.

## Jen Verola '13

New Culinary and Nutrition Intern Jen Verola is excited to get a head start on her career.

"In the near future I hope to attend Graduate School in order to earn my Master's Degree in Public Health," explained the Senior from Great Neck, NY. "Along with my Master's, I hope to become a Registered Dietitian."

Jen will work hand in hand with the Muhlenberg Dining culinary team as well as Registered Dietitian Sue Hurd to develop programming that encourages healthy dining habits.

Jen has set her goals high and is eager to begin her internship.

"In general, I want to make an impact on the student body, hopefully in more ways than one," acknowledged Jen. I hope to get everyone more involved with Muhlenberg Dining – I want to know what students have to say about the food on campus and then help Dining act on that feedback."

During her time at Muhlenberg, Jen has been involved with several clubs and organizations including Rebuild/Restore New Orleans, where she served as Treasurer and Vice President. Currently, she is a Shift Leader for Challah for Hunger, a member of Delta Zeta and the newly founded Peer Health Advocates at Muhlenberg.

## Nicole Confalone '13

Nicole Confalone, a rising Senior from Milford, NJ, will join the 'Berg Dining team as its Student Catering Manager in Fall 2012.

Nicole will assist Muhlenberg Catering with event contracts, menus and administrative duties. The Media & Communications/Business Double Major is hopeful the experience will help her prepare for a career in hospitality and food service.

Her favorite part about working with Muhlenberg Dining?

"The food," exclaimed Nicole. "I get a free meal every time I work, not to mention the free samples of the Chefs' culinary creations! But more seriously, a real plus is having the opportunity to work in a team-oriented and fast-paced environment with such great and hardworking people."

In addition to working "behind the scenes," Nicole hope to increase the number of student-run events and number of student caterers.

Outside of her internship, she is a three-year Student Advisor who boasts a 3.56 GPA. She studied in Dublin in Spring 2012 and thoroughly enjoyed the amazing experience.

# NUTRITION AT YOUR FINGERTIPS

## 1. Scan. 2. Decide. 3. Enjoy.

Beginning in Fall 2012, Muhlenberg Dining will offer a new, innovative way of providing nutritional information through the use of QR Codes. Guests with Smart Phones will be able to scan QR Codes, located at dining platforms in the Wood Dining Commons. The QR Code will direct the user to the menu where nutritional information can be found.

"We are really excited to deploy this technology," exclaimed Marketing Manager Evan Rehrig. "Muhlenberg is the first school we know of that will be using this technology to provide nutritional information."

The goal is to make the information available to those who wish to utilize it. Guests will be able to compare Nutrition Facts before deciding on their meal.

Nutritional information is also available online at www.muhlenberg.edu/dining.

**Please note, not all QR Scanners will open the Nutrition Facts properly. 'Berg Dining recommends the ScanLife Barcode Reader.*

**Nutrition Facts**
Serving Size 4 oz (112g)

Amount per serving
Calories 220 — Calories from Fat 110

| | % Daily Value |
|---|---|
| Total Fat 12g | 19% |
| Saturated Fat 2.5g | 12% |
| Trans Fat 0 | |
| Cholesterol 110mg | 36% |
| Sodium 160mg | 7% |
| Total Carbohydrates < 1g | 0% |
| Dietary Fiber 0g | 0% |
| Sugars 0g | |
| Protein 26g | |

Vitamin A 2% • Vitamin C 3%
Calcium 2% • Iron 8%

* Percent Daily Values are based on a 2,000 calorie diet.

**Greek Lemon Chicken**
Juicy Perfection. Lemony, Herbery Oregano-Infused Grilled Chicken

## Muhlenberg Dining & Student Government Association
### *serving up community one slice at a time*

It all started with an impromptu brainstorming session.

"Basically, after we elected the new Executive Board in January, we sat down to brainstorm what we could do to increase our transparency and become even more involved with the community," recalled Student Government Association President Rebecca Romano '14. "One of the things that came up was that in the past, SGA used to swipe students into the old Garden Room. So we put this idea on our brainstorming board in the Student Life Suite."

Not long after, Muhlenberg Dining and SGA met to discuss a partnership to renew the "Serve the Students" event and thus a relationship was rekindled. SGA and Muhlenberg Dining developed a survey in which students voted on what meal they preferred for dinner. Pizza Rustico (grilled flat bread pizza) garnered the most votes of the 535 respondents.

At 4:30pm sharp on March 29, SGA members took their posts at the Greeter's Station of the Wood Dining Commons and behind the line at Chef's Table. SGA greeted and served students for the entire dinner period, achieving their goal of connecting with the student population.

"The event was a great way to bridge the relationship, not only between SGA and the student body, but also between SGA and Dining Services," confirmed Rebecca. "Because of its success, we can segway from it and explore new options that have come about because of our new relationship."

SGA and 'Berg Dining also partnered for an Ice Cream Sundae Bar later in Spring 2012 and both parties are excited for what the future holds.

"It's an absolute pleasure to work with such a distinguished group like SGA," said Muhlenberg Dining General Manager John Pasquarello. "We are excited to build off the momentum we established in the Spring and look forward to working with SGA this year."

"Initially, SGA set out to do more with 'Berg Dining," remarked Rebecca. "And although one of our goals in SGA was to increase SGA's transparency with the 'Berg community, through our relationship, we think we're now even helping Dining Services with its transparency with the 'Berg community! So our relationship has an all-around benefit."

In the end, it's clearly evident the sense of community that Muhlenberg prides itself on, only grows stronger with each new relationship.

"We're really excited to be working with Muhlenberg Dining on a more frequent basis," concluded Rebecca. "Something clicks when we work together. When we're together and we have the same goal, it only strengthens our relationship."

SGA Representatives Sara Kluger '14 and Erica Kornbluth '15

SGA Executive Board Members Sarah Levitin '14, Rebecca Romano '14 and Ross Handler '14

# FALL 2012 GUEST CHEF LINEUP

# GUEST CHEF


## COREY GOFF
**ATHLETIC DIRECTOR**
**SEPTEMBER 19**

## DR. MIKE HUBER
**DEAN OF ACADEMIC LIFE**
**OCTOBER 10**

## CALLISTA ISABELLE
**CHAPLAIN**
**NOVEMBER 15**

## GLENN GERCHMAN & TOM DOUGHERTY
**DIRECTOR OF SEEGERS UNION & ASSISTANT CHIEF OF CAMPUS SAFETY**
**DECEMBER 10**

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