

'berg focus

fall 2013 | volume IV | issue I

INTRODUCING...



Muhlenberg Students Kyle Esposito, Matthew Mikula and Michael Lee enjoy lunch at Hamilton Family Restaurant by taking advantage of the new 'BERG BUCKS program.



'BERG BUCKS

- inside this issue
- our commitment to fresh, local and sustainable
 - sharing our passion with the community
 - SUSAB: the students' voice
 - intern spotlight





SUSAB

turning vision into reality

Did you ever walk through Seegers Union and wonder, "Who thought of installing digital signage throughout the building?"

Or, were you ever curious as to who came up with the Mule Express menu?

One student-driven organization helps to provide input during the decision making process of such initiatives.

"Seegers Union Student Advisory Board (SUSAB) was created back in 2008 as the College began to embark on program development and a vision statement for the renovation of Seegers Union," explains Glenn Gerchman, SUSAB Advisor and Director of Seegers Union and Campus Events. "The group was selected as a sounding board to develop the vision statement, and was invited to attend the design development process with the architects."

During the academic year, SUSAB meets twice per month, pending business needs. The group is not recognized as a governing body, rather serves to provide feedback and guidance for new programs as they are developed and vetted.

Student Government Association President and political science major Rebecca Romano believes her time at 'Berg wouldn't be the same without serving on the board.

"Working with SUSAB has most definitely enhanced my Muhlenberg experience," shares Romano. "Seegers is truly the hub and pulse of campus so it has been very rewarding to sit and serve on this committee."

*Seegers Union Digital Signage
is funded by:
Student Government Association*



Fellow SUSAB member and biology and environmental science double major Nicole Cammisa adds, "My experience on SUSAB is valuable in that it is one of the few campus committees I am on that includes working with students with strong and diverse opinions. Learning to compromise in this environment, with so many different values present, is definitely a skill I will take with me beyond Muhlenberg."

Because of the scale of the Muhlenberg Dining program and its impact on the student experience in Seegers Union, General Manager John Pasquarello also sits on the board. He credits the group as being a contributing factor to the continued progression of the dining program.

"The students who are on SUSAB represent a broad spectrum of the student body," acknowledges Pasquarello. "They are all motivated and have the ability to reach out to their peers to give us a feel if we are headed in the right direction."

More recently, the group deliberated the addition of the new Starbucks iCup to the Trexler Library. Senior neuroscience and history double major Genevieve Daly found the experience especially rewarding.

"I was given the opportunity to test out the iCup machine at Franklin & Marshall College in the spring 2013 semester and act as a representative for the student population in the decision to get it for Muhlenberg's campus," recounts Daly.

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In Spring 2013, SUSAB members met to discuss upcoming initiatives.

*From L to R: John Pasquarello, Michael Lee, Tess Forestieri, Felisa Wiley, Rebecca Romano and Glenn Gerchman
Other SUSAB members not pictured: Nicole Cammisa, Genevieve Daly, Sarah Levitin*

our chefs. our community.

our commitment.

Traditionally, Chef Michael Brack and Chef Jon Middleton spend their summers reviewing menus, testing new recipes, researching new local vendors and taking some time off to spend with family and friends. But, during the 2013 summer, they dedicated time to share their passion for food and cooking with the local community.

Through Muhlenberg's Office of Community Engagement, Muhlenberg Dining and Roosevelt Elementary School partnered to offer the "Fit Family Healthy Cooking Series," a brand new, free program that further expanded the relationship between the College and the Elementary School.

"Muhlenberg College and Roosevelt Elementary have partnered on various initiatives for many years," elaborated Beth Halpern, Director of Community Engagement at Muhlenberg. "Over the past five years, the partnership has gained more depth as students, faculty and staff at the College have worked with children, parents and teachers at the school."

Over the course of four Saturday mornings, the Wood Dining Commons played host to three cooking classes for Roosevelt Elementary students and parents with a presentation at the community fair at Cumberland Gardens in Allentown.

"I was excited to see how much people were concerned about what is going into their bodies and their children's bodies," said Chef Middleton. "We talked about real food; the good, the bad, the truth. We talked about the quality of food today, how to get better food and how to get it affordably."

Each class focused on different topics, ranging from "how to stock your kitchen" to "how to make the most out of a chicken." But the Chefs also made a point to share what's important to them.

Chef Brack elaborated, "We focused on how to make smart, healthful, economical and nutritional choices. We also talked about the implications of industrial farming and the importance of buying fresh and buying local."

Assistant Principal Erin Martin attended all of the classes and took away more than just cooking techniques.

"For me, it was great seeing the strength in this collaboration to allow our students and parents to have access to the College, the chefs and their expertise," recalled Martin. "At the same time, one of the highlights for me was to see the chefs actually come into our kids' neighborhood and get to know our parents. I was amazed at what the entire group was willing to do for us."

At the final class on June 15th, each family received a basket of fresh, local produce and

an organic, Pennsylvania-grown chicken by Allentown Fairgrounds merchants Red Barn Produce and Fairgrounds Poultry Market. Along with learning some new culinary techniques and free groceries, Chef Middleton believes the group learned something more important.

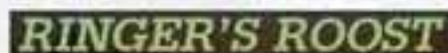
"It was exciting to see young people try new foods for the first time and enjoy them. So, if we helped to encourage people to try new things, I think we did our job."



Chef Middleton and Chef Brack pose for a quick photo with some new friends from Roosevelt Elementary.

'BERG BUCKS

BEYOND THE RED DOORS



CVS/pharmacy



What if I don't have a car? How can I take advantage of the off campus merchants?

Launching in conjunction with 'Berg Bucks is a greatly enhanced Muhlenberg Shuttle program. The shuttle service will operate Thursdays, Fridays, Saturdays and Sundays and offer two routes: the Cardinal Line and the Grey Line.

The Cardinal Line will make stops along Liberty Street, Linden Street and Hamilton Boulevard as well as the Allentown Farmers Market, while the Grey Line will offer stops on Cedar Crest Boulevard, Chew Street and Tilghman Street. Both lines incorporate 'Berg Bucks merchants in the routes. In addition, a Mall Shuttle to the Lehigh Valley and Whitehall Malls will be offered on weekends.

Vice President of Public Relations Mike Bruckner believes launching both the 'Berg Bucks and Muhlenberg Shuttle programs simultaneously is a step in the right direction toward nurturing the relationship between Muhlenberg and Allentown.

"It's a win-win," explains Bruckner. "Our students get ease of navigation and can explore Allentown. 'Berg Bucks vendors, as well as stores and restaurants near the shuttle route, will have the opportunity to make a great first impression on 2,900 potential new customers, as well as their parents and family members. If the merchants can win over a core group of students, faculty and staff, the word will spread quickly and they will have new, loyal customers."

As Allentown continues to develop,

the shuttle service will allow students to take advantage of the new attractions and amenities downtown without having to worry about the hassles of driving.

Bruckner further details, "Traffic and parking can be difficult around Allentown. When the Lehigh Valley Phantoms start to play fall 2014, there will be the potential of another 7,000-10,000 people in downtown at night. The shuttle service will make it easier for our students to find exciting new restaurants and shopping areas without having to pay for parking or worry about finding a space."

For more information, please visit:

www.muhenberg.edu/dining/bergbucks.html
www.muhenberg.edu/main/aboutus/deanst/services/shuttle.html

Beginning in fall 2013, a brand new, innovative program will aim to enhance both the on and off campus experiences at Muhlenberg. 'Berg Bucks (formerly Flex Dollars) will offer students, faculty and staff the ability to spend pre-loaded funds at participating off-campus merchants, on-campus dining venues, the 'Berg Bookshop, campus laundry and with Muhlenberg Catering.

In addition to creating a new dimension to the Muhlenberg experience, the program intends to strengthen the College's relationship with the City of Allentown, while boosting the local economy.

"We hope that it will encourage students to explore Allentown neighborhoods and learn more about all the great things the city offers," notes Beth Halpern, Director of Community Engagement. "The new Cardinal shuttle and 'Berg Bucks program will also facilitate student connection to local community members and business owners. Students can support local communities by purchasing food and products from right here in Allentown."

Local owner Kathy Diehl of Syb's West End Deli is excited to be part of the program and relishes being just a block from campus.

"We've been around for 30 years and have always had a very positive relationship with Muhlenberg College," remarks Diehl. "We enjoy the students who walk through our doors and treat them as regulars."

Diehl also believes the biggest benefit of the program will be an influx of new students who have yet to discover Syb's.

In addition to Syb's West End Deli, seven other local merchants are participating in the 'Berg Bucks program: CVS/pharmacy, Foods of the Mediterranean, Hamilton Family Restaurant, Kow Thai, Parma Pizza, Primo Hoagies and Ringer's Roost.

Students like senior biology major Michael Lee can't wait to take advantage of 'Berg Bucks.

"I'm really looking forward to exploring Allentown more," shares Lee. "By having all of these food options, I will be more motivated to explore the city and some great places to eat."

How does the program work?

The voluntary program is open to any member of the Muhlenberg community and is completely independent of meal plans. Through the Controller's Office, funds can be added directly to the Muhlenberg ID Card, thus replacing the need to carry cash. 'Berg Bucks accounts work on a declining balance basis; for every transaction the amount available in the account declines. Unspent funds roll from year to year, and for students, can be recouped upon graduation. In addition to the previously mentioned benefits, there is also a significant door rate discount at the Wood Dining Commons for guests paying with 'Berg Bucks.



In addition to on-campus dining venues and campus laundry machines, The 'Berg Bookshop will also accept 'Berg Bucks.

WE'RE MORE THAN JUST MILK & MUSHROOMS



You may already know... our pizza dough is scratch-made fresh daily but...

Did you know that this fall we'll be using Pennsylvania-grown and milled organic flour?



You may already know... we use local, hydroponic Butter Valley Harvest Farm Basil, to make our scratch-made pesto but...

Did you know we've partnered with Professor Richard Niesenbaum for a class project to design and construct our own hydroponic system in Croutons Restaurant to grow fresh herbs to make flavored vinegars for salad dressings?



You may already know... all of our soups are scratch-made fresh each day, using fresh vegetables, meats and herbs but...

Did you know that starting this fall broccoli, cauliflower, pumpkin-apple, locro, baked potato, tomato-basil, and many other soups will be made exclusively from local and regional ingredients? Thanks anyway, California!



You may already know... we offer whole wheat, locally made pita bread from Soumaya & Sons in Whitehall but...

Did you know you can look forward to enjoying fresh warm Soft Pretzels from Philly Pretzel Factory, Homemade Pierogies from Uncle Paul's in Allentown and Artisan Breads from local farm bakeries?



You may already know... our famous chili-Cheese fries at Chef's Table are made from fresh-cut Pennsylvania varietal potatoes and feature Lancaster County grass-fed beef but...

Did you know that we'll be adding those same wonderful fresh-cut fries to the menus at Magellan's, Wild Fire Grill and Mule Express?

There's a lot more. And we look forward to enjoying it with you!



"There are regulations on how far milk can be distributed, so pretty much all our milk comes from "Local" dairies by default. And Mushrooms... Pennsylvania supplies roughly 90% of the mushroom crop to the U.S. We would have to try really really hard NOT to serve Pennsylvania mushrooms. So for me to try to take credit for serving "Local" Milk and Mushrooms- well it just doesn't feel right. It's kind of like saying we serve zero calorie water, or our lettuce contains zero grams of fat! I just want to be 100% honest with my customers, and I want them to know the facts."

-Jon Middleton, Director of Culinary Operations

"Knowing that my input actually resulted in the installation of our own machine was amazing, and seeing just how popular it's gotten is gratifying as well."

Since its inception in 2008, the group has worked on numerous projects, according to Gerchman.

"In addition to participating in the creation of the Seegers Union vision statement and the design development process for Seegers Union, as a sounding board, notable SUSAB projects include: the development of the Mule Express and its menu revision in 2011, the Digital Signage Program and its policy, 'Berg Bucks, the prospective Summer Meal Plan program and future GQ renovations."

Beyond shaping College programs and policies, the SUSAB members are encouraged to take away two unique learning outcomes:

1. Develop an understanding of group dynamics and dialogue.
2. Develop an understanding of inter-relation of campus programs.

And for member Felisa Wiley, a media communications and film studies double major, SUSAB offers that and so much more.

"SUSAB has reinforced my belief that it is important that everyone has an equal opportunity to have their voice be heard," asserts Wiley. "Everyone at Muhlenberg – faculty, staff and students – contributes to this college in some way, so it is important to give them a chance to hear their thoughts and ideas. Beyond graduation, whenever I am in a leadership position, I will definitely have my meetings SUSAB style. I will also use SUSAB methods to give those who will be affected an opportunity to give their input."

Interested students are invited to apply for SUSAB membership. Current member and international studies major Sarah Levitin encourages students to do so.

"I would recommend SUSAB to an incoming student for the simple reason that students truly will be able to acquire a new understanding and grasp of the makeup of this institution. From working with both staff and faculty on this campus, I have learned that students only perceive the inner workings of the campus from the student point-of-view. Joining SUSAB allows students to stand the College from many people's points-of-view. I consider this a new and lucky appreciation I have for the College that I would not have had without SUSAB."



President Helm enjoys a fresh cup of coffee from the Starbucks iCup at the Grand Opening event on March 14 in the Trexler Library. The iCup, sponsored by the Student Government Association, was a project that SUSAB thoroughly researched and shared feedback on.



intern spotlight: gabe & jessica

New Marketing Intern Gabe Bernstein is anxious to get a head start on his career while adding a new dimension to his time at Muhlenberg.

In his new role, Gabe will work closely with the Muhlenberg Dining team to develop and implement new and exciting marketing initiatives, design print and digital advertising, create videos, update social media, in addition to other marketing related responsibilities.

"I would love to do public relations within the entertainment industry after I graduate, remarked Gabe. "I'm excited to help a service that is crucial to the college experience, and I hope to help improve Muhlenberg's dining experience for the entire campus community."

At Muhlenberg, Gabe is also involved with Alpha Tau Omega and the Muhlenberg Broadcast Channel. He is eager to gain more real-life experience, which he believes will help him pave the way for success after college.

"I hope to gain practical knowledge and understanding of my field of study that I can apply to my career in the future."



Joining the Muhlenberg Dining team for Fall 2013 as its Culinary and Nutrition Intern is junior Jessica Glickman. Originally from Ocean Township, NJ, Jessica is a business major and public health minor.

Jessica will work hand in hand with the Muhlenberg Dining culinary team as well as Registered Dietitian Sue Hurd to develop programming that encourages a healthy lifestyle.

"I want to implement more programs that encourage healthy dining habits for students," explained Jessica. "I'm looking forward to making an impact on the student

body by improving its awareness of healthy eating."

In addition to her internship, Jessica is a Dean's List student, historian of Delta Zeta, on the Muhlenberg Activities Council and a member of Habitat for Humanity. She is anxious to add to her already extensive resume.

"I want to learn more about the nutritional information that affects an important part of campus, the dining hall, and gain experience for my future."

After she graduates from Muhlenberg, Jessica hopes to find a career that incorporates her two passions: food and marketing.

"In the future I hope to combine my marketing skills with food and nutrition. I would love to take the knowledge gained from this internship and integrate it with my career in marketing."



GUEST CHEF

FALL 2013 LINEUP

alana albus
&
the career center

wednesday
september 18

jeremy brochin

wednesday
october 9

dean green
(thanksgiving dinner)

thursday
november 21

glenn gerchman
&
tom dougherty
(pb&j bar)

monday
december 9

