

'Berg Focus

Introducing the Wood Dining Commons



Muhlenberg Dining - Berg Dining



Berg Dining
iPhone App



mydxt.com



www.muhlenberg.edu/dining



Spring 2011

Giving a Name to the *Wood Dining Commons*

Muhlenberg College has named its new campus restaurant the "Ilene and Robert Wood Dining Commons" honoring benefactors of the Allentown community and long term partners with Muhlenberg College and Sodexo. The impact of Bob's contributions, as well as those of the Wood family, has significantly and positively affected the foodservice industry and the local community in countless ways.

In 1959 Bob started working in various front line roles for Wood Dining Services, the company founded by his father, M.W. "Scotty" Wood. His first professional role with the organization was in 1967 as a Sous Chef at DeSales University. Over the course of his career Bob worked in a variety of operations and corporate management positions and in 1997 assumed the position of Chairman, where he remained until the company was purchased by Sodexo in 2001.

During his years at Sodexo as Executive Vice President for Client Development, Wood was an active member in all of Sodexo's Employee Network Groups, he helped advance the company's diversity strategy and deepen its culture of inclusion, as well as inspire and mentor many employees.

Outside of Sodexo, the Woods live with a philosophy of giving back to the community through their active practice of volunteering. Their efforts have closely aligned with Sodexo's corporate mission to "Stop Hunger" and have helped to improve the quality of life for the citizens of the Lehigh Valley and beyond. "Virtually everywhere you turn in Allentown and beyond," said President Helm, "you find Bob and Ilene as an energetic presence promoting the arts and the overall well-being of Lehigh Valley residents. They are an inspiring example not only to Muhlenberg's volunteer leadership, but to our students and alumni as well, of how to live a life of leadership and service."

A Transformation

Stacey Prohaska, Director of Campaign Marketing Development & Alumni Relations
Muhlenberg College

Muhlenberg's Campaign Gala was our way of thanking our leadership donors for their support of The Talents Entrusted to Our Care Campaign. The event was planned as a '60s-inspired dinner to commemorate the first dedication of Seegers Union in 1963.

We planned part of the program as a '60s game show (To Tell the Truth); added some fun elements to the speaking portion when our president's staff served as game show hosts and hostesses; and hired our Gospel Choir to lead guests into dinner, student a capella groups to serenade our guests while they ate dinner, and a Beatles tribute band for the entertainment during dessert. Additionally, we planned the menu around foods that were introduced in the 1960s.

Take all of the above and throw in a brand new venue - and consider the fact that this was the first event of this scale and caliber in it - and you'll know that Sodexo had to



manage food quality and service in the midst of some very challenging logistics. This takes organization, skill, care and the ability to troubleshoot quickly when issues come up. I'm thrilled that it all came off beautifully - and I can't say enough about working with Glenn Gerchman, Director of Seegers Union, and Sodexo's Margaret Benson, John Pasquarello, Stacey Cesanek and Jon Middleton as well as Sodexo's entire staff of cooks and servers.

From adding design elements from our fun '60s invitation to the buffets, to making suggestions such as serving trays that displayed album covers from the '60s, to constantly adapting the timing of service to ensure food quality, to following up with a post-event survey, Sodexo did a fantastic job from start to finish. And I must mention, of course, the highlight of the evening was the announcement that Ilene and Bob Wood had made a gift to name the new dining commons. I'll never forget the event, and the many, many hands that made it happen.

Breaking for Breakfast

Susan Hurd, Registered Dietitian, Sodexo

We've all heard that breakfast is the most important meal of the day, but has anyone ever told us why? All meals are important. Fueling your body right is important, but why is breakfast so much more vital than other meals? The International Food Information Council reports that less than half of consumers eat a regular breakfast. Is it because we don't have time or are too tired in the morning to get something?

Breakfast does exactly what it implies. It "breaks the fast" that occurs overnight. Going 8-12 hours without food means the brain and body need to replenish energy stores. It sets us up for the entire day because the food consumed in the morning affects levels later in the afternoon.

For school-age children, it is well documented that those who consume breakfast concentrate better which leads to enhanced academic performance.

Adults who consume breakfast are more likely to have healthier BMI's than those who don't. Plus, those who eat breakfast are often less tired in the morning, display better problem-solving skills and are more productive during the entire day.

Break the Fast

Breakfast doesn't have to be too complicated either. Here are some ideas to fuel-up early in the day.

- If you don't typically eat breakfast, then start out small. Have a banana or a piece of peanut butter toast. Not a "breakfast food" person? Then try leftovers from the night before. Anything is better than nothing.
- If you already have breakfast, then work on improving it, nutritionally. Suppose you eat a sugary cereal with 2% milk and a glass of orange juice. To improve it, consider switching the cereal for a lower sugar, higher fiber variety like shredded wheat or bran flakes. A few days later, try 1% milk on the cereal, or a piece of whole fruit instead of the juice.
- If you already eat a fiber-rich, low fat milk type of breakfast, then consider adding some protein to the meal. Foods such as hard boiled eggs, nuts, and their butters can help slow the digestion of your breakfast to keep you satisfied longer than if you ate a primarily carbohydrate-based meal.

Student Insights



Sodexo's Student Board of Directors

Adam Neufeld, Muhlenberg Class of 2013, Sodexo Student Board of Director

Comprised of 25 students from all over the country, the Sodexo Student Board of Directors (SBOD) is a vocal force in creating positive change throughout college dining across America. These 25 students represent a wide range of small colleges to large universities including: Muhlenberg College, University of Alabama-Huntsville, George Washington University and Hobart and William Smith Colleges.

Sodexo represents over 600 college dining accounts throughout the country and this student board is designed to represent the "student voice" on these campuses. Through telephones conferences and once a semester symposiums, the student board stays in connection. The board is broken up into four teams:



Experience Team

- Insure that Promotions are hitting the mark for campus dining
- Infuse the "Better Tomorrow Commitments" into all the SBOD work

InSight Team

- Develop turnkey "Local SBOD" process so all colleges can participate in change.
- Develop strategy for membership dining programs that add value to being on a meal plan

Green Team

- Waste Education – Reduce Energy, Water, and Solid Waste
- Build upon the Student Sustainability Coordinators Program – have 20 schools participating by years end (Muhlenberg currently has one)

TechNo Team

- Work to develop right Iphone Applications, QR codes and Twitter
- Explore new communication opportunities that bring value to students

Currently, I sit on the TechNo team and Muhlenberg Dining is far ahead of the curve. No other Sodexo College/University dining account has their-own iPhone dining application. Our dining app has information covering all realms of dining services including menus, dining location and hours, and managerial contacts.

From October 14th-17th, the board's symposium was held at our own Muhlenberg College. In our own Wood Dining Commons on Friday October 15th, a Food Expo was held giving Muhlenberg College students the opportunity to vote on foods that would be offered throughout other Sodexo College/University dining venues.

Throughout this experience, I have learned countless information that will help me beyond my time here at Muhlenberg. I never would have known about this great opportunity if I were not notified and asked to apply by Glenn Gerchman, Director of Seegers Union and Campus Events, and John Pasquarello, General Manager of Muhlenberg Dining. Both of these individuals wrote me recommendations and along with my application, I was accepted and notified over the summer. Previously, my experience with college dining was sitting on the STUSAB committee along with Jon Falk the student representatives sitting on the dining contract selection committee with other Muhlenberg administrators last year. I never thought I would play such an active role in college dining throughout my college experience.

Dan Dunne, Senior Director Marketing - Sodexo Education Group Customer Research, Insight and Innovation

Delivering on our exceptional student experience is our goal and defined by the work that the Student Board (SBOD) is involved in. Our team focuses on trends in culinary, fun and value added promotions, important issues surrounding the environment and most importantly - student insight. With this Student Insight we are living up to bringing programs and services that are "designed for students by students."

During the conference at Muhlenberg we learned much about what new recipes and flavor profiles are needed for our menus in the future. The input from students clearly shows that students are interested in their favorites being served differently bringing new variations and in turn new recognizable variety to the menus. The daily specials that will be offered at each restaurant station next year will have been tested and approved here at Muhlenberg. Forty new items will be featured next fall like Edamame and Corn Salad, Southwest Spiced Turkey and Ham Quesadini, and Fried chicken Club with Crispy Onions. In addition to the Foods Trends Expo at Muhlenberg the full SBOD finalized the Mediterranean Theme concepts for next year's promotions series.

Jeff McClure, Director of Culinary Services, Sodexo Education Market

I had the opportunity to go to each table to get feedback from many students and the feedback was very positive.

They really appreciated that we develop the menu around student food preference not ours.



It's so close you can almost taste it.

Food Trends Expo

FOOD TRENDS EXPO

Campus Restaurant
Friday, October 15th
11am - 2pm

Everyone is Welcome

Sample Over 40 of the Latest,
Tastiest Dishes in Campus Dining

Vote on Your Favorites and Shape
Campus Dining Menus Across the Nation



We Our Berg Students!

Muhlenberg Dining Student Interns



Margaret Vallone, Class of 2012, Culinary & Nutritional Intern



I focused on student dietary needs and identifying vegetarian, vegan, and gluten free menu options. I worked with the Dietitian Sue Hurd on informational PowerPoint presentations, napkin inserts, and a future nutrition newsletter. I am working



with Sodexo to begin a "Slow Food" movement with plans for supporting the idea of Meatless Mondays as well as hosting sustainable dinners featuring Muhlenberg Community Garden produce.



A big part of my internship is listening to students and communicating nutrition and dietary needs information effectively. I plan to attend graduate school for Public Health and Nutrition and my internship is preparing me for my future work. I am also gaining valuable experience towards my goal of becoming a Registered Dietitian.



Ashley Kera, Class of 2011, Sustainability Intern



The most valuable part of my internship is being given the opportunity to be a change agent on campus. Unlike other internships I've had in the past, my opinions matter and I have the flexibility to execute my ideas. By representing dining services and Sodexo in partnering with student initiatives, student clubs, and outside organizations, there has been positive change on-campus. Muhlenberg is much greener with initiatives such as Eco Ware and Recycling Week. In addition, events such as a food drive on-campus allows Muhlenberg students to reach out to community organizations and offer help to local citizens.



William Sholly, Class of 2011, Pepsi Marketing Intern & iPhone App Editor

I've been fortunate enough to have the opportunity to work with both Pepsi and Sodexo my final year here at Muhlenberg College. Both of these internships have presented me with work in the business and technological field; two things not highly promoted within my major of Political Science. I must say though, that this has been an exciting experience working with both companies.

I am working with Sodexo and updating the Muhlenberg Dining iPhone application. This has been a thrilling learning experience. My Pepsi internship has me coordinating many events around campus including this past fall's "West Fest" and the annual Scotty Wood Basketball Tournament. My internships here on campus have been great; I can not wait to begin work for this next semester!



BATTLE OF THE CHEFS

THE COMPETITION'S HEATING UP



MUHLENBERG DINING'S FAMOUS "CHEFS' FARE" COMPETITION CONTINUES AGAIN THIS SPRING! WITH A NEW FACILITY, THIS YEAR WILL BE THE MOST EXCITING COMPETITION YET FEATURING CHEFS FROM COLLEGES AND UNIVERSITIES THROUGHOUT THE LEHIGH VALLEY AND BEYOND...

WHEN:

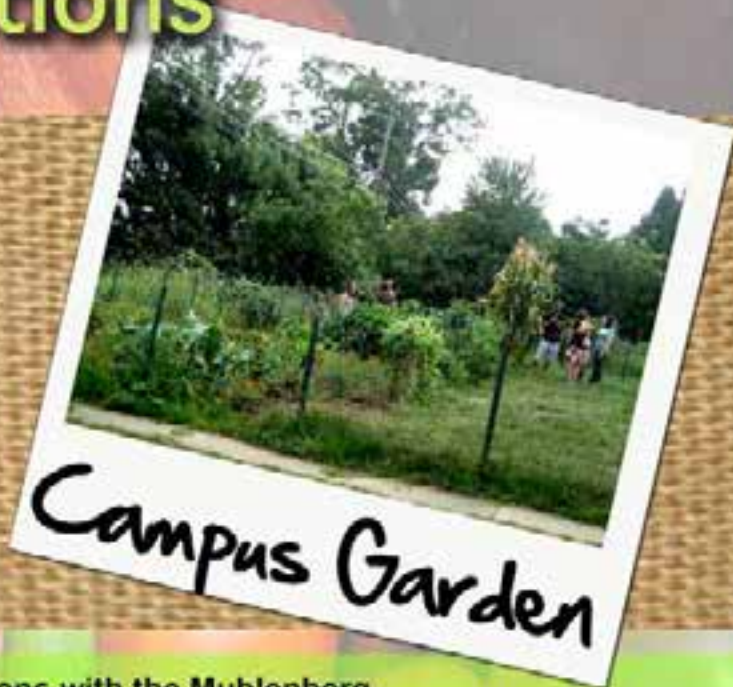
TUESDAY, 2/8/2011
4:30PM - 8:00PM

WHERE:

WOOD DINING COMMONS

DON'T MISS IT!

Sustainable Solutions



"I have made connections with the Muhlenberg Community Garden in bringing their homegrown vegetables of tomatoes, peppers, and eggplants to the Wood Dining Commons. I am working towards bringing the Slow Food movement to the Muhlenberg Campus to help create awareness about where our food comes from and the current state of our food system. Slow Food will bring students together to enjoy seasonal and local dinners prepared with vegetables from the Muhlenberg Community Garden."

-Margaret Vallone, Class of 2012, Culinary & Nutritional Intern



Eco Ware Reusable To Go Containers

These containers will now be an option in the Wood Dining Commons this semester. You can sign up with a \$10 deposit, which will be returned to you when you return the container at the end of the year. An easy way to contribute less waste to landfills!



Welcome Our New Muhlenberg Dining Managers!



Catherine Blum
Retail Director

"This is such an exciting time at Muhlenberg and I am very happy to be part of the dining team and campus community!"



Stacey Cesanek
Catering Manager

"I am thrilled to take on this new role as it has been a pleasure to work with the college on so many spectacular events!"