

# 'berg focus

spring 2012 • volume 11, issue 2

## looking up & seeing green



Muhlenberg is helping ecological services while you're eating dinner. Find out how.

inside this issue

- Muhlenberg Dining in Synovate Top 25 for Customer Satisfaction!
- Meet the Spring 2012 Guest Chefs
- Intern Spotlight: Reflections on working with 'Berg Dining
- Gluten Free Dining



MUHLENBERG  
DINING



## partnering with 'Berg Dining

With the help of our staff, EnAcT members prepared organic pizza dough to serve to peers and faculty in the Wood Dining Commons



# a recipe for success

By Evan Rehrig  
Marketing Manager

Recently, I was put on the spot by a group of colleagues, "What is your favorite part about your job?"

Without hesitation I answered, "Working one-on-one with the students, faculty and staff at Muhlenberg."

Since April 2011, when I started here, I have been fortunate to meet and partner

with so many great students, organizations, faculty and staff members. Together we've collaborated on class projects, research, special events and new initiatives. Each experience has been unique and rewarding.

The Fall 2011 semester yielded some truly fun events. EnAcT, Muhlenberg's Environmental Action Team, reached out to the 'Berg Dining team in October inquiring about holding an Organic Pizza Night. EnAcT members worked with our culinary team to develop a menu, and helped prepare organic dough the day before the event. On Nov. 10th EnAcT members, with the guidance of our culinary staff, created, baked and served four varieties of organic pizzas.

"We loved working in the kitchen with the Chefs and are especially grateful to Frank for all his help," said EnAcT President Amanda Meier. "We are very thankful for the opportunity and look forward to partnering with 'Berg Dining in the future."

The 'Berg Dining team also lends itself to the classroom. Currently, we are collaborating with business professor Gail Eisenberg, and two of her students, who are conducting an independent study.

"Emily Wolff '12 and Peter Rice '12, are continuing with a study conducted last Spring regarding Muhlenberg employees' attitudes

toward the Muhlenberg Dining program," explained Professor Eisenberg. "This partnership provides Emily and Peter with a valuable learning experience, and 'Berg Dining with important market information."

Professor Eisenberg and her students designed this project to be very applied— an educational experience for the students with the information aiding in the decision making process for 'Berg Dining.

"The staff has been very supportive and cooperative with the project," said Professor Eisenberg. "In fact, they provided lunch to everyone participating in the original in-depth interviews. And the students and management meet periodically to ensure that the study will assist 'Berg Dining in improving the dining experience to College employees."

In addition to working with academic departments and student organizations 'Berg Dining, we also work with a phenomenal group of student interns. Each academic year, we offer internships with Marketing, Culinary and Nutrition, Sustainability and Pepsi. While gaining real-life experience, our interns are teaching us about the Muhlenberg culture and helping us focus our efforts in the right direction.

Our team does its best to accommodate and work with the Muhlenberg community each and every day. I encourage you to reach out to myself and our team this semester, or next, for what will undoubtedly be a recipe for success.

Looking for an internship?

Need a topic for a project?

Interested in a unique event  
for your organization?

Contact:

**Evan Rehrig**  
Marketing Manager  
Muhlenberg Dining

erehrig@muhlenberg.edu  
484 - 664 - 4047



faculty & staff by day...

...chefs by night

For several years, Muhlenberg Dining and members of the Muhlenberg community have partnered for the Guest Chef Program. The monthly program features Program Directors, Professors, Deans, faculty and staff who share their culinary expertise, interact with students and most importantly, have fun.

In the fall, our Guest Chefs featured menus ranging from Costa Rican flavors to Peanut Butter & Jelly. Here's a sneak peak of who you'll see in a Chef's Coat this semester:

### Guest Chef Spring 2012 Lineup

January 25  
Alumni Relations & Development

February 15  
Robin Riley-Casey &  
Office of Multicultural Life

March 14  
Tina Hertel & the Library

April 18  
Mike Bruckner, Chris Borick &  
Jeremy Teisseire



(from left) Glenn Gerchman, Director, Seegers Union & Campus Events  
and Tom Dougherty, Director of Campus Safety  
Peanut Butter & Jelly Bar – December 12



(from left) Chris Hooker-Haring, Dean of Admission  
and Greg Mitton, Associate Dean of Admission  
Steak Night – November 16



(from left) Becky Grace, Associate Director of Residential Services  
and Aaron Bova, Senior Associate Director of Residential Services  
Build Your Own Nachos – September 14



Dr. Richard Niczenbaum, Professor, Director, Sustainability Studies  
Flavors of Costa Rica – October 19



# looking up & seeing green

Muhlenberg's new green roof provides ecological services and teaches about sustainability as students dine in the new Ilene and Robert Wood Dining Commons.

By Richard A. Niesenbaum, Ph.D  
*Professor of Biology and Director of Sustainability Studies at Muhlenberg College*

Students in Muhlenberg's Sustainability Studies Program developed and implemented a green roof plan for Seegers Union. They installed trays of growth medium and small succulent plants to develop the green roof, viewable from the second floor of the Wood Dining Commons. A green roof is a sustainable building technique that incorporates plant material and substrate into the design and construction of the roof. Our new green roof not only provides aesthetic beauty as one looks out of the window of our new dining commons, but also performs a number of vital ecological services. The plant material takes up carbon dioxide thereby reducing our net emissions and thus our impact on global climate change. The plants also absorb moisture, practically eliminating the building's contribution to storm water run-off into local streams. The green roof also provides enhanced insulation keeping the building cool through evaporation and insulation in the summer, and warm through insulation in the winter. In addition to the design and installation of the roof, students in Sustainability Studies have developed an ongoing scientific monitoring and dissemination program so that the roof will continue to teach students and those dining in the commons well into the future. A college's campus, policies and actions should teach; and



green construction, like the green roof, moves teaching beyond the classroom allowing our architecture to be part of our pedagogy.

The green roof project was motivated by the College's commitment to make Muhlenberg a more sustainable or green campus, and was supported by a generous gift from the PPL Corporation. The Sustainability Studies program provides the interdisciplinary background and hands-on experiences that are needed to understand many of the complex challenges facing our world, and equips students with the skills needed to develop solutions to these problems. Students and faculty from the program often collaborate with Sodexo staff on a number of sustainability related projects including the green roof, trayless dining, recycling, composting, conversion of used cooking oil to biodiesel, and the use of local food all in an effort to seek creative solutions for sustainability.



Dr. Richard A. Niesenbaum (left) and his students (top and bottom right) installing the green roof on the Wood Dining Commons



# the results are in...

Muhlenberg Dining is in the Top 25 in Customer Satisfaction *in the nation!*



[Locations are approximate. Alaska and Hawaii not shown to scale.]



**By John Pasquarello**  
*General Manager*

Each semester Muhlenberg Dining asks students, faculty and staff to complete the Synovate Survey to help assess what areas of operations need focus and attention.

We are proud to announce that in the Fall 2011 our scores were among the best in the country! The Wood Dining Commons ranked in the **top 25** in terms of customer satisfaction of more than 700 Colleges and Universities in the United States that were surveyed.

We were able to achieve this by listening and making changes from the comments of previous surveys. Our team puts together specific, measurable, attainable action plans to address comments and feedback, solve issues and offer solutions. Your participation is vital to improving the Muhlenberg Dining experience and shaping the future of our restaurants. It is your opportunity to communicate directly with our team and allows your voice to be heard.

The feedback we receive allows us to make changes, and once the

surveys are tabulated we read each and every comment and group them together based on commonalities. Many of the comments relate to customer service, food quality and general cleanliness & sanitation. These topics are at the core of our business and our team is focused on doing the best we can to meet and exceed expectations in these areas.

In business you get what you want by giving other people what they want. To help us achieve this we contract Synovate, a third-party global leader in market research. The Synovate Survey is an important tool we use to listen to our customers and give them what they want. But, most importantly it gives us the opportunity to train our staff to always be helpful, courteous and knowledgeable. We give every member of our staff enough information and empower them to make small, customer pleasing decisions, all based on comments from the Synovate process.

I'd like to thank everyone who took the time to take a survey in the fall. While we are proud to be ranked in the top 25 nationally, it is our goal to take strides forward to be #1. I'd like to personally invite you to participate in our Spring 2012 survey which will be held exclusively online from February 13 - February 26. Please look for more information in early February.



# WHAT'S COOKING AT 'BERG



## gluten free dining

By Susan Hurd, RD LDN  
Regional Dietitian  
Sodexo Dining Services



Eating gluten free (GF) may be a medical necessity for a person with celiac disease. Some eat GF because they've been told they are gluten intolerant or may have tested positive for the antibodies related to celiac. Some individuals eat GF because their physician recommended it as a way to minimize digestive distress. Still others make it a lifestyle choice, thinking it is a better way to eat.

GF dining in the US has come a long way over the past 10 years. It's almost become a norm in US society. Muhlenberg's path to its current GF dining option has followed this trend. About 10 years ago, Dining Services began simply offering to store students' GF bread from home in a kitchen refrigerator. Today, food options are integrated into the menu in the Wood Dining Commons to ensure GF entrées and side dishes are available every day at every meal. And this was no small task.

In the old Garden Room, Dining Services addressed the ever-increasing need for GF by creating a GF station within the serving line. New recipes and products were offered. Individuals who needed GF could safely choose foods there, and it was discovered that Muhlenberg had a greater

need for GF than originally thought. Still, though, were those who were afraid to reveal their illness based on where they were choosing their foods. Fast forward to Fall 2010 and the renovated WDC. Changes in philosophies, staff, menu and layout forced a rough start for GF diners to find ample GF foods in the new space.

Over the past year, a team of students, and representatives from Health and Dining Services worked to make the GF program what it is today. In some situations, a simple ingredient change was all that was needed to make a recipe GF. While Dining Services is not a 100% GF facility, every effort has been made to minimize cross-contamination between foods with and without gluten. Ongoing staff training on the importance of proper recipe adherence, sanitation, and service help keep these foods as safe as possible for the GF diner. Educational information such as menu board GF labels and the Gluten Free Survival Guide assist the customer in making the right choices. The success of this program is evident by the number of students who choose GF menu options without a care that these foods are GF.

From simple ingredient modifications to product innovations to education, Muhlenberg has created one of the most comprehensive and best integrated GF dining programs in a campus setting today.

### celiac diseases defined

Celiac disease, an immunological disorder, attacks the microvilli of the small intestine making absorption of nutrients impossible by the body. The definitive diagnostic tool is a biopsy of the small bowel. Blood tests are often used to screen for and to monitor the disease. The **only** treatment for celiac disease is a life-long adherence to a gluten free diet. Gluten is a protein found in the grains wheat, barley, and rye. Oats in the diet remain controversial and should not be consumed without medical advice. Celiac disease should not be confused with Gluten Intolerance.

If you or someone you know suffers from a medical condition that makes it difficult to eat successfully in any dining venue on campus, there is help. Simply stop by Health Services who can coordinate your care with Dining Services.



Look for this Gluten Friendly logo on menu boards in the Wood Dining Commons and The GQ. It will appear next to any menu items that do not contain gluten.



Susan Hurd and Nutrition Intern Margaret Vallone consult with a student on the gluten content of ingredients used in meals served in the Wood Dining Commons.



## battle of the chefs

On February 28, Muhlenberg Dining will welcome chefs from Moravian College, Mansfield University, Keystone College and Valley Forge Christian College for the most anticipated dining event of the year, Battle of the Chefs!

Teams of chefs from each school will create dishes based on this year's theme: Movies. Be on the lookout for menus inspired by *Pirates of the Caribbean*, *Julie & Julia*, *Ratatouille* and more.

Muhlenberg Dining Chefs Jon Middleton and Michael Brack are excited for the opportunity to avenge last year's second place finish. "We've always felt that our food is so good that it deserves to be in the movies. We look forward to bringing home the Oscar this year."

Be sure to visit the Muhlenberg Dining Facebook page for event updates!



By Catherine Blum  
Retail Manager

Muhlenberg Dining strives to provide its customers with healthy options at all of its locations. Through Synovate Survey scores, Mystery Shopper reports and customer feedback, the GQ has been identified as a dining location in need of healthier options. You've given us your two cents and we're proud to present to you the change: The GQ 600!

Dietitian Susan Hurd has developed more than 30 breakfast, lunch and dinner health-conscious combinations of 600 calories or less that are available in the GQ. Look for the new brochure in the GQ and use it as a guide to the nutritious combinations we've created with your health in mind. In addition, all nutritional information for the GQ will be uploaded to our web site, as requested by you. Be sure to join us in the GQ on January 24th for our Kickoff Event with Susan Hurd!



## intern spotlight: margaret & stephanie

*reflecting on interning with Muhlenberg Dining*

### Margaret Vallone, '12 – Nutrition and Culinary Intern

I can't say enough about my nearly two years with Muhlenberg Dining! As the Nutrition and Culinary Intern I communicate with Registered Dietitian Susan Hurd, Marketing Manager Evan Rehrig, and Chef Jon Middleton. I have worked in almost every corner of the Wood Dining Commons from providing nutrition information to students to collaborating on special dinners and events.

One of my favorite events was making and serving organic pizza with the Environmental Action Team (EnAcT) for Organic Pizza Night. I was able to connect with EnAcT members and we discussed what kinds of organic ingredients and local toppings we would use. EnAcT made pizza dough with Frank, and built some fantastic pizzas topped with organic mozzarella, some with Pennsylvania grown potatoes, and the favorite Margharita pizza was topped with local basil from Butter

Valley Harvest in Bally, PA. EnAcT even had a great opportunity to share some sustainability messages and gain support for their new Spork campaign. Students loved it and asked for it to be an annual event!

All of these experiences have prepared me for a career as a Registered Dietitian. Not only have I learned how to effectively relay nutrition information, but I have also had the opportunity to work as a team with other interns to plan and present events focused on health and food sustainability. I look forward to my future in helping people achieve health through good nutrition.

### Stephanie Plumeri, '12 – Marketing Intern

I have been working with Muhlenberg Dining as the marketing intern for over a year now, and there is no one word that can completely summarize my experiences during that time. I have encountered every aspect of marketing one could imagine: print advertisements, web design, video, signage, social media, and more. My portfolio has probably tripled in size since I began working for Dining Services, which will definitely give me a competitive edge when I enter the job market in May.

The resume-boosting is definitely a plus, but it is not what I enjoy most about my internship. When working with the rest of the Dining team, I am not just a design robot – I collaborate with the managers on creating concepts for marketing campaigns, and my input is highly valued. I also have the opportunity to work one-on-one with the other interns on independent projects for Dining Services.

One of my favorite regular projects is the monthly nutrition newsletter that I work on with Margaret. Every edition of the Nourishing News features photos that Margaret and I take in the Wood Dining Commons. (Note to photographers – when it is sunny outside, the light coming through the windows on the mezzanine is perfect around lunchtime). We always have a good time coming up with different ways to do the "food styling" to show off the featured recipe – and then getting to enjoy it once the photo is taken.



Margaret Vallone (left) and Stephanie Plumeri (right) collaborate on food styling and photography for the monthly nutrition newsletter.



**WHEN:**

**TUESDAY, FEBRUARY 28, 2012**

**WHERE:**

**WOOD DINING COMMONS**

**WHAT:**

**BATTLE  
OF THE  
CHEFS**



scan me



 Like **Muhlenberg Dining Services** on Facebook for more info

connect with us



muhlenberg  
dining services



BergDining



muhlenberg.edu/dining



myDtxt.com



Berg Dining  
iPhone App



MUHLENBERG  
DINING