

'berg focus

spring 2014 | volume V | issue II

why we...

source LOCAL.

serve LOCAL.

enjoy LOCAL.



- meet our new retail manager
- growth with coffee grounds
- intern spotlight
- a rivalry renewed





One of Muhlenberg's most popular on-campus destinations has a new leader for 2014. New retail manager Angela Krem will bring years of restaurant management experience to the GQ along with an ambitious work ethic with a focus on customer service.

"I'm excited to become part of the Muhlenberg community," expresses Angela. "I already like Muhlenberg because of the community feel and atmosphere and look forward to really getting to know my customers."

Angela joins the Muhlenberg Dining team after honing her skills as a manager at both Shula's Steak House and Red Robin. Prior to her time with the restaurants, Angela helped her husband launch Kremmer's Café and Catering, a successful food service company that provides more than 5,000 meals daily to various organizations. It's this experience that Angela looks forward to bringing to the table.

She adds, "I think that Red Robin does a great job of putting their customers and employees in the driver's seat and I am looking forward to bringing the knowledge I learned there and other management positions here to Muhlenberg."

While the GQ is known for its Bagel Bombs, freshly prepared sushi and late night offerings, our new manager is excited to instill her philosophy to create a unique and rewarding dining experience for students, faculty, staff and alumni.

"I believe customer service is most important to being successful," shares Angela. "I want to make sure that my customers know that I'm here to help them and answer any of their questions."

All About Angela

Hometown:	Rochester, NY
Favorite Food:	Thai Food
Favorite Music:	Any, I like all kinds
Favorite Sports Team:	Philadelphia Flyers
Interests:	Traveling, helping out out with my son's hockey team





how muhlenberg **COMPOSTS YOUR COFFEE**

Sustainability has always been a priority at Muhlenberg College. From the 'Berg To Go reusable containers to the Just Tap It program, the college has always taken its impact on the environment seriously. In fall 2013, Muhlenberg Dining and Plant Operations introduced a new program to further improve greening efforts on campus.

"Grounds to Grounds" recycles used coffee grounds from on-campus dining venues and transforms them into a compostable product that is spread on campus grounds. Used coffee grounds and filters are collected by Java Joe employees and picked up by Plant Ops on a daily basis. The grounds are stored at a designated location on campus where they naturally break down. Once ready, Plant Operations utilizes the compost as an amendment to mulch on the Muhlenberg's campus.

"It's the right thing to do," said John Pasquarello, General Manager for Muhlenberg Dining. "The College benefits by being able to provide nutrient-rich compost to its bedding. This is an internal source, so now Plant Ops does not have to go out and purchase bedding material to put on the flower beds or vegetable gardens or wherever else they can use it."

Grounds to Grounds (and future composting initiatives) may also save money for Muhlenberg Dining in terms of decreased waste hauling and, for the College, by decreasing the amount of mulch and soil amendments that need to be purchased. Because recycled pickle buckets are being used to collect the coffee grounds, the initiative comes at no cost. And while this cause definitely appeals to administration (the President's Greening Committee supports it), students should care as well.



"Students should care about the Grounds to Grounds Initiative for a variety of reasons," commented Muhlenberg Dining Sustainability Intern Nicole Cammisa, class of 2014.

"Students who are interested in public health, gardening, farming, soil formation and quality, nutrient cycling, environmental responsibility, and a variety of other fields can all make connections to the benefits of composting over traditional waste disposal."

And while composting coffee grounds may be new to Muhlenberg, it's something that Jim Bolton is familiar with.

"It will benefit the plants, that's why my parents always did it," explained Bolton, Assistant Director of Plant Operations. "My father always took the coffee grounds and put them around certain trees. Even as a little kid I remember him doing that. It diverts the stuff going into the trash. Here, there's the opportunity to give a little something back."

CONNECT



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www.muhlenberg.edu/dining

Why Muhlenberg Keeps it LOCAL

We believe in enriching the quality of life for Muhlenberg by support the farms and strive to educate our guests on the us and the environment. Why is it so important? We posed that

Let's begin this journey with a word association game: Cafeteria. What's the first thing that comes to mind? What do you visualize? Now, let's try the word "restaurant." Do you think of something different?

During the academic year, more than 3,000 meals are served each day in the Wood Dining Commons. Outside of the Muhlenberg community, many people may refer to it as a "cafeteria." But those who dine regularly know better and realize it's not just because of the spectacular setting. It's also the commitment to serving food at the peak of its freshness. And it doesn't get any fresher than sourcing local.

"As a chef, preparing and serving the freshest, best, highest quality food to my customers is not only my duty but my sense of pride," describes Wood Dining Commons Executive Chef Michael Brack. "Local food is the best and most logical path to that goal."

"Food is so badly represented in the US," explains Chef Jon Middleton, Director of Culinary Operations. "The average 19 to 28 year old has grown up eating 'products', not 'food'. They, and we, are encouraged via a constant bombardment of aggressive media to eat 'Brands'. 'Local Food' is really just about 'Real Food'. Fresh food is always the best food. And local food is always fresher than anything grown three to five thousand miles away."

While Muhlenberg Dining strives to deliver an exceptional dining experience by serving the freshest food available, Biology Professor and Director of Sustainable Studies Dr. Richard Niesenbaum, sees the benefits that local sourcing has at Muhlenberg and beyond.

"As a liberal arts college, Muhlenberg has a responsibility to both promote and model ethical, responsible, and sustainable living," shares Niesenbaum. "Supporting local

agriculture is a great way to do this. Small, local agricultural in comparison to more typical large scale, industrial agriculture reduces impact on the environment through better farming practice. Transportation and hence fossil fuel use and the carbon footprint are lower. It also supports family farms, communities, social equity and local jobs. By purchasing locally produced food, we can promote local farm land preservation and slow the pace of rural/suburban sprawl. Locally produced foods on smaller farms tend to be healthier and of higher quality. These criteria are the essence of sustainability."

Because Muhlenberg is so fortunate to have such a valuable resource nearby, its culinary team is sure to take full advantage. Butter Valley Harvest is the exclusive provider of hydroponically grown basil, the main ingredient in Muhlenberg's signature pesto. Farmer/Owner Ryan Ehst is thankful for the partnership and opportunity to share his produce with the Muhlenberg community.



Butter Valley Harvest Farmer/Owner Ryan Ehst shares a freshly picked bushel of hydroponically grown basil with Director of Culinary Operations Jon Middleton during a visit to the farm in Summer 2013.

connecting with the traditions of local agriculture. We benefits of nutritionally dense food that is good for both question to the experts. Here is what they had to say.

"The best way to educate young people is to expose them to the partnerships [like ours] with the chefs," shares Ryan Ehst, Butter Valley Harvest Owner/Farmer. "It's really great to embed our local product. It's great to get into local institutions and present students with our product so when it comes to life after college, they will think to make the local choice. It's a great and unique opportunity to be able to do that."

Niesenbaum agrees, "Providing our students with local foods is a teachable moment. At Muhlenberg, we believe that teaching goes on well beyond the classroom. Our buildings, our policies, and our actions represent pedagogical opportunities particularly within the realms sustainability, social justice, and public health."

Beyond Butter Valley Harvest, Muhlenberg Dining sources other local vendors, which may not necessarily have an agricultural impact, but still have a strong economic and environmental impact. Nosh-A-Bar, located in Easton, PA (20 miles from Muhlenberg) offers all-natural oatmeal protein bars that are available in the General's Quarters. According to owner Sharon Trinker, staying local is crucial to helping her build her business and creating new relationships.

"I created Nosh-A-Bar three years ago after searching for a 'health bar' that was truly healthy," recounts Trinker. "But there were a few things I had to sacrifice in order to keep them all natural and healthy, one being shelf life. Since my bars are a semi-perishable item and need refrigeration for long term storage, I knew I would need to target and market my bars to the local community. Fortunately, that local community turned out to be my most loyal customers. There is a reciprocal relationship of trust and loyalty established with my local customers that is not always attainable with internet commerce. I'm hoping to breed that same relationship at Muhlenberg College."



During the fall 2013 semester, Dr. Niesenbaum and Chef Jon Middleton arranged a tour of Butter Valley Harvest (guided by owner/farmer Ryan Ehst) for students in the Sustainable Practices course. Dr. Niesenbaum's students plan to develop and build a hydroponic herb garden for the Wood Dining Commons.

Aside from the pre-mentioned benefits of keeping it local, it seems that food trends come and go, so it's only fair to ask our experts, "Is local just another trend?" Niesenbaum believes the momentum will propel forward as others learn of the benefits.

"Buying local is a trend that will only continue to increase in popularity as consumers see the win-win-win situation of greater quality and value, support of local community, and environmental protection.

"Unfortunately people may label 'Local' as a trend but the truth is that it is simply common sense," rebuffs Brack. "The question should be: why did we ever move away from local?"

FARM TO FORK

with 14 Acre Farm Owner Kevin Ruch

On Monday, September 30, Muhlenberg Dining partnered with local 14 Acre Farm owner Kevin Ruch to offer a Farm to Fork dinner in the Wood Dining Commons. All components of the meal came directly from Kevin's farm which is located in Summit Hill, PA, only 36 miles from Muhlenberg.



Kevin's Menu

Spaetzle Stew & Sour Dough

Hand-crafted German Style Dumplings with Fresh Fall Greens, Carrots, Sweet Onions, Winter Squashes, in a rich Savory Herbed Vegetable Broth. Served with freshly house-baked organic Sourdough Bread

For more information about Kevin and his farm, please visit:

www.14acrefarm.com



intern spotlight: rachel

After spending her Fall 2013 semester studying abroad in Florence, junior Rachel Cahn is excited to join the Muhlenberg Dining team for the Spring 2014 semester as its Culinary and Nutrition intern.

Hailing from Roslyn Heights, NJ, Rachel is a psychology major and public health minor who will work closely with the dining team and Registered Dietitian Susan Hurd to develop programming that promotes nourishing eating as well as healthy lifestyle choices.

"The most exciting thing about working with Muhlenberg Dining is being able to be the liaison between the team and the students," explained Rachel. "I am excited to implement more programs with the Peer Health Advocates at Muhlenberg (PHAM) and to encourage more healthy lifestyles on campus."

In addition to her internship, Rachel is a Dean's List student, a Campus Delegate, a Delta Zeta sister, and is involved with PHAM, Active Minds, the Psychology Club and Arcadia Hospice. She believes that her extensive experience will help her in her new internship.

"I want to learn the Psychology aspect of why people select to eat certain foods," shared Rachel. "Additionally, I hope to become aware of the role eating plays in students' lives and learn how to use positive thinking and behavioral training to manage healthy lifestyles."

She hopes this experience will prepare her for her future endeavors, as her ultimate goal is to earn a PhD in Psychology with a concentration on Public Health and Nutrition.





etched into history

Muhlenberg and Moravian have played against each other on the gridiron every season for the better part of a century. On Saturday, November 16, 2013, once again, the stage was set at Muhlenberg's Scotty Wood Stadium. Except this time, the teams played for more than just school pride.

Thanks to the sponsorship by the dining services teams at both schools, a new trophy provided extra motivation for one of the Lehigh Valley's longest running football rivalries. The unique cup-style trophy stands 26" tall and weighs more than 20 lbs. Adorned with silver and brass plating, four bands display the winning scores since the rivalry began. Future winning teams and final scores will be added after each game.

"A college football rivalry with such a heated and passionate history deserves special recognition," said Chris Elliott, Senior Director of Finance, Sodexo. "Not only will this trophy reward the hard work of the student athletes giving their all on the football field, but it will also help to further energize the entire student body on both campuses around this amazing annual matchup."

The 2013 edition of the rivalry provided an exciting, hard-fought game for a near capacity crowd. In the end, Muhlenberg pulled away to a 24-12 win and was the first team to hoist the trophy. Mules senior running back Kevin Van Laar carried the load offensively, rushing for 167 yards and one touchdown, earning him MVP honors.

Off the field and in the crowd, Muhlenberg Dining General Manager John Pasquarello enjoyed watching the game and being able to give back to the campus community.

"We are proud to be a part of the annual Muhlenberg and Moravian football rivalry," shared Pasquarello. "Dining Services is a vital part of the college and to be included in the tradition is a privilege for Muhlenberg Dining and our entire team."



WHEN:

WEDNESDAY, FEBRUARY 25, 2014


WHERE:

WOOD DINING COMMONS

WHAT:

BATTLE OF THE CHEFS



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