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The Newsmagazine Foodservice Professionals Rely On

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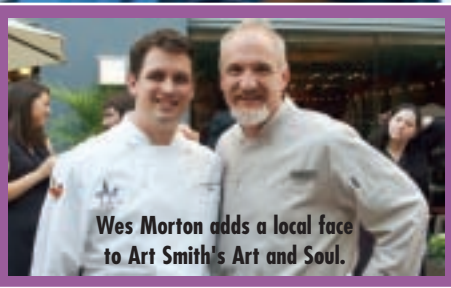
FANCY FOOD SHOW 2011



Foodservice **Dis**Covers the Business of Specialty Foods July 10-12



Buddy Roogow keeps it Hot & Saucy at the DC Lottery.



Wes Morton adds a local face to Art Smith's Art and Soul.



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Sauce ON THE Side

The Art of Giving

by Michael Birchenall

First, let's introduce the bonus coverage **Foodservice Monthly** is offering to its favorite people ... you, the reader. Those of you that see me out and about know me as that old guy attached to his camera (and maybe you see the pony tail as well). Each month I take many more pictures than I can print, but let's take care of that as of the July issue. From now on, all the extra photos will go onto our Web site for you to see ... so if you want to find yourself, go to www.foodservicemonthly.com and open our post for FSM's July Gallery. Click on the Gallery link and you'll be able to find your picture ... and the added bonus is that you can download it right from the Web page ... and it's yours to send to mom, so she will know you are still holding down a job. If you don't see yourself, next time the eyes will have to stay open. Enjoy!

Speaking of Giving

Chefs and restaurateurs are the most giving folks in the world ... just look at all the charity events you participate in during the year (and how many you have to turn down because some days you have to run your business). We all have our favorites ... I know I have mine for covering and they are usually those off the heavily worn paths of the biggies like Taste of the Nation, Zoofari, March of Dimes and countless others.

I have always loved the work done for the **Ovarian Cancer National Alliance** by the women chefs of the region. It is an event held like so many at the home of the tireless Annie Boutin King: The Ritz-Carlton Washington. Quite honestly I like the fact that the charity itself dominates the Ovarian Cancer evening in a respectful way ... and the food is an appreciated gift from the chef to the cause. Some other events have turned into feeding frenzies where the amount

given by the guest is expected to be consumed two-fold over by the evening's end.

Miriam's Kitchen

Alyssa Prince, senior director for community relations for the National Restaurant Association, invited me to the annual Miriam's Kitchen fundraiser at the National Building Museum. Alyssa and many of her NRA co-workers volunteer regularly ... serving meals at the Washington kitchen. Miriam's Kitchen was founded in 1983 in response to an urgent need for services for the homeless



Michael Birchenall

in Washington, DC.

Their mission is to provide individualized services that address the causes and consequences of homelessness in an atmosphere of dignity and respect, both directly and through facilitating connections in Washington, DC. The kitchen of Steve Badt provides free, homemade meals and high-quality support services to more than 4,000 homeless men and women each year through their core programs: Meals, Case Management, Miriam's Studio, and Miriam's Cafe.

The evening breaks away from the celebrity chef model and the event is driven by the volunteers and the staff of Miriam's Kitchen ... from the food to the service to every aspect of putting on a major fundraiser. The key words are respect and choice for "their" guests and they do that every day whether they are interacting with a homeless guest or a major donor. It all works together and makes for a beautiful evening with such a high concentration of nice folks. (I have pictures and a link to their Web site at www.miriamskitchen.org on the FSM site).

National Network to End Domestic Violence (NNEVD)

In June, I went to a benefit for NNEVD at Sequoia at the Washington Harbour. It's not surprising that many of the strong women chefs and restaurateurs of the Washington area were leading the way in drawing attention, support and

monies for the victims of domestic violence ... one in four women will be subjected to abuse in their lifetime.

I saw ... and I apologize in advance to anyone I leave out as many were behind the scenes in the generously donated (with staff as well) kitchen of Sequoia: Susan Delbert, National Press Club; Ruth Gresser, Pizzeria Paradiso; Carla Hall, Alchemy by Carla Hall; Ris Lacoste, Ris; Jamie Leeds and Megan Coyle, Hank's Oyster Bar and Lounge; Kate Jansen and Tracy O'Grady, Willow; Shannon Overmiller, The Majestic; Alison Christ, The Liberty Tavern, Lyon Hall, Northside Social; Clarice Dionot, L'Academie de Cuisine and Libby Richman, Thread Productions. Once again you can see pictures from the event at www.foodservicemonthly.com.

NNEVD was founded more than 15 years ago to be the leading voice for survivors of domestic violence and their allies. It works to make domestic violence a national priority; change the way communities respond to domestic violence; and strengthen efforts against intimate partner violence at every level of government.

Just One More Time

Have you heard ... the Fancy Food Show is coming to DC on July 10-12. OK, I know you've seen the ads and read the commentary here in FSM. So, you know I am a believer.

Just remember this, this is a fee-based show for buyers. If you haven't registered already, you need to do so. Pay the nominal charge and GO to the show. Washington will be alive for food folks for four plus days. I know I have invites to events held by the Italian Trade Commission, Wisconsin Cheese Board, Austria, Mexico, and Virginia in restaurants and locations all over town and Northern Virginia. Korea will even have a pop-restaurant right on the show floor.

Guaranteed, you will see more olive oil on the floor than in your whole lifetime. The show has escaped from NYC and then it goes back to its home base in 2013 ... let's make sure they always remember Washington DC as a food town ... because we are!

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