



LOUISIANA RESTAURANT ASSOCIATION

EDUCATION FOUNDATION



ANNUAL REPORT 2013

FOSTERING LOUISIANA'S FOODSERVICE FUTURE

The Louisiana Restaurant Association Education Foundation (LRAEF) was created to enhance the industry's service to the public through education, promotion of career opportunities and community engagement.

Through the LRAEF-administered ProStart®—high school culinary and management program—students learn valuable skills like mathematics and chemistry, business and management, and leadership and communication, to name a few.

The LRA, through its statewide chapters, supports the LRAEF mission and provides part of the funding to support ProStart and post-secondary scholarship awards.

The LRAEF Scholarship Fund assists individuals in furthering their opportunities in the foodservice industry through higher education options, be it a certificate or degree program.

In 2013, the LRAEF Board of Directors, a group of dedicated industry volunteer leaders, initiated a Strategic Plan with an updated vision and mission, in an effort to better encapsulate the current potential of Louisiana's foodservice industry.



2013 LRAEF BOARD OF DIRECTORS

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Association



OUR MISSION

As the philanthropic foundation of the Louisiana Restaurant Association, the LRAEF exists to enhance our community through expanded educational and career opportunities, the formation of strategic partnerships and the elevation of our professional standards and practices.

SIGNATURE PROGRAMS



This premier, nationally recognized two-year culinary arts and management program includes: classroom curriculum, kitchen labs and a 400-hour internship, designed for high school juniors and seniors.

“The ProStart program is so important to me and to Louisiana’s restaurant industry. I actually go out of my way to hire ProStart students, because one thing that is so critical to our success is that we hire people who have a passion for the business of cuisine.” -Chef Peter Sclafani, Ruffino’s Restaurant



2013-2014 LRAEF PROSTART PROGRAMS

**46 PROGRAMS STATEWIDE
MORE THAN 1,200 STUDENTS**

Abbeville High School
Academy of Our Lady
Bogalusa High School
Bonnabel High School
Caddo Career & Tech Center
Career Academy
Chalmette High School
Covington High School
Crescent Leadership Academy
Denham Springs High School
Donaldsonville High School
Dutchtown High School
East Iberville High School
East St. John High School
Eunice Career & Technical
Education Center
Fontainebleau High School
Grace King High School
Hammond High Magnet School
John Ehret High School
Lakeshore High School
Leesville High School
Live Oak High School
Louisiana School for the Deaf

Mandeville High School
Mansfield High School
Morgan City High School
North Caddo High School
North Vermillion High School
Pineville High School
Rayne High School
Richwood High School
Salmen High School
Slidell High School
Springfield High School
St. Charles Satellite Center
St. James Parish Career Center
Sulphur High School
Terrebonne Career Center
W.D. Smith & Mary Baker
Career Center
Walker High School
Washington Career Center
West End Instructional Center
West Feliciana High School
West Monroe High School
West St. John High School
Woodlawn High School

“I wouldn’t be where I was today if not for ProStart,” said Owen Hohl, Executive Sous Chef, Hot Tails Restaurant and ProStart Alumnus, ’07. “ProStart gave me an advantage not only in culinary school, but also once I began my career.”

LRAEF LOUISIANA SEAFOOD PROSTART STUDENT INVITATIONAL

The LRAEF hosted the 12th Annual Louisiana Seafood ProStart Student Invitational March 5-6, 2013 at the Pontchartrain Center in Kenner, La. A total of \$872,000 in scholarship opportunities were offered to the students whose teams placed in the top three in both the culinary and management competitions. This year began a multi-year relationship with the Louisiana Seafood Promotion & Marketing Board began as the competition's title sponsor.

The competition featured two primary components: the Culinary Competition, where teams demonstrated their creative abilities through the preparation of a three-course meal, with at least one type of Louisiana seafood, and the Management Competition, where teams demonstrated their knowledge of the restaurant and foodservice industry by developing a restaurant proposal, delivering a verbal presentation and applying critical thinking skills to challenges managers face in day-to-day operations.

The winning teams in 2013 were: Hammond High Magnet School in culinary, and Rayne High School in management. Both teams represented Louisiana in the National ProStart Student Invitational in Baltimore, Md. in April 2013.

Management Winner Rayne High School



Culinary Winner Hammond High Magnet School



“

“The kids [in the ProStart Student Invitational] are using all kinds of great Louisiana seafood. They are really cooking what they know, and that’s always fun to see.” Greg Beachey, NRAEF Program Manager

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SCHOLARSHIP FUND

The purpose of the Fund is to provide an opportunity to further educate ProStart students, culinary and hospitality students, industry employees and educators. Candidates applied for one of two scholarships within the LRAEF Scholarship Fund—the LRAEF/NRAEF Co-Branded Scholarship and the LRAEF General Hospitality Scholarship.

- In 2013, the LRAEF awarded \$51,000 in scholarships to 24 students
- From the fund's inception in 2009 to 2013 the LRAEF has awarded \$140,000 to 54 students

“It is a wonderful opportunity to work in the food industry,” said Nicole Bidy, 2013 LRAEF Scholarship Fund Recipient and culinary student at the Louisiana Culinary Institute. “I’m very honored and forever thankful to the LRAEF. I think to myself, ‘They chose me for this scholarship! I will not disappoint them!’”

2013 LRAEF Scholarship Recipients



The 2013 scholarship recipients were presented with their awards at the 2013 LRAEF Five Star Futures Gala August 3, 2013 at the Hilton New Orleans Riverside.

The LRAEF/NRAEF ProStart Scholarship is a co-branded scholarship given to students who have, or will receive the ProStart Certificate of Achievement. The 2013 recipients were:

SABRINA BODENHEIMER

graduate of Lakeshore High School, *will attend the Chef John Folse Culinary Institute at Nicholls State University*

MARISSA BOURGEOIS

graduate of Lutcher High School/St. James Career & Tech Center, *will attend Degado Community College*

NICHOLAS BYE

graduate of East Ascension High School, *will attend Louisiana Culinary Institute*

VICTORIA CART

graduate of Sulphur High School, *will attend the Chef John Folse Culinary Institute at Nicholls State University*

LAUREN FENDLASON

graduate of Ponchatoula High School/Hammond High Magnet School, *will attend the Chef John Folse Culinary Institute at Nicholls State University*

CAITLIN HALL

graduate of Hahnville High School, *will attend the Chef John Folse Culinary Institute at Nicholls State University*

LAUREN HODGSON

graduate of Salmen High School, *will attend Louisiana Culinary Institute*

PEYTON LEFFINGWELL

graduate of Destrehan High School/St. Charles Satellite Center, *will attend Delgado Community College*

NICHOLAS LOCICERO

graduate of Mandeville High School, *will attend Culinary Institute of America*

MELISSA McGUIRE

graduate of Mandeville, *will attend the Chef John Folse Culinary Institute at Nicholls State University*

THIEN NGUYEN

graduate of Dutchtown High School, *will attend the Chef John Folse Culinary Institute at Nicholls State University*

CHRISTINA O'BRIEN

graduate of Lutcher High School/St. James Career & Tech Center, *will attend Louisiana Culinary Institute*

HILLARY SCOTT

graduate of Allen High School (Texas), *will attend the Chef John Folse Culinary Institute at Nicholls State University*

The General Hospitality Scholarship is a scholarship given to students who are currently enrolled or have been accepted in a hospitality or culinary degree seeking program. The 2013 recipients were:

KATHRYN BARKER

graduate of Quitman High School (Mississippi), *attending Louisiana Culinary Institute*

JORDALE BERGERON

graduate of Livonia High School, *attending Louisiana Culinary Institute*

NICOLE BIDDY

graduate of Gueydan High School, *attending Louisiana Culinary Institute*

JONATHAN DENT

graduate of Huntington High School/Caddo Career Center & Tech Center, *attending the Chef John Folse Culinary Institute at Nicholls State University*

LINDSAY KING

graduate of Woodlawn High School, *attending Louisiana Culinary Institute*

MARY LAWRENCE

graduate of Abeka Christian Academy (Home School), *attending Louisiana Culinary Institute*

APRIL LEE

graduate of East St. John High School, *attending the Chef John Folse Culinary Institute at Nicholls State University*

JORDAN McCLELLAND

graduate of Dutchtown High School, *attending Louisiana Culinary Institute*

ANGEL PARRILLA

graduate of East St. John High School, *attending Art Institute of Houston*

KEYYANA PRICE

graduate of New Iberia Senior High, *attending Louisiana Culinary Institute*

JAMIE WARRICK

graduate of Warren Easton High School, *attending Louisiana Culinary Institute*

Top applicant Nicole Biddy is also the 2013 Jim Funk Scholarship Award Winner. The LRAEF's most prestigious award, the scholarship is named for former LRA President & CEO Jim Funk, who retired in 2010 after 30 years of service. Funk is a LRAEF co-founder and culinary education champion.

ARTICULATION PARTNER SCHOOLS:

Culinary Institute of America
Delgado Community College
The International Culinary School at the Art Institute of Atlanta

John Folse Culinary Institute at Nicholls State University

Johnson & Wales University
Le Corden Bleu
Louisiana Culinary Institute
New England Culinary Institute
Nunez Community College
University of New Orleans

STRATEGIC PARTNERSHIPS

To increase the stature of the restaurant industry, in 2013 the LRAEF formed these strategic partnerships:

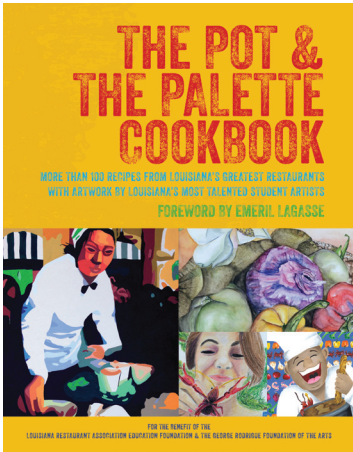
LOUISIANA
SEAFOOD

With a generous grant from the Louisiana Seafood Promotion and Marketing Board (Louisiana Seafood), ProStart students are now learning about an important natural resource—Louisiana seafood. A supplemental curriculum on Louisiana seafood to enhance the existing ProStart learning objectives was developed. Additionally, a stipend was provided to each ProStart program to give instructors additional tools to incorporate Louisiana seafood into their classroom activities.

Also in 2013, Louisiana Seafood became the title sponsor of the ProStart Student Invitational, where competing teams featured Louisiana seafood in their dishes and menus.

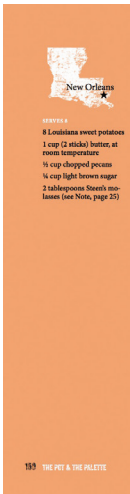
“The LRAEF has made a tremendous difference in the quality of my programs through the assistance and resources that the foundation has made available to us in recent years.” – Angie Drago, Hammond High Magnet School ProStart Instructor





The LRAEF and the George Rodrigue Foundation of the Arts (GRFA) partnered on an art-inspired cookbook—*The Pot & the Palette*. The 2013 GRFA annual art contest for high school juniors and seniors in Louisiana was themed “Louisiana’s Culinary Heritage,” which generated more than 600 pieces of remarkable artwork.

LRA members and ProStart students statewide submitted delicious recipes, which were paired with GRFA contest finalists’ artwork to produce a brightly-colored, uniquely Louisiana cookbook sold online and in bookstores to support the joint mission activities of both foundations.

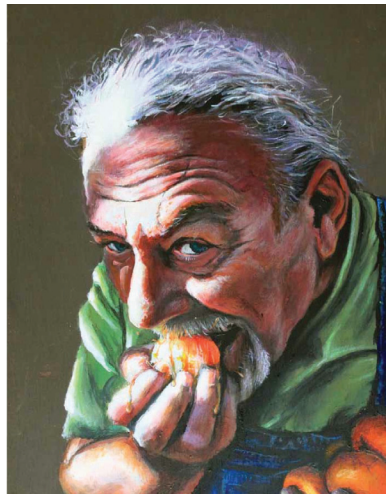


BAKED SWEET POTATOES WITH PECAN BUTTER
DICKIE BRENNAN'S STEAKHOUSE
ALFRED SINGLETON, CHEF DE CUISINE

These crunchy up baked sweet potatoes are the perfect accompaniment for steaks or pork tenderloin, especially during the holidays. Oh, for a great light lunch or vegetarian dinner, pair them with a big tossed green salad.

Preheat the oven to 350°F. Place the sweet potatoes on a sheet pan and bake for 1 hour, or until soft to the touch. In a small bowl, mix together the butter, chopped pecans, light brown sugar, and molasses. Slice baked sweet potatoes lengthwise and top with about 2 tablespoons of the pecan butter.

KARL PARQUETT, LIPSMAN, JAMES, AND ALEXIS, STEAKHOUSE, PHOTOS



OCHSNER C.H.O.P. PROGRAM

Cooking-up Healthy Options Program (CHOP) is an after-school program designed to teach middle school students to prepare healthy meals and feel more confident in the kitchen. The 2013 pilot program began in Jefferson Parish and is being replicated statewide, meeting an imperative of the National Restaurant Association that “Kids Live Well.”

ANNUAL PARTNERS

FIVE DIAMOND



FOUR DIAMOND



THREE DIAMOND



TWO DIAMOND



ONE DIAMOND



2013 DONOR HONOR ROLL

\$25,000 AND ABOVE

Louisiana Seafood Promotion
& Marketing Board
LRA Baton Rouge Chapter
LRA GNO Chapter
National Restaurant Association
Education Foundation

\$15,000 - \$24,999

Acme Oyster House
Auto-Chlor Inc
Louisiana Hospitality Foundation

\$10,000 - \$14,999

PFG-Caro

\$5,000 - \$9,999

Atmos Energy Corporation
Louisiana Culinary Institute
LRA Acadiana Chapter
LRA Bayou Chapter
LRA CENLA Chapter
LRA Executive Committee
LRA Northeast Chapter
New Orleans Food & Wine
Experience

\$2,500 - \$4,999

Ben E. Keith Foods
Crescent Crown Distributing
Drago's
Louisiana Gas Association
LRA Northshore Chapter
LRA Northwest Chapter
LRA Southwest Chapter
Mr. Mud Bug/MMI Culinary
Services
Ralph Brennan Restaurant Group
Reinhart Foodservice
Sysco Food Services of New Orleans
US Foods

\$1,000 - \$2,499

Batory Foods
Bev Inc.
Catfish Cabin
Coca-Cola
Energy
Griffin Industries
Jones Walker
Midlands Management
Raising Cane's Chicken Fingers
Reily Foods
Ruffino's Restaurant
Swiss Chalet Fine Foods
TLC Linen Services

\$1 - \$1,000

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Mr. and Mrs. Nash Barreca
In memory of Jim Hearn
Ms. Michelle Bertucci
Mrs. Erica Burns
Capital One
Ms. Carolyn Cenac
Centerplate
Mrs. Deborah Cuccia
Ms. Melissa Dixon
Doerle Food Services
E. Rusich Seafood Brokerage, Inc.
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Mr. and Mrs. Jim Funk
In memory of Jim Hearn, Nash Barreca
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Ms. Kellene Graci
Guidry's Fresh Cuts, Inc.
Mr. Stan Harris
Mr. and Mrs. David Hearn
*In memory of Kay Obergon, Gloria
Steward, Meade Hearn, Winston Hearn,
Nash Barecca, & Louis Clouatre*
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In memory of Victoria Kolniak Burrows
Mr. Randy Stein
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Ms. Julie Wentzell
Whole Foods
Ms. Marybeth Yrle
Yum Yum Bakery, LLC



2013 REVENUE: \$447,569

- Roughly one quarter of overall revenue in 2013 came from the support of nine LRA chapters
- One quarter from the support of our corporate partners
- The remainder of revenue was the result of grants, special events and other contributions.

2013 EXPENSES: \$376,915

- Nearly \$150,000, or 40% of the total budget in 2013 funded Louisiana's ProStart Program
- \$51,000 was allocated through the LRAEF Scholarship Fund
- In 2013, the LRAEF brought its funds restricted to scholarships to more than \$800,000 with the establishment of the Louisiana Seafood endowed fund.

LRAEF EXECUTIVE DIRECTOR

ALICE GLENN

aglenn@lra.org

PROSTART COORDINATOR

DEVIENCE THERIOT

dtheriot@lra.org

LRAEF PROGRAM MANAGER

JENNIFER JEANSONNE

jjeansonne@lra.org

For more information, or to make a contribution, contact Alice Glenn, LRAEF Executive Director, at (504) 454-2277 or aglenn@lra.org.

**LOUISIANA RESTAURANT ASSOCIATION
EDUCATION FOUNDATION**

2700 N. ARNOULT ROAD

METAIRIE, LA 70002

(504) 454-2277

WWW.LRAEF.ORG

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