

HOSPITALITY PURVEYOR OF THE YEAR: MICHAEL RIECK



As Vice President, Michael leads all of Charmer's Suppliers on-premise operations and programs, sales and marketing development, and channel management. In 1996, Michael successfully developed and launched Park Avenue Merchants, an exclusive selling division targeted at New York's highest profile accounts. Starting in 2000 Michael moved to Standard Wine and Liquor and began the process of re-organizing the division's structure, developing an innovative two-tiered sales concept, and using a segmentation approach to the discipline of supplier programming. Now Michael spearheads both on-premise divisions, with a total account and supplier base responsibilities, applying the knowledge gained from specific market-place surveys to better meet the sales goals of the Charmer supplier network. Charmer has developed a culture that prides itself on developing a strong bench from which to draw upon for the future leadership of the organization. Michael has been major contributor to this process and to the overall success of the organization.

Michael's winning sales planning philosophy is a direct result of experiencing the days of the "fire drill". He has committed his efforts to developing a refined, strategic approach of long-range programming with a heavy emphasis on qualitative achievement, focused on quality service.

With Charmer since 1996, Michael has served as Vice President of Sales, Standard Wine & Liquor as well as General Sales Manager, PAM Division On-Premise. Prior to that, he served as New York State manager Metro New York manager and Account Development Manager for Schieffelin & Somerset,. Before coming to New York, Mr. Rieck worked in sales for Margolis Wines & Spirits in Pennsylvania. In his early career, Michael spent over five years in the hotel and restaurant industry and today is a Masters of Business Administration (MBA) candidate at the University of Connecticut.

In 2003, Michael was honored as Man of the Year by the Long Island Salesmen's Association and the Association for the help of Retarded Children. Michael and his wife Beth Ann divide their time between New York City and Stamford, Connecticut, but if this accomplished executive has spare time, you most often will find him on a golf course. His children, Alexander, a freshman at the University of Pittsburgh, and Theresa, a high school junior, know he also enjoys cooking, chess, playing guitar and is an avid reader of historical literature.

SHERATON NY HOTEL & HARVARD CLUB CHEFS OPEN RECIPE FILES FOR ASSOCIATION



Chef Joseph Fontanals, appointed executive chef for the Sheraton New York Hotel & Towers in September 2004, has opened his recipe file for this issue. All of the members and guests who will be attending the Ken Strong Memorial Fund Awards Gala on April 22, 2005 will be looking forward to the menu creations of this talented culinary pro who oversees the hotel's restaurants, banquet kitchens and room service operations.

While Gala guests may not be enjoying this particular culinary secret of Chef Fontanals, his selections for our special evening will certainly delight all as will the newly appointed surroundings of the Sheraton New York, the wines, music, and the program recognizing our honorees

Prior to coming to the Sheraton Fontanals worked for several years in New Jersey, most recently as Executive Chef at the prestigious White Beeches Golf & Country Club in Bergen County. He also opened the Park Avenue Club in Madison, NJ in 1995 and was recently named Adjunct Instructor of the

Year at Hudson County Community College, where he teaches. Starting out his culinary career, Fontanals trained at the esteemed Jared Coffin House on Nantucket Island.

Fontanals is a graduate of the Culinary Institute of America and lives in New Jersey with his wife and two children.

Shrimp Romanesco

1/2oz	Almonds	1 each	Ancho Chili Dried (re-hydrated)
1oz	Hazelnuts	2 each	Garlic Clove
1/2 cup	Tomato Drained and Chopped	1 tsp	Red Wine Vinegar
1/4 cup	Extra Virgin Olive Oil	1/2 tsp	Mild Paprika
1 cup	Mild Flavored Oil		Sherry Vinegar To Taste
1.5 oz	Ciabatta Bread 1" Cubes		

Toast and peel nuts. Roast tomatoes in oven. Fry bread in mild oil until golden brown on all sides. Put bread, nuts, garlic and olive oil in food processor and puree until smooth. Add the rest of the ingredients and puree. Put mix on a sheet pan and bake until slightly caramelized. Sautee shrimp deglaze with white wine. Add two (2) tablespoons base and thin out with shrimp stock or fish fumet. Serve with rice or pasta.