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## The Queen City Brew, Library Newsletter, Vol. 3, Issue 3, November 2006

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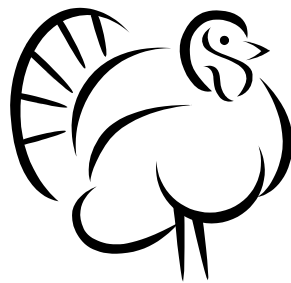
# The Queen City Brew

Volume 3, Issue 3

November 2006

Official Newsletter of  
Johnson & Wales  
University's  
Charlotte Campus  
Library

## Turkeys: Native to the Americas



In 1492 when Christopher Columbus arrived in America, the turkey was already here. The wild turkey from which our domestic turkeys descended from was native to the Americas. These birds, inhabitants of northern Mexico and the eastern United States were domesticated by the Aztecs and other Native Americans. The Spaniards took the turkey back to Europe in the sixteenth century where it spread rapidly. The turkey's popularity was due to the abundance of meat it provided (Lobb 119).

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Today, turkey is still a popular food. It is eaten year around not just during the holiday season. According to a January 2006 report from the National Agricultural Statistics Service, 256 million turkeys were raised in the United States in 2005 (par. 1). Minnesota is the leading producer followed by North Carolina. There are two kinds of turkey, male and female. The female hens are smaller while the male toms are bred to give a higher yield of breast meat (Rodgers xi).

Cooks have more choices when it comes to purchasing turkeys such as fresh, frozen, self-basting, organic free-range, kosher, and farm-raised wild turkeys (Rodgers xi-xiii). Fresh turkeys usually need to be ordered in advance of major holidays as most turkeys sold in supermarkets are frozen. When purchasing frozen turkeys, the consumer just needs to plan ahead to allow adequate time for defrosting in the refrigerator. Rick Rogers in The Turkey Cookbook, recommends a full 24-hour period for every five pounds of turkey when defrosting a frozen turkey (xii). Self-basting turkeys have been injected with solution of broth which helps keep the bird juicy (Rodgers xii).

As the organic markets have grown, organic free-range turkeys can often be found. They develop more muscles from running around making the meat tougher yet more flavorful. Kosher turkeys are slaughtered in accordance with strict Jewish Dietary laws (Rodgers

*Continued on page 5>>*



## End of Term Coffee Break

Need a pick me up during finals week? Stop by the library between 5pm-10pm on Tuesday, Nov. 14th and Wednesday, Nov. 15th for a study break and a free cup of joe!

## Data Data Everywhere!



Have you ever explored the Charlotte Geographic Information System (GIS)? If you haven't, you may be surprised to find out about the wealth of information that this data driven system houses.

To begin with, you may be wondering what exactly a 'GIS' is. The GIS is a computer based system that takes in geographic data, stores it and manipulates the output to take on various forms. In a nutshell, it maps where things are.

Many state and local county governments have their own unique GIS system. Charlotte is amongst this group and their GIS website is located at the following address:

<http://www.charmeck.org/Departments/Geospatial+Information+Services/Applications+Online/Home.htm>. Through this website detailed maps can be searched and downloaded. Maps of particular interest include: air quality, traffic patterns, flood zones, house values, and crime statistics.

In addition to the data mentioned above, economic data can also be retrieved from the Economic Development GIS. This is a new addition to the Charlotte GIS. Developed jointly by the Charlotte Chamber of Commerce and the Mecklenburg County GIS department, this tool is of particular interest for those who want to start a new business or move their current business to Charlotte. Additionally it may be very helpful for Johnson and Wales students who are doing research on Charlotte area business demographics! The site is accessible at the following address:

<http://gischamber.co.mecklenburg.nc.us/website/chamber/>. Examples of different maps that can be searched include:

- Types of businesses in a given area (based on NAICS codes)
- Demographic radius reports for 2005 with 2010 projections
- Available space for lease within specified zip codes

So the next time you need to know how many retail shops or restaurants there are in the Southpark or Uptown areas, try giving this internet tool a shot!

If you are interested in finding out more about GIS or other North Carolina GIS websites additional information can be located at the following websites:

- [www.gis.com](http://www.gis.com)
- <http://www.lib.ncsu.edu/gis/cities.html>

Amy MacCabe

## A Taste for Literature

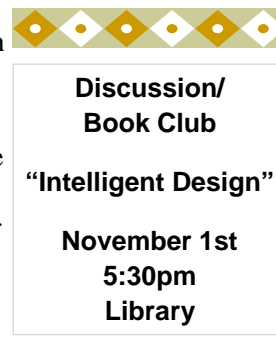
*“Through al the world there goes one long cry from the heart of the artist: Give me leave to do my utmost.”*

*—Isak Dineson, ‘Babette’s Feast’*

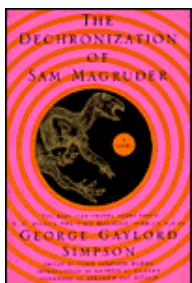
FYI: A study of *Babbette's Feast* will be included in Chef Reinhart's winter session class, Food in Film and Literature (LIT3015). The class meets on Friday's between 8:30 am and 12:15 pm and will study important achievements in literature and film that use food as a focal point.

## Discussion/Book Club

I am happy to report that we have a plan for this year's book/reading club! Our first discussion will be about the controversy on "intelligent design" and will take place on November 1st (about the time you may be reading this) at 5:30 pm in the front area of the University library. The first discussion will be a little different than what we have done in the past. There will be no book but, rather, a group of selected readings from the Internet. Professor Brian Mooney will be guiding our discussions throughout the year and has a web site set up (with the help of a student) which will facilitate discussion both before and after all of our meetings including this first one. The library will be providing snacks and drinks for all sessions.



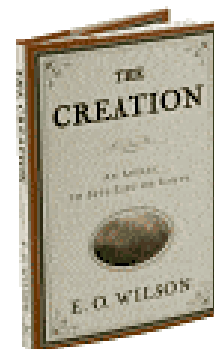
During the second semester we will be reading the book *Dechronization of Sam Magruder: A Novel*. With a preface and postscript by noted authors Arthur Clarke and Stephen Jay Gould this should be an interesting science fiction read which will prompt discussion on real science questions and issues. Zapped back into the Cretaceous Period and forced to live his life out there alone Sam records his experiences in a "journal" which would later be discovered in the twenty-second century. The library will be purchasing a few copies which will go into the collection, however, we will also be getting a handful of used copies and placing them on the library book exchange rack. We do not yet have an exact date for our discussion, but it will occur in February.



Our last reading of the year will be Edward O Wilson's *The Creation: An Appeal to Save Life on Earth*. It is a masterfully written book which makes some very scary predictions and calls to action. In the second chapter, Wilson states the dilemma:

*According to archeological evidence, we strayed from Nature with the beginning of civilization roughly ten thousand years ago. That quantum leap beguiled us with an illusion of freedom from the world that had given us birth...A wiser intelligence might truthfully say of us at this point: here is a chimera, a new and very odd species come shambling into our universe, a mix of Stone Age emotion, medieval self-image, and godlike technology. The combination makes the species unresponsive to the forces that count most for its own long-term survival (p.10).*

The library will have four copies of Wilson's book available for checkout. Copies may also be purchased in the bookstore. Look for the exact date and time of this discussion which will occur in April.



If you are interested in learning more about our club/discussion group please contact me: [richard.moniz@jwu.edu](mailto:richard.moniz@jwu.edu). I would be glad to add you to our email list so that you can get all of the information you need to participate at any level you'd like to!

Richard Moniz

## Hospitality Blogs

The sheer bulk of industry news can be overwhelming. There are dozens of hospitality industry publications on our library shelves, each shouting different headlines. How are you supposed to keep track of all the executive migrations, buy-outs, and industry innovations without spending hours planted in a library chair? (This is not necessarily such a bad thing, by the way. Those chairs are pretty comfortable.)

To help relieve the struggle to stay informed, two great hospitality industry blogs are waiting for your attention in the blogosphere! While I typically advise against using blogs for academic purposes, updating yourself on industry news with these blogs is a great way to learn key players, and explore the perspectives of industry professionals. Before using them in any research assignments, you should verify the information in industry publications. (Use the industry terms in the blog as your database search terms- they'll save you tons of time!)

- Front Desk Blog (<http://www.lhonline.com/blog/>): This blog is written by the editors of leading hospitality industry publication *Lodging Hospitality*.

Among the latest entries, you'll find commentary on lodging profit trends, naming hotels, and new executives. A search feature allows you to retrieve entries related to topics. The best part? These entries, while editorial, are written by credible industry professionals!

- The Tourism & Hospitality Diaries ([http://www.thetalentjungle.com/hospitality\\_blog/](http://www.thetalentjungle.com/hospitality_blog/)): Sponsored by The Talent Jungle, a site for alumni of several international hospitality schools, this blog keeps track of the latest industry news with well-written entries and screen shots galore! The latest entries focus on technology, using information from specific marketing campaigns (Sheraton, Marriot) to illustrate commentary on the industry's web and television presence. You'll need to verify the information before using- blog commentators' full names and industry backgrounds aren't provided as verification aids!

Christine Tran

## Reasons to Read — Periodicals

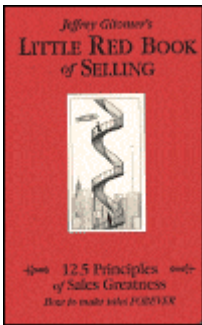
**Sports?** We have ESPN and Sports Illustrated. **Travel?** National Geographic Traveler and Conde Nast. Our library's magazines, newspapers, trade publications, and journals aren't just for assignments, they are an important source of information students and faculty can use on a personal level. These publications are pure gold; like having a free subscription to some of the best periodicals published today (and access to older issues too). The next time you find you have a few moments on your hands, drop by the library and visit our treasure cache!

Where is a great place to go to find out about the latest trends in **fashion**? Fashion magazines and periodicals. Choose from Elle, Harper's Bazaar, InStyle, Glamour, Women's Wear Daily, GQ or some other new issue, settle down in one of our comfy chairs and spend a few moments scoping out the latest fashion news.

Where do you go to find local **business** information? You know, the kind that will help you find a job or do a report? The newspaper? Yes, we have those! Each day you can read the latest copy of the Charlotte Observer, plus national newspapers such as the Wall Street Journal, The New York Times, USA Today and The Financial Times. Don't overlook the Charlotte Business Journal, a weekly journal that reports on local business. It can be an important source of leads for job hunting by providing valuable information on the up and coming businesses in the area.

Rhonda Trueman

## Book Review



Gitomer, Jeffery. Jeffrey Gitomer's Little Red Book of Selling: 12.5 Principles of Sales Greatness, How to Make Sales FOREVER. Austin: Bard Press, 2004.

If you think you will never be in sales you are wrong. Every day in some way or another we are all salespeople. Teaching is sales. Cake decorating is sales. Customer service is sales. Searching for a job takes sales, holding a job takes sales. The only difference is in the product; sometimes we sell merchandise, sometimes we sell a service, sometimes we sell ourselves.

*Jeffrey Gitomer's Little Red Book of Selling* is a primer on modern salesmanship and there are lessons to be learned throughout this book whether you are planning a career in sales or you just want to land and hold a job. For example, according to Gitomer, "To make the most of a networking event, spend 75% of your time with people you don't know." This principle is the same no matter what you have to sell. And where are these networking opportunities? Gitomer lists over 21-- including trade and professional associations, charities and civic organizations, chamber of commerce events and business journal events, and more.

*The Little Red Book* covers professionalism, humor, giving value, reaching decision makers, and marketing. How do you get to be known? Write articles, offer to speak, volunteer and you will be building your own personal brand. You will soon become known as a person of substance and value. Again these principals work in a professional sales job or to personally market yourself for a job or promotion.

This is truly a "little red book" compact, easy to read, with lots of bold text and bullet points for you to scan for tips. Something new will grab your attention each time you open the book and I promise you that you will find something of value, something you can use, even if you never plan to be in "sales".

Rhonda Trueman

## Turkeys: Native to the Americas *(continued from pg. 1)*

xiii). Like the organic turkeys, they are raised in a similar free-range fashion. The kosher turkeys are slaughtered so that all of the blood is immediately drained from the body (Rodgers xiii).

The final type is the farm-raised wild turkey. According to Rodgers, these birds have been raised in a domestic environment that is organic and free-range but taste different from an ordinary Thanksgiving turkey (xiii). These turkeys are usually more expensive.

Whole turkeys are available year around and especially at Thanksgiving and Christmas. Another option is purchasing turkey parts. Breasts, cutlets, drumsticks, tenderloins, thighs, wings along with deli turkey, turkey sausage or ground turkey are the available in many stores. The National Turkey Federation's website at <http://www.eatturkey.org> describes each of these parts as well as offering a variety of recipe suggestions.

For more information about turkey, type the words turkey cookery in the library catalog and/or check out the resources listed below.

Hoffman, Virginia and Robert. The Great Turkey Cookbook: 385 Turkey Recipes for Every Day and Holidays. Freedom, CA.: Crossing Press, 1995.

Lobb, Richard L. "Poultry." Encyclopedia of Food and Culture. Ed. Solomon H. Katz. New York: Charles Scribner's Sons, 2003.

National Agricultural Statistics Service. Turkeys Raised. 6 Jan. 2006. U. S. Poultry & Egg Association. 27 Oct. 2006  
<<http://usda.mannlib.cornell.edu/reports/nassr/poultry/pth-bbt/tuky0106.txt>>

National Turkey Federation. Turkey the Perfect Protein. 2004. National Turkey Federation. 27 Oct. 2006  
<<http://www.eatturkey.org>>.

Rodgers, Rick. The Turkey Cookbook. New York: Harper Perennial, 1990.

Jean Moats

## Does Your Email Provide a Calendar?



Consider using an online calendar. They can be very handy, particularly the calendar that may be included with your email. Are you afraid that you will forget to check a virtual calendar and miss important events? You can tell your calendar to send you an email reminder a week, a day, or even hours before the event begins.

A good online calendar allows you to upload the phases of the moon, holidays from different nationalities and religions, and even the weather forecast for the next few days. You can spend a lot of time fine-tuning each entry. If you are in a hurry, as people often are, then see if your calendar has the option to add an entry quickly. You only have to type in a phrase such as: "Lunch with Mark at 12:30pm on Thursday." The calendar can interpret this and create an entry with the label "Lunch with Mark" on the day and time you specified.

A conventional desk calendar is good only at one desk. If you are like many of us today and you have at least one desk at work, one at home, and you want to do work in the library or computer lab, then you need something different. You need a calendar that can be accessed from any computer. If you use one of the newer email providers, such as Google's Gmail, then you should already have one. Give it a shot.

Johnny Davis

## New Arrivals

### Arts & Sciences

Active Learning: 101 Strategies to Teach  
 Blood Money  
 Campus Confidential  
 China's Global Reach  
 Enemy Combatant  
 Facing Down Evil  
 Far From Xanadu  
 Feminist Thought of Sarah Grimke  
 Garbage Land  
 How to Survive Family Life  
 If This Be Treason: Translation and Its Dyscontents  
 Last to Leave  
 Memoirs of a Moth  
 Meta Math: The Quest for Omega  
 Mind Wide Open  
 Post Secret  
 Restoring Free Speech and Liberty on Campus  
 San Francisco is Burning  
 Shalimar the Clown  
 Silenced: International Journalists Expose Media Censorship  
 Soldier: The Life of Colin Powell  
 Spiritual Information  
 State of Denial  
 Stem Cell Wars  
 Still Fighting the Civil War: The American South and Southern History  
 Stirring Up A Storm  
 Street Fighting Years  
 Talking Peace  
 The Blame Game  
 The City: A Global History  
 The Clinton Enigma  
 The Creation  
 The Crisis of Islam (2 copies)

## New Arrivals: Books

The Far Enemy  
 The God Delusion  
 The Goddess Rules  
 The Last 100 Days  
 The People's Tycoon  
 The Surrender  
 The Tet Offensive  
 The Therapy Triangle  
 Timothy Lear: A Biography  
 Vita  
 Wins, Losses, and Lessons  
 Young Zorro The Iron Brand



### Business

101 Activities for Teaching  
 2006 Pfeiffer Annual Training  
 Andrew Carnegie  
 Art of Great Training & Delivery Strategies, Tools, and Tactics  
 Beautiful Evidence  
 Beyond Greed and Fear: Understanding Behavioral Finance and the Psychology of Investing  
 Bitter is the New Black: Confessions of a Condescending Egomaniacal, Self-Centered Smartass, Or, Why You Should Never Carry a Prada Bag to the Unemployment Office  
 Brand Hijack  
 Break from the Pack: How to Compete in a Copycat Economy  
 Business Without Bosses: How Self-Managing Teams are Building High-Performing Companies  
 Chinese Capitalism  
 Company of Heroes: Unleashing the Power of Self Leadership  
 Elearning Solutions on a Shoestring  
 Enterprise Architecture as Strategy: Creating a

Foundation for Business Execution  
 Envisioning Information  
 Global Business Regulation  
 Handbook of Human Performance Technology  
 Harvard Business Review on the High-Performance Organization  
 How to be an Effective Trainer  
 How to Design and Deliver Training for the New and Emerging Generation  
 Lessons in Learning, Elearning, & Training  
 L.L. Bean: The Making of an American Icon  
 Practical Guide to Needs Assessment  
 Shopportunity!: How to be a Retail Revolutionary  
 Stories Trainers Tell: 55 Ready to Use  
 The Copywriter's Handbook  
 The 360 Degree Leader  
 The 7 Hidden Reasons Employees Leave  
 The Chief: The Life of William Randolph Hearst  
 The Profit Zone  
 The Six Pillars of Self Esteem  
 The Ultimate Fashion Resource  
 Time Traps  
 Tough Choices: A Memoir  
 Writing Training Materials That Work



### Culinary

Anecdotes of Destiny and Ehrengard (2 copies)  
 Augustine Escoffier: Memories of My Life  
 Balancing Flavors East & West  
 Bon Appetit Cookbook  
 Bon Appetit! and the Life and Times of Georges P. Drouillard  
 Bon Appetit! The Joys of Dining in Long-Term Care  
 Boulevard, the Cookbook  
 Chocolate Obsession  
 Contemporary Wedding Cakes  
 Cooking School Secrets for Real World Cooks



## New Arrivals: Books

- Culinary Boot Camp  
 Dessert Cuisine  
 Dough, Simple Contemporary Bread  
 Easy Entertaining  
 Easy Entertaining: Simple Recipes for Every Occasion  
 Escoffier, King of Chefs (2 copies)  
 Fonda San Miguel Thirty Years of Food and Art  
 Food Fight: The Battle over the American Lunch in Schools and the Workplace  
 Graham Kerr's Gathering Place  
 Grand Livre de Cuisine: Desserts and Pastries  
 Great Women Chefs of Europe  
 History of Wine in America  
 Homegrown Pure and Simple: Great Healthy Food from Garden to Table  
 Illustrated Escoffier  
 L'Art De la Viennoiserie et Festival de Tartes  
 Literature and Film: A Guide to the Theory and Practice of Film Adaptation  
 Living the G.I. Diet  
 Ma Cuisine  
 Matzoh Ball Gumbo: Culinary Tales of the Jewish South  
 Mindless Eating: Why We Eat More than We Think  
 New American Cooking  
 Niche and Organic Chicken Products  
 Paco Torreblanca: Recipe Cards  
 Paco Torreblanca: The Book  
 Pasta: The Story of a Universal Food  
 Poultry Products Processing: An Industry Guide  
 Professional Baker's Manual  
 Professional Cake Decorating  
 Revolution in Eating: How the Quest for Food Shaped America  
 Sacred Cow, Mad Cow: A History of Food Fears  
 Simply in Season  
 Sotheby's Wine Encyclopedia  
 Sugar Orchids for Cakes  
 Take Big Bites: Adventures Around the World and
- Across the Table  
 Tartine  
 Taste of Latino Cultures  
 Tastes and Tales of a Chef: The Apprentice's Journey  
 The Babbo Cookbook  
 The Cuisines of Spain  
 The Emperor of Wine: The Rise of Robert M. Parker, Jr., and the Reign of American Taste  
 The Encyclopedia of Cajun & Creole Cuisine  
 The Food Substitutions Bible  
 The G.I. Diet Cookbook  
 The Gathering Place  
 The Great Wines of America  
 The Oxford Companion to Food (2nd ed.)  
 The Oxford Companion to Wine  
 The People's Chef: The Culinary Revolutions of Alexis Soyer  
 The Reach of a Chef: Beyond the Kitchen (2 copies)  
 The South American Table  
 The Spicy Food Lover's Bible  
 The United States of Arugula  
 The Use of Drugs in Food Animals: Benefits and Risks  
 The Vineyard: A Memoir  
 The Weekend Baker  
 Uncooked  
 Vegetable Love  
 Wedding Cakes and Flowers  
 Why Employees Don't Do What They're Supposed to Do and What to Do About It  
 Will Write for Food
- Donations:  
 From Rick Browne:  
     The Big Book of Barbecue Sides (2 copies)  
 From Melinda Law:  
     Graham & Treena Kerr Lifestyle #9 DVD Box Set  
     Recipe for Life: How to Change Habits the Harm into Resources that Heal

## New Arrivals: Books

### Hospitality

Best American Travel Writing 2003  
Best American Travel Writing 2006  
Devil in the White City: Murder, Magic and Madness at the Fair That Changed America  
Dictionary of Economics  
Dining at Great American Lodges  
Financial Management for Hospitality  
How to Negotiate Like a Child  
Managing Sport Facilities  
Meeting Spectrum: An Advanced Guide for Meeting Professionals, 2nd ed.  
Modern Management  
Modern Management  
Strategic Questions in Food and Beverage Management

### Video/DVDs

Communication Assertiveness - Master Communication & Assertiveness Skills  
Global Economics  
Breakfast at Tiffany's  
Art of the Drink Vol. 1 Bar Essentials  
The Champagne for the Millennium  
The Best of Champagne  
The Arts of Professional Bartending Part 1  
Mostly Martha  
What's Cooking  
Spanglish  
Joy Luck Club  
Graham & Treena Kerr Lifestyle  
Professional Healthy Cooking  
Hitchcock (The Masterpiece Collection)

Iraq for Sale  
Brazil  
The Secret

### Books on CD

State of Denial  
Myths, Lies, and Downright Stupidity  
Temporary Sanity: Instant Self-Leadership Strategies for Turbulent Times  
The Fred Factor: How Passion in Your Work and Life Can Turn The Ordinary Into the Extraordinary  
You Don't Need a Title to Be a Leader: How Anybody, Anywhere, Can Lead Anytime