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mise *en* place®

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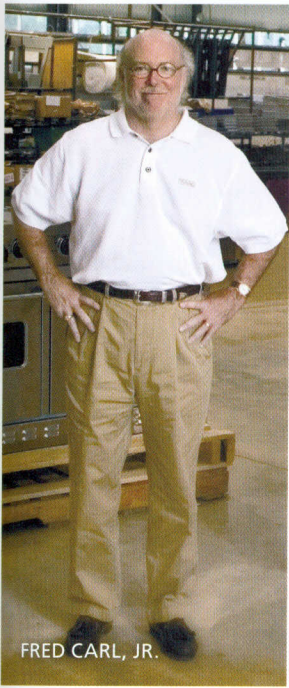


menu

as Marketing Tool

Necessity, *The Father of Invention*

By Felicia Zammit



FRED CARL, JR.

They say necessity is the mother of invention, and it's true. In 1946, Frances Roth and Katharine Angell saw the need for a culinary school that would marry the demand from the foodservice industry for skilled chefs with the needs of returning veterans from World War II. Together they opened what would become the world's premier culinary college, the CIA. Similarly, when building his home in 1980, Fred Carl, Jr. wanted a range that married the superior functions of a commercial range with the standards and practicality of a residential range. The product didn't exist, so he invented it. That range launched what has become the Viking Range Corporation, a leading manufacturer of commercial

and residential kitchen appliances.

What do the CIA and Viking have in common? They both have reputations for excellence and exceptional performance. And so, sharing this ethos, it was only fitting that the CIA and Viking partner together. Carl, who now serves as president and CEO of Viking Range Corporation, began his relationship with the CIA 12 years ago as a member of The Society of Fellows.

Since then, Mr. Carl and his company have become trusted cohorts in the CIA's mission, primarily through their participation in the CIA's Gifts-in-Kind program. Advancement Officer Jim DeJoy states, "Partnership in our Gifts-in-Kind program is a great opportunity for companies and corporations to get their product into the hands of future leaders in the culinary industry. Not only do our students build brand loyalty to the products they use in the classroom, but the gifts allow our students to learn while using some of the best products and equipment in the business."

In addition to cookware, Viking has donated several range suites to all three of our campuses. Most recently, they donated 23 ranges to the new student housing being built on our Hyde Park campus. "The CIA is a wonderful organization that fills a unique niche in the education field and is very deserving of our support," says Mr. Carl.

Currently, he serves as a member of the CIA Board of Trustees and looks forward to continuing his relationship long after his term as board member expires. He explains, "I have thoroughly enjoyed my affiliation with the CIA. It is a unique and special place. The college's mission is educating those who will become the top tier of the chef world in the future and there is no other institution that compares to it. That combination of higher education and the food world makes the association a very interesting and fulfilling one for those of us who serve on the board of trustees."

If your company or organization is interested in participating in this legacy of giving, come visit our campuses, inspect our world-class facilities, and speak with the talented chef-instructors who will be on the front lines teaching students how to use your product. We're confident you will be impressed by how your gift will impact the future of food around the world.

Felicia Zammit is a CIA advancement officer.



FULLY EQUIPPED VIKING KITCHEN AT CIA