

# Chinese American Food Society (CAFS)

## 華美食品學會

### NEWSLETTER

Volume 9, Number 2

June, 1987

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Current Officers (1986-87)	.....	i
President's Report	..... Peter Wan	.. 1
News of CAFS Members	..... Editor	..... 3
Report from Nomination & Election Committee	. Chris Chou	. 5
Board Meeting & New Directory Announcement	.. Editor	..... 6
Ballot for CAFS 1987/88 Officers	..... Chris Chou	. 7
Employment Opportunities	..... Chi Hang Lee	. 9
CAFS 1987 Annual Meeting Announcement	..... Y. C. Jao	. 10
Pre-registration of Annual Banquet & Survey	. Y. C. Jao	. 11
Membership & Public Relations Committee Report	..... Cathy Ang, Ernest Chen, and Y. C. Hong	..... 13
Membership Application Form	.....	14
Membership Dues Received for 1986/87	..... Shu Chi Lee	. 15
CAFS Financial Report	..... Shu Chi Lee	. 16
The Past & Future Market of Snack Foods	... Bill Wang	.. 17
新疆菜瓜簡介	..... Wing Yuen	.. 19
Book Review	..... Daniel Y. C. Fung	.. 20
Outline of Effective Speaking	..... W. R. Bryan	.. 21
Editor's Note	..... Peter Wan	.. 22

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## OFFICERS (1986-1987)

President:	Peter J. Wan	( 萬 建 心 )	214/231-6121
President Elect:	Y. C. Jao	( 饒 原 奇 )	219/262-7952
Secretary:	Christin Chou	( 劉 泰 )	206/872-7155
Treasurer:	Shu-Chi Lee	( 李 秀 吉 )	214/231-6121

<u>COMMITTEE</u>	<u>CHAIRPERSON(S)</u>		
Advisers:	George C. Chu	( 朱 正 中 )	205/355-8815
	Michael Tao	( 陶 至 真 )	812/429-7653
Membership/ Public Relations:	Catharina Ang	( 王 永 康 )	404/546-3493
	Ernest Chen	( 陳 仲 緒 )	416/828-1786
Employment:	C. H. Lee	( 李 志 航 )	415/944-7300
Publication:	P. J. Wan	( 萬 建 心 )	214/231-6121
Student Affairs:	Daniel Fung	( 馮 貽 澤 )	913/532-5654
Consultation/ Workshop:	Anthony Chen	( 陳 慶 筠 )	214/422-2187
	Rose Tseng	( 張 藍 禮 )	408/277-2685
Awards:	T. C. Chen	( 陳 存 傑 )	601/325-3416
Annual Meeting:	Y. C. Jao	( 饒 原 奇 )	219/262-7952
Legal Counsel:	Sue J. Chang	( 莊 淑 娟 )	214/987-9887

## ELECTED EXECUTIVE COMMITTEE MEMBERS

Daniel Fung (86-88)  
Rose Tseng (86-88)

T. C. Chen (86-87)  
C. H. Lee (86-87)

NEWSLETTER is published quarterly by CAFS for its members. Contribution of articles or news should be addressed to P. J. Wan, 3333 N. Central Expwy, Richardson, Texas 75080.

MEMBERSHIP applications and other information, please contact:

Catharina Ang, Russell Research Center, USDA-SEA, P. O. Box 5677, Athens, GA 30613

Ernest Chen, Molson Breweries, 1555 Notre Dame St. East, Montreal, Ontario, H2L 2R5, Canada

Peter Wan, Anderson Clayton Foods, 3333 N. Central Expwy, Richardson, TX 75080

## STATEMENT OF POSITION

The Chinese American Food Society (CAFS) is a non-political and non-profitable ethnic Chinese organization dedicated to the scientific and professional betterment of its members. The members of CAFS wish to interact with all Chinese scientists wherever they may reside based on common cultural and scientific interests.

CAFS takes no political stand or preference. Selection of material for all CAFS publications is based on the scientific content and general interest. Any inadvertent political connotation should not be deemed as the official position of CAFS.

## PRESIDENT'S REPORT

May 31, 1987

Dear Fellow Members:

It seems like my term to serve you as president just started; now it is the time to pass the gavel on to the next guard of the CAFS. I said I would treasure the opportunity you gave me. I did. Now, I would like to thank you for your support and will forever remember the friendship and joy to work with you.

While my term as president reaches to a stopping point, I am glad to report to you that our CAFS business will continue. During the 86/87 fiscal year, our membership has grown nearly 20%. Now we have more than 350 members. This rapid growth primarily due to your participation and the Public Relations Committee's effort. Some of the technical interchanges between CAFS' members and other organizations will be forthcoming. If you are ready to participate, please have your resume ready and mail it to me or to our new president. To allow the staff you elected to serve you better, we need to know your ideas and opinions on CAFS programs. Please return the survey form at your earliest convenience. You will be contacted by the corresponding officers.

Since the previous report, I have received several requests on the solicitation of prize winning method to detect the adulteration of cow's milk. I have the letter printed here. Good luck to those who may have the winning method. If you are the winner, please let the CAFS members share your joy. Of course if you want to donate part of the prize to CAFS' foundation, it will certainly be appreciated by all members.

Finally, I would like to share with you, my friends, "Set a high goal and strive to reach it." I know you can do it and I believe that CAFS can provide the needed stimuli to every member.

Best wishes to all.

Sincerely,



Peter J. Wan



世英先生及夫人好

來函中所提到問題請參考本要點如有疑問可來函

啟

敬復

台灣省發展合成乳與純鮮乳之鑑別技術評審要點  
省府 74.5.21 府農畜字第 14  
八〇三八號函頒

一、台灣省政府（以下簡稱本府）為鼓勵研究發展鑑別合成乳與純鮮乳之技術，特訂本要點。

二、本要點所獎勵之檢驗技術，包括檢驗鮮乳中含乳粉或其他乳製品量之方法。  
三、申請期限暫定自發布日起二年內。申請獎勵時，應提出左列各項文件：

- (一) 檢驗各項儀器及試驗藥品等材料。候以力求簡單為原則，希望獲得快速
  - 檢驗操作程序規範。
  - 全份研究報告。請以中文書寫研究報告找出理想。
  - 檢驗操作圖片。
- 檢本方法。測定精確度能達一%以內  
也就是說只要添加乳粉一%就可測出

四、申請獎勵案件，由本府農林廳邀請食品有關專家、學者或其他適當人員組成評審會，予以審議評定，評審會由本府農林廳廳長為召集人。

五、申請獎勵案件，經評定具有實用價值，並經首先被採用訂定國家檢驗標準，對本省乳業發展有貢獻者，核發獎勵金以資獎勵。如有二人以上同時研提同樣檢驗方法時，其獎勵金均分之。

六、獎勵金由評審會議評定後發給，獎額最高為新台幣一百萬元。

## NEWS OF CAFS MEMBERS

- Editor -

# We share the joy and pride that Dr. Rose Tseng, CAFS current executive committee member, has been promoted to the Dean of Applied Arts and Sciences at the San Jose State University. Please read the news release attached.

Rose Y.L. Tseng, associate dean and professor of nutrition and food science at San Jose State University, will become dean of the School of Applied Arts and Sciences July 1, President Gail Fullerton announced.

"Dean Tseng brings outstanding experience from many years association with the people and programs of the School of Applied Arts and Sciences," President Fullerton said. "She was chosen for her vision and leadership ability from a strong group of applicants from across the nation."

An international authority on nutrition and health, Tseng's extensive research and numerous publications focus on nutritional health habits viewed from a scientific framework. She has traveled to China and Taiwan as a consultant to industry and was a visiting professor at Fu Jen University in Taiwan. She is noted for her ability to obtain grants from federal and state health agencies.

A member of the faculty since 1970, Tseng progressed from coordinator of the dietetic program to chair of the nutrition and food science department to director of the division of health professions before becoming associate dean in 1984.

She holds a doctorate and a master's degree in nutritional science with minors in chemistry and physiology from U.C. Berkeley, a bachelor of science degree in chemistry from Kansas State and is a registered dietitian.

Tseng, a San Jose resident, will direct SJSU's second largest school with an enrollment of 4,600 students, 12 departments and 18 majors.

"In applied arts and sciences, our departments educate professionals to provide service and leadership in the community," Tseng said.

"One of my goals is to support our excellent programs in order that they continue to meet the changing needs of society," she added, citing revolutions in technology and demographics, and in the social, cultural and economic spheres.

She replaces Interim Dean William Gustafson of San Jose, who is retiring after 32 years on the faculty.

Gustafson is a professor of human performance.

The School of Applied Arts and Sciences graduates students in service-oriented professions. Departments and divisions are administration of justice, aerospace studies, health professions, health science, human performance, journalism and mass communication, military science, nursing, nutrition and food science, occupational therapy, recreation and leisure studies and technology.

In the fall, aviation (formerly the aeronautics department) will be added to the school.

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- # Dr. Daniel Fung is currently attending an International Symposia on Food & Drug Safety in Taipei, Taiwan. He will present a couple of talks on fast microbial test methods.
- # Dr. Stephen S. Chang, Chairman of the Advisory Committee to the Taiwan Food Industry, organized a two and half day Technical Conference in New York, from June 4 to 7, 1987. Several CAFS members will be there to present technical topics and to participate in the technical interchanges.
- # Several regional Science and Technology Conferences for Chinese Professionals in North America are being held in St. Louis, Chicago, New York and Houston. Many CAFS members are also active participants and organizers for these meetings.

(Please provide any news worthy messages to the Editor.)

#### REPORTS FROM AWARDS COMMITTEE

T. C. Chen

After careful evaluations of the candidates for both the Professional Achievement Award and Outstanding Student Award, the Committee proudly reports to you that we have completed the selection process. Due to the great quality of each candidate, the Committee had to work very hard to make the final recommendation to the Executive Committee of CAFS. Award recipients will be announced during the Annual Banquet and Business Meeting on June 18, 1987 at the Silver Dragon Restaurant, Las Vegas. See you there!

REPORT FROM NOMINATION AND ELECTION COMMITTEE

Christin Chou

It was a great pleasure of the Nomination and Election Committee to present to you a slat of very capable candidates for 1987/88 CAFS officers. Please cast your vote and mail the ballot back to me immediately, so we can tally the votes in time for our Annual Meeting which will be held on June 18, 1987 in Las Vegas. Thank you in advance for your timely response. The brief vitae for the candidates are given to help you familiarize these members.

Catharina Ang (王永康): Cathy is currently working at the USDA as a Research Food Technologist in the area of preservation of poultry. She has also served as a member of the International Committee of IFT besides two years as Treasurer and one year as Co-chairperson of Public Relations for CAFS. Now she is ready to take a greater challenge as the candidate of President-Elect.

Ernest Chen (陳仲緒): Ernest is a Senior Research Chemist at the Molson Breweries, Canada. He has been actively participating CAFS activities and technical exchange program, always willing to help fellow members and CAFS business.

Jean Ma Howe (馬主群): Jean has been in the teaching profession for many years. Three years ago she took a job at the USDA Extension Service as its National Program Leader. Due to the nature of her job, she has to travel often. But she is willing to serve CAFS as long as the demand is not overwhelming.

Y. C. Jao (饒原奇): Y.C. is the Director of Process Engineering at the Miles Labs. Trouble shooting, administration and travel keeps him busy. But he never gives up his technical involvement in research. He is still actively presenting his work at various conferences. He is now our President-Elect and Annual Meeting Committee Chairman. He has accumulated all the experience needed to serve as CAFS President.

Joseph J. S. Jen (任筑山): Joseph recently gave up an enviable industrial job and took the position as Division Chairman & Head of Food Science Department at the University of Georgia. He was our President in 1977/78 and is the founder of the CAFS Newsletter.





EMPLOYMENT OPPORTUNITIES

Chi Hang Lee

- (1) Assistant Professor or Associate Professor  
Expertise in fish processing  
Write or call Dr. Larry Beuchat  
Dept. of Food Science and Technology  
University of Georgia  
Experiment, GA 30212  
Phone: 404/228-7284

Deadline for applications is June 30, 1987.

- (2) Professor and Head, Department of Food Science & Technology, University of Georgia, Experiment, GA  
This is a tenure track faculty position. Please submit applications, nominations, and reference letters to:  
Dr. Charles R. Johnson, Chair  
Search Committee  
University of Georgia Experiment Station  
Experiment, GA 30212-5099  
Phone: 404/228-7252

Deadline: July 31, 1987.

- (3) Director of Analytical Laboratory  
Requires Ph.D in chemistry, instrumentation and supervisory experience  
This position is with a contract service laboratory, the name of which was not disclosed. However, interested person should contact  
Dr. Peter Lee  
P. O. Box 5618  
Atlanta, GA 30307  
Phone: 404/378-4214 or 378-0412

- (4) Dr. Peter Lee is still looking for an Analytical Chemist with strong background in GC/MS. If you or your friends are interested in this job, please contact Dr. Peter Lee at the above address and phone.



PRE-REGISTRATION OF ANNUAL BANQUET

and

SURVEY

I will attend the June 18th Annual Banquet and my guest

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will also attend.

My opinion on the following questions are:

1. Type of services I would like to see CAFS to implement:
  - a. Training courses of professional skills.
  - b. Workshop on selected technical topics.
  - c. Others, please specify:
  
2. Concerning the CAFS Newsletter:
  - a. Four issues per year are  too many,  just about right, or  too few.
  - b. I would like to see more
    - news about our members
    - technical information and papers
    - introduction of various institutions
    - international news related to foods
    - papers on professional growth
    - others, specify:
  
3. I would like to have
  - Annual Banquet during IFT meeting.
  - Keynote speech at CAFS Annual Meeting.
  - Others, specify:
  
4. I want to be involved in the following CAFS activities:

<input type="checkbox"/> Newsletter	<input type="checkbox"/> Employment Services
<input type="checkbox"/> Consultation/workshop	<input type="checkbox"/> Technical Program
<input type="checkbox"/> Public Relations	<input type="checkbox"/> Fund Raising Activity
<input type="checkbox"/> Other, specify:	

Signed \_\_\_\_\_

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[ STAMP ]

TO : DR. Y. C. JAO  
51683 NORTHFIELD DR.  
ELKHART, IN 46514

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Dear Members:

We would like to report to you our recent activities:

- We have an extra pair of helping hands -- Yen Con Hung joined the Committee to serve you.
- A brief Introduction of our Society is written for your information and for recruiting new members (see Newsletter, April, 1987).
- Individual letters along with the Introduction and an application form have been sent to all members, requesting help of the members to recommend new members (see Newsletter, April, 1987).
- All the "Chinese-like" names in the 1987 IFT Directory, but who are not yet our members, have been sorted out and each one of them will receive an invitation to our membership. There are several hundreds of those potential members.
- Copies of News Release regarding our Society and annual meeting have been sent to Central Daily News, World Journal and Overseas Weekly.
- Initial contact has been made with the National President and Secretary of the Organization of Chinese American for recruiting more members.
- Invitation to membership letters will be sent to all the Chinese Student Associations in major universities.
- We want to thank Daniel Fung for voluntarily sending recruiting letters to all Food Science Department Heads in 60 universities.
- We also want to thank Su Yuan, graduate student at University of Georgia, for her assistance.

Thank you for your support.

Cathy Ang, Ernest Chen and Yen Con Hung

PS: Please let us know how are we doing and share with us your thoughts and suggestions. Thanks again.



MEMBERSHIP DUES RECEIVED FOR 86/87

Shu Chi Lee

Dues received from members for fiscal year 86/87 \* new member

A. Corporation member ( dues \$200/yr )

\* Wonton Noodle Food Co. Inc. ( \$100 for 1/1/87 to 6/30/87 )

B. Permanent member ( dues \$200 )

Yao, Ruey-Yi

C. Honorary member ( dues \$50 )

Chang, Taylor  
Chiang, James T.

Tao, Michael

D. Supporting member ( dues \$30 )

Howe, Jean

Kuo, Joseph D. ( through 87/88 )

E. Professional member ( dues \$15 )

Ang, Catharina  
Chai, Tuu-Jyi ( through 90/91 )  
Chang, Jau-Shone  
Chang, Kow-Ching  
Chang, Yung-Syi Amelia  
Chen, Anthony H.  
Chen, Chin Shu  
Chen, Chung-Hsu Ernest  
Chen, Jiann-Yuh  
Chen, Shwu-Pyng T.  
Chen, Tung Shan  
Chien, John T.  
Chu, Wayne S.  
Foun, Chen-Ching  
Fu, Mei  
Fung, Daniel  
Hang, Yong D.  
Hsieh, C-Y Thomas  
Hsu, Chwen-Chwen  
Hsu, Wen Pin  
Huang, I-Lo  
Jen, Joseph J.  
Ke, Charles H.  
Lai, Dar-Jen  
Lee, Chi-Hang  
Lee, Ken N.  
Lee, Yi

Lee, Shu-Chi  
Lee, Yung H.  
Leung, Henry K.  
Lin, Chiu-Chuan Sheree  
Lin, Hozong Robert  
Lin, Jiunn S.  
Lin, Sherman S.  
Ling, Yi-Do ( through 89/90 )  
Loh, Jimbay  
Lu, John  
Luh, Bor S.  
Ma, Tzu-I Robert  
Mai, Jimbin  
Moy, James  
Nip, Wai-Kit  
Shieh, James J.  
Tsai, Wei-Yun J.  
Wan, Peter J.  
\*Wei, Jyh-Jiun Alex  
Wei, Lun-Shin  
Wei, Tsao-Ming  
\*Wong, Fu Tong ( 1/1/87 to 6/30/87 )  
Wu, Fu-Yu  
Wu, Ying Victor  
Yeh, Sing-Wood  
Yiu, Ann  
Yuen, Wing

F. Student member ( dues \$5 )

Chen, Binghuei  
Chen, I-Fen  
Huang, Li-Kuang  
Lin, Chien Chi James  
Lin, Chyi Shen Jason  
Ng, An Tung

Shyu, Yuan-Tay  
Wang, Chiyu  
Wang, Chung Yueh-Jong  
Wang, Shur-Wern  
Wen, Ming-Che  
Yang, Barry Binghuei

CAFS FINANCIAL REPORT  
 (12/1/86 to 5/31/87 )  
 By Shu-Chi Lee

<u>Item</u>	<u>Description</u>	<u>Deposit</u>	<u>Expense</u>
I. Expense Budget			
1.	Balance on 11/30/86	4644.54	
2.	Membership dues received	967.50	
3.	Interests earned	136.91	
4.	Bank Charge		5.25
5.	Printings & postages for Directory & Newsletter		944.46
6.	Gifts for Dr. Wan's secretary		80.00
7.	87 Las Vegas IFT banquet reservation deposit		100.00
	Sub-total	5748.95	1129.71
	Net	4619.24	
II. Award Budget			
1.	Balance on 11/30/86	1117.57	
2.	Interests earned	32.95	
	Net	1150.52	
III. Dr. Chifa Lin's Children Education Fund			
1.	Balance on 11/30/86	457.16	
2.	Interests earned	13.48	
	Net	470.64	

Dues received from member for fiscal year 87/88

A. Supporting member  
 Kuo, Joseph D

Wei, Lun-Shin

B. Professional member  
 Chai, Jean Tsui  
 Chai, Tuu-Jyi ( through 90/91 )  
 Lin, Hozong Robert  
 Leong, Stanley

Hsu, Chwen Chwen  
 Lin, Yi-Do ( through 89/90 )  
 Ying, Tao-Ju

C. Student member: All are new members

Cai, Tiande  
 Chang, C. Z. Audrey  
 Chen, Zhenyu  
 Chien, Se-Ping  
 Chiou, Jau-Wen  
 Hsu, Chia-Ping Charles  
 Kuo, Jin-Der  
 Lau, Kum Yee  
 Lee, Pey-Chii  
 Lee, Ruey-Chin  
 Li, Yongjing  
 Liaw, Yi-Jen  
 Lin, Shyh-Dan  
 Pan, Chorng-Liang  
 Perng, Chiou Mey

Shiau, Chyuan Yuan  
 Su, Yuan  
 Tang, Y. Z. Pearl  
 Wang, Wen-Hsu Amos  
 Wang, Yauching  
 Wei, Pau-Sheng  
 Wong, Keith Geoffrey  
 Wu, Jiangqing  
 Wu, Fone Mao Victor  
 Xu, Hong-Jun  
 Yang, Luoqing  
 Yao, Fei  
 Yau, Niann-Jou Newton  
 Yen, Yue-Horng



# The snack Food market 回顧與展望

根據 1985 年的資料 (86 卷出版), 整個的 snack food 市場可合成 17 項. 總計 23.1 Billion dollars.

(1). Candy: 糖果類佔 30.7%. 平均每人消耗 20 lb/year. 去年成長率為 8%. 最高記錄 20.5 lb in 1945. 巧克力佔很重要地位. 明年預計增加不會太高.

(2). Cookies & crackers: 總額 5.23 Billion 佔 22.6% 獨家重要公司. ① Nabisco: 佔有 36% market at 1.85 billion  
 ② Keebler's 佔有 15% at 815 million ③ Sunshine Biscuits 佔有 8% at 400 million ④ LANCE 佔有 5% at 250 million.  
 預計<sup>明年</sup>有 9% 成長.

(3). potato chips: 總額 2.77 Billion 佔 12%. Frito-Lay total potato chip 年有 925 million. 但 1984 年推出的 O'Grady's 又加上很多 variations total 130 million sale. 同時 Borden snacks 推出 Cottage Fries. 成長率預計 5%.

(4). Corn/Tortilla chips: 總額 1.37 Billion 佔 5.9%. Doritos of Frito-Lay 就有 715 million 的成績, Tortilla 賣了 142 million, Fritos 賣了 275 million, 三種總和 953 million 佔總額的 73%.

(5). Snack cakes & pies: 總額 1.22 Billion 佔總額的 5.3%. 由於大眾對體重的注意. 該項在生產量只增加 1%.

(6). Snacks Nut Meats: (總額 1.16 Billion 佔總額的 5.0% 成長率 4%。主要的 Nut 有 Peanut, almond, Cashews, macadamias, Pistachios, Sunflower kernels and pine nuts. 最淨的是 Roasted peanut 銷額 146.1 million. 其次是 oil roasted peanuts 佔有 105.7 million.

(7). Frozen Pizza: (總額 1.0 Billion 佔有 4.3%, 成長率 4.7%。Pillsbury 第 1 位, Jenno's 第 2, Stouffer's 第 3 位. Pepperidge Farm 正在試 "Super-premium" Croissant Pastry Pizza in Texas.

(8). <sup>(17)</sup> Hot Snacks, 456 million including. bread cheese stick, egg roll, Granola snacks. 439 million, extended snacks 415 millions 包含 fruit - Jay cheetos, and others company Cheese curls, Drial fruit snacks. 包含 Fruit-roll-ups, Fruit Bar, Raisens. 銷量 376 million. Meat snakes 375 millions 包含 Beef jerky, pork skins. Popcorn 佔有 304 million, 另外有 imports, pretzels, fabricated chips 及 roasted pastries 從荷。

一向說來 Snacks 的 sale 只有增加很少有減少。由於家庭主婦在廚房的時間已趨減少, 只不過是那項增加。那項減少? 現在的趨勢是 "走向健康路線, 多吃 reduced calorie 或 low calorie food", 其他的不難想像了。86 年及 87 年的展望也可讓諸君好好的揣摸了。

## 新疆菓瓜業簡介

我于一九二八年八月作第二次前往中國科學考察菓品工業，大部分時間在新疆，存時兩個月。上一次乃在一九二四年九月到西安，北京，上海，杭州及廣州等地。我先到烏魯木齊，後到白楊溝，吐魯番，紅柳河，鄯善，葡萄溝。當中另特飛到最西北貼近俄境之伊犁及新源縣。新疆地大，佔全國面積六分之一，人口一千四百萬。區內有十二個少數民族，共八百餘萬，其中以維吾爾族者最多（595萬），漢族則有六百萬。該區少數民族享有比其他省份較多自治權力，故稱為自治區，而各少數民族與漢族俱能和諧相安。新疆有大沙漠，兩少氣乾，但功充足，沙漠四面，都成綠洲；加以從天山，崑崙山，喀拉崑崙山引下雪水灌溉，又創造了坎兒井系統，引地下水灌溉荒地，因而發展了園藝事業。雖然如此，若要盡量發展農業，水源供應，仍待解決。至于鐵路與公路運輸，仍須多倍增加，方能輸出累積菓瓜丰產。目前盛產菓瓜有葡萄，車利子，哈密瓜，西瓜，萍菓，杏，無花果，石榴，桃，梨，李（梅），棗等。現時菓瓜年總產量為八十萬噸，葡萄佔二十七萬噸，哈密瓜四十萬噸。葡萄有青，紅，白，深紫，黃等色品種；但缺乏 Concord 種，我已推介大量引入栽培此種。據謂 Thompson Seedless 品種原已發源于新疆，他們稱作“無核白”。菓瓜類加工，有不少廠房在製造中，但俱舊式，且不符合理想，亟需大部改革或另設新式的。去年見到一家新設菓汁加工廠，乃由 Alfa Laval 供應設備的。他們對於製葡萄乾，早已運用風乾法。我見到不少大間廠房，四週牆壁滿孔洞，室內滿置木樺，直立由地至頂，鮮葡萄密掛木樺身上，任其風乾，乾後色素清淡，無深棕色。釀酒廠亦有多家，惟質素普通。現有法商合資，引進適合的品種，擴大栽培，以便改善質素。菓瓜製品與副產品，亦經進行研製。他們甚望國外專家能前往指導發展。

阮崇

Book Review

*Daniel Y.C. Fung*  
by Daniel Y.C. Fung  
Kansas State University  
Manhattan, Kansas

Tsai, Henry Shih-Shan. 1986. The Chinese Experience in America. Indiana University Press, Bloomington, Indiana. 223 pages.

This is an excellent book on the role of Chinese in the U.S.A. starting from early immigration to current status. The book is divided into six sections:

- I. The Nineteenth-Century Chinese Immigration
  - II. The Development of the Early Chinese Community
  - III. American Exclusion Against the Chinese
  - IV. Living in the Shadow of Exclusion
  - V. The Chinese-American Community in Transition
  - VI. Contemporary Chinese-American Society
- Epilogue

The book is well endowed with population statistics (as recent as 1980), maps, and references. I find the writer to be impartial and fair in his treatment of various subjects supported with documentations.

For many of us Chinese in contemporary U.S.A. it would be interesting to find out the conditions of those who came before us and the changing roles of Chinese in this society.

I recommend this book for "bed-time" reading when you are tired of reading Food Technology.

OUTLINE OF EFFECTIVE SPEAKING  
FROM ANYONE CAN MAKE A GOOD SPEECH !!!  
PRESENTED IN THE LIONS INTERNATIONAL MEETING  
BY W R BRYAN

9/6/85

PEOPLE TALK TOO MUCH !

THE NEED IS FOR GOOD LISTENING

- Listeners are more important than speakers !!
- Talking exists only to serve listeners !!
- Listeners have the right to expect TWO things from speaker :
  - USEFUL GOODS
  - ABILITY TO DELIVER THOSE GOODS
- Most speakers fail to take into account these factors :
  - he is presenting his ideas to listeners.
  - he must watch their response.
  - he must interest them.
  - he must talk with them.
  - he must get down to earth where ordinary people live.

EFFECTIVE SPEAKING SIMPLY MEANS GOOD ORAL COMMUNICATION

- We cannot communicate unless we have enough interest to LISTEN TO OURSELVES TALK !!
- We cannot communicate unless we are interested in the people with whom we talk.

PRINCIPLES OF EFFECTIVE SPEECH PREPARATION

- BE YOURSELF
- WRITE DOWN OBJECTIVE(S)
- OUTLINE IN DETAIL - One main point in every 5 minutes.
- WRITE FOR THE AUDIENCE - Get their interest early.
- WRITE SPEECH TO ONE INDIVIDUAL IN THE AUDIENCE
- USE YOUR OWN WORDS
- CLOSE EFFECTIVELY - The conclusion
  - The place to ask for action !!

BODY OF TALK SUGGESTIONS

- Use appropriate stories and anecdotes.
- Utilize local community news.
- Talk about people and people's activities.
- Use your own possessions as interest builders.
- Dramatize - gestures, demonstrate, short poem
- Personalize your statistics - chart, cartoon, graph
- Check for variety - devices, sentence structures, speed
- Write the way you talk !!

EVERY SPEECH MUST INCLUDE TWO BIG "I's" -- INFORMATION &  
INSPIRATION !!!

ACTION FORMULA -- Gain the attention of the audience immediately.  
Why bring that up? For instance. So that.

REMINDERS -- Keep sentence short (17 words). Use familiar words.  
Use active verbs. Talk to express not impress !!

PRACTICE, PRACTICE, PRACTICE -- At least 5 times -- 10 is better.

EDITOR'S NOTE

- \* Again the Editor had to dash to the printing shop the first thing in the morning, so that you could receive the Newsletter in time to vote for new officers, to pre-register for Annual Banquet, to return the Survey and to make necessary changes for new Directory.
- \* The cost of printing and mailing the Newsletter counts a major portion of our budget. It takes almost one dollar to print a copy and more than a dollar for returned postage. Please inform the editor immediately when you know your new address.
- \* Editing is probably the most demanding job of all CAFS offices. If you would like to express your opinions or if you want to share some information with all the members, send it in.
- \* A strong organization requires many concerned members working together. We need your generous support and feedback.

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