



This week's clip comes from 1988, when the SMCC Cafeteria was embarking on an interesting marketing campaign...with menu items named after SMCC employees.

(Next time you see Liz around campus, ask her if she's had an "Estrada Tostada" lately....)



The menu at South Mountain Community College is adorned by such notables as (from left) Tom Bruneau, Rosie Fritz, Elizabeth Estrada, Fred Stahl

and Sue Goldberg. Their names were used by Food Services Manager Regis Della-Calce (standing) to create food items such as 'Fritz and chips.'

## Namesake food puts some 'fun' into community-college menu

By Julia Lobaco  
The Arizona Republic

Forget the buffalo wings. How about trying Canary wings instead? They're sure to make your tummy flutter.

Or maybe you'd prefer a bean Bruneau, enchilada style.

If you're into heavy metal, there's the Goldberg-er. That's chicken, swiss cheese and tomato piled on an onion roll.

Students and employees at South Mountain Community College are treated to specials like these all the time, compliments of Food Services Manager Regis Della-Calce.

"It started last year when I was trying to think of names for my specials," said Della-Calce, who is a registered dietician.

"I had a contest to get the employees involved. I asked them to think of clever names or to suggest their own name for some of the foods."

Response to her contest wasn't all that great, however, so she decided to name her own creations.

Now, she's got people talking.

"In New York, that's a compliment when they name a sandwich after you, so I consider it a compliment," said Sue Goldberg, secretary to the college president.

"In all the restaurants and delis, they name them after comedians, actors, that sort of thing. To me, she (Della-Calce) puts some fun into the cafeteria business."

Selma's sliders slip down your throat with a Chicago accent. The tiny hamburgers are a Chicago favorite, Della-Calce said.

Selma Hawken, secretary to the associate dean of student-developmental services, said she thinks the idea of personalizing the lunch specials is "kind of fun because they can't change the menus, so they change the names."

Della-Calce's food seems to know no ethnic bounds.

The Chew dynasty features oriental chicken salad. It was named for Steve Chew, a technician in the college's audiovisual department.

And Melinda's cheddar melt combines roast beef, cheddar cheese and green chilies grilled on french bread.

Melinda Ornelas, a program adviser at the college, "was dying to have something named after her," said Della-Calce, who has been at the college for seven years.

From sky to sea, Della-Calce creations run the gamut.

Take for example, the LaMar-velous, a croissant stuffed with shrimp

salad and named for program adviser Donovan LaMar.

Or Fritz and chips, which features breaded cod, and is named for cashier Rosie Fritz.

If you want to go underground, how about Spuds McKranitz, baked potatoes topped with a variety of items.

It seems Gina Kranitz is known for getting down to business. Never mind that she's director of business services at the college, 7050 S. 24th St.

You may try a dive into Fred's dip, named for Fred Stahl, dean of instructional and student-developmental services.

Although Canary wings, named for Jim Canary of the security department, are popular with students and faculty, Della-Calce's favorite is the bean Bruneau, enchilada style.

"That one's really sick," she said. "But I love it."

Tom Bruneau, the college's fiscal agent, loves it, too.

"It gives a little different personality to the food," he said. "We had heard she was going to do this and everybody was trying to guess who was going to be what food. It was like a game."

And Bruneau's playing piece is a bean burro.