

Brewing Coffee



Coffee Makers for Home Use

For many people, they cannot start their day until they have had their first cup of piping hot coffee. There are tons of trendy ways to brew coffee nowadays, from espresso makers to cold brew, but coffee drinkers know that an automatic drip coffee maker or the single-serve pod coffee maker are the most convenient choices. **Drip coffee makers** are the most common household appliances for brewing coffee at home, which can range from single serve to 12 cup carafes. **Single-serve pod coffee makers** are also finding their way to households with the need for a small amount of coffee.

Drip coffee makers can come in a variety of shapes and sizes, but when you hear someone talk about making a pot of coffee (e.g., several cups at once), they are usually going to be using a coffee brewer. Their simplicity makes them easy to use, durable and capable of quenching a caffeine thirst for a large family of coffee drinkers, or the college student studying for exams.

Parts of the Drip Coffee Maker

There is a **reservoir** that holds the water when you pour it into the pot at the start of the coffee-making cycle. Then the water flows through the one-way valve, into the aluminum tube in the heating element, and then partially up through the tube.

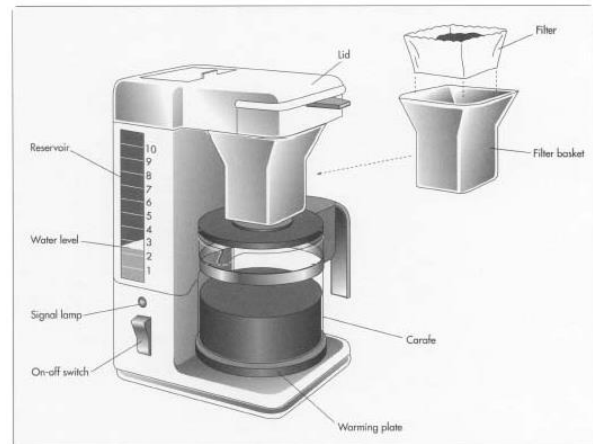
In the **shower head**, water arrives here from the hot-water tube and is sprayed over the coffee grounds. In some coffee makers, the water comes out of the hose onto a perforated plastic disc, called the drip area, and simply falls through the holes into the coffee grounds. The hot water flows through the ground coffee beans, picking up their oil essence on the way down into the coffee pot. This coffee oil, released during the roasting process, is called **caffeol**.

The **filter basket** holds the filter and the desired amount of coffee grounds. At the bottom of the filter basket there is a hole, which allows the water to drain through into the **carafe**.

The **carafe**, which is usually glass or insulated, holds the coffee on the warmer to keep the coffee at a desired temperature.

On the base of the coffee maker is the **heating element**. This component is comprised of an aluminum extrusion with two parts: a resistive heating element and a tube for water to flow through. When you turn on the switch, the resistive heating element starts heating the aluminum tube and eventually the water in the tube boils.

The resistive heating element and the aluminum tube heat the water. The heating element has two jobs:



In an automatic drip coffee maker, a measured amount of cold water is poured into a reservoir. Inside the reservoir, a heating element heats the water to boiling. The steam rises through a tube and condenses. The condensed water is distributed over the ground coffee in the filter through a device like a shower head. The water flows through the filter, infusing with the coffee, and falls into a

<http://www.madehow.com/Volume-3/Automatic-Drip-Coffee-Maker.html>

- When you first put the water in the coffee maker, the heating element heats it.
- Once the coffee is made, the heating element keeps the coffee warm.

Benefits:

- Extremely easy to use
- Affordable to buy and use on a daily basis
- Very convenient, as it makes a whole pot of coffee at once
- Lots of options for different models, shapes, sizes and brands
- Offers easy flexibility in brewing the best-tasting coffee for your taste buds

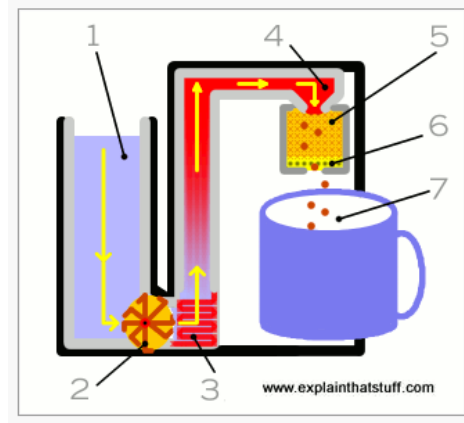
To Keep in Mind:

- Only makes basic coffee. Nothing fancy, and likely will not be satisfactory for those that prefer espresso drinks.
- Makes a lot at once. While a benefit, there may be instances where you end up wasting a lot of coffee.

Single-serve pod coffee machines have gained popularity due to their efficiency and ease in using. They rely on grounds held inside “pods” or “capsules,” which are usually produced by the same company that makes the machine. These force water through a small packet, either a hard-shelled capsule (also called pods) or a soft packet resembling a tea bag. Some brewers accept an adapter that takes your favorite loose grounds. Pod machines are more expensive to operate than other types because you need to buy special coffee refills. With plastic pods, there is also a lot of unrecyclable waste.

Parts of the **single-serve pod coffee** machine:

1. The **water reservoir** is what holds the water when you pour it into the pot at the start of the coffee-making cycle.
2. The **pump** at the bottom of the machine sucks the water and pumps it through the machine.
3. The water heats up to the perfect temperature as it flows up past the **heating element**.
4. The water is pumped through a narrow **needle sprayer** to increase its pressure.
5. The hot, high-pressure water pumps through the ground coffee in the **pod**, releasing the flavor.
6. A piece of **filter paper** at the bottom of the pod stops the coffee grounds from falling through into the coffee.
7. Coffee drips through into your **personal coffee cup**.



Benefits:

- Extremely easy to use and clean
- This type of coffee maker is usually very affordable
- Coffee pods come in many flavors
- Less waste of coffee if you only want to drink one cup at a time
- Great for offices, as co-workers can brew coffee precisely to their taste
- Will also brew tea or other hot beverages (cider pods, hot chocolate pods, etc.)

To Keep in Mind:

- Buying individual pods will get expensive over time
- Not great for the environment, because constant use and disposal of K-cups will produce a lot of plastic trash over time

Things to Ponder Over a Cup of Coffee

How often do you consume coffee during a day?

If you space your coffee drinking out throughout the day, consider buying a model with an insulated mug or carafe. These keep coffee hot and fresh tasting for hours.

Number of cups?

If one cup is enough to jump-start your day, choose a one or two-cup drip model, or a single-serve machine. Need more? Choose a larger automatic drip — or one of the specialty machines, such as an electric French press. Most large models brew 10 to 12 cups, although typically a “cup” is really only five to six ounces, not eight.

Consider the carafe

All of the drip machines come with either insulated carafes or glass pots with built-in warmers. Both have pros and cons. Glass pots are typically easier to clean because they tend to have wider mouths, and the lack of internal insulation means that glass pots will have a greater interior volume relative to their exterior volume. Basically, it’s easier to get your hand or dish sponge inside. On the other hand, glass pots are more fragile and have to be heated from a base plate. Those base plates run the risk of raising the temperature of the coffee, which can make coffee taste burnt.

What features do you need?

Fundamentally, all coffee machines are the same. Determine what additional features that are desired. For some people, filling the coffee machine and turning it on is too much to handle in the morning. If that describes you, consider a unit with programming that can automatically brew each morning. (You set everything up the night before.) For the forgetful people who rush out of the house in the morning, an automatic shutoff feature is also important. Also, some people prefer iced coffee or cold brew over hot coffee, especially in the summer months.

Programmable settings:

Do you want to just set your coffee up to brew and leave it? As we previously mentioned, some coffee makers will let you determine the settings in advance based on what you like and automate it for future use. From the amount of coffee brewed to the time in which it gets brewed, programmable settings can come in handy for a wide variety of situations.

Built-in grinder:

Do you prefer your coffee grounds fresh? Depending on who you ask, freshly ground beans produce a better tasting cup of coffee. Having a grinder ensures that you are always using the freshest ground beans. Of course, you can always buy a coffee grinder separately, but having one that is built into your coffee maker adds convenience and helps you save counter space.

Automatic shutoff:

We have all experienced that early morning rush and forgot something important while running out of the house. With the auto-shutoff feature, you can ensure that your coffee pot gets turned off and is not running all day long. This allows you to focus on what is truly important for your day, all while you have a cup of coffee in hand.

Multiple warmers:

For offices or commercial settings where making multiple pots at a time is often convenient, a coffee maker that has multiple warmers to keep each pot hot is worth considering.

Water filter:

Some high-end coffee makers will come with a water filter to help ensure that the flavor comes out just right. This is one of the more popular features that people consider when it comes to buying a coffee maker.

Size and height considerations

Factor in counter space when choosing your model. If you plan to put your coffee maker on your kitchen countertop, be sure to measure the height available in your space. Many of the coffee makers require additional space above them to allow room for pouring water into the reservoir. Another factor is how much space are you willing to dedicate to a coffee machine.

Temperature feature

The ideal brewing temperature for a pot of coffee is 196°F to 205°F, therefore if you're really into (good-tasting) coffee, you will want to make sure that you buy a machine that can brew at high heat. Hint: Most top-of-the-line machines will list their brewing temps on the box or online.

Price consideration

When it comes to price, there is a notable range of several hundred dollars between the most and least expensive models.

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Carry-On Luggage

Carry-on Luggage and Personal Item Bags

Heading out on a trip? Looking to purchase luggage that meets all airline guidelines? There are lots of items to choose from. With high demands on luggage comes higher competition, which means innovation, creativity and lots of choices. To ensure that you get from point A to point B smoothly, choosing the best carry-on luggage will make travel less stressful. Be prepared by knowing the airline guidelines and be knowledgeable of available options.

Carry-on bags are convenient for air travel because it avoids the cost and hassle of checking a bag. The golden rule is that the bag must either fit under the seat or in the overhead bin. For domestic flights, your carry-on can be no larger than 22 inches high by 14 inches wide by 9 inches deep. (The maximum linear size is 45 inches, but none of the dimensions can exceed the measurements above.)

Measure the height of your luggage from the floor to the top of the handle in its lowered position — but even rule-abiding luggage is not a guarantee that your bags will not be relegated to the plane's underbelly, because the flight crew can impose further restrictions even after boarding has begun. Most airlines do not have a weight limit for carry-on luggage, and if they do most do not actually weigh carry-on bags. The exception is for small commuter planes.



Figure 1. Airline carry-on rules
Consumerreports.com



Figure 2 Sample Personal Item
<https://thewirecutter.com/guides/best-personal-item-carry-ons/>

Personal item bags must fit underneath the seat in front of you on the plane. This type of bag can include a backpack, laptop bag, tote bag, brief case or camera bag. But to get the most out your personal item, it is beneficial to buy a bag specifically for this purpose. For U.S. domestic flights, the measurement rules range from 18 X 8 X 14 inches to 17 X 9 X 10 inches, but there is no standard size for these bags. The size also varies based on the location of the seat on the same aircraft. A growing number of airlines offer a lowest-class base-price that only includes one personal item. A few items that are important when looking to purchase a personal item bag for air travel includes durability, organization and multiple carrying options.

When purchasing a new carry-on or personal item, it would be beneficial to look at one of the sites that includes the sizes and limits for multiple airlines. One such site is:
<https://www.smartertravel.com/personal-item-vs-carry-on/>.

Comparing Transportation Security Administration (TSA) vs. the Airlines

The airline will determine how large or heavy bags may be to be able to board a flight. TSA does not enforce any rules regarding luggage size and weight; therefore, just because it makes it through security does not mean it will make it on the plane. The job of TSA is to screen the contents of the luggage, not to approve or reject the luggage itself. All checked bags are subject to screening and TSA agent may be required to cut off any non-TSA-approved locks. TSA has collaborated with many companies to make travel locks that can be opened by a TSA master key. At TSA security check points, passengers are required to remove any electronic device larger than a cellphone from their carry-on. TSA encourages travelers to pack their electronics in

security-checkpoint-friendly bags or cases. These bags have dedicated compartments that hold laptops or tablets, which zip open to lay flat on the X-ray conveyor belt. These compartments do not have metal zippers or pockets that block the scanner's view of the items within.

The Anatomy of a Bag

Every bag comes with its own pros and cons. Take time prior to purchasing a bag to determine what your needs are and find the best travel bag that meets those needs.

Soft-Sided or Hard-Sided

Soft-Sided luggage is usually made of a woven nylon fabric, such as Cordura or ballistic nylon, which are designed for maximum durability and abrasion resistant. If you select a suitcase made from ripstop nylon, or "parachute" material, make sure that it is a high-denier fabric, which means that it is heavier.

Pros: Lightweight and can conform into tight spaces

Cons: Not as protective as hard-sided suitcases and is vulnerable to ripping

Hard-Sided Luggage

Hard-sided luggage is made from high-tech plastics, such as ABS (acrylonitrile-butadiene-styrene) and polycarbonate, which are lightweight and durable. ABS is the lighter of the two, but polycarbonate is more durable. Hard-sided luggage is usually designed like a clamshell, which features a 50/50 split, allowing you to pack an equal amount on each side.

Pros: Protects breakable contents and can be stacked

Cons: Scratch and scuff easily; No outside pockets

Pro/Con: Limited amount of space; Helps avoid overpacking

Wheels or No Wheels?

No Wheels

There are a few occasions where "no wheels" luggage proves to be the best choice.

Pros: Ensures maximum interior space and traveling to locations where wheels are difficult to manage due to uneven surfaces

Cons: Can be heavy and burdensome to carry

Two-wheel luggage

These are called "rollers" since they utilize the same type of wheels that are found on in-line skates, which only roll forward and backward, not side-to-side. This requires the suitcase to be rolled behind you as you pull it.

Pros: Wheels are recessed, which protects them — two-wheelers are better for clearing curbs.

Cons: Can be hard to drag a two-wheel bag in a crowded space. Recessed wheels take up interior storage space.

Four-Wheel Luggage

These have wheels that swivel 360 degrees and are known as “spinners.” They can either be pushed or pulled.

Pros: Easy to navigate in tight spaces. Large or heavy suitcases are easier to manage on four wheels and are ergonomically better for shoulders when maneuvering them.

Cons: External mounted wheels are more likely to break off. According to experts, the wheels attached with screws are more secure than those with rivets. Carry-ons with spinners may have less room inside since the maximum allowable dimensions includes the wheels.

Zipper

There are two types of zippers: chain and coil. The chain zipper, which slides on two sets of interlocking teeth, can be made of metal or plastic. A chain zipper is much stronger than a coil zipper, which has slides on two parallel coils that is usually made of polyester. A “YKKK” zipper is widely believed in the industry to be the most reliable zipper on the market.

Handles

For maximum comfort, look for an adjustable-length and soft-grip handle. Many travelers use the two-post handle system because of its ability to piggyback a smaller bag.

Compartments

The number, size, and configuration of compartments can be an important consideration.

Weight

Consider the weight of your empty suitcase. For airline travel, most of the weight you lug around should be your belongings and not the bag.

Smart Features

Luggage now includes built-in electronics to help you stay connected. Some of the new “connected” suitcases help you know where it is, how much it weighs, and control who can access it by virtue of such functions as location tracking, built-in digital scales, digital locks and fingerprint recognition. (Federal airline safety rules prohibit lithium-ion batteries in checked bags, so you need to look for a bag that has the option to remove them or “pop-out” batteries. Pack the battery in your carry-on with the terminal contacts covered to prevent short circuits.)

Locks

For domestic travel within the United States, luggage locks have to be TSA-compliant, which means that security agents can use a universal master key to open your lock without breaking it. If you are buying an aftermarket lock, check the packaging to see if it is TSA-compliant.

Shopping Tips

Measure it Yourself

Measure the dimensions yourself and make sure that they account for all parts of the bag, including wheels, outer pouches and handles. Do not trust the labels or tags that proclaim, “official carry-on size luggage.”

Check the Interior Capacity

Many manufacturers do not disclose the interior volume. Look for features that maximize the interior space if that is what you need.

- Squared edges vs. curved corners
- Integrated outer compartments
- No wheels or handles (this opens every inch of interior space)

Warranty

If you want to keep your bag for a long time, get one with a manufacturer’s warranty. A lifetime warranty to repair or replace the bag is, of course, the best option.

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Fast Food

FAST FOOD MEALS

Fast foods are quick and easy substitutes for home cooking, and a reality with the busy schedules many families maintain. However, fast foods are almost always high in calories, fat, sugar, and salt.

Fast food used to mean fried food. However, today there are many more healthy alternatives available at fast food restaurants. Some restaurants still use hydrogenated vegetable oils for frying. These oils contain trans fats, which increase your risk for heart disease. Some cities have banned or are trying to ban the use of these fats. Now, many restaurants are preparing foods using other types of fat.

Even with these changes, it is hard to eat healthy when you eat out often. Many foods are still cooked with a lot of fat, and many fast-food restaurants do not offer any lower-fat foods. Large portions also make it easy to overeat, and few restaurants offer many fresh fruits and vegetables.

Before heading out, it is important to know your personal calorie limit. Staying within yours can help you get to or maintain a healthy weight. Most adolescents need 1800 (girls) to 2200 (boys) calories; however, knowing how many calories one needs is based upon age, sex, height, weight, and activity level. When choosing what to eat and drink, it's important to get the right mix – enough nutrients, but not too many calories.

In general, eat at places that offer salads, soups, and vegetables. Select a fast-food restaurant that you know offers a variety of food selections that fit in your healthy eating plan. Along with that, the following tips can help you make healthier selections when dining at fast-food restaurants.

Check and compare nutrition information. Knowing the amount of calories, fat, and salt in fast foods can help you eat healthier. Many restaurants now offer information about their food. This information is much like the nutrition labels on the food that you buy. If it is not posted in the restaurant, ask an employee for a copy.

Have it your way. Remember you don't have to settle for what comes with your sandwich or meal – not even at fast-food restaurants. Ask for healthier options and substitutions. Adding bacon, cheese, or mayonnaise will increase the fat and calories. Ask for vegetables instead, such as lettuce or spinach, and tomatoes. With pizza, get less cheese. Also pick low-fat toppings, such as vegetables. You can also dab the pizza with a paper napkin to get rid of a lot of the fat from the cheese.

Keep portion sizes small. If the fast-food restaurant offers several sandwich sizes, pick the smallest. Bypass hamburgers with two or three beef patties, which can pack close to 800 calories and 40 grams of fat. Choose instead a regular- or children's-sized hamburger, which has about 250-300 calories. Ask for extra lettuce, tomatoes, and onions, and omit the cheese and sauce. If a smaller portion is not available, split an item to reduce calories and fat. You can always take some of your food home, and it is okay if you leave extra food on your plate.

Skip the large serving of french fries or onion rings and ask for a small serving instead. This switch alone saves 200 to 300 calories. Or, ask if you can substitute a salad or fruit for the fries.

Strive to make half your plate fruits and vegetables. Take advantage of the healthy side dishes offered at many fast-food restaurants. For example, instead of french fries choose a side salad with low-fat dressing or a baked potato, or add a fruit bowl or a fruit and yogurt option to your meal. Other healthy choices include apple or orange slices, corn on the cob, steamed rice, or baked potato chips.

When choosing an entrée salad, go with grilled chicken, shrimp, or vegetables with fat-free or low-fat dressing on the side, rather than regular salad dressing, which can have 100 to 200 calories per packet. Vinegar or lemon juice are also healthier substitutes for salad dressing. Watch out for high-calorie salads, such as those with deep fried shells or those topped with breaded chicken or other fried toppings. Also skip extras, such as cheese, bacon bits and croutons, which

quickly increase your calorie count. If you forgo the dressing, you can find salads for around 300 calories at most fast food chains.

Opt for grilled items. Fried and breaded foods, such as crispy chicken sandwiches and breaded fish fillets, are high in fat and calories. Select grilled or roasted lean meats – such as turkey or chicken meat, lean ham, or lean roast beef. Look for meat, chicken, and fish that are roasted, grilled, baked, or broiled. Avoid meats that are breaded or fried. If the dish you order comes with a heavy sauce, ask for it on the side and use just a small amount.

Go for whole grains. Select whole-grain breads or bagels. Croissants and biscuits have a lot of fat. People who eat whole grains as part of a healthy diet have a reduced risk of some chronic diseases.

Slow down on sodium. Americans have a taste for salt, but salt plays a role in high blood pressure. Everyone, including kids, should reduce their sodium intake to less than 2,300 milligrams of sodium a day (about 1 tsp of salt). Adults age 51 and older, African Americans of any age, and individuals with high blood pressure, diabetes, or chronic kidney disease should further reduce their sodium intake to 1,500 mg a day.

When eating at a fast food restaurant, pay attention to condiments. Foods like soy sauce, ketchup, pickles, olives, salad dressings, and seasoning packets are high in sodium. Choose low-sodium soy sauce and ketchup. Have a carrot or celery stick instead of olives or pickles. Use only a sprinkling of flavoring packets instead of the entire packet.

Watch what you drink. What you drink is as important as what you eat. Teenagers often drink more carbonated and caffeinated beverages and eat more fast foods. This, along with peer pressure related to eating and exercise, make teenagers particularly vulnerable to becoming sedentary, overweight, and obese. An obese teenager has a greater than 70% risk of becoming an obese adult.

Many beverages are high in calories, contain added sugars and offer little or no nutrients, while others may provide nutrients but too much fat and too many calories. For example, a large regular soda (32 ounces) has about 300 calories. Instead, order diet soda, water, unsweetened iced tea, sparkling water or mineral water. Also, skip the shakes and other ice cream drinks. Large shakes can contain more than 800 calories and all of your saturated fat allotment for the day.

Drink water. This is a better choice over sugary drinks. Regular soda, energy or sports drinks, and other sweet drinks usually contain a lot of added sugar, which provides more calories than needed. Water is usually easy on the wallet. You can save money by drinking water from the tap when eating out. When water just won't do, enjoy the beverage of your choice, but just cut back, avoiding the supersized option.

Don't forget dairy. Many fast food restaurants offer milk as an option for kids' meals, but you can request it! Dairy products provide calcium, vitamin D, potassium, protein, and other nutrients needed for good health throughout life. When you choose milk or milk alternatives, select low-fat or fat-free milk or fortified soymilk. Each type of milk offers the same key nutrients such as calcium, vitamin D, and potassium, but the number of calories are very different. Older children, teens, and adults need 3 cups of milk per day, while children 4 to 8 years old need 2 ½ cups, and children 2 to 3 years old need 2 cups.

The American Heart Association recommends some examples of healthier alternatives to common fast food picks.

Instead of...	Try...
Danish	Small bagel
Jumbo cheeseburger	Grilled chicken, sliced meats or even a regular 2 oz. hamburger on a bun with lettuce, tomato and onion
Fried chicken or tacos	Grilled chicken or salad bar (but watch out for the high-calorie dressing and ingredients)
French fries	Baked potato with vegetables or low-fat or fat-free sour cream topping

Potato chips	Pretzels, baked potato chips
Milkshake	Juice or low-fat or fat-free milk or a diet soft drink (Limit beverages that are high in calories but low in nutrients, such as soft drinks.)

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- Choose My Plate
- Make Half Your Grains Whole
- Salt and Sodium
- Make Better Beverage choices
- Enjoy Your Food, But Eat Less

Choose My Plate – Calories: How Many Can I Have?

<http://choosemyplate.gov/weight-management-calories/calories/empty-calories-amount.html>

Mayo Clinic

www.mayoclinic.com/health/fast-food/MY01268

National Institutes of Health – Medline Plus

www.nlm.nih.gov/medlineplu/ency/patientinstructions/000105.htm

US Department of Health & Human Services - Office on Women’s Health

www.girlshealth.gov/nutrition/fsatfood/fastfood_tips.cfm –

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Fundraising

Fundraising

Consumer Decision Making Contest Study Guide

Fundraising events are a fun and exciting way to raise much needed money for your 4-H club. They are also a great way to raise community awareness about your cause, organization or non-profit. The selection of the right fundraiser to fit the organization is critical to its success. All club members must be involved in planning and carrying out a successful fundraiser.



To help ensure your fundraising event is a winner, the following components should be incorporated into your planning:

1. Purpose

What is the purpose of your event? Of course, your main purpose is to raise money, but what else are you wanting to accomplish? Do you want to gain publicity for your 4-H club, establish new donors, engage 4-H alumni? It is important to determine the purpose of the event before detailed planning begins.

2. Goal

Decide as a group fundraising goals. Each fundraising event you plan should be geared to raising a specific amount of money. The amount you choose should be what you hope to net, which is the amount you plan to raise after the expenses are deducted.

3. Select a fundraiser

Look for the product or project that will raise the most dollars without being labor-intensive. Don't get involved in a project with "hidden" costs (shipping, prizes, etc.) that will eat up your profits. Be aware of other fundraisers in your community. You could be in competition with other organizations selling the same product.

4. Budget

List all the expenses that will be required to conduct the fundraisers. Be sure to leave a little extra room for unforeseen costs.

5. Leadership

Form committees to be responsible for different components of the fundraiser. Conduct regular check-ins to make sure everyone is completing tasks assigned.

6. Set-Up

Plan the event set-up well in advance. Where will it be? Will food be served? Is there a bad weather plan? When can the event be set up?

7. Marketing

Just like a new product, it is important you market your fundraiser well in advance to your target audience. What tools are you going to use to market the event? Social media, direct mail, flyers, newspaper, radio, etc.

8. Thank you

One of the most often heard complaints from donors to charitable fundraising events is, "They never even said "thank you"". Make sure your club takes time to send thank-you notes to everyone who is involved with the event, including volunteers, contributors, event hosts and vendors. It is very important you keep your donors happy since you will probably be asking for another donation.



Fundraisers can be conducted in numerous forms. Examples of fundraisers range from selling bake goods and candy, walk/run/bike-a-thons, car washes, cash saving cards, raffles, spaghetti dinners and auctions, to running concessions, and grant writing. The amount of preparation, organization and manpower needed to execute the fundraisers are different for each one. So, how do you decide which one is best for your organization?

- **Entertainment coupon books, scratch-off cards and discount cards** are well known for their high profit margin that can easily reach 100%. One of the main pros when it comes to using such fundraising activities is the fact that they are quite easy to understand and even easier to use when compared to other ways of fund raising. However, they come with some cons as well. For instance, your organization will have to pre-purchase all the necessary items and try to estimate how many of them will be sold. So, you may end up with significant leftovers. Another con related to these types of fund-raising activities is the fact they are widely used by other organizations.
- **Bake sales and car washes** are very popular fundraising events. The main pro related to them is the fact that they can create a sense of community among all the participants. These events can usually be held with very little up-front expense and require a minimal planning commitment. However, they are usually not very lucrative if you are looking to raise a significant amount of money in a short period of time. If your club is considering a car wash, the most profitable method would be to pre-sale car wash tickets in advance. Advantages include:
 - Having an estimate of how many people will attend the car wash
 - More profit since 66% of the ticket buyers will not attend
 - In the event of rain, you are not washed out.
- **Silent auctions and raffles** are popular as well when it comes to raising significant amounts of money. If you can auction or raffle some high value items, you will generate an increased interest in your participants, and this will turn out to be a profitable aspect for your organization. However, the cons related to silent auctions



and raffles include a huge amount of promotional and organizational work. You will also have to find the right site for your silent auction or raffle and deal with all the take-down and set-up tasks. Also, you will have to solicit donations for such fundraising events and your volunteers may find this difficult to handle.

- **Walk/Run/Bike-a-Thons** are healthy fundraisers that brings families and communities together in a fun environment. Choose your sport and get moving. You can make almost any activity into a “thon”. Participants receive sponsorship for each mile, lap, etc. they walk, run or bike. Since “thons” are peer-to-peer fundraising events, participants reach out to their network of families and friends. Donors are more likely to give if they can put a face with the donation. “Thons” are easy to plan and generate moderate to high revenue.
- **Product Sales** are the most popular type of fundraiser for schools and small youth organizations. From cookies and doughnuts to candy bars and popcorn, product sale fundraisers are generally the first type of fundraiser organizations consider. Product sales are great solutions for meeting small fundraising needs. On the positive side, they can be done quickly and require little money up front. They are also easy to understand and implement. On the negative side, product sale fundraisers often raise far less than expected. They are usually not able to raise significant money to meet larger fundraising needs. For example, consider a typical \$1 profit on candy bars and the need to sell 2,500 candy bars just to raise \$2,500. Product sale fundraisers are also very expensive (typically costing 50¢ to 65¢ of every dollar raised), they tend to be over-priced for their value, and they are not able to attract new people to be involved in the host-charity or school organization...and unfortunately, they aren't very much fun.



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Ground Transportation



Study Guide

GROUND TRANSPORTATION

2020 - 2022 FCS Consumer Decision Making



When traveling, every consumer must decide which form of ground transportation to use. Whether traveling for business or personal reasons, there are several modes of transportation to consider. Consumers can use a combination of these modes during trips or even day-to-day if they live in a larger urban area. In addition to the recommended guidelines below, consumers should always try to plan ahead for travel delays/emergencies, stay aware of their surroundings, and utilize common sense.

Rental Vehicle

Renting a vehicle is a common practice for when consumers need flexible and on-demand transportation during travel. Rental arrangements can be made in advance of travel or on the same day, if vehicles are available. This makes it ideal for larger groups that might require a large van or sports utility vehicle.

Renting a vehicle provides flexibility for consumers who must travel outside of urban areas, where some other modes may not be available. When consumers rent, they are paying for the vehicles, even while not in use. Parking and fuel costs also must be considered when using a rental vehicle. Overnight or multiple hourly parking rates can greatly increase the cost of this transportation mode. Often times, variable vehicle sizes are available to accommodate different group sizes and/or space needs; however, there is no guarantee that a certain make or model of vehicle is available at a given location. These vehicles can be picked up and returned to any of a rental company's locations (airports or freestanding stores), but extra fees may apply if the vehicle is returned to a location other than the original rental site.

In addition to location-based fees, consumers can also face charges for navigation equipment, going out of state in the vehicle, mileage overages, roadside assistance services, toll roads, supplemental insurance coverage, refueling, early/late returns, additional driver(s), and damage to the vehicle. Most rental companies will only rent to consumers age 21 and older, and many charge premium fees to drivers who are between 21-24 years old.



Ride Sharing

While the concept of ride sharing is not new, the latest revolution in this mode of transportation happened because of technological advancements and the increased availability of smart phones that support electronic payments and serve as Global Positioning System (GPS) receivers. Uber and Lyft have emerged as two of the most popular digital ridesharing platforms amongst consumers. Unlike vehicle rentals, this mode of transportation is only paid for on a “per use” basis and there are no additional fuel or parking charges directly to the consumer.

Even though the use of digital ridesharing platforms over the years has expanded, the services are still not readily available in many rural areas. This mode of transportation is best for solo travelers or small groups in larger urban areas. However, many ride sharing companies offer varying sizes of vehicles to accommodate up to four to six passengers.

“One (1) in three (3) parents say their 18-year-old has used a ride sharing services, either alone or with another teen.”

Michigan State University Study

Ride sharing services are generally available twenty-four hours a day, seven days a week, but consumers may have to wait on a ride if there is a high demand for drivers. Some companies allow consumers to schedule pick-ups at specified times and locations using a mobile application, but most consumers use the services in a less planned manner.

Consumers should carefully pay attention to an industry practice called “surge pricing” which can increase the price of their rides during high-demand times or in busy areas (after a sporting event, concert, etc.) There is no additional charge to consumers under the age of 25, but some younger consumers may be limited in their ability to use ridesharing. It requires the use of a smart device with data connection, a mobile application, and a form of pre-payment authorization (credit card, debit card, and/or company-specific gift card) just for a ride pick-up.



Ride Sharing *continued*

Ride sharing comes with its own set of concerns. Insurance liability is one as personal vehicles are used to transport customers. Personal safety is another. According to the C.S. Mott Children's Hospital National Poll on Children's Health at the University of Michigan, one (1) in three (3) parents say their 18-year-old has used a ride sharing service, either alone or with another teen. And despite rules prohibiting unaccompanied minors from getting a lift through such services, one in eight parents (13 percent) reported their teenager -- 14-17 -- had used one. Parents' top concerns involved driving safety and risk of sexual assault by a driver.

Specifically, the concerns were that the driver would not be driving safely,

“Despite rules prohibiting unaccompanied minors from getting a lift through ride share services, 13% of parents reported their teenager (ages 14 to 17) had used one.”

Michigan State University Study

with three in four parents polled worried about issues such as speeding or a driver being distracted by a phone. Over half of parents were also worried about the ride share driver being impaired from alcohol or drugs while half were concerned that their teen would not wear a seat belt.

Two thirds of parents also shared concerns that a ride share driver might sexually assault their teen. This concern was more common among parents for their

daughters than for their sons (79 percent versus 55 percent) and for teens aged 14-17 compared with 18-year-olds (69 percent versus 58 percent.)



Metered Taxi Cab

Taxi services have been a part of the ground transportation lineup since the early days of automobiles. Depending on the city, this mode of service can be accessed by calling a taxi company, using a mobile application, using a taxi cab stand at a hotel or airport, and by simply waving one down on the street.

Taxis are usually subject to state and/or local regulations, including but not limited to metered fare restrictions. These standardized fare rates allow for easier budgeting by consumers because they can plan for charges based on initial rates, distance, and any location surcharges. Unlike ride sharing companies, taxi companies allow cash payments instead of only electronic payments. This mode of transportation is best for solo travelers or small groups. While most taxi cabs are smaller passenger cars or vans, taxi companies in some locations may offer varying sizes of vehicles to accommodate more than four passengers.

Taxi cabs are only paid for on a “per use” basis with no extra fuel or parking charges to the consumer. There are no additional charges for customers under the age of 25. They are often available 24 hours a day, seven days a week.

Shuttle Services

A shuttle is a mode of transportation, often in a 12-passenger or larger vehicle, used to carry groups of passengers from one destination to another. For consumers traveling alone, this could mean less privacy since several other consumers will be sharing the same vehicle. For consumers traveling in groups, shuttles can offer an inexpensive alternative to renting a larger vehicle when going to popular destinations (downtown areas, theme parks, etc.).

These hired shuttles can offer fixed rates per seat/per person in the vehicle and generally must be arranged prior to the date of travel. Both solo and group travelers who are staying at a hotel in a city should check with local hotels about complimentary shuttle service to/from the airport and destinations within a certain distance from the hotel. Even though it is a complimentary service to hotel guests, consumers who opt for this will incur the costs of the hotel room. One major drawback to both hired and complimentary shuttles is that there are usually limits due to hours of service, number of available shuttles,



Shuttle Services *continued*

and distance of destinations. Although there are no direct parking or fuel fees for consumers, this is the least flexible ground transportation option.

Public Transportation

Public transportation includes, but is not limited to, buses, ferries, trains, trolleys, trams, and rapid public transit systems. The consumer's cost for this mode of transportation is often lower other ground transportation options. Travel can be incentivized through discounted or free fares for certain groups of consumers such as students, senior citizens, or persons with disabilities.

By using fixed routes with multiple access points, public transportation makes it easy for small or large groups of consumers to travel between destinations. There may be multiple payment options: online, mobile application, credit card, debit card, multi-trip passes, and cash. There are no additional fuel costs to the consumer, but fares may vary depending on distance traveled or time of day. Limited hours of service may exist on weekends and holidays. Alternate routes due to weather, and delays/closures due to maintenance issues in part of the transit system are possible. Unlike other forms of ground transportation, this is generally not always "door-to-door" service. Consumers may have to rely on navigating routes based on transit maps, time schedules, and connections to another bus, train, etc.

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Place Settings

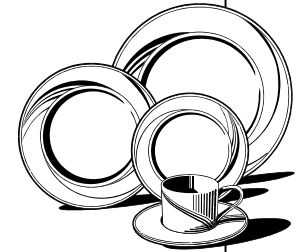


Place Settings

The purpose of a place setting is to make the act of eating easier. A properly set table helps guests feel more at ease.

Table setting depends on:

- What food will be served
- How many persons will be seated
- What the table covering will be



Common sense tells us that a proper place setting provides the necessary utensils for eating a meal and that they will be placed in convenient positions for use. Table appointments need not be expensive, but all items should be clean and dishes and glassware should be free of cracks and chips.

A *cover* is another name for a place setting. It consists of a combination of flatware, dishes, glasses, and linens that are appropriate for the foods served. A cover is approximately 20 to 24 inches long by 15 inches deep. It is the individual's place at the table.

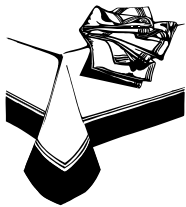
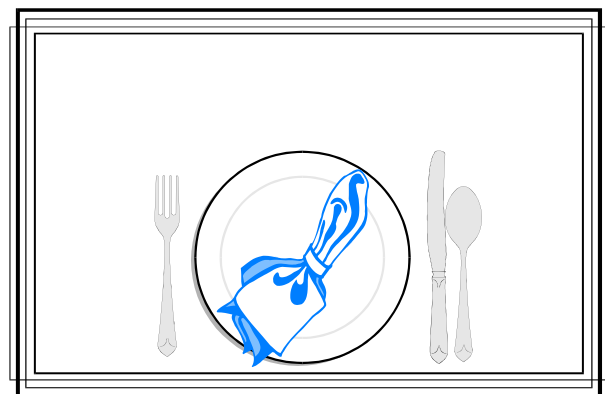
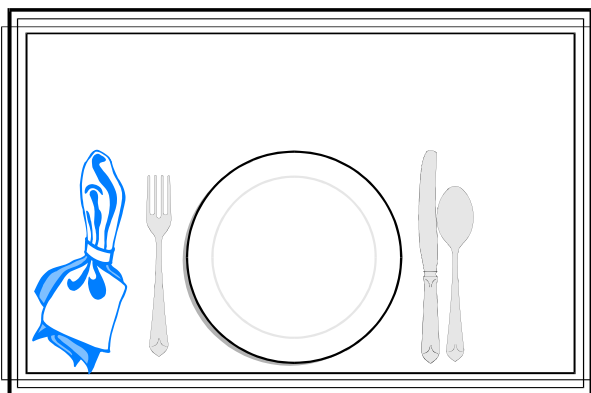


Table linens may be napkins, place mats, table-cloths or runners. It is not necessary to have a mat or cloth on your table if the surface will not be damaged by heat, water or abrasion.

The flatware, napkin and plate for each cover are placed as though they belonged together, about one inch from the edge of the table. The plate forms the center, with the spoon and the knife on the right and the fork on the left. The cutting edge of the knife should face the plate. The bowl of the spoon and the tines of the fork are up.

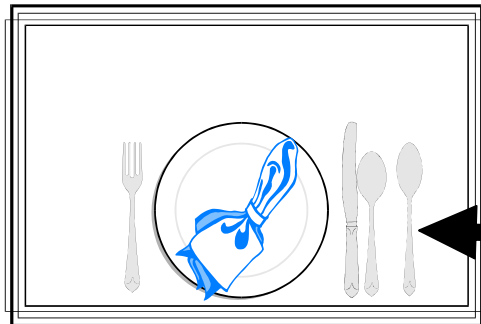
Basic Place Settings:



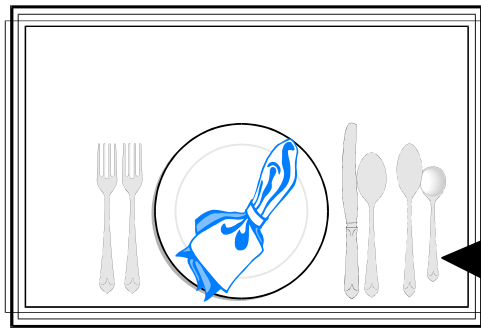
Place Settings, 1

New Mexico 4-H Consumer Decision Making Classes R-2006

Flatware is placed in order of its use. Pieces that are used first go on the outside and those that are used last are placed nearest the plate.

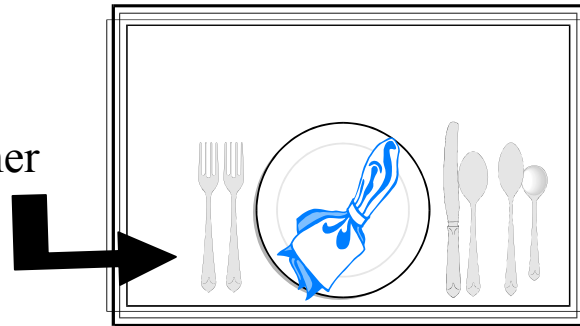


If you are serving iced tea, the teaspoon goes to the right of the other spoons.



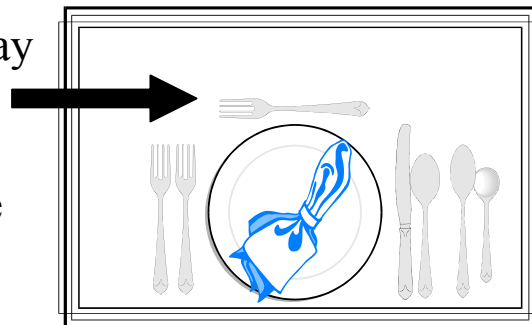
If a soup spoon is used, it is placed to the right of the teaspoon.

If a salad fork is used, it is placed to the left of the dinner fork.



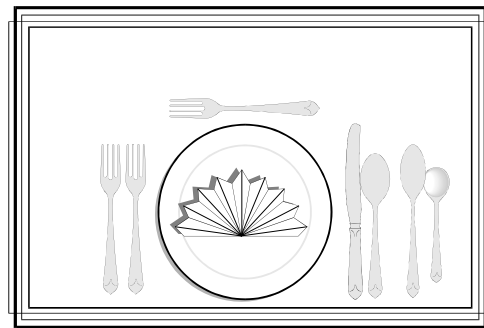
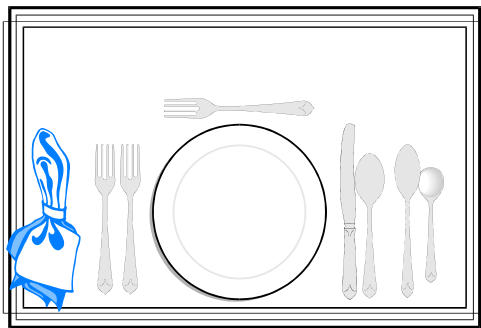
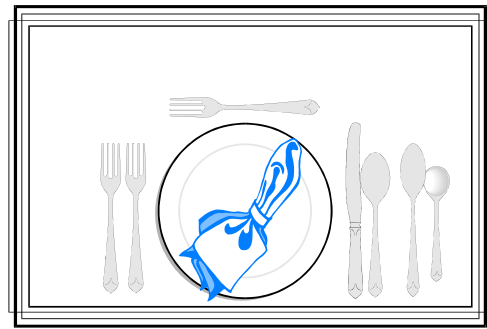
Flatware for dessert may or may not be placed on the table when the table is set.

Commonly dessert utensils are placed above the dinner plate.

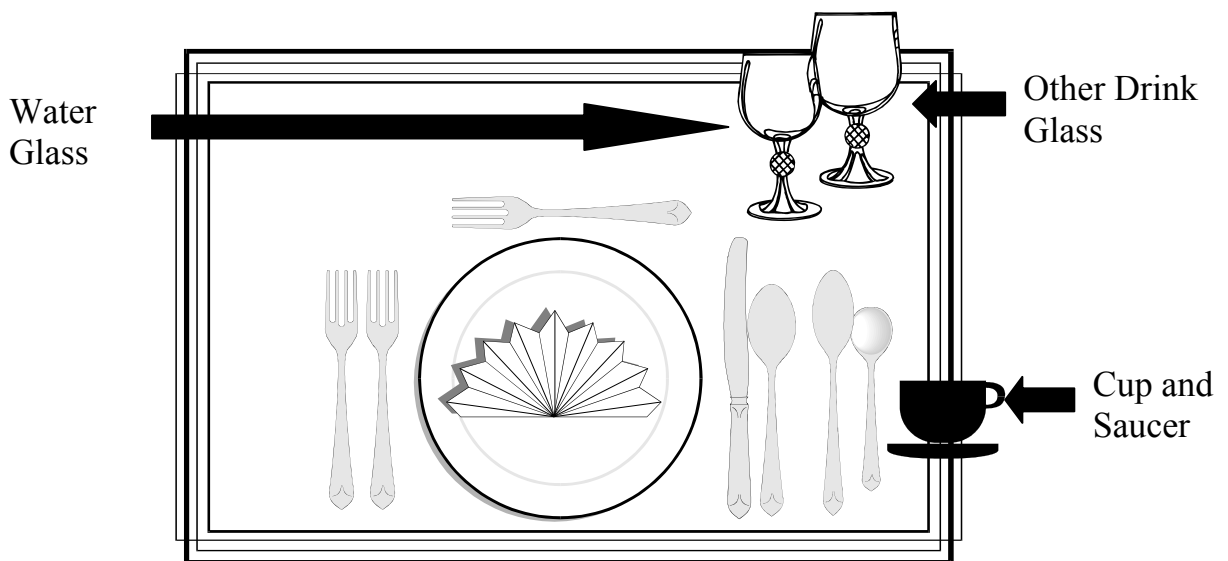


New Mexico 4-H Consumer Decision Making Classes R-2006

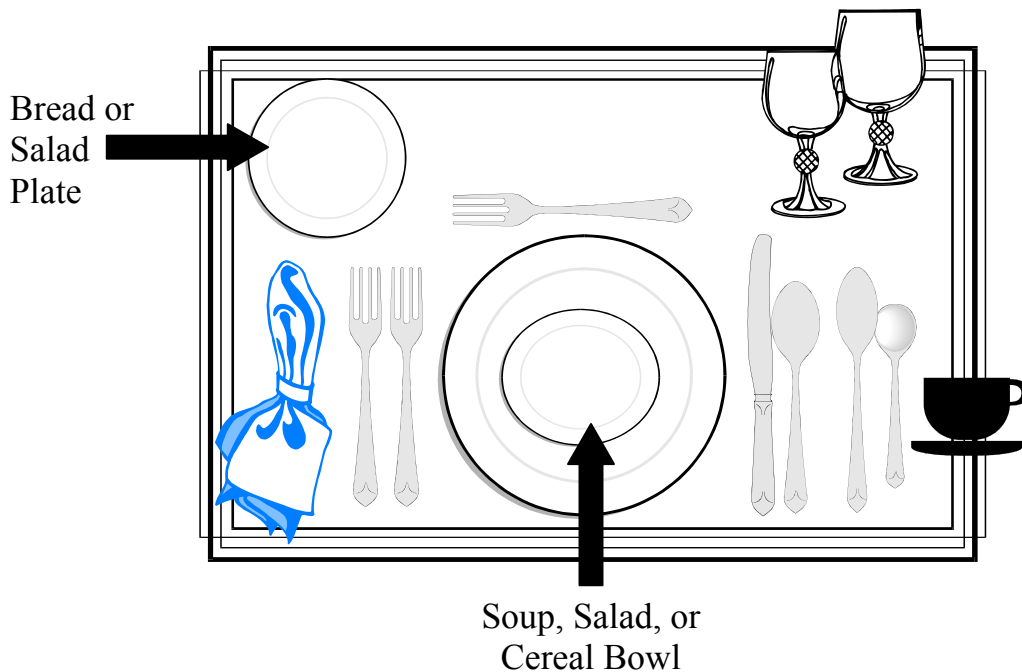
Usually the napkin is laid at the left of the fork. However when covers are close together, it can be placed in the center of the plate. Place the napkin so that the open corner is at either the lower right or lower left, whichever gives the better appearance. Traditional position is to have the open corner at the lower right. Napkins can also be rolled and placed in a napkin ring. Position it as you would a folded napkin.



The glass for water is placed at the tip of the knife; the glass for other drinks to the right of the water glass and a little nearer the edge of the table. Drinks always go to the right, just remember: Drink starts with "DR" which stands for "drink right". The cup and saucer are placed to the right of the spoons. The handle of the cup points a little to the right of the edge of the table so that the guest can take hold of it without turning the cup.



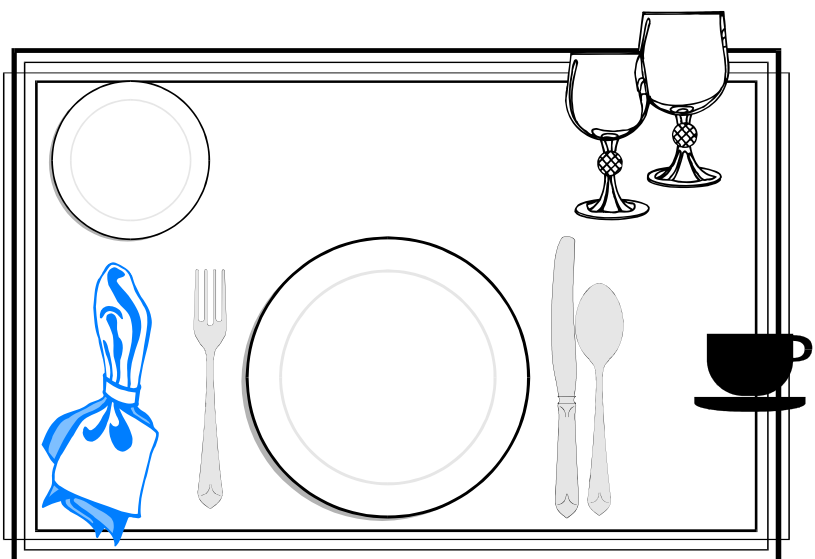
New Mexico 4-H Consumer Decision Making Classes R-2006



Place a soup or cereal bowl on a plate. When a bread-and-butter plate is used, place it a little to the left of the tip of the fork. A single salad plate may be placed there or to the left of the fork. The additional plate should be directly opposite the drink glasses, so again, remember: Plate starts with "PL" which stands for "plate left". Bowls and plates used for early courses in the meal may be placed in the center of the dinner plate.

A cover ready for use.

Napkin
Fork
Plate
Knife
Spoon
Glass of water
Glass of milk
Cup and saucer, or mug
Bread and butter plate

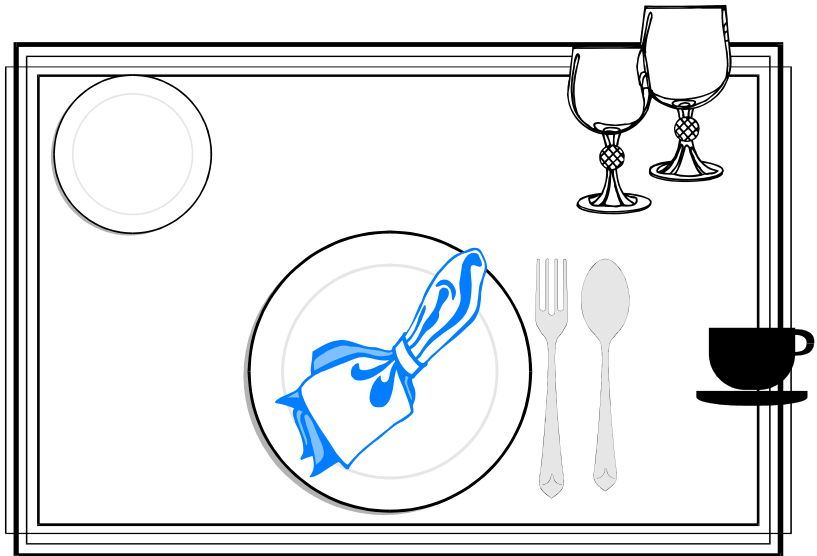


New Mexico 4-H Consumer Decision Making Classes R-2006

Only the flatware that will be needed for the meal should be placed on the table. If the menu does not call for knives, forks may be placed at the right of the plate. Note the following illustrations.

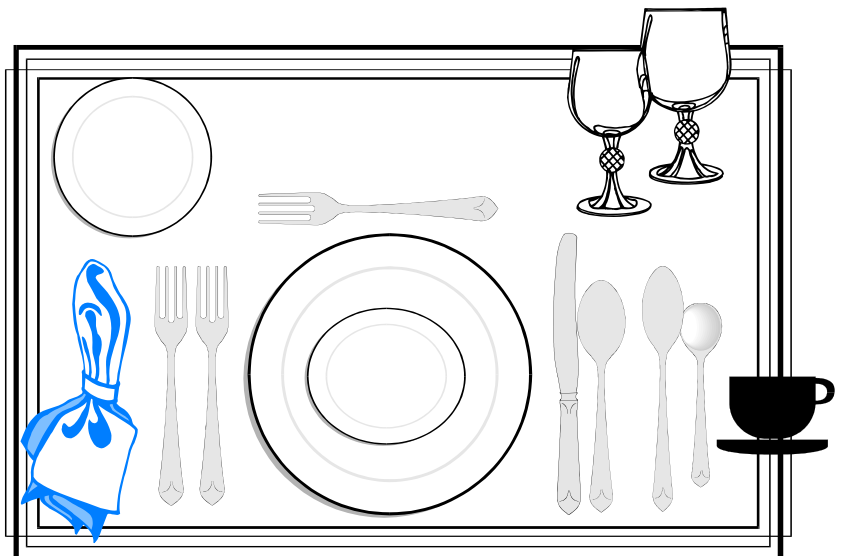
If the menu does not call for knives, forks may be placed at the right of the plate.

Napkin
Fork
Plate
Spoon
Glass of water
Glass of milk
Cup and saucer, or mug
Bread and butter plate



More courses call for more dishes in the cover. Consider all the foods to be served and what is needed based on the menu.

Napkin
Rolls (Bread Plate)
Water (Water Glass)
Iced Tea (Tea Glass
& Tea Spoon)
Soup (Soup Bowl and
Soup Spoon)
Salad (Salad Plate
and Salad Fork)
Main Course (Dinner
Plate, Fork, Knife,
Spoon)
Dessert (Dessert Fork
or Spoon)
Coffee (Cup and Saucer)



Turner, 2006

Guidelines for Creating Your Table Setting

Do you know that you can be a designer each time you set the table? A designer chooses and arranges things according to a plan for beauty and order. A neat, interesting, clean and attractive table setting makes any meal more enjoyable.

Actually, there is more than one way to set a table. The usual way to set a table is to put all the dishes, flatware, and food on the table before anyone sits down. When there is company or for a special meal, part of the food and dishes may be left in the kitchen and served later. Diners at a buffet or a picnic may fill their plates and glasses before they are seated. The way to set your table depends upon the way the meal is to be served. Be creative and have fun! Color texture, design and creativity are important.

For the Table Setting Contest, one place setting is to be displayed. Include table covering, dinnerware, stemware, flatware, centerpiece and menu. Select and make one food from your menu. You **MUST** bring a standard size card table for the display.

Select a Theme - What is the occasion...a family dinner, a holiday, or lunch with friends? Is this a casual or formal occasion? Select a theme which fits the occasion. Possibilities can run from a casual fishing party sack lunch to a formal Mother's Day dinner.

- Formal — use candles (lit only while being judged), more than three pieces of flatware, china (no stoneware), tablecloth and/or mats are acceptable and cloth napkins.
- Casual — be creative! Theme can be indoors or outdoors. Use any type of cover (tablecloth, paper, etc.) and any type of table service. Overall place setting should be an expression of your creativity; homemade touches are encouraged.

Table Appointments - These include any item used to set a table: tablecloth, placemats, dinnerware, glassware, flatware, and centerpiece. Choose table appointments to fit the occasion and carry out the theme. Paper plates, plasticware, and paper napkins may be used for a picnic but they would not be appropriate for a formal dinner. Flatware and dishware must be safe to eat from i.e., no glitter, glue, etc. is to be used on eating surfaces.

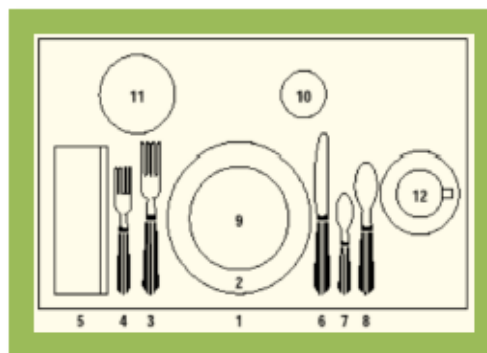
Table Covering - This is the background for the food and table appointments placed on it. It protects the table and makes for less noise. Placemats and/or

tablecloths may be used. Sometimes the table is left bare. Choose a covering which is appropriate for the occasion and the other table appointments. You may match or blend colors and textures in the dishes — or use something quite different for contrast.

Place Setting — Allow at least 20 inches of space for each person's dishes. This is called a cover and each cover is set exactly the same. A cover contains the dinnerware and flatware for the meal.

The following rules for setting a table correspond to the numbers seen in the table setting illustration shown here.

1. The flatware, plate, and napkin should be one inch from the edge of the table.
2. The plate is always in the center of the place



setting.

3. The dinner fork is placed at the left of the plate.
4. If a salad fork is used, it is placed to the left of the dinner fork.
5. The napkin is placed to the left of the fork, with the fold on the left (unless a decorative/creative fold is used). The napkin may also go under a fork or on top of the plate.
6. The knife is placed to the right of the plate with the sharp blade facing in towards the plate.
7. The teaspoon is placed to the right of the knife.
8. If a soup spoon is needed, it is placed to the right of the teaspoon.
9. The soup bowl may be placed on the dinner plate.
10. The drinking glass is placed at the tip of the knife.
11. If salad, bread and/or dessert plate(s) — or bowl(s) — is used, place at the top of the fork(s).
12. If coffee or tea is served, the cup is placed on the saucer and set to the right of the spoon. Have the handle pointing to the right.

Note: Only the utensils needed are placed on the table.



Extension is a Division of the Institute of Agriculture and Natural Resources at the University of Nebraska—Lincoln cooperating with the Counties and the United States Department of Agriculture.

The 4-H Youth Development program abides with the nondiscrimination policies of the University of Nebraska—Lincoln and the United States Department of Agriculture.

Centerpiece - The centerpiece should be coordinated with the table appointment and be appropriate for the occasion. Even though a single place setting is set, the centerpiece should be visible to all as if the entire table was set and should not obstruct anyone's view of each other. Centerpiece can be purchased or arranged by the exhibitor. Centerpiece candles are only to be lit while being judged.

Tips and Reminders for Setting a Table

- The table should be clean; it can be left bare or a table covering can be used as the background for the food and the items may be placed on top of it. A table covering helps protect the table and muffles the noise of clanking glassware and dishes.
- Placemats or tablecloths can be used for special occasions.
- Dinnerware and flatware should be chosen as appropriate for the occasion and that complement each other. Matching or blended colors or textures in the dishes or contrast something different make a table setting look attractive.
- Table setting items should be appropriate for the meal served. Snacks on paper plates are appropriate while a home-cooked dinner should be served on attractive dishes to help show it off.
- Only the utensils needed are placed on the table.
- The centerpiece should be attractive. Simple ones, such as fresh flowers, a plant, or fruit can be used. If candles are used, they should be of the length so that if they were lit, they would be above eye level.
- The centerpiece should be low enough so that the people at the table can see over it; it should be colorful and blend with the tablecloth and the dishes; and be fresh and clean looking.

Menu Planning - An appropriately planned menu should follow the Dietary Guidelines for Americans and MyPlate. As a general guideline, a meal should have at least three different food groups to help balance what the body needs every day to get all the nutrients needed. MyPlate illustrates the five food groups that are the building blocks for a healthy diet using a familiar image—a place setting for a meal. For more information about MyPlate, go to www.choosemyplate.gov/.



When planning a menu, first decide on the main dish. Select appropriate vegetables, appetizer, soup or salad. Add a bread, dessert and beverage, if desired. Breakfast, party, and picnic menus should contain two or three food groups. Other meals should contain five food groups. Participants are encouraged to develop interesting and creative menus. For example, you might name a food to fit your theme. Note: The use of alcoholic beverages in any menu will disqualify the table setting.

Common Errors in Menu Planning

COLOR

- Too many foods of same color
- No contrast or variation
- Clashing or unpleasant color scheme

TEXTURE

- Too many soft foods
- Too many chewy foods
- Too many crispy or crunchy foods
- Lack of variety in texture

SIZE

- Too many mixtures
- Too many small pieces of the same size and shape
- Too many similar shapes
- Lack of variety in shape

PREPARATION AND TYPE OF FOOD

- No main dish
- More than one main dish
- Too many foods prepared in the same way, such as fried foods, creamed food, or foods with sauces
- Too many starchy foods
- Same fruit or vegetable more than once
- Too many high protein foods

NUTRITION

- Too many foods from one food group
- Missing food groups
- Contain a variety of foods not meeting the nutritional needs of those for whom it is planned

TEMPERATURE

- Too many foods of the same temperature
- Not enough time allotted for preparation
- Need to keep hot foods hot and cold foods cold
- Food not stored at safe temperature (special consideration needed for picnics)

FLAVOR

- All bland flavor
- Too many strong flavors
- Repetition of food or flavor
- No tart or acid-flavor
- Too many sweet or too many sour foods



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Writing the Menu

The menu should be displayed on any medium of choice (card, ceramic tile, chalkboard, etc.) printed or typed by the exhibitor. The menu may be decorated and/or propped up. The following guidelines are suggested when writing or planning a menu:

- Menus should be written in symmetrical arrangement on the page with the foods listed in the order they are served. (Every menu will not include all the foods listed here.)

Appetizer
Main Dish
Starchy Vegetable
Other Vegetables
Salad
Bread
Dessert
Beverage

- Foods should be grouped by courses. Extra spacing should be allowed between courses.
- Descriptive terms should be used that give information about the temperature, texture, color, or other special characteristics of the food or method of preparation such as *Chilled Apple Cider*, *Broiled Sirloin Steak*, *Cream of Asparagus Soup*
- Words should be capitalized except articles and prepositions. Words such as *or*, *and*, *of*, *with*, etc. should not be capitalized.
- Foods served with an accompaniment should have the food listed first.

Baked Potato Sour Cream
OR
Cheddar Cheese Cubes
Rye Chips

- When the main dish has two or more accompaniments, the main dish should be centered on one line and the accompaniments should be on the same line on either side or written on the line below.

Rye Crisp Chicken Soup Saltines
OR
Chicken Soup
Rye Crisp Saltines

- Butter, cream, sugar, or salad dressings are not written on the menu unless they are special in some way such as *Whipped Butter* or *Thousand Island Dressing*
- The beverage(s) should be listed last.
- The following is an example of how a three-course meal is properly written:

French Onion Soup
Whole Wheat Wafers
Celery Sticks Assorted Olives

Prime Rib of Roast Beef au Jus
Potato Soufflé
Asparagus with Hollandaise Sauce
Mixed Green Salad
Hot Rolls Whipped Butter

Lemon Ice
Coffee Hot Tea



Dining Etiquette

Posture

- Place personal items (purse, hat, gloves) in a place other than on the table.
- Sit up straight with arms and elbows off the table.
- All four legs of your chair should rest on the floor.
- Don't fidget or squirm.
- Ask for items to be passed rather than reach across the table.
- Hats and caps are to be removed upon entering a building.

Table Service

- Hold flatware between thumb and forefinger.
- Avoid gesturing with your flatware.
- Use the flatware from the outside first.
- After using a fork, knife or spoon, place it on the plate. Never lay a used utensil on the table.
- Service is from the left and dishes are passed to the right.
- Place the napkin in your lap. When leaving the table, place the napkin to the left of your plate.



While Eating

- Chew quietly with your mouth closed. Avoid slurping soup or noodles.
- Butter bread one bite at a time.
- Cut meat one bite at a time.
- Dip soup spoon into the bowl using a motion that moves the spoon away from you.
- Remove alien objects from your mouth with your fingers and place them on the side of your plate.
- Avoid talking with a full mouth. Take small bites.
- If the food is too hot, wait for it to cool rather than blowing on it.
- Take small portions at buffets. You may return for seconds.
- Keep table conversation pleasant and at a low volume.
- Discuss appropriate subjects at the table. Include all diners in the conversation.

Finishing the Meal

- When you have finished eating, leave your plate and other service items where they are. Place the fork and knife on the plate resting next to each other with the tines and blade toward the middle of the plate.

- Don't pick your teeth at the table.
- Don't fuss with hair or makeup at the table. Excuse yourself to the restroom for repairs.

Social Occasions

Being a Good Host - As the host, you are responsible for issuing invitations in a timely manner and having the event well organized so you can also enjoy the party. The host makes sure that all of the guests are greeted and introduced to the people they do not know. When you are hosting a social event, it's your job to make sure that all of your guests are comfortable and are having a reasonably good time. The host is in charge of the conversation and makes sure that it stays at an acceptable level. Be sure that everyone is included in the conversation. Avoid crude and hurtful jokes as well as vulgar topics that may be offensive.

Being a Good Guest - When you receive an invitation, you must respond in a timely manner. Arrive within a few minutes of the designated time. Try not to arrive too early. Arriving "fashionably late" is not fashionable at all. If a meal is being served, it might be ruined by your tardiness. As a guest, it's your responsibility to be respectful and pleasant. Make an effort to visit with everyone at the party.

RSVP - RSVP is the abbreviation for the French phrase *repondez s'il vous plait* which means *please reply*. If an invitation requests an RSVP, it is your responsibility to reply in a timely manner in the fashion the host indicates. This may be by returning an enclosed card, making a phone call or sending an email. A response is for the host's convenience, not yours. This helps the host know how many people to plan for, especially if food will be served or if space is an issue.

Thank You Notes - Following the party, you should phone the host or write a short thank you note expressing your appreciation of the time you spent with them. It is appropriate to return the invitation within a month or so. Thank you notes should also be sent when you receive a gift even if you have given a verbal thank you at the time.



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