

GROW 2024

A Recipe for Networking





If I asked you to tell me about your favorite home-cooked meal, your favorite food adventure while traveling, or the craziest thing you've ever eaten, I could almost guarantee you'd start sharing some vivid memories with me.

Me? I remember exploring the crazy food booths at the Albuquerque Balloon Fiesta with my travel buddy, Denise. I remember sitting at the kids' table at my grandmother's house in East Texas, eating fried chicken with my cousins Lisa and Lori on Sundays. And I remember trying fried rattlesnake with my friends at the Texas State Fair.

And those memories aren't just about the food. They're about the people, the places, and the experiences that made those moments extra special.

Every day, I help people who have food businesses capture their own stories and recipes in cookbooks that support their marketing by making them – and their



MEET THESE LADIES DURING GROW 2024!

Mindy Mackey, Megan Giles, Laura Phaladi,
Lynn Tickner, Catherine Brown, and Elaine Acker.

businesses – even more memorable. No two businesses are alike, and their unique personalities come through in the cookbooks. Through the books, which are beautifully designed by Megan Giles, customers can get to know the people behind the business and remember them in an extra-special way.

I've got fond food and travel memories of Catherine Brown, too. She's someone who understands the importance of memorable stories and getting to know the people behind the business. It's the reason she founded The Good Humans Growth Network™ and built a family of communities filled with extraordinary people powered by mutual respect and generosity.



In honor of Catherine's GROW 2024 conference in Galveston, we reached out to members of her networks and asked them to share some of their favorite recipes. During the conference, if you get a chance to share a meal with any of the people who contributed to this mini-cookbook, do it. You'll have fun conversations and make awesome new friends.

And be sure to try out their recipes when you get home and then let them know how you liked it!

What new memories will you make?

ELAINE ACKER

Publisher & CEO

The Cookbook Creative



**THE GOOD HUMANS
GROWTH NETWORK**



CATHERINE BROWN

Entrepreneurs are high achievers who want to grow their business alongside other Good Humans, but finding the right people can be tough. The Good Humans Growth Network groups are extraordinary people who create healthy businesses, empowered by real work friendships.

IDEAL REFERRALS

- Founders and senior business development professionals who sell products or services B2B. These individuals can be members of the Network and refer other members to the Network.

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HOW GOOD HUMANS SELL BOOK ON AMAZON: amzn.to/34odVaT

THE GOOD HUMANS GROWTH NETWORK™: www.thehghn.com

TUSCAN CHICKEN

INGREDIENTS

4 chicken breasts (or 6 thighs)	1 ½ teaspoons paprika	1 Tablespoon tomato paste
1 large egg	½ teaspoon black pepper	½ cup white wine
3 Tablespoons all-purpose flour	3 Tablespoons olive oil, divided	½ cup chicken stock
¼ teaspoon salt	1 onion, sliced	½ cup heavy cream
¼ teaspoon garlic powder	1 red bell pepper, sliced	½ cup Parmesan cheese
½ teaspoon thyme	2 cloves garlic	3 cups baby spinach
1 ½ teaspoons oregano	1 cup sun-dried tomatoes	Fresh parsley to garnish

INSTRUCTIONS

Preheat oven to 320 degrees.

Whisk large egg. Separately, mix the all-purpose flour, salt, garlic powder, thyme, oregano, paprika, and black pepper. Heat 2 Tablespoons olive oil in pan on medium high heat. Dip the chicken breasts in the egg, then dredge in flour. Place each in frying pan with olive oil or avocado oil and fry until golden, about 3 min per side. Remove from pan and place on a baking sheet in oven to finish cooking for 10 minutes.

Add 1 Tablespoon olive oil in original pan and heat over medium high heat. Add the onion and red bell pepper and cook for 3 minutes. Add garlic, oregano, paprika, sun-dried tomatoes, and tomato paste. Cook for 2 minutes

while stirring. Add white wine and chicken stock (or more if needed) and a pinch of salt and pepper. Bring to boil and then reduce to a simmer for 5 minutes. Add heavy cream, Parmesan cheese, and baby spinach. Stir and cook for 3 minutes until spinach starts to wilt. Add chicken back to mix after checking the internal temperature (chicken should be cooked to a temperature of 165 degrees) and cook for another few minutes. Serve with rice, polenta, or noodles and top with sprinkling of fresh parsley.

NOTE: this dish takes approximately 30 minutes, not including the rice or noodles. If you're serving it with polenta, start the polenta first! The polenta will take about 45 minutes to cook.



ELAINE ACKER

Many great food brands get overlooked in a crowded marketplace. The Cookbook Creative publishes memorable custom cookbooks that tell brand stories with food. Now there's a better way to get noticed and build brand loyalty.

IDEAL REFERRALS

- ▷ People who own food brands (think about ingredients on the shelves in the grocery store)
- ▷ Advertising and marketing agencies that serve food accounts
- ▷ People whose businesses are food based (think about caterers, nutritionists, chefs, and restaurateurs)



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KATHERINE'S PERFECT PECAN PIE

I'm a bit of a pie snob, especially when it comes to crusts. I've just never found anyone who could match my mom Katherine's recipes. This pecan pie recipe has been expanding Acker-family waistlines for more than 70 years!

PIE FILLING INGREDIENTS

1 pie crust (preferably homemade; recipe follows. It's easy and makes a big difference! But if you're in a time crunch, you can also pick up a pie crust at the store. Don't blind bake (pre-bake) the crust.)

$\frac{3}{4}$ cup sugar

2 Tablespoons flour

3 eggs

5 Tablespoons butter (melted)

1 teaspoon vanilla

1 cup Karo syrup (light or dark)

1 $\frac{1}{2}$ cups pecan halves

PIE FILLING INSTRUCTIONS

Preheat oven to 350°F.

Mix all ingredients & pour into the prepared crust. Bake for 55 minutes to an hour. When the pie is done, there will still be a tiny jiggle in the middle. It will firm up as it cools! If you want to get a little fancy, you can use leftover dough to decorate the center of the pie. Brush it with a little egg wash to make it shine. The edges of the crust can become a toasty brown while waiting for the center of the pie to cook. If you don't like the darker brown crust, you can protect the edges with foil to prevent over-cooking.

PIE CRUST INGREDIENTS

1 $\frac{1}{2}$ cups flour MINUS 1 Tablespoon

$\frac{1}{2}$ cup shortening

1 teaspoon salt

4+ Tablespoons water

PIE CRUST INSTRUCTIONS

Mix dry ingredients. Then add water to form a dough consistency. If the dough is too dry, add more water, one tablespoon at a time, until the dough reaches the proper consistency. Roll out on lightly floured surface, making sure the edges extend a little more than an inch in diameter beyond the width of the pie plate.

When you've rolled the dough to the proper size, roll the dough around the rolling pin and then transfer it to the pie plate by unrolling it over the pie plate. Crimp the edges with your fingers or finish the edge with a fork.



KEIRA CROOMS

In the world of business, knowing how to delegate effectively is crucial, yet many professionals struggle with this. That's where I step in. I coach entrepreneurs and sales executives on how to free up their valuable time by delegating non-core business tasks and pairing them with virtual assistants perfectly suited to their needs. This not only elevates their productivity but also ensures their focus remains on activities that truly benefit the bottom line.

IDEAL REFERRALS

- Sales executives who need to spend more time on revenue-generating activities.
- Coaches and Consultants who need more time to spend with clients.
- Tech innovators who need to streamline their workload for better focus.
- E-commerce entrepreneurs and online business owners who need help scaling their businesses.



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INSTANT POT POLLO CON MAIZ

A few years ago, I stumbled across this recipe and my family absolutely loves it!

INGREDIENTS

8 skinless chicken drumsticks (about 2 pounds)	2 cups water
½ teaspoon salt	1 Tablespoon chicken bouillon (I use Better Than Bouillon)
½ teaspoon garlic powder	½ teaspoon cumin
1 teaspoon olive oil	2 corn on the cob, husked and halved
½ medium onion, chopped	Salt
1 tomato, diced	Garlic powder
1 Tablespoon minced garlic	
¼ cup chopped cilantro, plus 1 Tablespoon for garnish	
8 oz can tomato sauce	

INSTRUCTIONS

Season chicken with salt and garlic powder. Sauté the onions, scallions, tomato, and garlic in olive oil until soft, 2 to 3 minutes. Add ¼ cup cilantro and stir for 1 minute. Add tomato sauce, water, bouillon, cumin and stir. Place the chicken in the sauce. Top with corn, cover and cook on high pressure for 20 minutes. Natural release and top with remaining cilantro. Serve over rice.



PANDORA HODGES

As CRO or VP of Sales you know obtaining high-quality leads is crucial for a successful sales strategy. Cold calling with expertise in lead qualification can help ensure that the leads generated meet specific criteria and are more likely to convert into customers. Sharpline's outsourced cold calling and appointment setting can provide you with live conversations with your prospects without hiring and training an in-house team.

IDEAL REFERRALS

- My ideal clients are companies with 10-500 employees and one to three generations of experience, who need help identifying and connecting with qualified prospects. They may be looking to expand the brand of an existing service or product, introduce a new service or product to their existing marketplace, or even launch their brand into a completely new market.

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CHICKEN ENCHILADA SOUP

INGREDIENTS

2 Tablespoons avocado oil	14 oz diced fire roasted tomatoes
1 medium onion diced	4 oz can green chiles
3 cloves garlic	¼ teaspoon cumin (optional)
2 medium bell peppers, diced (I use red, yellow, or orange bell peppers)	1-½ pounds shredded chicken
1 teaspoon Himalayan sea salt	¼ cup unsweetened coconut cream (only the dense cream not the clear liquid)
1 teaspoon fresh ground black pepper	2 Tablespoons nutritional yeast
2 Tablespoons arrowroot powder	1 Tablespoons fresh lime juice
3 cups chicken bone broth	Himalayan sea salt to taste
10 oz or 1 ¼ cups red enchilada sauce	

GARNISH

Cheddar or Mexican mix cheese, shredded	Cilantro, chopped
Avocado, cubed	Corn tortillas, cut into strips and toasted

INSTRUCTIONS

Heat avocado oil in a large stock pot or Dutch Oven over medium-high heat. Add onion and sauté for 3-4 minutes. Add garlic and bell peppers. Sprinkle with salt and pepper and sauté for another 3-5 minutes. Sprinkle in arrowroot powder and coat all the vegetables. Slowly add chicken bone broth and stir until all is combined. Stir in enchilada sauce, diced tomatoes, green chiles, and cumin. Stir until combined. Bring to a boil and allow to thicken, about 6 minutes.

Add chicken, reduce the heat to medium-low, and let the soup simmer for 10 minutes, stirring occasionally. In a separate bowl, whisk coconut cream, nutritional yeast, and lime juice. Add to simmering soup, and stir until well combined. Taste soup to see if you need additional salt.

Serve hot and garnish if desired. Freezes well for 2-3 weeks. Serves 6.



infoFluency



ALYSSA MCGINN

Many growing companies struggle to combine disparate data for insight. InfoFluency equips execs of middle market companies with visual dashboards that empower them to make strategic decisions.

IDEAL REFERRALS

- Execs mid market industrial companies (20M+ ARR)
- Fractional CTOs
- Business consultants working in mid market

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CREAMY TORTELLINI SOUP

This recipe is a staple, feel good recipe in my house. It is cozy, yummy and filling!

INGREDIENTS

- | | |
|---|---|
| 1 pound (500 g) ground Italian sausage, browned (you can also substitute ground chicken, turkey, or beef) | ½ teaspoon salt |
| 1 onion, chopped | 4 cups beef, chicken, or vegetable broth (low sodium) |
| 2 large carrots, chopped | ¼ cup cornstarch mixed and dissolved in 1/4 cup water |
| 2 stalks celery, chopped | 36 ounces evaporated milk or half and half |
| 4 cloves garlic, minced | 12-ounce package three cheese tortellini (I used dried not fresh; you can also use flavored tortellini) |
| 1 Tablespoon Italian seasoning | 5 cups fresh baby spinach |
| 2 teaspoon beef or chicken bouillon powder | 1 cup milk |

INSTRUCTIONS

Place the browned sausage, onion, carrots, celery, garlic, Italian seasoning, beef bouillon powder, salt, and broth in a 6-quart slow cooker. Cover and cook on high for 4 hours or low for 7 hours. Uncover and skim any fat that is sitting on the top of the soup with a spoon; discard. Stir in the cornstarch mixture with the evaporated milk (or half and half or cream). Add the tortellini and mix well. Cover again and cook on HIGH heat setting for another 45 minutes until the soup has thickened, and the tortellini is soft and cooked through. Add in the spinach, pressing the leaves down to completely submerge into the liquid. Cover again for another 5-10 minutes until the leaves have wilted. Pour in milk in 1/3 cup increments, as needed, to reach your desired thickness and consistency (I use approximately 1 cup); taste test and season with extra salt ONLY if needed, and pepper to suit your tastes. Serve with crusty warmed bread.



GROVITY LEADERSHIP



JEREMIAH SHAW

We help founders and organizational leaders optimize team and individual leadership performance through a professional and personal development process focusing on the whole person. With a combination of psychometric analysis and coaching services, our team helps leaders build upon their values and strengths to lead with increased intentionality and effectiveness.

IDEAL REFERRALS

- Venture Capital or Private Equity Firms looking to add value through developing organizational leaders and founders within their portfolio companies.



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ELK OR BEEF CROCKPOT ROAST

The smell permeates the house all day long, and then dinner is ready when you and the family sit down. Just drop it on the plate.

INGREDIENTS

Roast (3 to 5 pounds)

1.5 - 3 pound bag red potatoes,
quartered

1 bag baby carrots

1 packet of au ju gravy

1 packet of spicy ranch

1 jar pepperoncini whole peppers

INSTRUCTIONS

Toss all of the ingredients in the pot for 8 hours on low. Elk can be substituted for beef.



MINDY MACKEY

Nonprofit organizations often face difficulties in finding an investment advisor who can help them attain long-term goals by minimizing costs and avoiding conflicts of interest. At Carnegie Investment Counsel, we personalize your investment portfolio based solely on your distinct financial objectives. Additionally, we always serve as a fiduciary to ensure that your funds are positioned for your organization's long-term success and those it serves.

IDEAL REFERRALS

- Executive Directors, CFOs, Treasurers, and Development Personnel of Nonprofit Organizations

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BEST BANANA BREAD

(Recipe credit: Amy Nash)

With two small children, I always have bananas in the house, but sometimes they don't all get eaten in time. I love this recipe because it has maximum deliciousness for minimal effort: one bowl, one mixing spoon, one pan. I love sharing this banana bread with friends, neighbors, and babysitters to show extra appreciation. My kids love it and love helping to make it, too. Enjoy!

INGREDIENTS

- 3 or 4 ripe bananas mashed
- $\frac{1}{3}$ cup butter melted
- $\frac{3}{4}$ cup granulated sugar
- 1 large egg, beaten
- 1 teaspoon vanilla
- 1 teaspoon baking soda
- 1 teaspoon baking powder
- $\frac{1}{4}$ teaspoon cinnamon
- $\frac{1}{8}$ teaspoon salt
- 1 $\frac{1}{2}$ cups all-purpose flour
- 1 cup chopped walnuts or chocolate chips, plus extra for topping if desired

INSTRUCTIONS

Preheat oven to 350°F. Lightly grease and flour an 8.5x4.5-inch loaf pan or spray with baking spray. In a large bowl, combine the mashed bananas with the melted butter, then add the sugar, egg, and vanilla. Stir well with a large wooden spoon. Sprinkle the baking soda, baking powder, cinnamon, and salt over the banana mixture. Stir to combine.

Add flour and walnuts or chocolate chips (if desired), and stir just until no streaks of flour remain. Pour the batter into the prepared loaf pan. Bake for 50-60 minutes, until a knife inserted in the center of the loaf comes out clean. Cool in the pan

for 10 minutes, then turn out onto a wire rack and cool completely. Slice into 10 thick slices and serve.

NOTES: If your bread pans are larger or smaller, your bake time might be on the shorter or longer side, respectively. This banana bread recipe can also be made as muffins. Just divide between the cups of a muffin tin and bake for 20-24 minutes until muffins are done and a toothpick inserted into the center of a muffin comes out clean.



SASHA CRABTREE

Entrepreneurs are overwhelmed with all the responsibilities of running a business and need a partner. Remote COO's team of operations experts strategize, build workflows, handle executive administration tasks, increase productivity, create digital marketing footprints, and manage projects, allowing our clients to focus on their expertise and growth.

IDEAL REFERRALS

- B2B Service-Based Professionals
- Coaches/Consultants
- Fractional Providers
- Non-Profits



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BREAKFAST CASSEROLE

I love how easy and customizable this recipe is and that the reheated leftovers are delicious!

INGREDIENTS

2 pounds ground pork (or venison) sausage

12 eggs

1 cup sour cream (light or regular)

¼ cup milk

1 teaspoon kosher salt

½ teaspoon ground black pepper

½ cup of diced onion (red or white)

½ green bell pepper, diced

½ red bell pepper, diced

2 cups shredded cheese

1 jalapeño, diced (optional)

½ cup mushrooms (optional)

INSTRUCTIONS

Preheat oven to 350 degrees. Spray a 9x13 pan with cooking spray.

Combine the eggs, sour cream, milk, cheese and salt and pepper in a large bowl. Mix on low speed with electric mixers, just until combined.

Heat a large skillet over medium heat. Add sausage and cook until browned, breaking it into small pieces as it cooks. Drain most of the grease and add the sausage to the bowl with the egg mixture. Add the bell peppers and onion to the same skillet the sausage was cooked in and sauté for 2- 3 minutes. Add to the bowl with the eggs and stir everything to combine. Pour mixture into greased 9x13 pan and bake for 35-50 minutes or until the edges are set and the center is just barely jiggly.

Leftover egg casserole can be stored in the fridge and enjoyed within 3-4 days. Pieces can be cut into individual sections and frozen as well.



L. FRANKLIN HACKNEY CPA, PLLC
analysis + logic + critical thinking = data solutions

LAWRENCE HACKNEY

CPA, PLLC

Many of my clients struggle with timely closing of their monthly financial records or too many manual processes in the Accounting and Operations departments. I help my clients streamline the Accounting close, reconciliation, and reporting cycles. I always say "Analysis + Logic + Critical Thinking = Data Solutions."

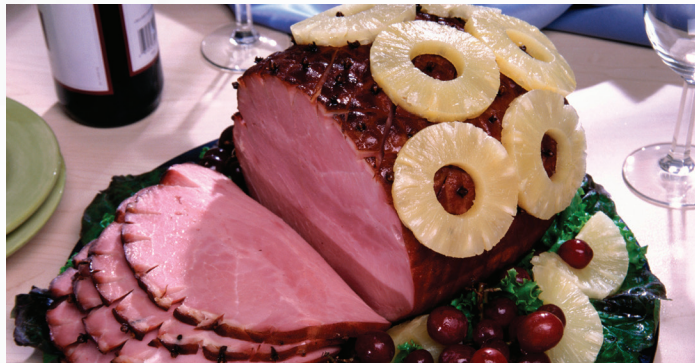
IDEAL REFERRALS

- ▷ Chief Financial Officers and Controllers that have been recently promoted or started at a new company.
- ▷ Financial Planning and Analysis Directors struggling with accurate and timely data from Operations or Accounting.
- ▷ Professionals who complain about using Excel.
- ▷ Companies that use Microsoft Access in their Accounting or Operation workflows.
- ▷ Companies that are outgrowing Quickbooks.
- ▷ Companies with too many manual processes that could be automated.

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HACKNEY'S HOLIDAY HAM

Catherine and Pandora have heard tales of our favorite holiday ham! There are two ways to make this dish: in a crock pot or baked in the oven. Note that I tend to cook by "feel" so please feel free to adjust the measurements to suit your tastes!

INGREDIENTS

1 spiral sliced ham

1 (20 oz) can of crushed pineapple with juice

1 (20 oz) can of pineapple circles with juice

1 (46 to 48 oz) jar of applesauce (cinnamon flavored or regular)

½ gallon jug of apple cider

(Note: The apple cider is best if it has 'aged' for a couple of days. The slight fermentation adds a crisp taste.)

Raw honey

CROCK POT METHOD

Set crock pot to low temperature. Pour half the apple sauce into the bottom of the empty crock pot. Pour enough apple cider into the crock pot to cover the apple sauce.

Carve the spiral sliced ham into sandwich-sized slices. You will need to cut the spirals off the bone. Put the carved ham in the crock pot, leaving room for more liquid and pineapples at the top. Pour in apple cider. Add the remaining apple sauce. Add crushed pineapples with juice. Top with pineapple circles with juice.

Prepare the glaze. The spiral ham usually comes with a packet of brown sugar and a packet of honey glaze. Use a nonstick pot on medium heat to make the honey glaze. Add the brown sugar packet from ham. Add 2 Tablespoons of water to the pot. Squeeze in honey glaze.

Pro tip: put honey glaze packet in hot tap water for 5 minutes to warm it so you can easily squeeze the honey out of the packet. Add 2

tablespoons of raw honey. Simmer for 2 or 3 minutes. Heat the glaze thoroughly but do not boil. Beware of boiling. Pour glaze into the Crockpot.

Cook on low for three hours. (Avoid the temptation to cook on high!)

OVEN BAKED METHOD

Set oven to 350 degrees.

Select an appropriately sized baking tin for your ham. Generally, the turkey-sized pans work fine, it just needs to be deep enough to hold liquid.

On the stove, In a non-stick pot, combine the crushed pineapples, apple cider, juice from pineapple circles, and half the apple sauce. Simmer for 5 minutes.

Fan out the spiral cuts and pour the warm contents over the ham. You want the liquid to seep deep into the ham. Note that you may need to cut the spiral slices deep to the bone.

Prepare the glaze. The spiral ham usually comes with a packet of

brown sugar and a packet of honey glaze. Use a nonstick pot on medium heat to make the honey glaze. Add the brown sugar packet from ham. Add 2 Tablespoons of water to the pot. Squeeze in honey glaze.

PRO TIP: Put honey glaze packet in hot tap water for 5 minutes to warm it so you can easily squeeze the honey out of the packet. Add 2 tablespoons of raw honey. Simmer for 2 or 3 minutes. Heat the glaze thoroughly but do not boil. Beware of boiling. Pour glaze into the Crockpot.

Pour the glaze over the ham, again ensuring that the glaze drizzles deep into the ham. Top the ham with pineapple circles. Heat in the oven for 45 minutes or until warm to the center.

SERVING TIPS: On day one, serve with rolls and butter; the juice from the pan will make a great au jus dip. On day two, pan fry the leftovers in a skillet with au jus until the juice is thick and the ham is slightly browned.



MG  GRAPHICS

MEGAN GILES

You only have one opportunity to make a great first impression. I offer strategic graphic design for growing brands, event asset design for associations, and cover to cover book design for authors.

IDEAL REFERRALS

- Marketing Managers and Strategists
- Association Event Coordinators
- Self-publishing Authors
- Genealogists



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CHOCOLATE CHIP COOKIES

Nothing says love like fresh chocolate chip cookies. In grade school, my mom would have hot cookies waiting for us after a long bus ride (it was an up-hill-both-ways-in-the-snow kind of ride). The tradition has stayed strong with the next generation keeping us all addicted to sweets one batch of cookies at a time. This is my family's version of the NESTLÉ® TOLL HOUSE® classic.

INGREDIENTS

1 cup (2 sticks) butter, softened
¾ cup granulated sugar
¾ cup packed brown sugar
1 teaspoon (ish) vanilla extract, I'm more of an eyeballer for this one
2 large eggs
2 ¼ cups all-purpose flour
(Adjust flour depending on how many spoonfuls are dispersed during stage 1 tasting.)
1 teaspoon baking soda
1 teaspoon salt
12 oz package NESTLÉ® TOLL HOUSE® Semi-Sweet Chocolate Morsels

INSTRUCTIONS

An hour before school gets out, set out butter to soften. When kids arrive, tell them to wash hands while you preheat oven 375 degrees.

In a mixer, cream butter and sugars. Add eggs and vanilla. Mix until well incorporated.

STAGE 1 TASTING

Dole out the tasting spoons for quality control!*

Add flour. Sprinkle baking soda and salt on top of flour and lightly mix in with a spoon. This saves you from dirtying a second bowl for dry ingredients. You're welcome.

Turn on mixer again until flour is well incorporated.



STAGE 2 TASTING

Get a second round of clean spoons for quality control.*

Add chocolate chips and mix. Taste again as needed as you spoon onto a cookie sheet. Bake 8 minutes for soft cookies and 11 minutes for crispy ones.

Send kids home before the sugar rush hits.

NOTES: Growing up, salt was bad, so my mom always left it out. In recent times, my crunchy sisters have discovered the necessity for salt in our diets and have added it back. (We recommend French grey salt!) Turns out salting food DOES make it taste better. Mom is now on board for salting cookie dough.

Dough freezes well!!

*Contains raw egg disclaimer.



THE
Cookbook
Creative

MG  GRAPHICS

The Cookbook Creative understands the magic of referrals and collaboration. Publisher Elaine Acker and Creative Director Megan Giles first connected at a networking event in 2019, and their alliance has transformed the art of storytelling through cookbooks ever since.

It takes both words and design to make an extraordinary impression on your customers. Imagine a food brand's story deliciously intertwined with recipes and photographs, creating a one-of-a-kind book that belongs both in the kitchen and on the coffee table. Or, envision a classy promotional piece that builds an email list as a free download, boosts visibility at a conference, or shows customers how to use your products after purchase.

Our journey as referral partners is just beginning. Let us know how we can collaborate with you, too, and cook up something extraordinary together.

Grow 2024 