2024 Holiday Cookbook



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WHO IS ADVANCE EDUCATION?

Advance Education is a digital marketing agency specializing in enrollment marketing for higher education, community colleges, and vocational schools. We help institutions level up marketing strategies for student recruitment, retention as well as alumni outreach.

Advance Education provides sophisticated enrollment marketing campaigns for the digital age.

What makes us unique? We focus on student success while empowering higher education institutions to meet their enrollment goals. We craft customized, adaptable marketing campaigns, propelling institutions toward their enrollment goals, all while accounting for the human element.

Connections matter to students, and we excel in facilitating these crucial links for you. We can help you nurture lasting, meaningful relationships that support student success through data-driven insights and bespoke campaigns.

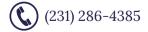
We also understand that no two organizations are alike—that's why we personalize our campaigns to each individual institution. Whether you're a 4-year college, a Community College, a vocational school, or a graduate degree program, we can help you build meaningful connections with prospective students..



AMY LOPEZ Account Executive

Working at Advance Education for 14 years has been a wonderful opportunity to build lasting relationships with my partners and colleagues. This is why I love what I do; relationships, trust, and understanding are key to achieving goals. Cooking is my passion; it brings me a sense of calm and peace. I love experimenting in the kitchen and creating new recipes with my daughter for our family and friends. Dinner time is my favorite part of the day, as it's the perfect opportunity to catch up on life and fill our tummies with delicious food. Beyond the kitchen, I enjoy walks on my property with my dogs and chatting with my peacock, Kevin. My partner and I love to travel, watch our son play college soccer, and remodel homes.

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Lemon Pasta

Ingredients:

- 16 ounces shellbow pasta or pasta shells
- 1 teaspoon salt more or less to taste
- · 1 teaspoon fresh ground black pepper more or less to taste
- · 4 cloves minced garlic
- 4 cups low sodium chicken broth or vegetable broth
- Juice of 1/2 lemon
- Lemon zest from 1 lemon
- 1 cup heavy cream
- 3 cups fresh baby spinach
- 1/2 cup chopped Italian parsely
- 1/2 cup grated parmesan cheese
- 1/2 cup parmesan cheese shavings

- · Pour the pasta into a deep pot or dutch oven. 16 ounces shellbow pasta or pasta shells
- Sprinkle in salt, pepper, and chopped garlic, followed by broth. Heat up the pot on the stovetop
 and bring it up to a boil. Cover and cook the pasta for 10-12 minutes or until pasta is al-dente.
- 4 cups low sodium chicken broth or vegetable broth,4 cloves minced garlic,1 teaspoon fresh ground black pepper,1 teaspoon salt
- When cooked, squeeze in the juice from one lemon, zest and give it a quick mix.
- Juice of 1/2 lemon, Lemon zest from 1 lemon.
- Pour in heavy cream, spinach and chopped parsley. Give everything a mix and allow the spinach to wilt from the heat of the pasta.
- 1 cup heavy cream, 3 cups fresh baby spinach,1/2 cup chopped Italian parsley
- · Sprinkle on shredded parmesan and mix it one more time.
- 1/2 cup parmesan cheese shavings
- · Serve with a lemon wedge, fresh parsley and a sprinkle of parm!
- 1/2 cup grated parmesan cheese





Christmas Crack

Ingredients:

- 3 cups Cheerios
- 3 cups Rice Chex
- 3 cups Wheat Chex
- 2 cups Corn Chex
- 1 cups Pretzel Sticks
- 2-3 cups m&m's
- 24 oz White Chocolate plus an extra 4-8 oz if needed

Instructions:

- In a large bowl combine the Cheerios, Chex, Pretzels and m&m's. Mix them up a bit, making sure that everything is evenly distributed.
- Meanwhile, over a double boiler, melt the white chocolate according to the directions on the package.
- Once the chocolate has melted and is a smooth consistency, drizzle the chocolate over the cereal mix and combine with a wooden spoon or hands. Make sure all the cereal is covered in chocolate. If you need to melt the extra white chocolate to cover all the mix then go right on ahead!
- Once the entire batch has been combined, lay it out to dry on a large sheet of parchment or wax paper. Let dry for 1 hour so the chocolate is cooled and hard. Break it up into medium pieces and store in an airtight container in the fridge or freezer.

Notes:

Keep in mind that you can make this gluten-free if you want, by avoiding wheat Chex and picking up GF pretzels







JEFF GRYBEL Account Executive

Since pivoting my career from sports to education in 2019, I've had the opportunity to work in a field that enables students to reach their potential, and no company has exemplified this more than at Advance Education. My sales background spans the full lifecycle of a student—from early childhood to K-12, all the way through higher education—which has allowed me to impact the lives of learners at every stage. I was lucky to grow up with my Mom's incredible cooking, but now that I don't get to enjoy her meals as often, I've had to find other ways to make it work in the kitchen. Subscribing to a meal kit delivery service has been a game-changer, helping me prepare healthy, hearty meals without buying excess ingredients, while often exceeding my own expectations. But as Mom always says: "If you can read, you can cook!"

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Tex-Mex Steak Sandwich

Ingredients:

- 2 Russet Potatoes
- 10 oz. Steak Strips
- 1 Onion
- 2 French Rolls
- 1 Roma Tomato
- 3 oz. Shredded Mozzarella
- ¼ oz. Cilantro
- 2 tsp. Chile and Cumin Rub

- Cut potatoes into 1/4" sticks. Place potatoes on prepared baking sheet and toss with 2 tsp. olive oil, 1/4 tsp. salt, and a pinch of pepper. Spread into a single layer and bake in hot oven, 10 minutes. Carefully, toss fries and bake again until lightly browned, 10 minutes. Carefully, toss fries again and bake again until golden brown, 18-20 minutes. While fries bake, prepare ingredients.
- Halve and peel onion. Finely chop 1/4 the onion and slice remaining into thin strips. Core tomato and cut into 1/4" dice. Mince cilantro (no need to stem). Separate steak strips into a single layer and pat dry. Season all over with seasoning rub.
- Place a large non-stick pan over medium-low heat. Add 1 tsp. olive oil and sliced onion to hot pan. Stir occasionally until lightly caramelized, 15-20 minutes. While onion caramelizes, toast rolls.
- Separate rolls into halves. Place directly on oven rack, cut-side down. Bake until toasted, 3-5 minutes. While rolls toast, combine tomato, finely chopped onion (to taste), and half the cilantro (reserve remaining for fries) in a mixing bowl.
- Once onions caramelize, turn heat up to high, and add steak strips to pan. Stir occasionally until no pink remains on steak, 4-6 minutes.
- Top with cheese and remove from burner. Plate dish as pictured on front of card, filling rolls with steak, caramelized onions, and pico de gallo. Garnish fries with remaining cilantro. Bon appétit!





Spicy Beef and Broccoli Rice Bowl with Crispy Rice Noodles

Ingredients:

- 10 oz. Ground Beef
- 81/2 oz. Cooked Jasmine Rice
- 6 oz. Broccoli Florets
- 3 fl. oz. Korean BBQ Sauce 1 fl. oz.
- Tamari Soy Sauce (GF)
- 1/2 oz. Crispy Rice Noodles
- 1 tsp. Sriracha

- Place a large non-stick pan over medium-high heat. Add ground beef to hot pan. Break up beef until no pink remains and beef reaches a minimum internal temperature of 160 degrees, 4-6 minutes. Stir in Korean BBQ sauce, soy sauce, and half the Sriracha. Taste, and add more, if desired. Remove from burner. Transfer beef to a plate. Wipe pan clean and reserve.
- Cut broccoli into bite-size pieces. Return pan used to cook beef to medium heat and add 2 tsp. olive oil. Add broccoli to hot pan. Stir occasionally until tender, 5-7 minutes. Remove from burner. While broccoli cooks, heat rice.
- Remove rice from packaging. Place rice in a microwave-safe bowl with 2 Tbsp. water. Cover with a damp paper towel. Microwave until warm, 2 minutes. Fluff rice with a fork.
- Plate dish as pictured on front of card, topping rice with beef and broccoli and garnishing with crispy rice noodles. Bon appétit!



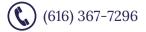




TESS POLASKEY

Working at Advance Education has been a fulfilling and exciting opportunity!
I enjoy building relationships with my clients and assisting schools with their goals is one of the best part of our jobs. Whether that is increasing enrollment or raising awareness for a particular initiative, it brings me joy to help schools throughout their academic year! I have always loved baking. When I was younger I would make birthday cakes for my siblings and cousins. Most recently I started doing cupcakes for family weddings, graduations, or any special occasion! My favorite part is finding the perfect decoration for each theme, and having fun with the reveals during the events! When I am not baking, my husband and I enjoy traveling and spending time with our families!

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Blueberry Muffins

Topping Ingredients:

- 1 cup flour
- 2/3 cup sugar
- Grated lemon zest (zest of 1/2 to 3/4 lemon)
- 8 tablespoons (1 stick) salted butter melted

Muffin Ingredients:

- 1 ¾ cup flour
- 1 cup sugar
- 2 teaspoons baking powder
- ¼ teaspoon baking soda
- ¼ teaspoon salt
- 3 eggs
- 1 cup sour cream
- · 1 teaspoon vanilla extract
- · 2 cups fresh or frozen blueberries

- Preheat oven to 350 degrees and put liners into a muffin tin.
- Make the crumb topping. In a small bowl whisk together the flour, sugar and lemon zest. Add the melted butter. Stir with a fork until crumbly. Set aside.
- Make the muffin batter. Stir together the flour, sugar, baking powder, baking soda, and salt in a medium bowl. In a separate bowl, whisk together the eggs, sour cream, and vanilla until well blended. Make a well in the center of the dry mix and add the wet ingredients. Mix until smooth.
- Add two tablespoons of batter into each muffin cup.
- Cover the batter evenly with the blueberries.
- Sprinkle the streusel crumb topping over the batter and berries until completely covered.
- Bake for 20-25 minutes or until toothpick comes out clean.





Champagne Cupcakes

Cupcake Ingredients:

- 2 ¾ cups flour
- 1½ cups sugar
- 3 ½ tsp baking powder
- 1 tsp salt
- 1½ cups champagne
- 1 cup vegetable oil
- 3 large eggs
- 1 tsp vanilla extract

Muffin Ingredients:

- 2 cups unsalted butter
- 4 cups powdered sugar
- 2 tsp vanilla extract

- Preheat oven to 350 and add in cupcake liners to pan.
- In a large mixing bowl sift together the flour, sugar, baking powder, and salt.
- Add the champagne, oil, eggs, vanilla, and combine.
- Add the batter into the cupcake liners.
- Bake until a toothpick comes out clean, should be about 15 minutes.
- · Let cupcakes cool completely.
- In the bowl of your stand mixer fitted with the whisk attachment, beat the butter for one minute.
- With the mixer on low, gradually add the powdered sugar. Then add the vanilla.
- Increase the speed to medium and whip for about 4-5 minutes, scraping the bowl several times, until very light and fluffy.
- Decorate as you please.





JOE MILLER Account Executive

I am a dedicated father to two teenage boys, deeply involved in their sports activities. With over 15 years of coaching experience in football, track, and basketball, I take immense pride in being by their side on any field, having even coached an Olympian. Being married to Alhan for 20 years has been the highlight of my life, creating a strong and enduring bond. As I look towards retirement, I plan to settle in Tulum, leveraging my real estate skills to manage Airbnbs, while spending summers back in Michigan. Cooking is my way of honoring my ancestors and ensuring their legacy lives on. My motto is to "take things easy and enjoy the journey."





Nana's Stuffed Grape Leaves

Ingredients:

- 1 tablespoon olive oil
- 2 cups uncooked long-grain white rice
- 1 large onion, chopped
- 1/2 cup chopped fresh dill
- 1/2 cup chopped fresh mint leaves
- 2 quarts chicken broth, divided
- 3/4 cup fresh lemon juice, divided
- 60 fresh grape leaves
- 1 cup olive oil

- Heat olive oil in a large saucepan over medium-high heat. Add rice, onion, dill, and min; saute
 until onion is soft, about five minutes. Pour in 1/2 of the broth, reduce the heat to low, and
 simmer until rice is almost cooked through, 10-15 minutes minutes. Stir in 1/2 of the lemon juice
 and remove from the heat.
- Plunge grape leaves into a deep container of very hot water until soft, about 10 seconds; pat dry.
- Place a grape leaf onto a work surface with the shiny side facing down. Place 1 teaspoon of rice mixture on leaf at the stem end; fold both sides in toward the center and roll up from the wide bottom to the top. Place stuffed leaf into 4-quart pot. Repeat to stuff remaining leaves, packing them into







Blue Cheese Dirty Martini

Ingredients:

- 2 oz gin or vodka
- 1/2 oz dry vermouth
- 1/2 oz olive brine
- Blue cheese stuffed olives
- Ice

- · Chill the martini glass: add ice and water while you prepare olives
- · Prepare the olives: Stuff green olives with blue cheese, or use pre-stuffed
- · Mix the drink: IN a cocktail shaker, combine the gin or vodka, dry vermouth, and olive brine
- Shake or stir: Add ice to the shaker and shake vigorously (or stir if you want a smoother martini) for about 30 seconds
- · Strain and serve: Strain the mixture into a chilled martini glass
- · Garnish: Add the blue cheese-stuffed olives to glass







CARRIE JACOBY

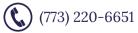
Sr. Sales Manager

Growing up with a mother who was active in 4H and who won the "Betty Crocker" award at her high school in Lowell, MI, I had some big shoes to fill. Unfortunately, I didn't quite live up to that legacy (sorry, Mom!). While I may not be a great cook, I do enjoy making the recipes I'm sharing in this cookbook. They're incredibly easy to make and taste delicious!

My kids, John (10) and Grace (5), request "yucky chicken" every.single.week, and I'm happy to oblige – I heart you crock pot. I started making Peanut Butter Nibbles (my favorite treat growing up) during my sophomore year at UW-Madison, and I haven't stopped since. They're a hit at birthday parties, my monthly wine club, and family gatherings at our cabin in Baldwin. They're the perfect snack to take anywhere, but beware – they're addictive! I hope you enjoy these recipes as much as I do!



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Yucky Chicken

Ingredients:

- 10-12 oz apricot jelly
- 1 jar of Catalina or Russian dressing (16 oz)
- 1 envelope onion soup mix
- Boneless, skinless chicken breast (cut-up)
- Large egg noodles (to serve chicken on after prepared)

- Throw all ingredients, except the egg noodles, in the crock pot for 4-6 hours on high.
- · Prepare egg noodles.
- · Serve chicken on egg noodles and you are ready to enjoy!







Peanut Butter Nibbles

Ingredients:

- 1/2 cup of peanut butter
- 3 tablespoons butter
- 6 cups of rice chex
- M&M's

- Put peanut butter and butter into a 9x13 pan, melt in oven at 250 degrees
- · Add cereal, stir to coat, and bake for one hour while stirring every 15 minutes
- Dump onto wax paper to cool
- Add M%M's or chocolate chips
- Make a double batch as one doesn't go far!







Dilly Bars

Bar Ingredients:

- 6 oz chocolate chips
- 1 stick of butter
- 10 1/2 oz bag of small marshmallows
- 1 cup of peanut butter
- 3 cups of rice krispies

Frosting Ingredients:

- · 6 oz chocolate chips
- 1/3 cup of milk
- 1 tsp vanilla
- 2 cups confectioners sugar

- · Melt together the chocolate chips and butter on low heat
- Add marshmallows and peanut butter then stir until smooth and melted
- Stir in rice krispies
- Pour into buttered 9x13 pan and let cool
- Now prepare the frosting in a small pan or double boiler by combining the chocolate chips and milk on low heat
- · Once melted, stir in the vanilla and confectioners sugar
- Pour over the bars and let cool







Orange Julius

Ingredients:

- 6 oz. orange juice concentrate
- 1 cup milk
 1/2 cup water
- 1/4 cup sugar
- 1 tsp vanilla
- 10-12 ice cubes

Instructions:

• Blend and enjoy!







BRITNEY DOUGLASS Digital Strategy Manager

As a mom to a rambunctiously adorable 2 year old, cooking is something I have recently started to love – kids can't survive off microwave meals like I used to in my 20's am I right?! I love being able to cook a great meal or some yummy treats for my family and see how much they enjoy them! The Mac and Cheese recipe I share on the following page was the first "adult" dish I ever mastered and has now become a staple at every holiday meal for my extended family. Professionally, my superpower is being able to tell a story with data! I love to be able to analyze data to bring forward great recommendations and strategies to the clients I serve. I am a self proclaimed nerd, and really enjoy what I do!





The Best Baked Mac & Cheese

Ingredients:

- 16 oz cavatappi noodles
- 1 tbsp extra virgin olive oil
- 6 tbsp unsalted butter
- 1/3 cup all purpose flour
- 3 cups whole milk
- 1 cup heavy whipping cream
- 16 oz sharp cheddar cheese shredded
- 8 oz Gruyere cheese shredded
- Salt and pepper to taste
- 11/2 cups panko crumbs
- 4 tbsp butter melted
- 1/2 cup Parmesan cheese shredded
- 1/4 tsp smoked paprika (or regular paprika)

- Preheat oven to 350F. Lightly grease a large 3 qt or 4 qt baking dish and set aside.Combine shredded cheeses in a large bowl and set aside.
- Cook the pasta one minute shy of al dente according to the package instructions. Remove from heat, drain, and place in a large bowl.
- Drizzle pasta with olive oil and stir to coat pasta. Set aside to cool while preparing cheese sauce.
- Melt butter in a deep saucepan, dutch oven, or stock pot.
- Whisk in flour over medium heat and continue whisking for about 1 minute until bubbly and golden.
- Gradually whisk in the milk and heavy cream until nice and smooth. Continue whisking until you see bubbles on the surface and then continue cooking and whisking for another 2 minutes. Whisk in salt and pepper.
- Add two cups of shredded cheese and whisk until smooth. Add another two cups of shredded cheese and continue whisking until creamy and smooth. Sauce should be nice and thick.
- Stir in the cooled pasta until combined and pasta is fully coated with the cheese sauce.
- Pour half of the mac and cheese into the prepared baking dish. Top with remaining 2 cups of shredded cheese and then the remaining mac and cheese.
- In a small bowl, combine panko crumbs, Parmesan cheese, melted butter and paprika. Sprinkle over the top and bake until bubbly and golden brown, about 30 minutes. Serve immediately.





No Bake Cookies

Ingredients:

- 1/2 cup (115 grams) butter (sliced into pieces)
- 2 cups (400 grams) granulated sugar
- 1/2 cup (120 ml) milk
- 1/4 cup (20 grams) unsweetened cocoa powder
- 1/2 cup (125 grams) creamy peanut butter
- · 1 teaspoon pure vanilla extract
- · 3 cups (300 grams) quick-cooking oats

- Before getting started, make sure to gather all of your ingredients and measure everything out. Line two large baking sheets with parchment paper and set aside.
- Combine the butter, sugar, milk, and unsweetened cocoa powder in a large saucepan and heat over medium heat, making sure to stir often until the butter is melted and everything is well combined. Bring the mixture to a rolling boil and allow to boil for 60 seconds (make sure to set a timer!) stirring occasionally.
- Remove from the heat, and stir in the peanut butter and vanilla extract until fully combined. Stir in the oats and mix until all of the oats are coated with the mixture and everything is well combined.
- Drop spoonfuls of the mixture onto the prepared baking sheets (I like to use a 1.5 tablespoon cookie scoop). Allow to cool for 20 to 30 minutes, serve, and enjoy!



