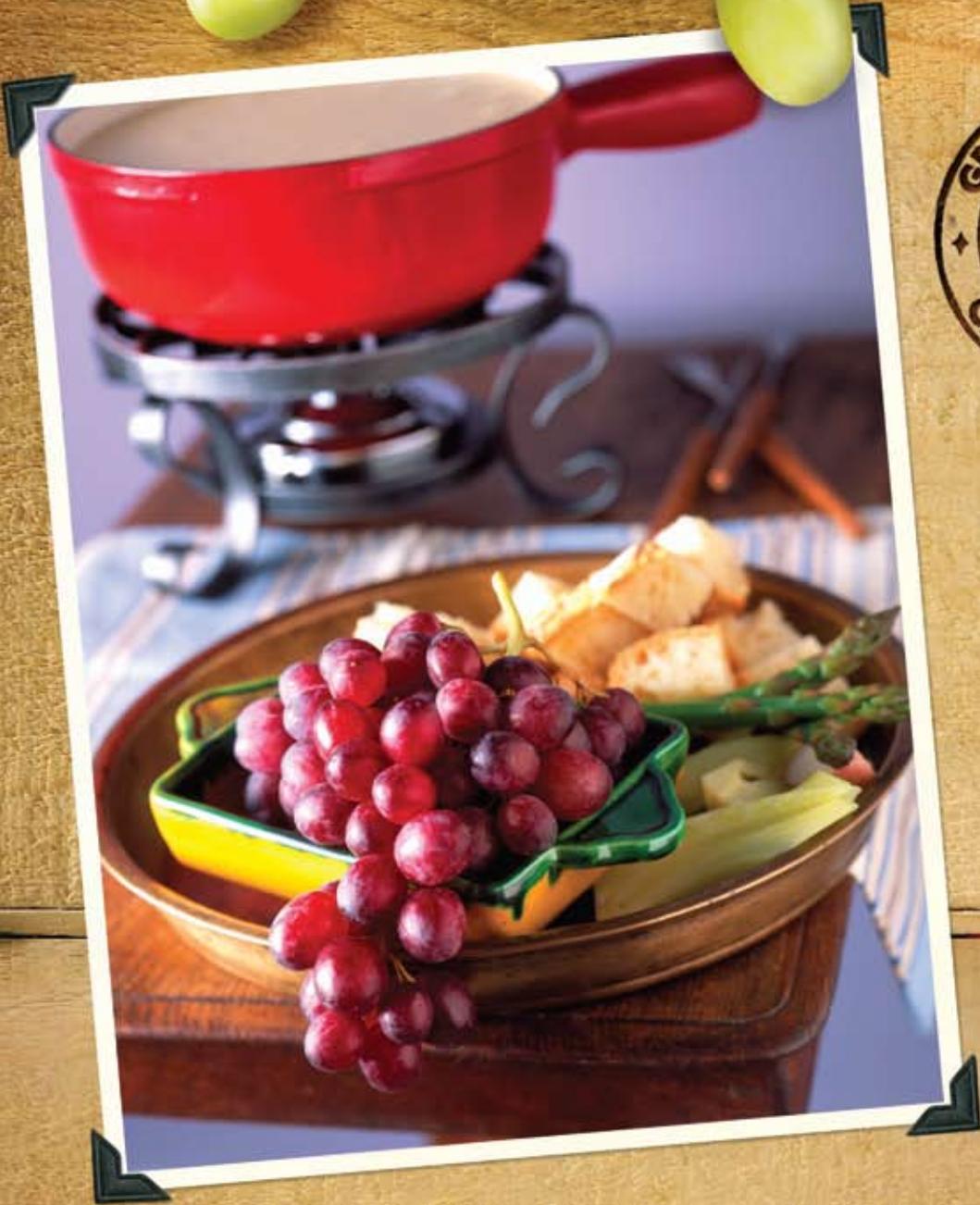


IACP

**PIONEERING A
SUSTAINABLE WORLD**

**The 31st Annual Conference of the
International Association of Culinary Professionals
Denver, CO • April 1-4, 2009**



A Whole Bunch of Freshness

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The 31st International Conference of the International Association of Culinary Professionals

April 1-4, 2009 • Denver

Pioneering a Sustainable World

From the native peoples roaming the high plains to the Spanish explorers searching for treasure and onward to the adventurous pioneers rushing for gold, Denver has long been a gathering place and a confluence of cultures.

The Mile-High City sits where the mountains meet the plains – a geographic reminder of a new frontier where culinary cultures are defined by a pioneering spirit. Here, food reflects the spirit of the place, where natural beauty goes hand in hand with a commitment to sustainability.

Here, the natural and organic food industry has staked its claim. Sustainability of food and farmland has given rise to innovations and advocates. And “green” has become the mantra for a city determined to preserve and protect the mountains’ majesty as well as the global landscape.

Join us in Denver as we scale the summit of creativity, embark on our culinary future, and go west for a grand adventure exploring new solutions for sustaining our farmlands, our food systems, our natural resources and our culinary careers.

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International Association of
CULINARY PROFESSIONALS

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WELCOME FROM THE MAYOR



Greetings Culinary Professionals:

On behalf of the City and County of Denver, I welcome you to the Mile High City for the 31st Annual Conference of the International Association of Culinary Professionals (IACP).

The largest organization for culinary professionals, IACP comes to Denver with more than 3,000 members from 45 countries. This conference is an opportunity for culinary inspiration – an exchange and generator of ideas, solutions and trends that impact the industry.

The conference theme – “Pioneering a Sustainable World” – rings loud and clear in Denver. A rising culinary center, Denver will inspire you with its celebration of food artisanship and commitment to more sustainable ways to feed the world. Denver is the ideal spot for this year’s conference – a place where culinary cultures are defined by the pioneering spirit of the New West. The natural and organic food industry is prevalent in Denver and throughout Colorado, and it continues to foster new solutions and leader in sustainable practices.

During this week, you will be given the chance to discuss sustainability among your peers and the experts. Equally important, you will be given a chance to act on new initiatives that put this conference’s theme into action.

Sincerely,

Denver Mayor John Hickenlooper

WELCOME FROM IACP PRESIDENT



International Association of
CULINARY PROFESSIONALS

With a 120-mile panorama of our nation's most dramatic peaks, I've always regarded Denver's majestic mountains as a gateway, an invitation to explore further, an enticement to go beyond and delve deeper. What better gathering place than at the base of the Rocky Mountains to host a confluence of remarkable industry leaders and culinary professionals from around the world coming together to share ideas, technologies and strategies to sustain our careers, our food systems and our farmlands?

It is with great excitement and anticipation that I welcome you to the Mile High City for the 31st annual IACP Conference! Our Host City Chair, Sylvia Tawse, has left no boulder unturned as she and her volunteer team has provided an astonishing array of opportunities that will allow you to embrace, experience and exalt in the great spirit of Colorado – its people, its land and its unrivaled bounty.

Just as our early pioneers were lured by the rugged yet magnificent landscape to the West, I invite you to embrace this same pioneer spirit as you embark on a new path of discovery for your career – making new acquaintances and celebrating old ones, refueling your creativity and re-energizing your passion.

Our conference theme, **Pioneering A Sustainable World**, will guide us as we scale the summit of creativity, embark on our culinary future, and go west for a grand adventure exploring new frontiers in sustainability both with our natural resources and our professional livelihood.

In keeping with our theme, we've made a few changes toward "greening" the IACP Conference including: water stations; glass, china and cloth napkins to help us avoid waste created by disposable products; and the use of recyclable or compostable paper products leading up to and during Conference. At every turn, we are featuring locally grown and locally produced Colorado products. Recycling bins are available at the hotel and convention center; and food scraps will be composted rather than tossed into landfills. In this program, you'll find a few ideas for further steps you can take while in Denver to help us reduce IACP's carbon footprint.

I am so pleased that you've joined us for this amazing conference. I am proud of the work of our program committee, our new IACP staff, the Board of Directors, and the absolutely phenomenal tasks performed by our Host City Committee. I am acutely aware of the challenges we are all faced with in this economic downturn and I extend my greatest appreciation for your investment in IACP and your own growth and success.

I invite you to take this unique opportunity to experience, explore and discover what awaits you as you scale the peaks of your career potential!

Cathy Cochran-Lewis
IACP President



IACP Past Presidents

2007 - 2008	Rosemary Barron	1993-1994	Barbara Pool Fenzl, CCP
2006-2007	Blake E. Swihart, CCP	1992-1993	Leslie Beal Bloom
2005-2006	William K. Wallace, CCP	1991-1992	Irena Chalmers, CCP
2004-2005	Sarah Labensky, CCP	1990-1991	Anne Willan, CCP
2003-2004	Martha Johnston	1989-1990	Sharon Tyler Herbst, CCP (Deceased)
2002-2003	Andrew Schloss, CCP	1988-1989	Nancy Kirby Harris, CCP
2001-2002	Lauraine Jacobs, CCP	1987-1988	Peter Kump, CCP
2000-2001	Paula Lambert	1986-1987	Francois Dionot, CCP
1999-2000	Janie Hibler, CCP	1984-1986	Nathalie Dupree, CCP
1998-1999	Robin Kline, MS, RD, CCP	1982-1984	Anne Byrd
1997-1998	Antonia Allegra, CCP	1980-1982	Richard Nelson (Deceased)
1996-1997	Flo Braker	1978-1980	Donald Miller
1995-1996	Ethel Hofman, CCP		
1994-1995	Sue B. Huffman, CCP		

LEADERSHIP



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Jim Dodge

Karin Endy

Elena Hernandez



Jim Howard

Sylvia Tawse

Fred Thompson

WELCOME FROM HOST CITY CHAIR



International Association of
CULINARY PROFESSIONALS

Dear Fellow IACP Member,

The world seems so different today than just one year ago. More than ever, the importance of coming together as a community is clear. Call it networking, call it tribal, call it esprit de corps or just good old-fashioned friendship – our togetherness is a positive and tangible tonic to these challenging times.

On behalf of our Host City Committee and the hundreds of volunteers as well as the generous spirit of our Colorado farmers, ranchers, vintners, chefs, artisan producers, culinary schools and enthusiasts, I welcome you to the Mile High City with much warmth and local bounty.

We've added a green hue to the IACP Conference this year with our new Green Team. We're lightening our carbon imprint on the planet by supporting low-mileage and organic food, recycling and, for the first time ever, composting. May this year's conference be just the beginning of our sustainability efforts.

My Grandma Ruthie was quite the cook and hostess. She taught me a few good recipes but offered many more bits of sage wisdom. She often counseled, "The best parties are in small spaces, my dear, and with few chairs," and, "When throwing a party, err on the side of inclusion."

While we have many spaces (and chairs) we have tried to make them reflect our conference theme and our sense of place here in Colorado. We have also worked with Mayor Hickenlooper's office and with VISIT Denver to set a new mark in hospitality. (I think Grandma Ruthie would approve). We hope you find this a most welcoming place after you've adjusted to our altitude.

Like the early explorers and pioneers, we also hope you bring a big appetite to Denver for both food and adventure and encourage you to explore our distinct and energetic neighborhoods where chefs work in unison with their community and local growers to create new culinary directions for Denver.

Please give a big hug or high five to our Host City Committee members. They have done their own pioneering work to set the stage for a conference that represents a time of both sustainability and renewal for IACP.

I can't wait to reconnect with you here on Colorado soil.

Be well. Eat well.

Sylvia R. Tawse
Host City Chair
The Fresh Ideas Group and Pastures of Plenty Farm



Host Committee

Sylvia R. Tawse Host Committee Chair The Fresh Ideas Group and Pasture of Plenty Farm	Jessica Farlow Host City Event Co-Chair White Wave Foods
Kristy Anderson Volunteer Committee Co-Chair The Fresh Herb Company	Chef Andrew Floyd Cook Street School of Fine Cooking
Holly Arnold-Kinney Culinary Trust Event Co-Chair The Fort Restaurant	Ellen Hird Secretary/Treasurer and Volunteer Committee Co-Chair Diamond Crystal Brands
Kuvy Ax Culinary Tours Co-Chair Cutting Edge Marketing	Matthew Jones Culinary Tours Co-Chair Slow Food Denver
Amy Barr PR Committee Marr-Barr Communications	Michele Morris Awards Committee Chair Cooking with Michele
Heather Branan Host City Event Co-Chair Kitchen Consultants, Inc.	Paul Repetto Greenmont Capitol Partners
Kristen Browning-Blas The Denver Post	Timothy Stein Green Team Chair Levy Restaurants at the Pepsi Center
Drew Calvert Culinary Demo Co-Chair Whole Food Market	LeeAnn Stevens Volunteer Committee Co-Chair The Fresh Ideas Group
Beverly Cox Culinary Trust Event Co-Chair Eagle Rock Ranch	Michele Wells Wine & Dine Coordinator – Optional Events Wells Communications
Danielle Edmonds Optional Events Chair Culinary Instructor	

CONFERENCE INFORMATION



Attendees

All conference attendees, including Day Pass registrants and guests, are required to wear their name badges at all times during the conference. The special badges issued to full registrants will allow them access to all meals and social events planned as part of the conference agenda. The colored badges issued to Day Pass holders will allow those persons admittance to their registered events only.

Workshops

Due to limited space, admission to classes is only permitted to those sessions originally requested and confirmed unless a registrant has changed his or her selection on site at the conference registration desk. Workshop selection on site will be on an as-available basis.

Event Locations

Generally speaking, the daytime events included in the conference agenda – the on-site section forums, workshops – will be at the Sheraton Denver Downtown Hotel. Exceptions to this are the Entrepreneurs Section Forum and the Food Photographers and Stylists Section Forum, which will be held at other locations as described in the copy for those sessions on pages 20 and 22. The Host City Welcoming Reception on Wednesday evening will be at the Denver Art Museum in walking distance from the conference hotel just across from Civic Center Park. The Culinary Showcase and Cookbook Expo will be in Hall A of the Colorado Convention Center.

Conference Registration and Information Desk

The conference registration desk is located on the Concourse Level of the Plaza Building in the Plaza Exhibit area. The desk will be staffed during the following hours to answer questions and provide assistance.

Monday	3:00 p.m. – 6:00 p.m.
Tuesday	7:00 a.m. – 6:00 p.m.
Wednesday	7:00 a.m. – 6:00 p.m.
Thursday	7:00 a.m. – 6:00 p.m.
Friday	7:00 a.m. – 6:00 p.m.
Saturday	7:00 a.m. – 3:30 p.m.

Hospitality Suite

The IACP Hospitality Suite is located in Governor's Square 15 on the Concourse Level of the Plaza Building. The suite will be open Wednesday, Thursday and Friday from 8:00 a.m. until 6:00 p.m.,

and Saturday from 8:00 a.m. until 5:00 p.m. **Volunteers from the hospitality committee will be on hand to provide information about restaurants and sightseeing opportunities.**

Cyber Café

Located in the Hospitality Suite, the Cyber Café invites you to log on the Internet, check your email and stay in touch with your friends and business associates while you're in Denver. Other business services are located in and near the hotel. See the hotel concierge for details.

Food Photographers and Stylists Photo Contest and Exhibition

The theme of this year's juried exhibit of photographs is "Pioneering A Sustainable World." Two awards will be given: a "Best of Show," which will be selected by a jury of peers, and the "People's Choice Award," which will be selected by popular vote. Be sure to visit the exhibit, located in Plaza Exhibit Area, to cast your vote by 9:00 a.m. on Saturday.

All photographs in this exhibit are available for sale and the artists will donate 50% of the proceeds to The Culinary Trust. Attendees interested in purchasing artwork may do so at the conference registration desk before 4:00 p.m. on Saturday.

The Culinary Trust's Silent Auction

The Culinary Trust's annual silent auction will be located in the hotel's Plaza building on the Concourse Level in the Plaza Exhibit area. The auction will be open for bidding Wednesday, April 1 at 2:00 p.m. and close Saturday, April 4 at 4:45 p.m. The boards will remain posted until 5:30 p.m. Bidders must complete a bidder form included in the registration packet or available from The Culinary Trust Desk in the Plaza Exhibit area.

IACP Conference Bookstore

The conference bookstore will be located in Plaza Court 1 on the Concourse Level of the hotel's Plaza Building. The store features books authored by conference speakers and finalists from the IACP Cookbook Awards. Hours of operation are Wednesday and Thursday from 8:00 a.m. until 6:00 p.m., Friday from 9:00 a.m. until noon, and Saturday from 8:00 a.m. until 2:00 p.m.

Packaging and Shipping Services

For your convenience, packaging and shipping services are available in Penfields Business Center in the lobby of the hotel. Hours of operation are 7:00 a.m. until 10:00 p.m. seven days a week.

Sustainability Actions for IACP Conference Participants

What YOU can do to help "Pioneer Sustainability" at the IACP Annual Meeting, April 1-April 4, 2009 in Denver, Colorado

- **Walk instead of riding** – All events are within easy to moderate walking distances, e.g., from the Sheraton to the Denver Art Museum to the Convention Center to many restaurants throughout downtown
- **Travel Green** – if you can't walk, use mass transit, hybrid taxis or licensed pedicabs

- **Offset your travel carbon footprint** – use the carbon calculator on www.iacp.com to purchase carbon offsets
- **Recycle all materials appropriate for recycling**
- **Green your hotel stay** – reuse towels and linens, turn down heat/air conditioning and turn off all appliances when you leave your room.
- **Eating out** – order meals that feature Colorado grown products
- **Shopping** – if you need a service or are shopping, choose a green business from the www.redirectguide.com.

Sustainability Partner



IACP's Greening Committee Actions

IACP's Greening Committee Actions that help "Pioneer Sustainability" at the IACP Annual Meeting, March 30-April 4, 2009, Denver Colorado

- Water is available at water stations and pitchers so you can refill your glass while in conference
- Table service is glass and china and cloth napkins (non-disposable)
- Paper products are recyclable or compostable soy or corn products
- Cuisine at reception, hotel and Culinary Showcase feature local Colorado products wherever possible

- Printed materials are on recycled paper
- Participant bags are made from organic cotton
- Gift tee shirts are made from organic cotton (Ellen: update)
- Recycling bins are available at Sheraton and the Convention Center
- Food is composted rather than wasted
- Carbon calculator is available on www.iacp.com

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CONFERENCE OVERVIEW



MONDAY, MARCH 30

3:00 p.m. – 6:00 p.m. Registration..... Plaza Exhibit

TUESDAY, MARCH 31

7:00 a.m. – 6:00 p.m. Registration..... Plaza Exhibit

Optional Culinary Tours

7:30 a.m. – 5:00 p.m. Sustainability from Ranch to Plate – Chico Basin Ranch Tour Offsite

8:30 a.m. – 3:00 p.m. Native American Roots..... Offsite

8:30 a.m. – 5:15 p.m. Colorado Lamb and Rocky Mountain Tour Offsite

9:30 a.m. – 8:00 p.m. Colorado Altitude (No Attitude) Tour: Wine, Cheese & Chocolate..... Offsite

10:00 a.m. – 9:30 p.m. Get Bolder in Boulder (Eat-Hike-Eat) Offsite

12:30 p.m. – 6:00 p.m. Beer Lovers' Paradise..... Offsite

2:00 p.m. – 6:15 p.m. Spirits of the West..... Offsite

WEDNESDAY, APRIL 1

7:00 a.m. – 6:00 p.m. Registration..... Plaza Exhibit

Optional Educational Programs

7:00 a.m. – 5:15 p.m. Food Photographers & Stylists Section Forum..... Offsite

7:30 a.m. – 4:30 p.m. Entrepreneurs Section Forum on Wheels..... Offsite

8:00 a.m. – 6:00 p.m. Hospitality Suite..... Governor's Square 15

8:00 a.m. – 12:00 p.m. The Experts Are In: A Morning of Networking and Experience Sharing Governor's Square 14

8:30 a.m. – 12:00 p.m. Nutrition & Food Science Section Forum..... Governor's Square 10

8:30 a.m. – 12:00 p.m. Cooking Schools and Teachers Section Forum..... Governor's Square 11

9:00 a.m. – 11:30 a.m. Advanced Level Program I – Cutting Edge Cooking Techniques Plaza Ballroom D-E

10:00 a.m. – 10:30 a.m. Networking Break..... Plaza Exhibit

10:30 a.m. – 2:00 p.m. Culinary Trust VIP Lecture & Luncheon: Celebrate Culinary Treasures..... Offsite
Lecture at Penrose Library, University of Denver & Luncheon at Arnold-Kinney Home

12:00p.m. – 1:30 p.m. Section Forum Luncheon Plaza Exhibit

Optional Educational Programs

2:00 p.m. – 4:30 p.m. Advanced Level Program II: New Trends in Cooking: Vegetables on Center Stage Offsite
Johnson & Wales University

2:00 p.m. – 5:00 p.m. Marketing Communicators Section Forum Governor's Square 10

2:30 p.m. – 5:30 p.m. Food Writers, Editors & Publishers Section Forum: The Food Writer's Dilemmas Governor's Square 11

3:30 p.m. – 4:00 p.m. Networking Break..... Plaza Exhibit

3:30 p.m. – 5:00 p.m. Kids in the Kitchen Workshop..... Plaza Ballroom D-E

4:00 p.m. – 5:15 p.m. Six Degrees of Connectivity: Speed-Network Your Way to a Successful Conference..... Governor's Square 14

4:00 p.m. – 5:30 p.m. Preparing for the CCP Exam Governor's Square 9

5:15 p.m. – 6:00 p.m. New Member and First-Time Attendee Orientation..... Governor's Square 14

6:30 p.m. – 8:30 p.m. Host City Opening Reception..... Offsite (Denver Art Museum)

CONFERENCE OVERVIEW



THURSDAY, APRIL 2

6:30 a.m. – 7:30 a.m.	Yoga Class.....	Plaza Court 4
7:00 a.m. – 6:00 p.m.	Registration.....	Plaza Exhibit
7:00 a.m. – 8:30 a.m.	Breakfast	Plaza Exhibit
7:00 a.m. – 8:30 a.m.	First Time Attendee Breakfast	Plaza Exhibit (Reserved)
8:00 a.m. – 6:00 p.m.	Conference Bookstore Open.....	Plaza Court 1
8:00 a.m. – 6:00 p.m.	Hospitality Suite	Governor’s Square 15
8:00 a.m. – 8:30 a.m.	Opening & Welcome	Plaza Ballroom A-C
8:30 a.m. – 10:00a.m.	General Session: The Soul of Sustainability	Plaza Ballroom A-C
	<i>Featuring Lynne Rossetto Kasper, Chef Dan Barber, Walter Robb</i>	
10:00 a.m. – 10:30a.m.	Networking Break.....	Plaza Exhibit
10:30 a.m. – 12:00 p.m.	Concurrent Workshops – Session I	
	Gluten-Free Goes Mainstream.....	Governor’s Square 17
	Native Foods of the Sonoran Desert: Mesquite Beans to Cholla Buds.....	Director’s Row H
	Artisan Pizza: Going Beyond Gourmet Pizza.....	Governor’s Square 14
	International Models for Children’s Healthy Futures.....	Governor’s Square 10
	Sustainable Sourcing for Quality Organic Spices: Understanding Spice Evaluation.....	Governor’s Square 9
	Blogging Made Simple	Offsite: Johnson & Wales University
	Bison is Big: The Ultimate “Slow Food”	Governor’s Square 16
	Low Mileage Eating – Two Catalysts For Real Change in Your Backyard	Governor’s Square 11
12:15 p.m. – 1:45 p.m.	Luncheon – Culinary Trust & IACP In Memoriam	Plaza Exhibit
2:00 p.m. – 3:30p.m.	Concurrent Workshops – Session II	
	Farmers & Chefs Face the Future of Food Together:	Governor’s Square 10
	<i>An Open Conversation with IACP Scholar-in-Residence</i>	
	Mood, Food & Sex.....	Governor’s Square 17
	A Coffee Conundrum: What IS the Best Coffee Anyway?	Director’s Row E
	Sustainable Seafood: From Confusion to Solutions.....	Plaza Ballroom D-E
	Fighting Media Fire During a Food Crisis:	
	Two Real Crisis Communication Case Studies	Governor’s Square 11
	Time Management for Time-Starved Culinary Professionals	Governor’s Square 9
	Life’s A Pitch: A Detailed Look at Cookbook Publishing & the All-Important Pitch.....	Director’s Row H
	Digital Food Photography for Non-Photographers:	
	Food Photography Basics for Bloggers	Governor’s Square 16
	Bootstrap Online Marketing for the Internet Impaired	Governor’s Square 14
3:30 p.m. – 4:00p.m.	Networking Break.....	Plaza Exhibit
4:00 p.m. – 5:30p.m.	Committee & Section Meetings	
	Annual Conference & Host Committee	TBD
	Certification Committee	Plaza Court 4
	Chefs, Restaurateurs & Sommeliers Committee	Director’s Row E
	Cooking Schools and Teachers Section.....	Governor’s Square 12
	Corporate Members Council	Plaza Court 6
	Country Coordinators Committee.....	Plaza Court 7
	Culinary Experience Committee.....	TBD
	Culinary Tourism Committee	Governor’s Square 17
	Entrepreneurs Section	Governor’s Square 9
	Food History Committee.....	Director’s Row F

CONFERENCE OVERVIEW



THURSDAY, APRIL 2 *continued*

4:00 p.m. – 5:30p.m.	Committee & Section Meetings <i>continued</i>	
	Food Photographers and Stylists Section.....	Governor's Square 11
	Food Writers, Editors and Publishers Section	Governor's Square 14
	Grassroots Committee	Governor's Square 10
	Kids in the Kitchen Committee	Director's Row I
	Marketing Communicators Section.....	Governor's Square 16
	Nutrition & Food Science Section	Plaza Court 5
	Test Kitchen Professionals Committee.....	Director's Row H
	Optional Evening Events	
5:30 p.m. – 9:30 p.m.	A Magical Evening at the Legendary Fort – The Culinary Trust Dinner & Silent Auction.....	Offsite
6:30 p.m. – 9:15 p.m.	SPLASH – A Photo Shoot and Cocktail Party	Offsite
6:30 p.m. – 9:30 p.m.	Pub Dinner & Scotch on the Rockies.....	Offsite
5:30 p.m. – 9:30 p.m.	5280 Wine & Dines in Denver	
	Fruition	Offsite
	Jax Fish House	Offsite
	The Palace Arms, Brown Palace Hotel.....	Offsite
	Restaurant Kevin Taylor.....	Offsite
	Rioja	Offsite
	Lola	Offsite

FRIDAY, APRIL 3

6:30 a.m. – 7:30 a.m.	Yoga Class.....	Plaza Court 4
7:00 a.m. – 6:00 p.m.	Registration.....	Plaza Exhibit
7:00 a.m. – 9:30 a.m.	CCP Exam	Governor's Square 12
7:30 a.m. – 8:30 a.m.	Breakfast	Plaza Exhibit
8:00 a.m. – 12:00 p.m.	Conference Bookstore Open.....	Plaza Court 1
8:00 a.m. – 6:00 p.m.	Hospitality Suite.....	Governor's Square 15
8:30 a.m. – 10:00 a.m.	Morning Reading – Greet The Day with a Farmer's Poet and a Poet's Farmer	Plaza Ballroom A-C
	<i>by David Mas Masumoto</i>	
	General Session: Pioneering a Sustainable World.....	Plaza Ballroom A-C
	<i>Featuring Kim Severson, Chef Michel Nischan, Chef Andoni Luis Aduriz, Kim Jordan, Scholar-in-Residence Fred Kirschenmann</i>	
10:00 a.m. – 10:30 a.m.	Networking Break.....	Plaza Exhibit
10:30 a.m. – 12:00 p.m.	Concurrent Workshops – Session III	
	Extreme Cooking: Flames, Flavors & Culinary Adventures in the Outback.....	Plaza Ballroom D-E
	Say (Colorado) Cheese!.....	Governor's Square 10
	Labeling Vertigo	Governor's Square 11
	The Thirsty Muse: Writing About Wine, Beer and Spirits.....	Governor's Square 12
	Being Your Own Photographer: Demystifying the Photo Shoot	Governor's Square 16
	From Blog to Business: Generating an Audience and Income from Your Online Presence	Governor's Square 14
	Raising Red Meat for a Green Earth	Director's Row H
	Feeding Your Financial Future:	Governor's Square 9
	Financial Planning Ideas and Strategies for Chefs and Culinarians	
	Media Pitch-O-Rama.....	Governor's Square 17

When what you do is food, give yourself a hand!

Busy culinary professionals like you need all the help you can get. Whether you're styling a food shoot, or looking for product for the set of your upcoming cooking show...or even testing a recipe for your latest cookbook, you know you can count on Cuisinart to lend you an expert hand. Now you can get picture perfect results every time.



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CONFERENCE OVERVIEW



FRIDAY, APRIL 3 *continued*

12:30 p.m. – 4:30 p.m.	Culinary Showcase.....	Offsite: Colorado Convention Center - Hall A
2:30 p.m. – 4:30 p.m.	Cookbook Expo	Offsite: Colorado Convention Center - Hall A
5:30 p.m. – 10:30 p.m.	5280 'Only in Boulder' Wine & Dines	
	Jax Fish House	Offsite
	The Kitchen Café.....	Offsite
	Colterra – Niwot.....	Offsite
	Black Cat Bistro	Offsite
	Q's Restaurant, Hotel Boulderado.....	Offsite
	Optional Evening Events	
5:45 p.m. – 10:00 p.m.	Wild & Rare Cooking Demo, Wine Tasting and Family-Style Dinner with Chef John Ash and Friends	Offsite (Cook Street School of Fine Cooking)
8:30 p.m. – 10:30 p.m.	Tamayo Late Night Rooftop Mixer.....	Offsite

SATURDAY, APRIL 4

7:00 a.m. – 3:30 p.m.	Registration.....	Plaza Exhibit
7:30 a.m. – 8:30 a.m.	Breakfast	Plaza Exhibit
8:00 a.m. – 5:00 p.m.	Hospitality Suite	Governor's Square 15
8:00 a.m. – 2:00 p.m.	Conference Bookstore Open	Plaza Court 1
8:30 a.m. – 10:00 a.m.	Concurrent Workshops – Session IV	
	Lamb: Symbolism, Sustainability and Celebrations	Plaza Ballroom D-E
	Red, White & Green: The Emergence of Eco-Friendly Wines.....	Governor's Square 11
	Sardines, Anchovies, Mackerel: Darlings of Sustainability.....	Governor's Square 12
	Food Miles & Foodprints.....	Governor's Square 16
	The Changing Food Section.....	Governor's Square 14
	Stepping Onto the World Wide Web	Governor's Square 17
9:00 a.m. – 11:30 a.m.	Optional Educational Programs	
	Master Class: The New Bar: A Liquid, Seasonal Kitchen	Offsite (Johnson & Wales University)
	Master Class: Cooking with Bincho –Tan High Temperature Charcoal: The Simplest & Best Way to Enjoy the Natural Flavor of Ingredients from Nature	Offsite (Cook Street School of Fine Cooking)
10:00 a.m. – 10:30 a.m.	Networking Break.....	Plaza Exhibit
10:30 a.m. – 12:00 p.m.	Concurrent Workshops – Session V	
	Heirloom Beans: Gifts from the New World.....	Governor's Square 14
	Turning Up the Green Kitchen: A Checklist for Change.....	Governor's Square 16
	Volatile Food Prices: What Culinary Professionals Need to Know & Do	Governor's Square 10
	Will Vodcast for Food: How to Create Your Own Online Food Videos.....	Offsite (Johnson & Wales University)
	Blogging Made Simple (Repeat).....	Offsite (Johnson & Wales University)
12:15 p.m. – 1:30 p.m.	Luncheon: IACP Annual Business Meeting & Leadership Update.....	Plaza Ballroom A-C

CONFERENCE OVERVIEW



SATURDAY, APRIL 4 *continued*

- 2:00 p.m. – 3:30 p.m. Concurrent Workshops – Session VI**
- Bourbon: America's Native Spirit..... **Governor's Square 17**
- Native American Cuisine: Discovering Indigenous Culinary Heritage of the Past, Present and Exciting Future **Plaza Ballroom D-E**
- Food Blogs: Responsibility and Self-Expression **Governor's Square 14**
- 2:00 p.m. – 4:00 p.m.** Culinary Trust 2009 Educational Program: Sourcing Sustainably for Culinary Professionals **Governor's Square 16**
- 2:00 p.m. – 4:30 p.m. Optional Educational Programs**
- Master Class: French Culinary Cooking and the Centennial State..... **Offsite (Johnson & Wales University)**
- Master Class: Making Fine Chocolate in Denver: Exploring Luxury Chocolate Manufacturing Processes in the Factory and Laboratory..... **Offsite**
- Master Class: Artisan Pizza: Three Masterful Styles..... **Offsite (Cook Street School of Fine Cooking)**
- Master Class: The Art and Science of Artisan Cured Meats: Salumi From the Inside..... **Offsite (Johnson & Wales University)**
- 5:30 p.m. – 6:30 p.m.** IACP Gala Awards Reception: Colorado Culinary Destinations **Plaza Exhibit**
- 6:30 p.m. – 8:30 p.m.** IACP Gala Awards Ceremony..... **Plaza Ballroom A-C**
Featuring Lynne Rossetto Kasper, Mistress of Ceremonies



The Professional Chef discovers Canola Oil

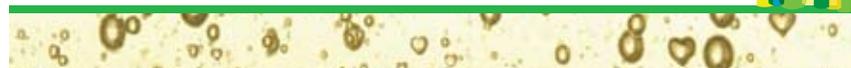


Free Online Learning Module at CIAprochef.com

When it comes to cooking oils, nothing beats canola oil with its light texture, neutral taste, high smoke point and healthy fats. It has the least saturated fat of all common cooking oils – half that of olive oil for about one-fourth the price – as well as zero *trans* fat and cholesterol. Learn about this versatile kitchen staple in a free online learning module, created as an industry service by The Culinary Institute of America, at CIAprochef.com. The module features 16 streaming videos of CIA chef-instructors preparing a variety of dishes, recipes, culinary tips, health information and more. Cook along with the CIA to discover the many benefits of canola oil.



Canola oil. Good for Every Body!™



THE CULINARY TRUST

Celebrating the Past. Funding the Future.

A MAGICAL EVENING AT THE LEGENDARY FORT – APRIL 2

Take a historic journey across the old and new foods of the Great West to benefit The Culinary Trust during a fun-filled evening of music, eating and learning at The Fort Restaurant, a replica of 19th century Bent's Fort nestled in the red rocks just outside of Denver. Guest can start with a signature Hailstorm drink and sample a buffet of Native America foods prepared by Guest Chef Bertina Cadman (Diné Tribe) along with many Fort specialties prepared by Fort Executive Chef Trevor Dierolf such as buffalo prime rib, elk, quail, bison sausage-wrapped quail eggs, three sacred sisters vegetarian pie, tamale and Rocky Mountain Oysters Rockefeller and homemade dessert.

The evening will also feature a tribute to the late Sam Arnold, founder of The Fort, host of PBS's Frying Pans West, author of numerous cookbooks and IACP Lifetime Achievement Award winner in 2005. IACP member and owner of The Fort Holly Arnold-Kinney will share research on food from the period of the Fort and how that is reflected in their menu today.

Where: The Fort, Morrison, Colorado (transportation provided)

When: Thursday, April 2, 6 p.m. - 9p.m. (buses depart between 5:30 and 5:45p.m.)

Cost: \$135 for IACP member; \$165 for non-members

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IN-KIND SPONSORS



Since 1984, The Culinary Trust has been the philanthropic partner of the IACP. The Culinary Trust gives culinary professionals the tools and opportunities to understand and act on critical issues in the world of food. Sustainability, the theme of this year's conference, is a particular focus now. We fulfill our mission through scholarships, grants, workshops and preservation programs, such as Endangered Treasures.

Annual Silent Auction

The annual conference fundraiser will be conducted in the hotel's Plaza building on the Concourse Level in the Plaza Exhibit area. Bidder form included in registration packet must be completed to place bid.

Richard Sax Memorial Fund recipient

Each year IACP conference attendees partner with The Culinary Trust to make a contribution to a hunger relief organization in our host city. This year's recipient will be the Food Bank of the Rockies (FBR). With our support, FBR can turn \$1 into four meals.

THE CULINARY TRUST 2009 EDUCATIONAL PROGRAM

Sourcing Sustainably for Culinary Professionals – April 4

Chefs agree that the quality of the raw ingredients affects the final taste of a dish. The search for top quality ingredients has many chefs leading the charge for diversity of fresh local produce and for animals raised naturally. The quest for taste is also a commitment to biodiversity, soil ecology, and the preservation of family farms and open space.

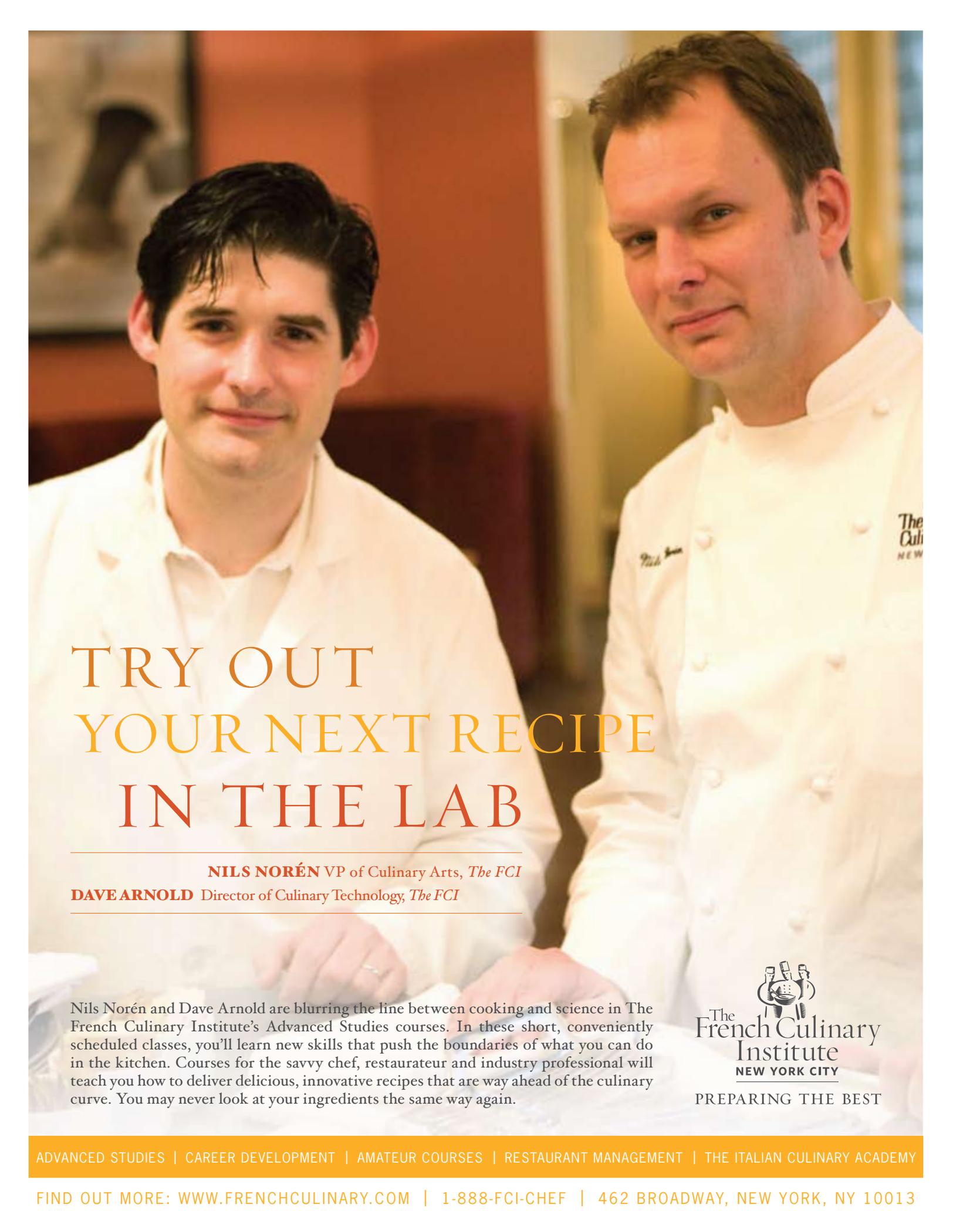
Chef, restaurateur and non-profit founder Michel Nischan will explain the importance of local and sustainable farming of produce, meat and fish. Following the general session, participants will break out into groups based on the size and scope of purchasing needs.

Where: Sheraton Denver Downtown Hotel

When: Saturday, April 4 2:00 p.m. – 4:00 p.m.

Cost: \$25





TRY OUT YOUR NEXT RECIPE IN THE LAB

NILS NORÉN VP of Culinary Arts, *The FCI*

DAVE ARNOLD Director of Culinary Technology, *The FCI*

Nils Norén and Dave Arnold are blurring the line between cooking and science in The French Culinary Institute's Advanced Studies courses. In these short, conveniently scheduled classes, you'll learn new skills that push the boundaries of what you can do in the kitchen. Courses for the savvy chef, restaurateur and industry professional will teach you how to deliver delicious, innovative recipes that are way ahead of the culinary curve. You may never look at your ingredients the same way again.



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International Association of Culinary Professionals would like to express its gratitude and appreciation to the following organizations for their sponsorship of the various social and networking events scheduled throughout the conference.

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SCHOLAR -IN- RESIDENCE



FREDERICK L. KIRSCHENMANN, Ph.D

Frederick L. Kirschenmann, a longtime national and international leader in sustainable agriculture, shares an appointment as Distinguished Fellow for the Leopold Center for Sustainable Agriculture at Iowa State University and as President of Stone Barns Center for Food and Agriculture in Pocantico Hills, New York. He also oversees management of his family's 3,500-acre certified organic farm in south central North Dakota and is a professor in the ISU Department of Religion and Philosophy.

Kirschenmann holds a doctorate in philosophy from the University of Chicago, and has written extensively about ethics and agriculture. He has held numerous appointments, including the USDA's National Organic Standards Board and the National Commission on Industrial Farm Animal Production operated by the Johns Hopkins School of Public Health and funded by Pew Charitable Trusts.

He served as the Center's second director from July 2000 to November 2005, when he was named a Distinguished Fellow. He joined the Board of Stone Barns Center for Food and Agriculture in 2004 and was elected president in 2007. In January 2008, he assumed a half-time appointment at Stone Barns, dividing his time between Iowa and New York, to explore ways that rural and urban communities can work together to develop a more resilient, sustainable agriculture and food system.

Kirschenmann also is a board member for the Food Alliance, Silos and Smokestacks National Heritage Area and the Nature Institute. He chairs and is a charter member of the Whiterock Conservancy, a nonprofit organization that manages a 1,300-acre conservation area in west-central Iowa. Kirschenmann helped convene and continues to be active on Agriculture of the Middle, a multi-state task force that focuses on research and markets for midsize American farms. He is a review editor for the Renewable Agriculture and Food Systems journal, formerly the American Journal of Alternative Agriculture, and serves on the editorial board of the Journal of Sustainable Agriculture. In 2008, he received the first-ever Medal for Distinguished Leadership in Sustainable Agriculture from the Glynwood Center in New York and was selected for Plenty magazine's Top 20 list of people dedicated to sustainability.

His academic credits include several years teaching and as administrator, culminating in a position as academic dean at Curry College in Boston, Massachusetts. In 1976 he returned to the family farm when his father became ill. By 1980, the farm was certified organic, one of the early operations to make the transition. The farm is a natural prairie livestock grazing system that combines a nine-crop rotation of cereal grains, forages, and green manure.

Kirschenmann Family Farms has been part of a number of research studies. It also has been featured in national publications including National Geographic, the Smithsonian, Audubon, Business Week, the LA Times and Gourmet magazine. In 1995, Kirschenmann was profiled in an award-winning video, "My Father's Garden," by Miranda Productions, Inc.

In 1978, Kirschenmann helped organize North Dakota Natural Farmers that later became the Northern Plains Sustainable Agriculture Society. He helped found and for 10 years was president of Farm Verified Organic, Inc., an international private certification agency. In 2001, Kirschenmann received the Seventh Generation Research Award from the Center for Rural Affairs for his work in sustainable food and farming systems. He also was named a 2002 Leader of the Year in Agriculture by Progressive Farmer publications. His essay, "Ecological Morality: A New Ethic for Agriculture," appears in Agroecosystems Analysis, a monograph published by the American Society of Agronomy, Crop Science Society of America and the Soil Science Society of America.

IACP Scholar-in-Residence

The IACP Scholar-in-Residence designation honors culinary professionals who are recognized as genuine scholars or specialists in their segment of the culinary industry. The individuals selected for this honor embrace the roles of mentor, teacher and innovator. Scholars-in-Residence at previous conferences include:

Jacques Pepin, CCP	Atlanta	1990
Julia Child, CCP	Vancouver	1991
Patricia Wells	Miami	1992
Paul Prudhomme	New Orleans	1993
Marion Cunningham	San Francisco	1994
Alice Waters	San Francisco	1994
Diana Kennedy	San Antonio	1995
William Woys Weaver	Philadelphia	1996
Rick Bayless	Chicago	1997
Shirley Corriher, CCP	Portland	1998
Betty Fussell	Phoenix	1999
George Germon	Providence	2000
Johanne Killeen	Providence	2000
Judith Jones	Minneapolis	2001
Stephanie Alexander	San Diego	2002
Julian Armstrong	Montreal	2003
Sidney Mintz, Ph.D.	Baltimore	2004
Rachel Laudan, Ph.D.	Dallas	2005
Mas Masumoto	Seattle	2006
Raymond Blanc	Seattle	2006
R.W. Apple, Jr.	Seattle	2006
Bruce Kraig, Ph.D.	Chicago	2007
Jessica Harris, Ph.D.	New Orleans	2008

OPTIONAL EDUCATIONAL PROGRAMS



WEDNESDAY, APRIL 1

7:00 a.m. – 6:00 p.m. | Plaza Exhibit

Registration and Information Desk

8:00 a.m. – 6:00 p.m. | Governor's Square 15

Hospitality Suite

8:00 a.m. – 6:00 p.m. | Plaza Court 1

IACP Bookstore Open

OP-09: Entrepreneurs Section Forum on Wheels

Depart 7:30 a.m. – Return 4:30 p.m. | Fee: \$105

Transportation provided – meet in the Lobby of the Sheraton's Tower Building – Limited to 50 participants

Pioneering Boulder's Entrepreneurs

This year's Forum on Wheels adventure will take us to Boulder, Colorado, just 30 miles west of Denver. This intriguing town has been dubbed "the city nestled between the mountains and reality," and hosts an abundance of interesting culinary enterprises, dedicated to creation of delicious, sensual and innovative foods, while also practicing "green" principles.

Our first stop will be Celestial Seasonings, which was founded in 1969 by a group of passionate young hippie entrepreneurs committed to the principles of promoting a healthy lifestyle with flavorful herbal teas, which up to that point, had only been viewed as medicinal. By staying committed to their vision, the founders of Celestial Seasonings turned their cottage industry into an almost overnight success.

Third Street Chai Company crafts an exceptional chai concentrate from the finest all-natural and organic ingredients that has been the company's obsession since 1995. The company brews what it believes is the finest chai available anywhere, at any price.

At other stops, in addition to seeing local businesses, we will be joined throughout the day by various notable Boulder "natural food experts" and dignitaries, for discussions on their businesses and what trends they see emerging. The Kitchen Café, a well-known community bistro, is our lunch destination, which is often said to be "the greenest restaurant in America." Chef Hugo Matheson will greet us, and discuss his vision for sustainability and success. The Kitchen Café has won awards from Zagat, Fodor's, and *Wine Spectator*. One of the afternoon highlights will be a mouth-watering stop at Seth Ellis Chocolatiers, a small artisan chocolate manufacturer. They create gorgeous, sensational-tasting chocolates from the finest organic and natural ingredients. We'll hear about executing well on the trifecta of product packaging, product appearance and great taste, which are the entrepreneurial keys to the company's success.

OP-10: The Experts Are In:

A Morning of Networking and Experience-Sharing

8:00 a.m. -12:00 p.m. | Governor's Square 14

Fee: \$50 (members), \$65 (non-members) – Limited to 90 participants

*** All sections and the public are welcome ***

Whether you're a new writer hoping to break into the industry or a seasoned veteran looking to expand your platform, this session offers a rare opportunity to meet face-to-face with leading writers, editors and agents to get your career questions answered. The morning will begin with informal networking over continental breakfast. During the course of the session, participants will visit two of five expert-moderated tables for in-depth discussions on topics ranging from insight into crafting a winning book proposal to perfecting

your magazine pitch. Moderators will kick-off each roundtable discussion with a 20-minute presentation and then open the table to informal Q&A. Participants are encouraged to bring questions and to contribute actively to the discussions. Though each participant will visit two tables during the session, hand-outs from all the tables will be provided to every attendee.

Table assignments will be on a first come-first serve basis.

Participants are asked to pre-select two tables from the list below as well as two back-up tables in the event that their first two choices are filled.

Timetable:

8:00 a.m. - 8:30 a.m.	Informal networking over continental breakfast
8:30 a.m. - 8:45 a.m.	Welcome and introductions
8:45 a.m. - 10:00 a.m.	Roundtable #1 (Participants pre-selected table)
10:00 a.m. - 10:15 a.m.	Break and informal networking
10:15 a.m. -11:30 a.m.	Roundtable #2 (Participants pre-selected table)
11:30 a.m. - 12:00 p.m.	Wrap-up and informal networking

Moderator: *Kathleen Flinn, Food Writers, Editors and Publishers Section Chair*

Table 1: Pitching Magazines: Trends, Topics and Targeting the Right Editor

Nancy Hopkins is deputy editor of food and entertaining for *Better Homes and Gardens*. Along with her staff, she spends her days (and quite a few nights!) planning the food pages for *BH&G*. Together they create more than 250 recipes and food ideas each year. Prior to joining *Better Homes and Gardens*, she owned an entertaining- and tabletop-consulting firm for 12 years. Hopkins makes numerous TV appearances and is a frequent keynote speaker on entertaining, food and tabletop design for corporate food and publication clients. *This roundtable will address how to craft pitch letters that capture the attention of editors, how to break into old or new publications, evolving trends in magazine coverage and advice on targeting the right editors at the right time.*

Table 2: Marketing Strategies for Food Writers

Virginia Willis is the author of the acclaimed cookbook, *Bon Appétit, Y'all! Recipes and Stories from Three Generations of Southern Cooking* (Ten Speed Press, 2008). The book has been featured in *House Beautiful*, *Ladies Home Journal* and was rated the top comfort food book of 2008 by the *Chicago Tribune*. She has been a guest on Martha Stewart Television, Paula Deen's Best Dishes, and Real Simple. Previously she honed her attention to detail as the Kitchen Director for Martha Stewart Living Television. Other TV credits include Epicurious, Bobby Flay, Shirley Corriher's Kitchen Secrets Revealed! and Natalie Dupree. *Fresh off a successful book launch, Virginia will share secrets, tips and strategies to help food writers gain more media exposure for their projects, particularly books.*

Table 3: From Blog to Book: What It Takes to Shift from Online to Byline

Shauna James Ahern is the author of the highly successful book, *Gluten-Free Girl*. In May 2005, she was diagnosed with celiac disease, a fate that she embraced and began to document online. The result is her popular food blog, *glutenfreegirl.com*, where she continues to share stories, photographs and recipes. Both her web site and book have earned her accolades and spots on several "best of" lists, including being named one of Amazon.com's "Best Books of 2007." *An active member of the blogging community, Shauna will offer insight into her own story, plus what attracts editors to blogs, what bloggers need to consider when contemplating basing a book on their experiences.*

OPTIONAL EDUCATIONAL PROGRAMS



WEDNESDAY, APRIL 1

OP-10: continued

Table 4: Book Proposal Strategies for Today's Market

Peter Perez is the senior marketing manager for the food and drink category of Chronicle Books. He has been figuring out what people want to buy or how to market it for most of his career. Among his roles, he's worked as a buyer for The Nature Company/Discovery Channel and as a book buyer for Williams-Sonoma. A journalism grad from New York University, Peter has embraced the business side of writing, serving in both sales and marketing roles at Chronicle Books. *At this table, Peter will discuss the challenges and opportunities for selling books in the shifting economic climate, and how to construct the best possible book pitch for today's market.*

Table 5: The Craft & Business of Recipe Writing and Development

This table will be led by both *Nancy S. Hughes and Dana McCauley*. Nancy is a food consultant and the author of 11 cookbooks, as well as a recipe developer for 47 additional cookbooks with more than 4,000 published recipes to her credit. Dana is an international food trend tracker and the author of five cookbooks. She has been the food editor at several national Canadian magazines, a regular contributor to *Cooking Light*, and has appeared on hundreds of television shows including The Today Show, CNN, Canada AM, and the CBC News. *At this roundtable, the pair will discuss the fundamentals of recipe writing and editing, trends in recipe development, targeting the right audiences, plus the tricky world of developing recipes for clients, translating chef recipes to home cook-friendly versions and more.*

Table 6: Networking 2.0: Maximizing Contacts In-person, Online and Beyond

Kathleen Flinn is a veteran journalist of 20-plus years and author of *"The Sharper Your Knife, The Less You Cry"* (Viking), a memoir with recipes about her experiences at Le Cordon Bleu in Paris. She is the chair of the Food Writers, Editors & Publishers section of IACP. Flinn covers technology as well as food, having spent eight years working in editorial for MSN.com. She developed training for leveraging long-distance working relationships within Microsoft for groups based in the U.S., Europe and Asia. *In this roundtable, she will discuss effective strategies for making contacts both in-person and online, plus insight into the benefits and strategies of using blogs, newsletters, online forums, Facebook, LinkedIn and other networking sites.*

Table 7: Getting and Working with an Agent

Lisa Ekus-Saffer has been "promoting a world of culinary talent" for more than 25 years. Her culinary-focused PR firm and literary agency, The Lisa Ekus Group, offers public relations campaigns, media training, spokesperson partnerships and literary agenting. As an agent, Lisa has negotiated more than 150 deals with domestic and international publishers of all sizes. *This roundtable is suited for everyone from beginning to experienced food writers and will cover such topics as the value of an agent, finding and working with an agent, the agent-publisher relationship, contract negotiations, and much more.*

Table 8: Building a Platform as a Freelancer

Lia Huber has written dozens of articles and hundreds of recipes for national magazines like *Cooking Light* (where she is a contributor and media spokesperson), *Prevention*, *Health and Fitness*. Her work has been featured on CNN.com, MSNBC.com and WebMD. In the works are a cookbook, NOURISH, plus a web site and social hub, www.nourishnetwork.com. Lia works with food and wine companies to find their voices as a branding and messaging consultant. *At this roundtable, she will lead a discussion on how to find your own voice and message to differentiate yourself or your projects from the crowd, plus strategies to develop a "personal brand."*

Table 9: Finding and Developing an Online Niche and Personality

Maggie Savarino Dutton grew up in the restaurant business, playing every position from bartender and waiter to grill cook and sommelier. She writes "Search & Distille," an award-winning columnist for the *Seattle Weekly*, and works as a private restaurant and beverage consultant. She maintains her blog of five years, *The Wine Offensive*, and also manages the *Seattle Weekly's* food blog, *Voracious*. While anyone can plop a blog or a web site online; what drives people to read or get involved with online sites is often the focus, theme or sheer personality behind it. *Maggie will discuss how to find your niche or personality online to help you focus and evolve in the virtual world.*

OP-11: Nutrition and Food Science Section Forum

8:30 a.m. – 12:00 p.m.

| Governor's Square 11

Fee \$50 (full conference registrants) or \$100 (non-full conference registrants)

The Science Behind Sustainability

— Organic, Local, Green...What's Nutrition Got to Do With It?

While talk of organic and local food sounds lovely, and we all want our meals to have less frequent flyer miles (not more), does it really make any nutritional difference at the end of the day? This session will deliver the facts with an expert panel who is tracking the science behind sustainability from the consumer to the check-out counter. The session's stage will be set by a look at proprietary consumer research that focuses on how societal changes influence "culinary shifts" in our food landscape. What consumers think and perceive on green issues is not necessarily always true. So who better than an investigative nutritionist and columnist to help set the ground rules for all those lofty green terms being bantered about everywhere we turn? Drilling down a little deeper, a product development specialist will define the process and criteria, used by the natural and organic industries, for creating healthful, delicious products. And while taste is always key to product success no matter how green it is, there are also the short- and long-term health questions that must be satisfied. Rounding out the panel is a food scientist who will explain how consumers should be thinking about the nutritional value of organic vs. conventional foods, as well as the more long-term food safety issues. Join us for the morning session as we peel away the layers of this complex issue, and get primed for the afternoon Marketing Communicators program "Sustainability in a Mainstream World." These two programs have been designed to complement each other.

Cathryn Olchow, Culinary Director, Rice-Sterling Group

Melinda Hemmelgarn, MS, RD, Nutrition Advocate/Columnist

Mary Mulry, PhD, FoodWise

Gary Auld, PhD, RD, Department Food Science, Colorado State University

OPTIONAL EDUCATIONAL PROGRAMS



WEDNESDAY, APRIL 1

OP-12: Food Photographers and Stylists Section Forum

Depart 7:00 a.m. – Return 5:15 p.m. | Fee \$130

Transportation provided – meet in the Lobby of the Sheraton's Tower Building – Limited to 50 participants

Food on the Range: Everything You Ever Want to Know About Shooting Food on Location

Vanessa Holden, editor in chief at *Martha Stewart Weddings* and formerly the creative director of *Donna Hay Magazine*, will discuss the role of food photography in print media. *Nancy Bundt*, an American living in Norway, is a world-traveling food photographer who will discuss shooting on location. *Rick Ellis*, a nationally known New York food stylist, will discuss styling on location, the mobile kitchen and his bevy of tricks. Photographing and styling food on location has its own set of challenges. We will travel to picturesque Chico Basin Ranch for our panel discussion and then, the real thing. Chico Basin Ranch is a grass-fed cattle ranch with beautiful scenery, old homesteads and lots of wildlife. We will feast on a lunch of local ingredients and then board horse-drawn wagons for a ranch tour. Teams of culinary professionals including food stylists and food photographers will shoot from the hip to style and shoot food on location creating images of "food on the range." Bring your camera and be ready for any kind of weather.

OP-13: Cooking Schools and Teachers Section Forum

Culinary Pioneers and the New Technology

Cookery Demonstration and Tasting

8:30 a.m. – 12:00 p.m.

| Governor's Square 11

Fee \$50 (full conference registrants) or \$100 (non-full conference registrants)

Agenda:

8:30 a.m. – 10:00 a.m. Culinary Pioneers and the New Technology

10:00 a.m. – 10:30 a.m. Networking Break

10:30 a.m. – 11:00 a.m. Question & Answer Session with Panelists

11:00 a.m. – 12:00 p.m. Roundtable Discussions

This session will highlight the advances that have been made in our teaching/cooking presentations using the new technology. We will teach attendees specifically how to create an online course and a podcast from traditional materials.

Our dynamic panel will first present a traditional cooking lesson, demonstrated by Chef Bev Shaffer, noted cooking teacher who recently was guest chef at the James Beard House, and author of *Brownies to Die For!* and *The Mustard Seed Market & Café Natural Foods Cookbook*, among others. Bev's unique style and wit coupled with her expertise in cooking green will be an inspiration to all cooking teachers, as she shows us how to teach effectively while keeping our students interested and motivated. Our second panelist, following Bev's presentation, is Chef/Instructor Albert Schmid, an expert on online courses, with many years of experience at Sullivan University in Kentucky, where he currently teaches courses in the Hospitality Management Program. Chef Schmid, a true pioneer in the field of creating online courses, will show us how to convert Bev's demonstration into a specific online course, which the members can easily translate to their individual needs. Then Chef Schmid, who also has had much experience in podcast technology, will demonstrate how to create a podcast from this material. This course will empower those of us who are trying to keep up with these exciting innovations and help us to join in this important revolution. Through clear and detailed examples, the panel will teach the group how to harness the new technology to benefit each member's specific business needs.

Roundtable Discussions

– Moderated by Vice Chairman Catherine Daum Lucas

The Roundtable Discussions will allow attendees to divide into groups to discuss issues pertaining to their specific interest, such as In-Home Cooking Schools, Vocational Schools, International Issues, etc., including tables featuring our panelists.

Betty Ann Litvak, CCP, moderator, Betty Ann's Kitchen Classes

Chef Bev Shaffer, Mustard Seed Market & Café

Chef Albert Schmid, CCP, Sullivan University

OP-14: Advanced Level Program I: Cutting Edge

Cooking Techniques

9:00 a.m. – 11:30 a.m.

| Plaza Ballroom D-E

Fee \$85 members or \$150 if combined with Advanced Level II, \$100 non-members

Cookery Demonstration and Tasting

In this advanced-level class, Chef Nils Norén, Vice President of Culinary Arts, and David Arnold, Director of Culinary Technology at the French Culinary Institute in New York City will demonstrate the powerful combination of new cooking techniques and kitchen technologies. The use of low-temperature cooking, sous vide, hydrocolloids, and other newer culinary techniques and ingredients will help you improve the way you cook. Participants will get a first-hand look into these techniques and equipment, as well as tastings of the products resulting from these methods.

(Note: Advanced Level Programs designed for attendees with a higher level of experience or knowledge)

Chef Nils Norén, The French Culinary Institute

Chef David Arnold, The French Culinary Institute

10:00 a.m. – 10:30 a.m.

| Plaza Exhibit

Networking Break

12:00 p.m. – 1:30 p.m.

| Plaza Exhibit

Section Forum Luncheon

Sponsored by the Idaho Potato Commission

OP-16: Advanced Level Program II: New Trends in Cooking: Vegetables on Center Stage

Cookery Demonstration and Tasting

2:00 p.m. – 4:30 p.m.

| Johnson & Wales Kitchen Auditorium

Fee \$85 or \$150 if combined with Advanced Level Program

The class will turn around the discourse about the equilibrium and subtleties we find when cooking vegetables. During this presentation, we will focus our attention on our interpretation of the values these products possess. These values will serve as the reasoning of an entire movement that intentionally blurs the boundaries between the sections that normally compose a menu. We will ask ourselves, is it a soup, a salad, a vegetable dish? A first course, a fish dish, a meat dish? Is it warm, hot or cold? Is it savory or tasteless? Is it flavor or texture? Is it creative or historic? The response will remain in the air. Join world-renowned, award-winning and revolutionary chef Andoni Luis Aduriz in the kitchen as he shares with us the latest trends and techniques. (Note: Advanced Level Programs designed for attendees with a higher level of experience or knowledge)

Chef Andoni Luis Aduriz, Mugaritz, Erreterria, Spain



OPTIONAL EDUCATIONAL PROGRAMS



WEDNESDAY, APRIL 1

OP-17: Marketing Communicators Section Forum **2:00 p.m. – 5:00 p.m.** | **Governor's Square 10**

Fee \$50 (full conference registrants) or \$100 (non-full conference registrants)

Sustainability in a Mainstream World: A Farm-to-Plate Perspective on Sustainability Practices and Communication

Sustainability seems to be everywhere these days. Gone are the days of organics vs. conventional, today the food industry must look at sustainability practices from pasture to plate as part of everyday business—we're talking sustainability in a mainstream world.

Sound complicated? Consider the communications challenges—the food industry must communicate its efforts to consumers, industry, the media and numerous other stakeholders with absolute transparency in a time when scrutiny is high, budgets are low and misinformation abounds. This session will focus on the application and communication of sustainability practices at each step along the food chain. We'll hear from experts in the beef and dairy industries, product development, and retail to provide a full-spectrum view. Join us for an insightful and engaging discussion with industry leaders—you may be surprised to learn what's happening, how it's happening, and who's talking about it.

***Please note, this session complements the Nutrition and Food Science section forum. Since this is a joint forum presented by the Marketing Communicators and Nutrition and Food Science sections, each of these sessions are available separately for \$50, however, if you are interested in participating in both sessions, the cost is \$90 and lunch is included (the latter is encouraged).*

Allison Beadle, MS, RD, LD, moderator, Fleishman-Hillard, Inc.

Mark Retzloff, Aurora Organic Dairy

Kim Essex, National Cattlemen's Beef Association

Jeanne von Zastrow, Food Marketing Institute

OP-18: Food Writers, Editors and Publishers Section Forum **2:30 p.m. – 5:30 p.m.** | **Governor's Square 11**

Fee \$50 (full conference registrants) or \$100 (non-full conference registrants)

The Food Writer's Dilemmas

What does a modern and sustainable food writing career look like? It's time for us to take a holistic look at how the landscape for food writers has changed in the past decade. Just as a growing swell of people are becoming more knowledgeable about their food and catapulting Top Chef contestants to fame, media in which food writing appears has shifted dramatically. Publishers vie for Food Network stars, yet offer little promotion for other food writers, some who write and produce traditional cookbooks for little or no profit. Newspaper sections are in danger, or morphing into different forms. Major magazines feel the tightening belt of a downturn in advertising. Yet, on the upside, five of the largest selling books in 2007 were food-related titles. There's a blitz of activity online from blogs to web sites to cooking channels on YouTube, and a constant stream of new social sites such as Facebook. How does it fit together? This discussion will be focused on what we can do to command this shifting environment to create a plan for our own careers that can take advantage of and adapt to changes in our marketplace.

Virginia Willis, moderator, Virginia Willis Culinary Productions

Hsiao-Ching Chou, Suzuki + Chou Communimedia

Dana McCauley, Dana McCauley & Associates, Ltd.

Jenni Ferrari-Adler, Brick House

*Shauna James Ahern, Author of the blog and book *Gluten-Free Girl**

Peter Hertzmann, Peter Hertzmann, Inc.

OP-19: Kids in the Kitchen **3:30 p.m. – 5:00 p.m.**

| **Plaza Ballroom D-E**

There is no fee to participate in this workshop

Don't miss your chance to see a first-class culinary competition in action! At this exciting Kids in the Kitchen Committee event, Colorado's #1 ProStart high school cooking team will demonstrate its winning three-course meal in a presentation hosted by one of your favorite IACP star chefs. ProStart is a program of the National Restaurant Association that teaches high school students culinary skills with the view of encouraging students to pursue culinary careers. Rivaling the internationally renowned Iron Chefs, these young go-getters will prepare a three-course meal in just one hour — using Bunsen burners as a heat source! IACP members, come make a strong showing to cheer on these budding chefs and encourage them by asking questions from the audience. Middle and high school students from the Denver area will also be invited, so we are looking to our inspiring IACP members to interact with the youth and visit with them at the end of the program.

3:30 p.m. – 4:00 p.m. **Networking Break** **Vanillas**

| **Plaza Exhibit**
Sponsored by Nielsen-Massey

OP-20: Six Degrees of Connectivity: Speed-Network Your Way to a Successful Conference and Beyond

4:00 p.m. – 5:15 p.m.

| **Plaza Exhibit**

There is no fee to participate in this workshop

Networking — Love it or loathe it; it has to be done! Hone your skills by actually networking with your colleagues! Learn to network and follow up effectively. Develop your elevator speech: a 20-second, self-introduction that gives people a brief overview of you and your business. Apply these techniques as you "speed network." Pair off, exchange business cards and spend five minutes talking one-to-one. Find a connection, then make a date for later. Once the bell tolls participants move on to a new prospect. It's fast! It's fun! And, it works! Whether you're new to IACP or a veteran looking to expand your horizons, this workshop helps you maximize the networking opportunities offered at the conference and beyond. Make sure you bring lots of business cards!

Jackie Gordon, Divalicious Inc.

Barbara Gulino, Whole Foods Market

OP-21: Preparing for the CCP Exam **4:00 p.m. – 5:30 p.m.**

| **Governor's Square 9**

There is no fee to participate in this workshop

This is the meeting for anyone interested in learning more about the Certified Culinary Professional (CCP) program. Certification committee members will explain the process for completing the application and offer tips and advice for taking the CCP exam. Satellite testing will be explained for those unable to take the exam during conference. Attendees will also be afforded a rare opportunity for one-on-one consultation with committee members who will help you complete your application and prepare for the exam.

OP-22: New Member and First-Time Attendee Orientation **5:15 p.m. – 6:00 p.m.**

| **Governor's Square 14**

There is no fee to participate in this workshop

Meet the IACP Board of Directors and key IACP staff during this informative session for first-time conference attendees. This session will provide members with information about how to get the most out of their IACP membership.



International Association of
CULINARY PROFESSIONALS

THE *New* CULINARY ORDER

In Cascadia, a rain-soaked swath of emerald coast and fertile valleys that stretches from Oregon to British Columbia, cuisine is shaped by maritime and agricultural traditions and integrity toward ingredients converging with a strong individualistic spirit. Here, cuisine is respectful of past traditions, but is by no means harnessed by them.

From its street-side food carts to its world-class dining rooms, Cascadia is one of world's great food regions, but only one in a chorus of places perpetuating a burgeoning global gastronomical movement inspired to create experiences so unique and endemic of place, they could not possibly be replicated anywhere else. The continuity of food over place in time is an evolving conversation, and the IACP is helping to write a new chapter. Come to Cascadia.

Experience the New Culinary Order.

**The 32nd Annual Conference of the
International Association of Culinary Professionals**

**Hilton Portland & Executive Tower Hotel
Oregon Convention Center
Portland, OR**

April 20-24, 2010

2009 PROFESSIONAL-INTEREST SECTIONS AND COMMITTEES



The following Professional-Interest Sections and Committees will meet to plan programs and activities for the 2009-2010 year. Unless otherwise indicated, the meetings will take place on Thursday from 4:00 – 5:30 p.m.

PROFESSIONAL-INTEREST SECTIONS

Cooking Schools and Teachers | Governor's Square 12

For school owners, administrators and culinary educators. Serves to identify needs that are unique to IACP Cooking School and Teacher Members; reviews IACP programs and activities to meet the needs of this segment and recommends action. It is also responsible for recommending annual conference programs that are targeted specifically to this membership segment.

Entrepreneurs | Governor's Square 9

For small business owners and independent operators, self-employed business people and free-lance writers, caterers and restaurateurs, chefs and food stylists. The Entrepreneurs Section serves to provide valuable information to help independent business and self-employed professional members manage their businesses, as well as topics of interest that affect this segment of members. It is also responsible for recommending annual conference programs that are targeted specifically to this membership segment.

Food Photographers and Stylists | Governor's Square 11

For photographers and food stylists who design and photograph food and beverage products for print publications. This section serves to identify needs that are unique to food photographers and stylists; reviews programs and activities of IACP in terms of meeting the needs of this particular segment of the membership and recommends action steps. It is also responsible for recommending programs for the annual conference that are targeted to this group.

Food Writers, Editors and Publishers | Governor's Square 14

For cookbook authors or editors, food writers or editors, syndicated columnists, publishers and literary agents. Serves to identify the needs that are unique to cookbook authors/editors, food writers/editors, syndicated columnists and publishers. Reviews and recommends IACP programs for these members. It is also responsible for recommending conference programs that are targeted specifically to this membership segment.

Marketing Communicators | Governor's Square 16

For advertising, marketing and public relations professionals. Serves to identify needs that are unique to the Food Marketing Communicators segment of the membership; reviews programs and activities of IACP to meet the needs of this segment and recommends action. It is also responsible for recommending programs for the annual conference, which are targeted specifically to Food Marketing Communicators.

Nutrition and Food Science | Plaza Court 5

Serves to identify needs that are unique to IACP members who are nutrition and food science professionals. The committee will review programs and activities of IACP to meet the needs of this segment and also provide other IACP members with science-based, current information about human nutrition and food safety issues within the context of the culinary profession.

SPECIAL-INTEREST COMMITTEES

Chefs, Restaurateurs and Sommeliers | Director's Row E

Serves to identify needs that are unique to the Chef and Restaurateur Members and reviews programs and activities of IACP to meet the needs of this segment of the membership and recommends action. It is also responsible for recommending programs for the annual conference, which are targeted specifically to chefs.

Culinary Tourism | Governor's Square 17

The Culinary Tourism Committee serves to identify and harness relationships between the tourism sector and relevant sections of the IACP membership. The Committee is responsible for identifying needs unique to culinary travel; serving as a forum to address those needs across all relevant sectors of the IACP membership; and recommending programs for the annual conference.

Food History | Director's Row F

Serves as a resource and support system for food professionals working in the field of food history. Its mission is to encourage inquisitiveness, treasure and respect our food heritage and help this member segment achieve and sustain success at all levels of their careers through education, information and peer contacts in an ethical, responsible and professional climate.

Kids in the Kitchen | Director's Row I

(Committee of the Cooking Schools and Teacher Section)
Part of the Cooking Schools & Teachers Section, the purpose of the IACP Kids in the Kitchen Committee is to support the development of programs that inspire and motivate young people to learn how to cook and to make beneficial food choices as part of a healthy lifestyle.

Test Kitchen Professionals | Director's Row H

Serves to identify the needs that are unique to the Test Kitchen segment of the membership; reviews programs and activities of IACP to meet the needs of this segment and recommends action. It is also responsible for recommending programs for the annual conference, that are targeted specifically to the Test Kitchen segment.

COMMITTEES

Certification Committee | Plaza Court 4

Responsible for development and review of standards and specifications by which IACP shall formulate an operational guide for testing and certification; supervises the administration of the Certified Culinary Professional program and confers CCP status upon eligible culinary professionals; upholds integrity of certification program.

Corporate Members Council | Plaza Court 6

Serves to communicate the purposes, policies, programs and benefits of IACP to Corporate Members; to keep the Board of Directors advised of the Corporate Members' concerns and viewpoints; and to develop concepts, plans and programs to address the business and personal needs and objectives of Corporate Members.

Country Coordinators Committee | Plaza Court 7

Serves to identify needs that are unique to members residing outside of the continental U.S.; reviews programs and activities of IACP to meet the needs of this segment of the membership. It is also responsible for recommending programs for the annual conference, which are targeted specifically to international members.

Culinary Experience Committee | TBD

Advises and counsels the IACP Board of Directors and staff on planning for meetings that emphasize the culinary culture of the region.

Food History Committee | Director's Row F

Serves to provide opportunities for members to socialize and network informally at the local or regional level.

Grassroots Committee | Governor's Square 10

Serves to provide opportunities for members to socialize and network informally at the local or regional level.



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CONFERENCE AGENDA



WEDNESDAY, APRIL 1

6:30 p.m. – 8:30 p.m.

| The Denver Art Museum

Host City Opening Reception



The Denver Host City Opening Reception will be staged at the Denver Art Museum (DAM), walking distance from the conference hotel just across from Civic Center Park, where President Obama held one of his largest rallies days before his election. DAM's radically pioneering new building, designed by world renown architect Daniel



Libeskind, reflects Denver as "the nexus and the bond and the energy" of America, according to Libeskind. Our event will highlight sustainability and culinary talent in a modern setting. Denver's and Boulder's top chefs — "The Sustainable Seven" - each rooted in support of local and organic farmers, ranchers and seasonal ingredients, will cook up artful fare while also working side-by-side with their favorite local producers at their food stations, connecting the sustainable food chain from first link to first bite. The museum will be closed to the public for the evening—offering IACP attendees the exclusive

opportunity to view the vast art collections, sample excellent food and drink and network in this impressive and notable space.

THURSDAY, APRIL 2

6:30 a.m. – 7:30 a.m.

| Plaza Court 4

Yoga

7:00 a.m. – 6:00 p.m.

| Plaza Exhibit

Registration and Information Desk

7:30 a.m. – 8:30 a.m.

| room

Breakfast

Sponsored by White Wave Foods

8:00 a.m. – 6:00 p.m.

| Governor's Square 15

Hospitality Suite

Sponsored by Cuisinart

8:00 a.m. – 6:00 p.m.

| Plaza Court 1

IACP Bookstore Open

8:00 a.m. – 8:30 a.m.

| Plaza Ballroom A - C

Opening & Welcome

Cathy Cochran-Lewis, IACP President

Sylvia Tawse, Host City Chair

John W. Hickenlooper, Mayor of Denver

8:30 a.m. – 10:00 a.m.

| Plaza Ballroom A - C

General Session: The Soul of Sustainability

What's soul got to do with it? For these trailblazers— everything! If business helped create our environmental challenges, what is business doing to create solutions? How do we move from heartfelt ideas to action? While green living is no longer weird or fringe, controversy and confusion abounds as to what is truly green for today's businesses. Can we really trust that corporate America cares? Can business really make a difference? Two experts from different perspectives share their definitions for truly



green business while Lynne Rossetto Kasper of American Public Media's *The Splendid Table*®, moderates this lively conversation. Size and scale? Organic and local? Price and quality? Mission driven or money driven? What is at the core of sustainability? A human survival instinct to preserve and protect? A deep need to do no more harm? Or a primordial desire to preserve certain pleasures of Nature in our lives? Sustainability is not too far of a stretch from sustenance – certainly a value to all culinary professionals. In these especially precarious times, it is grounding to explore practical, sustainable solutions for the food industry while also considering a longer view and a more soulful perspective.

Lynne Rossetto Kasper, moderator, American Public Media's *The Splendid Table*

Dan Barber, Executive Chef/Co-Owner, Blue Hill and Blue Hill at Stone Barns Center

Walter Robb, Co-President and Chief Operations Officer, Whole Foods Market, Inc.

10:00 a.m. – 10:30 a.m.

Networking Break

| Plaza Exhibit

Sponsored by Canolainfo

10:30 a.m. – 12:00 p.m. Concurrent Workshops – Session I

WS-01 | Gluten-Free Goes Mainstream: Meeting the Needs of This Growing Market

Tasting

| Governor's Square 17

Once considered a niche, the gluten-free (GF) market has become mainstream. An estimated 15 million Americans follow this diet, and approximately 90 million are genetically pre-disposed to gluten intolerance. Over 3,000 foods bear GF claims, and the market for GF foods will reach \$1.7 billion by 2010. For people with Celiac disease – an autoimmune form of gluten intolerance – the only treatment is a lifetime without wheat, rye and barley – mainstays of the American diet. No pill, vaccine or surgery cures gluten intolerance, so this concern is not a passing fad and knowledge of GF food is essential.

Jean Duane, Alternative Cook, LLC

Beth Hillson, Gluten-Free Pantry

Chef Elise Wiggins, Panzano Restaurant

WS-02 | Native Foods of the Sonoran Desert: Mesquite Beans to Cholla Buds

Tasting | Director's Row H

Before the 1960's, diabetes was unknown among the people of the Tohono O'odham Nation in southern Arizona. Today, they have the highest rate of adult-onset diabetes in the world. The cause of this devastating change is the destruction of traditional food systems and diet. Several studies have confirmed that the nutritional content of traditional Tohono O'odham foods—including tepary beans, mesquite beans, and cholla buds—have the effect of lowering and/or stabilizing blood sugar. Learn the cultural and nutritional importance of these native plants and the techniques used to harvest fruit of saguaro cactus, pods of the mesquite tree, and pads and fruit of prickly pear cactus. Recipes using these native plants will be provided, along with tastes of two dishes incorporating these native ingredients.

Barbara Pool Fenzl, CCP, Les Gourmettes Cooking School, Phoenix

Eric Garton, Desert Botanical Garden

Mary L. Paganelli, Tohono O'odham Community Action

CONFERENCE AGENDA



THURSDAY, APRIL 2

10:30 a.m. – 12:00 p.m. Concurrent Workshops – Session I
continued

WS -03 | Artisan Pizza: Going Beyond Gourmet Pizza Governor's Square 14

Pizza is hotter than ever (and the one restaurant concept that can withstand economic downturns). A new generation of pizza makers is redefining the experience and the realm of possibilities. It all begins with the crust, not the toppings (this is the major difference between artisan and gourmet pizza). Three major players in this movement will present an overview (and many photos) to illustrate the point, as well as share some secrets of their success. This workshop is not just about pizza; it's about pushing boundaries in search of excellence and establishing new culinary benchmarks.

Peter Reinhart, CCP, Executive Pizzaiolo, PieTown, Charlotte, NC, Author of Peter Reinhart's Whole Grain Breads: New Techniques, Extraordinary Flavor

Chris Bianco, co-owner and chef, Pizzeria Bianco, Phoenix
Brian Spangler, Apizza Scholls, Portland, OR

WS-04 | International Models for Children's Healthy Futures Governor's Square 10

When seeking dynamic, quality international food education programs for youth, three models come to mind – one centered in Norway, one from England and the third from Brazil. It is impressive how far-reaching the Norway program is – with participants in Spain, Germany, Austria, Czech Republic, Poland as well as Norway. While the Norway model is interwoven with the school curriculum and focused on secondary students, the program from England is after-school cooking clubs and is offered to students in primary, middle and secondary schools. The program in Brazil teaches the nutritional value and culture of the Brazilian staple manioc through informal classes, theater and hands-on cooking in the classroom and after school. Come learn what other parts of the world are doing to create savvy, healthy adults for the future.

Catherine Pressler, CCP, moderator, Culinary Educator/Chef, Food FUNdamentals, USA

Teresa Corção, Culinary Educator/Chef, Projeto Mandioca, Brazil
Caroline Fanshawe, Operations Manager, Let's Get Cooking, UK
Scott Givot, CCP, Educator, Cookbook Author, Health (A)ware, Norway

WS-05 | Sustainable Sourcing for Quality Organic Spices: Understanding Spice Evaluation Governor's Square 9

This workshop will give you key snapshots of how spices journey from the fields where they are grown halfway around the world to your kitchen table, showing you the essential steps in-between. You'll learn about source development, country of origin, and why sustainable practices are important in delivering quality products to the marketplace. Discover the methods used in formal spice evaluation, ranging from organoleptics (the human senses for evaluation) to the application of sophisticated analytical instrumentation such as High Performance Liquid Chromatography (HPLC) that analyzes and defines attributes for the highest quality of spices. We will also review quality manufacturing systems and will end with a hands-on demonstration of a spice product cutting.

Ravin Donald, Ph.D., Frontier Natural Products Co-op

WS-06 | Blogging Made Simple

A Hands-On Class

| Johnson & Wales University

Limited to 30 participants

Do you want to start a blog, but have no idea how to start? It's easier than you think. In this hands-on computer lab session, you will learn the differences from various blog platforms and then go through the steps to set up a sample blog. You'll learn how to put content on the blog, how sites are "found" by search engines, how to imbed images and video. You'll also learn about RSS, de.li.ci.ous, meta tags, Google Ad words and other key terms. This interactive workshop will not cover content or strategy, but simply offer a chance for the non-tech savvy to catch up with online technology and terms. Each attendee will leave with a booklet about blog creation and definition of online terms. Attendees are welcome to bring their laptops, but this is not required. The education will continue in the online IACP forums.

Kathleen Flinn, Author, The Sharper Your Knife, The Less You Cry

Maggie Dutton, The Wine Offensive Blog

WS-07 | Bison is Big – The Ultimate 'Slow Food'

Governor's Square 16

Learn how to offer delicious, healthy dishes using North America's native meat source, bison. Topics covered will include ranching, health and environmental benefits and cooking techniques. Chef Michael Paley will talk about underutilized cuts of meat and discuss dishes like bison bresaola, carpaccio and marrow bones, all served in his award-winning restaurant, Proof on Main in Louisville, Kentucky. The processing of bison under USDA inspection grew by 21 percent in 2006, and bison is now raised in every state in the U.S. Bison offers hearty flavor but contains less fat and cholesterol than beef or chicken. The choice of a new generation, bison is changing the way we think about meat in both fine dining and home kitchens.

Kristine Kidd, moderator, Bon Appétit Magazine

Steve Wilson, Kentucky Bison Company

Chef Michael Paley, Proof on Main, Louisville

WS-08 | Low-Mileage Eating – Two Catalysts For Real Change in Your Backyard

| Governor's Square 11

It's become easier for most culinary professionals to know their local farmers and producers and to cook more seasonally, even in urban areas with the rise in popularity of farmers markets, community gardens, and Community Supported Agriculture (CSA). But what about actually connecting a new generation of eaters with low-mileage eating and the first link of the food chain in your own community? Whether it is the school cafeteria, the college student union or the city park, all are canvases ready for real change in connecting people to their food, and the source of that food.

Two nationally recognized non-profit programs provide 'can do' blueprints for changing the way children eat and think about food. Join Judy Fink, Education Programs Director at Stone Barns Center for Food and Agriculture and Chef Michel Nischan, President/CEO of Wholesome Wave Foundation to discuss their strategies and successes for introducing children of all ages to the joys and benefits of delicious, seasonal, locally-grown food fresh from the farm.

Amy Bodiker, moderator, Development Director, Stone Barns Center for Food and Agriculture

Michel Nischan, Chef, President/CEO, Wholesome Wave Foundation

Judy Fink, Education Programs Director, Stone Barns Center for Food and Agriculture

CONFERENCE AGENDA



THURSDAY, APRIL 2

Luncheon – Culinary Trust & IACP In Memoriam

12:15 p.m. – 1:45 p.m.

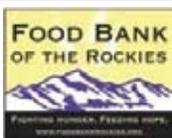
| Plaza Exhibit

In Memoriam presented by Scott Givot

Richard Sax Hunger Relief Grant presented by Janet Cabot, Chair of The Culinary Trust

Richard Sax Memorial Fund Recipient

Hundreds of IACP conference attendees partner each year with The Culinary Trust to make a contribution to a hunger relief organization in our host city. This year's recipient will be the Food Bank of the Rockies. Since 1978, Food Bank of the Rockies (FBR) has been fighting to ensure no one goes without needed nutrition. Last year, through over 700 agencies who facilitate more than 1,000 hunger-relief programs – food pantries, soup kitchens, meal programs - in Metro Denver, Northern Colorado, the Western Slope and Wyoming, FBR distributed nearly 25 million pounds of food – enough for our partner agencies to provide almost 53,000 meals each day to hungry children, seniors, families and individuals. These programs are the front line between health and happiness versus hunger and despair. With our financial support, Food Bank of the Rockies can turn \$1 into four meals and \$0.96 of every dollar received goes directly towards food. FBR has been awarded the highest rating – four stars – from Charity Navigator, and are a BBB Accredited Charity. Your donation will support this worthy local group.



2:00 p.m. – 3:30 p.m. Concurrent Workshops – Session II

WS-09 | Farmers & Chefs Face the Future of Food Together: An Open Conversation

| Governor's Square 10

Our industrial food system has tended to value specialization, simplification and economies of scale to achieve maximum production yields and short term monetary return. The future of food will be the focus of this dialogue which will demonstrate how the farmer and chef conversation is vital to shaping our culinary future. New challenges have led some creative entrepreneurs (and agripreneurs) to envision a new food structure which has now emerged along side the industrial system. They have discovered exceptional value in organizing



food systems around complex relationships enabling them to achieve superior quality, mutual benefit and reliability – and doing so with environmental gains for soil, water and plant diversity. Our experts will discuss their experiences in developing such working relationships, from soil to plate.

Fred Kirschenmann, Ph.D., moderator, President, Stone Barns Center for Food and Agriculture; Distinguished Fellow, Leopold Center, Iowa State University, organic farmer & IACP Scholar-in-Residence 2009

Dan Barber, Executive Chef & Owner, Blue Hill Restaurants at Stone Barns Center and Manhattan

Jack Algieri, Four Season Farmer, Stone Barns Center for Food and Agriculture

Gregg Twehues, Director of Nutrient Management, Stone Barns Center for Food and Agriculture

WS-10 | Mood, Food and Sex

| Governor's Square 17

With food's role of inducing pleasure, it is no wonder it has a role in human sexuality. Our twin appetites of sex and hunger have shaped our culture, our very being. Top scientists in the field will present their groundbreaking work revealing how food and emotion are inextricably linked. From the study that revealed the top arousing scents of pumpkin pie, doughnuts and Good n Plenty candies, to the pioneering Mood Mapping technique, this workshop will take a scientific and historical look at the sensuality of food. This session will examine the ways in which food is tied to emotions in the world of flavor manufacturing. Attendees will better understand the physical effects of food along with the mechanics of building flavor and aroma.

Glenda Galvan-Garcia, Whole Enchilada Consulting

Marie Wright, International Flavors & Fragrances, Inc.

WS-11 | A Coffee Conundrum: What IS the Best Coffee Anyway? Tasting

| Director's Row E

Organic, Fair Trade, sustainable, bird-friendly, shade grown – what is the best coffee? The promoters of certifications want consumers to believe that these are the most important factors to consider in buying coffee. But professionals who buy and roast coffee have their own parameters, based on knowledge of the farms they buy from, and the taste experience the coffee provides. And consumers and roasters don't always agree. Many coffee drinkers like sweet, full-bodied, dark roasted coffees, while most specialty coffee roasters want consumers to be drinking bright, light roasted coffees with high floral notes. This is similar to what's going on in the wine world, where many sommeliers recommend lighter, low-alcohol wines, but wine drinkers would rather spend big money for deeply extracted, high-alcohol wines. Come learn the key to this conundrum.

Note: In the tasting, two coffees will be featured: a lightly roasted, floral coffee favored by coffee professionals and a dark roasted, full bodied coffee, preferred by consumers. Similarly, a light red wine will be tasted against a deeply extracted red – one being preferred by sommeliers, the other by many wine consumers.

Joan Reis Nielsen, Author, The Great Coffee Book

Timothy Castle, Castle Communications

Christy Thorns, Allegro Coffee Company

WS-12 | Sustainable Seafood: From Confusion to Solutions

Cookery Demonstration and Tasting | Plaza Ballroom D - E

Global fisheries are in crisis, and food lovers have the power to make a difference. As public demand for seafood grows worldwide, conscious consumers want more information to help them sort through the issues and make informed choices that please the palate and protect the health of the oceans. In growing numbers, chefs and retailers are responding by shifting their buying habits to support sustainable fisheries and fish-farming practices. Our panel of experts will cover the basics of sustainable seafood from varying perspectives and address the underlying environmental issues, and what consumers, chefs and writers can do to make a difference. We'll offer tastes of some up-and-coming sustainable seafood items, featuring a recipe from one panelist's cookbook.

Barry Estabrook, Gourmet Magazine

Sheila Bowman, Monterey Bay Aquarium

Rick Moonen, RM Seafood, Las Vegas NV

CONFERENCE AGENDA



THURSDAY, APRIL 2

2:00 p.m. – 3:30 p.m. Concurrent Workshops – Session II
continued

WS-13 | Fighting Media Fire During A Food Crisis – Two Real Crisis Communications Case Studies | Governor's Square 11

Food insecurity is rampant with today's consumers due to increased incidence of food safety scares – some valid and others exaggerated and likely over reported. Culinary professionals should be asking their companies, "Do we have a crisis communications plan in place and has it been tested with our own fire drill?" during these times of heightened vulnerability for food companies, whether the crisis is scientific, financial, philosophical or legal in nature. Anyone answering 'no' to these two questions will benefit by hearing directly from two culinary professional communicators who have weathered significant storms, from E Coli in spinach to an outbreak of Hepatitis A from a foodservice employee in a retail grocery store. Video tape excerpts and personal testimony about lessons learned make this presentation compelling and constructive.

Sylvia R. Tawse, The Fresh Ideas Group
Samantha Cabaluna, Earthbound Farm
Sonja Tuitele, Aurora Organic Dairy

WS-14 | Time Management for Time-Starved Culinary Professionals | Governor's Square 9

This workshop will focus on the theory of managing one's time effectively. In depth instruction is provided on how participants can use their electronic productivity tools, i.e. Outlook and/or Lotus Notes, more effectively to manage their calendars, email, contacts and tasks. Participants will also learn how to set attainable goals, manage email, prioritize and manage interruptions and procrastination during their day. To support time management goals, participants will also learn how to prioritize and plan their days/weeks.

K.J. McCorrey, Officiency Inc.

WS-15 | Life's a Pitch: A Detailed Look at Cookbook Publishing and the All-Important Pitch | Director's Row H

This presentation is a "must" for all wanna-be cookbook authors. A live demonstration of how a cookbook idea is "pitched" from agent to editor and editor to "pub board" and/or marketing & sales kicks things off. Following the demonstration, each expert will explain their roles in the process and offer advice for those with a cookbook idea in mind. The agent will provide specific cookbook proposal guidelines, and all panelists will offer their insight into what guides their evaluation process, as well as offer predictions for the future of the cookbook market, given tougher economic times. A Pitch Slam keeps things lively: audience members will have the opportunity to approach the microphone with a one-minute pitch and get immediate feedback from the agent, editor and marketing person.

Lisa Ekus-Saffer, The Lisa Ekus Group, LLC
Peter Perez, Chronicle Books

WS-16 | Digital Food Photography for Non-Photographers: Food Photography Basics for Bloggers | Governor's Square 16

Great food photography can provide a major enhancement to food blogs and food-based web sites, while bad imagery can detract enormously from the most elegant prose. But those macro food shots of perfect risotto aren't easy to master, as any professional photographer or stylist knows. This session on digital food photography offers a basic nuts-and-bolts introduction for the non-photographer into the world of macro lenses and lighting, with advice on everything from equipment to photo editing software. We'll talk with a chef blogger, and show you some of the important food photography do's and don'ts, so that your blog can look its best.

Steve Adams, Steve Adams Studio
Jim Scherer, Jim Scherer Photography
H. Alexander Talbot, Ideas in Food, LLC

WS-17 | Bootstrap Online Marketing for the Internet Impaired Governor's Square 14

The internet's boundless reach has shaped it into THE marketing medium of all time. Does this make you excited or frustrated? Not everyone is a computer geek, so don't worry. There are easy, fast and cheap ways for practically any do-it-yourselfer to harness web-power. We'll skip over websites and e-mail to focus on demystifying fresh (and mostly free) resources such as blogs, craigslist, PayPal, Google, e-newsletters, and YouTube. Hands-on demos will teach how to put many to work within any budget, timeframe or experience level. (For fun, we'll use aging equipment, too.) Discover simple, effective techniques to promote your service, whether you are a consultant, author, manufacturer, instructor, cooking school owner, spokesperson, tour director, restaurateur, or other self-marketer.

Patti Londre, The Londre Company

3:30 p.m. – 4:00 p.m. | Plaza Exhibit
Networking Break *Sponsored by Driscoll's*

4:00 p.m. – 5:30 p.m. Committee / Section Meetings
All standing committees, professional-interest sections and special-interest groups meet to plan their programs for the 2009-2010 year.

Annual Conference & Host Committee	TBD
Certification Committee	Plaza Court 4
Chefs, Restaurateurs & Sommeliers Committee	Director's Row E
Cooking Schools and Teachers Section	Governor's Square 12
Corporate Members Council	Plaza Court 6
Country Coordinators Committee	Plaza Court 7
Culinary Experience Committee	TBD
Culinary Tourism Committee	Governor's Square 17
Entrepreneurs Section	Governor's Square 9
Food History Committee	Director's Row F
Food Photographers and Stylists Section	Governor's Square 11
Food Writers, Editors and Publishers Section	Governor's Square 14
Grassroots Committee	Governor's Square 10
Kids in the Kitchen Committee	Director's Row I
Marketing Communicators Section	Governor's Square 16

CONFERENCE AGENDA



THURSDAY, APRIL 2

4:00 p.m. – 5:30 p.m. **Committee / Section Meetings continued**

Nutrition & Food Science Section | Plaza Court 5

Test Kitchen Professionals Committee | Director's Row H

Optional Evening Events

OP-23 | A Magical Evening at the Legendary Fort – The Culinary Trust Dinner & Silent Auction



Take a historic journey across the old and new foods of the Great West to benefit The Culinary Trust during a fun-filled evening of music, eating and learning at The Fort Restaurant, a replica of 19th century Bent's Fort nestled in the red rocks just outside of Denver. Guests can start with a

signature Hailstorm drink and sample a buffet of Native America foods along with many Fort specialties such as buffalo prime rib, bison sausage wrapped quail eggs and Rocky Mountain Oysters Rockefeller.

The evening will also feature a tribute to Sam Arnold, founder of The Fort, host of PBS's *Frying Pans West* and author of numerous cookbooks. IACP member and owner of The Fort, Holly Arnold-Kinney, will share research on food from the period of The Fort and how that is reflected in their menu today.

Where: *The Fort, Morrison, Colorado (transportation provided – meet in the Lobby of the Sheraton's Tower Bldg)*

When: *Thursday, April 2, 6 p.m. – 9 p.m. (buses depart between 5:30 and 5:45 p.m.)*

Primary Sponsor:

Supporting Sponsor: The Fort Restaurant

Contributing Sponsor: USA Rice Federation

OP-24 | SPLASH – A Photo Shoot and Cocktail Party

Itinerary:

6:30 p.m. Bus Departs Sheraton Downtown with Historian on Board (meet in the Lobby of the Sheraton's Tower Bldg)

7:00 p.m. – 9:00 p.m. Splash Photography Cocktail Party

9:15 p.m. Bus Departs Golden to return to Denver Sheraton

Limited to 45 guests

Evening Overview: A bus will transport our IACP guests from the hotel to the host studio in Golden, Colorado. Travel time is approximately 15 minutes while guests get to receive some interesting commentary on Golden, Colorado and surrounding areas from a local historian. Refreshments will be served aboard the bus. Guests will then be transported to Souders Studios. Here guests will be able to watch a professional beverage photo shoot featuring a splashing drink in Rick's very retro studio. Rick Souders, a resident of Denver and voted world's top beverage photographer, will be conducting the shoot. There will be a bar featuring a Private reserve beer brewed exclusively in Golden, as well as many organic wines and other beverages. The evening event will also feature appetizers and hors d'oeuvres from Colorado-based restaurants and food producers and will include several organic/natural selections. The evenings appetizers will be prepared by three respected chefs from the region.

Hors d'oeuvres will include such items as Seared Spice-rubbed Colorado Lamb on Pomegranate Onion Confit, Chilled Honey Lemon Thyme Chicken and a Salsa and Colorado Cheese Bar.

Event Coordinators: Kellee Hassler, Rick Souders

OP-25 | Pub Dinner & Scotch on the Rockies Depart 6:30 p.m. – Return 9:30 p.m.

Transportation not provided – Limited to 35 guests

You won't need your passport as we journey a short distance from the hotel to the largest single malt whisky collection at Pints Pub (the largest west of Edinburgh, Scotland). If peat, smoke and wort all tantalize your taste buds, then you must join us for one of three traditional pub dinners of Medallions of Apple Smoked Pork Loin with Mashed Potatoes; Bangers & Mash; or New World Fish & Chips (broiled salmon). Afterwards four fine malts (Island – Bowmore Legend, Campbeltown – Springbank 10 years, Highland – Glenfarclas 10 years, Lowland – Auchentoshan Select) representing the full range of regional characteristics that will be sampled. You'll get a great taste of single malt whisky and may even want to try some of the other 250 kinds.

5280 Wine & Dines

5:30 p.m. – 9:30 p.m.

Transportation not provided

We wish to thank the following restaurants for their participation in the IACP Annual Conference

Fruition

Jax Fish House

The Palace Arms, Brown Palace Hotel

Restaurant Kevin Taylor

Rioja

Lola

FRIDAY, APRIL 3

6:30 a.m. – 7:30 a.m.

| Plaza Court 4

Yoga

7:00 a.m. – 9:30 a.m.

| Governor's Square 12

CCP Exam

7:30 a.m. – 8:30 a.m.

| Plaza Exhibit

Breakfast

8:00 a.m. – 12:00 p.m.

| Plaza Court 1

IACP Bookstore Open

8:00 a.m. – 6:00 p.m.

| Governor's Square 15

Hospitality Suite

8:30 a.m.

| Plaza Ballroom A - C

Morning Reading - Greet The Day With A Farmer's Poet and a Poet's Farmer by David Mas Masumoto

CONFERENCE AGENDA



FRIDAY, APRIL 3

8:30 a.m. – 10:00 a.m.

| Plaza Ballroom A - C

General Session: Pioneering A Sustainable World – What's The 'S' Word Really Mean, Anyway?

Experts from each link of the sustainable food chain – farm, manufacturer, restaurant and consumer – reveal perspectives and challenges in their ground-breaking pursuits to change the way we eat and drink. These pioneers each broke with tradition in their respective careers by embracing unconventional practices that ultimately benefited the environment. Have they also benefitted the quality of cuisine? Is there a link between sustainability and taste? It's been a quiet revolution for many and now beginning to reach mainstream. What is on the horizon for the culinary industry's next era of change?



Kim Severson, moderator, The New York Times

Chef Andoni Luis Aduriz, Mugaritz, Erreterria, Spain

Chef Michel Nischan, Wholesome Wave Foundation

Kim Jordan, New Belgium Brewery

Fred Kirschenmann, Ph.D., President, Stone Barns Center for Food and Agriculture; Distinguished Fellow, Leopold Center, Iowa State University, organic farmer & IACP Scholar-in-Residence 2009

10:00 a.m. – 10:30 a.m.

| Plaza Exhibit

Networking Break

Sponsored by Valley Fig Growers

10:30 a.m. – 12:00 p.m. Concurrent Workshops – Session III

WS-18 | Extreme Cooking: Flames, Flavors and Culinary Adventures in the Outback

Cookery Demonstration and Tasting | Plaza Ballroom D - E

One of the world's most extreme locales inspires not only creativity but culinary prowess to deliver Australia's sophisticated and contemporary cuisine amidst Aboriginal campsites, vast desert wastelands and remote bushland. Chef, author & TV personality Andrew Dwyer has led culinary expeditions into all corners of Australia's vast Outback and is renowned for cooking some of the country's most exquisite cuisine using live fire and the nation's astonishing bounty of seasonal ingredients. Dwyer will share techniques and insights to the resurging trend of live-fire cooking, as he discusses challenges and secrets to delivering gourmet cuisine in extreme conditions. He will share road-tested recipes and provide a cultural and culinary journey through Australia's most alluring and robust heartland.

Andrew Dwyer, Chef & Author of Outback: Recipes & Stories from the Campfire

WS-19 | Say (Colorado) Cheese!

Tasting

| Governor's Square 10

Colorado isn't exactly the first place one thinks of when it comes to cheese. But not only are there several producers throughout the state, each producer's attention to their products and to the land is exemplary. In this session, attendees will learn about the dairy and ranching history of the state, hear from two cheese producers about what each is doing not only to make great cheese but also to keep farming viable for themselves and for their children, and taste the

exceptional products now distinguishing Colorado as a first-rate state for artisan cheese production.

Laura Werlin, Moderator, Author, Laura Werlin's Cheese Essentials

Meg Cattell, Windsor Dairy, Windsor, CO

Dan James, James Ranch, Durango, CO

WS-20 | Labeling Vertigo

| Governor's Square 11

Anyone entering the supermarket in the age of green marketing is sure to get vertigo from all of the competing green claims. This workshop will reveal the truth about food labels, including FDA, USDA, independent certifying agencies, and claims to sustainable production. Join an attorney, a former member of the USDA National Organics Standards Board and organic supermarket executive, and a journalist as they define the prescription for your label reading-induced headache.

Karin Endy, The French Culinary Institute

Kimberly Lord Stewart, Author of Eating Between The Lines

Margaret Wittenberg, Author of New Good Food, Global Vice President, Whole Foods Market Inc.

WS-21 | The Thirsty Muse: Writing About Wine, Beer, and Spirits

| Governor's Square 12

Do you enjoy reading wine lists more than novels? Whether you are an established writer looking to expand your repertoire (and revenue streams) or a cocktail enthusiast yearning to break in, this seminar will show you how to expand your career by mastering wine, beer and spirits writing – an exciting and relatively untapped niche within the world of food writing. Learn how to spot trends and develop story ideas away from the mainstream radar; develop a wine/beer/spirits vocabulary (yes, you'll need one!), explore different types of wine/spirits writing, find markets to sell your work, and hear from top newspaper and magazine editors what they're looking for now. Cheers!



Kara Newman, Wine/spirits Writer

Jon Bonne, San Francisco Chronicle

Tara Q. Thomas, Wine Critic, Writer, and Editor – Wine & Spirits Magazine

WS-22 | Being Your Own Photographer: Demystifying the Photo Shoot

| Governor's Square 16

Many food writers are confused and often intimidated by the process of having their food photographed. Many fewer have the idea of doing it themselves. But many of us are in the unique position of working closely with publishers who in turn are trying to cut down on the expenses of the traditional photo shoot. In this presentation we reveal the basics and explain how to look at a photograph and improve it. Through simple demonstrations we explain the basics of light and shadow, selective focus, composition, and color and give the viewer the confidence to tackle these aspects themselves. We also explain what kind of equipment is available and appropriate for professional quality food shots. The writer/aspiring photographer will leave with a good sense of the process and will have enough information to confront the challenges and opportunities that photography offers.

James Peterson, James Peterson Studios, Award-Winning Cookbook Author

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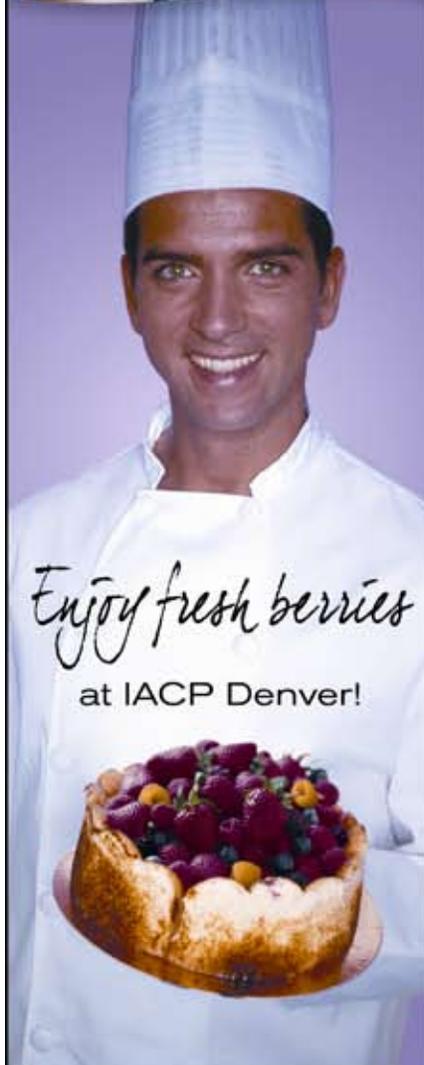


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CONFERENCE AGENDA



FRIDAY, APRIL 3

WS-23 | From Blog to Business: Generating an Audience and Income From Your Online Presence | Governor's Square 14

You've set up a blog or a web site, or maybe you're still thinking about it. But there remain some nagging questions. How do you get people to visit your site? How do you shift it into a viable business? This panel will discuss various tactics and business strategies to first develop an audience, and then monetize those visitors. They'll offer anatomies of successful sites, getting into the engines of what made these sites or blogs rise above the rest while developing a following and financial return. Learn how to engage both online and offline users, identify and attract potential audiences and think beyond banner ads to generate income.

Julie Brosterman, Women & Wine, WomenWine.com

Heidi Swanson, 101 Cookbooks Online Recipe Journal/Weblog

WS-24 | Raising Red Meat for a Green Earth Director's Row H

A family nurturing native grasses while preserving and improving the land. A businessman collaborating on cutting-edge research, helping his community thrive and building a legacy for his children and grandchildren. A government wildlife biologist who meets conservation goals by working with ranchers to cultivate and sustain critical habitat. Together, these people are feeding the land and feeding the world. Session participants will take a multimedia journey through both a traditional ranch and a diversified cattle feeding business to learn what makes these Colorado beef producing families leaders in environmental sustainability. Hear firsthand how cattle-raising has become an integral part of the surrounding eco-system by fertilizing plants, promoting biodiversity, generating new sources of energy and preserving native landscapes.

Heather Johnson, U.S. Fish and Wildlife Service

Gary Teague, Teague Diversified

Mark Frasier, Frasier Family Ranch

WS-25 | Feeding Your Financial Future: Financial Planning Ideas and Strategies for Chefs and Culinarians Governor's Square 9

In today's dynamic and ever changing world it is important to take the time and focus on the process of understanding the value of establishing financial goals and objectives. The food and wine industries are demanding, time consuming professions that often leave little or no time for planning for your family needs and retirement goals. We will discuss the "process of financial planning," the importance of establishing a relationship with a trusted advisor, the complexities of investing in the global marketplace and the power of investing over time to meet your personal and professional goals.

Kathleen S. Bowen, CFP, CLU, ChFC, EWS, Mind's Eye Resource Management, LLC

WS-26 | Media Pitch-o-Rama | Governor's Square 17

Got an idea for a newspaper or magazine story? Or, trying to get editorial coverage of your product, client, cooking classes or culinary tour? Our panel of top newspaper and magazine editors will share insight in what they're seeking, trends in publishing and what lurks behind editorial decisions. Then, they will take an hour's worth of pitches directly from the audience in a Media Pitch Slam. Come

prepared with an idea that can be explained in 90 seconds or less. Leave with a greater understanding of how to get your story into print.

Joe Yonan, moderator, The Washington Post

Kristine Kidd, Bon Appetit

Nancy Hopkins, Better Homes and Gardens

Martha Holmberg, The Oregonian

12:30 p.m. – 4:30 p.m. | Colorado Convention Center – Hall A Culinary Showcase

2:30 p.m. – 4:30 p.m. | Colorado Convention Center – Hall A Cookbook Expo

Optional Evening Events

5:30 – 10:30 p.m.

Transportation not provided

5280 'Only in Boulder' Wine and Dines

We wish to thank the following restaurants for their participation in the IACP Annual Conference

Jax Fish House

The Kitchen Café

Colterra – Niwot

Black Cat Bistro

Q's Restaurant, Hotel Boulderado

OP-37 | Wild & Rare Cooking Demo, Wine Tasting and Family-Style Dinner with Chef John Ash and Friends

5:45 p.m. – 10:00 p.m. | Cook Street School of Fine Cooking
Limited to 45 guests

Getting your "game on" takes on a new meaning in the Rocky Mountains, especially when rare vintages from Silver Oak Winery are part of the starting line-up. Chef, teacher and author, John Ash, will co-host this event with Chef Andrew Floyd, Culinary Director of Cook St. Culinary School and Down Under author and Outback Chef Andrew Dwyer. The evening will show how each chef likes to work with unusual cuts of game including bison from regional ranches, as well as antelope, elk and venison. Each recipe will be tasted and served with wine. The evening will culminate with a family-style dinner with the chefs and noted ranchers from throughout the Rocky Mountains.

OP-40 | Tamayo Late Night Rooftop Mixer

8:30 p.m. – 10:30 p.m.

| Tamayo

Limited to 50 guests

Meet us for a late-night mixer with south of the border elixirs at one of Denver's hottest rooftop restaurants, Chef Richard Sandoval's Tamayo. This modern Mexican restaurant is located just a few blocks from the conference hotel on Denver's historic Larimer Square. Our Latin music and food-infused evening includes your choice of a rose tequila special tasting, specialty house drinks or a mezcals drink option. It also includes light after-dinner hors d'oeuvres, which include Quesadillas Surtidas, Tuna Tostadas, Mini Blueberry Chili Moritas, Empanadas De Camarones, Pollo Con Tinga Sopes, Al Pastor Sopes and Guacamole. You'll be able to enjoy fun elixirs, great appetizers and all with a wonderful panoramic view of the Denver skyline.

CONFERENCE AGENDA



SATURDAY, APRIL 4

7:00 a.m. – 3:30 p.m.
Registration

| Plaza Exhibit

7:30 a.m. – 8:30 a.m.
Breakfast

| Plaza Exhibit

8:00 a.m. – 2:00 p.m.
IACP Bookstore Open

| Plaza Court 1

8:00 a.m. – 5:00 p.m.
Hospitality Suite

| Governor's Square 15

8:30 a.m. – 10:00 a.m. Concurrent Workshops – Session IV

WS-27 | Lamb: Symbolism, Sustainability and Celebrations Cookery Demonstration and Tasting

| Plaza Ballroom D - E

Among the first domesticated animals, lamb is now available year-round. We examine lamb's historical significance from the perspective of a historian, a farmer who raises grass-fed organic lamb, and a professional chef-writer. Lamb is linked with festivals and observances. Christians, Jews and Muslims celebrate with lamb, an essential part of cuisine for Easter, Passover and Ramadan. We will explore lamb's history, symbolism and its influence across cultures. The panel presents the sustainable practices of a third-generation sheep rancher who has adapted his grandfather's traditional methods to create an organic, sustainable farm, committed to the concept of terroir. We will provide source lists for locally raised pastured lamb and examine sustainable-rearing practices. A tasting of classic and contemporary lamb recipes showcasing lamb carpaccio and lamb basturma.

Terrie Wright Chrones, Moderator, The Global Notebook

Priscilla Martel, All About Food

Richard Parry, Fox Fire Farms

WS-28 | Red, White & Green: The Emergence of Eco-Friendly Wines

Tasting

| Governor's Square 11



Eco-friendly wines are on the rise around the globe. Because there are many different shades of green, this seminar will shed light on different ecologically oriented wine-growing practices such as certified organic and biodynamic. We'll look at what the different labels mean and what regulations control them. Since responsible wine growing extends

beyond the winery itself, we'll examine ongoing changes in packaging, closures (natural and synthetic cork vs. screw cap), shipping materials, etc., in addition to exploring the factors behind this radical shift in wine making, including consumer demand, marketing potential and questions about the legacy we want future generations to inherit. But do eco-friendly wines taste different? A selection of "green" wines will be put to a formal taste test, allowing participants to form their own opinion.

Marguerite Thomas, Moderator, Educator and Writer

Paul Dolan, Paul Dolan Vineyards

Allison Jordon, Wine Institute

WS-29 | Sardines, Anchovies, Mackerel: Darlings of Sustainability

Tasting

| Governor's Square 12

Dark-fleshed fish are not only more eco-friendly than other species, but win rave reviews from cardiologists for their omega 3 fatty acids. This session will cover characteristics of three such species, where and how they're caught, and why populations are in relatively good shape. It will focus largely on bringing out the best in stronger flavored fish, both fresh and preserved. Purchasing, sourcing, cleaning and filleting, examples from various traditions (e.g., Mediterranean, Japanese), cooking methods, flavor systems and wine pairings are all pertinent to this topic. The presentation will end with a tasting, clinching the case that these "darlings of sustainability" are also delicious.

Toni Lydecker, CCP, Author of the forthcoming Seafood alla Siciliana Recipes and Stories from a Living Tradition

Paul Johnson, Monterey Fish Market, Author of Fish Forever: The Definitive Guide to Understanding, Selecting, and Preparing Healthy, Delicious and Environmentally Sustainable Seafood

Sam Hayward, Chef/partner, Fore Street Grill, Portland, Maine

WS-30 | Food Miles & Foodprints

Governor's Square 16

The further food travels, the worse it is for the environment, right? Maybe it's not that simple — if you live on the US east coast, French wine has a smaller footprint than Californian; New Zealand lamb shipped to the UK is more fuel-efficient than lambs raised in England. But if transportation is just one part of the calculation, how does agriculture in California vs. Chile affect greenhouse gas levels? Raising meat is carbon-intensive; what can — or should — be done to improve the production footprint? The food-miles discussion has broken into three schools. The first is "common-sense" accounting: from how far away did it come? The second is life-cycle accounting: what's the total footprint of a commodity, when not just transportation but fertilizers, water, harvesting, renewable resource application, photosynthesis, storage and packaging are factored in? Third is carrying capacity, assessing production and transport as part of the total impact of humans on the environment. Let's start to untangle the issues and frame the topic in a way that will be fruitful for future discussions.

David Scantland, eGullet Society for Culinary Arts & Letters

James E. McWilliams, Texas State University

Elizabeth Ryan, Assistant Professor, Colorado State University

WS-31 | The Changing Food Section

Governor's Square 14

Newspapers are going through epic changes as they downsize staff, eliminate sections and try to reinvent themselves on the web. This panel will take a look at what was once a prescribed format — the newspaper food section — and how three editors are dramatically changing the face of it. Instead of cutting back, some are even expanding with new print magazines or taking their coverage to a whole new level online. They'll talk about how this impacts writers and photographers, plus coverage for products, chefs, restaurants and more as the business dynamics continue in the rapidly changing newspaper environment.

Martha Holmberg, The Oregonian

Jeff Houck, Tampa Bay Tribune

Michael Hastings, Winston-Salem Journal

CONFERENCE AGENDA



SATURDAY, APRIL 4

8:30 a.m. – 10:00 a.m. Concurrent Workshops – Session IV *continued*

WS -32 | Stepping onto the World Wide Web Governor's Square 17

So you want to have a presence on the World Wide Web. What does that mean? This panel will explore the myriad ways IACP members may use the web to express their ideas or promote their businesses or to simply share ideas. The panel will survey blogs, e-zines, forums, portals, product sites, newspaper sites, travel sites, micro-blogging, and other ways that all aspects of food are found on the Internet. For those thinking about creating their own web presence, the panel will discuss the time and expense involved in developing and maintaining different types of web sites, as well as the benefits of doing so. Lastly, the panel will present step-by-step information on how to start a blog or other type of web site.

Peter Hertzmann, Peter Hertzmann Inc.

Dana McCauley, Dana McCauley & Associates

Maggie Dutton, Seattle Weekly

Optional Educational Programs

OP-41 | Master Class: The New Bar: A Liquid, Seasonal Kitchen Demonstration and Tasting 9:00 a.m. – 11:30 am | Johnson and Wales University Transportation provided – meet in the Lobby of the Sheraton's Tower Building

Mixology gets a makeover as the modern cocktail takes cues from the culinary world's focus on fresh, local and seasonal. The new mantra is drink like you eat! Few culinary pros would choose to open a can of niblets during sweet corn season when fresh varieties are abundant, yet we don't question uninspired sugary martinis or cocktails made with concentrated, shelf-stable fruit juice. The new bar is a liquid version of the kitchen with fresh, seasonal produce, exotic spices, fresh herbs, homemade tinctures, local specialty products, spirits from micro-distilleries likened to farm-designated meats and mise-en-place from the kitchen. After discussing the rich, colorful history, trends and future projections in mixology, we will explore and taste culinary-inspired original cocktails such as a Strawberry-Rhubarb-Basil-Balsamic Mojito, Heirloom Tomato Caipirinha and Mango-Ginger-Habanero Daiquiri with a 7-Spice Rim.

Adam Seger, CCP, Nacional 27, Chicago

Francesco LaFranconi, Southern Wine and Spirits

OP-42 | Master Class: Cooking with Bincho-Tan High-Temperature Charcoal: The Simplest and Best Way to Enjoy the Natural Flavor of Ingredients

Cookery Demonstration and Tasting.

9:00 a.m. – 11:30 am | Cook Street School of Fine Cooking Transportation provided – meet in the Lobby of the Sheraton's Tower Building

The fundamental concept of Japanese grilling – respect and preservation of natural flavor, aroma and texture found in each ingredient – is only achieved by bincho-tan charcoal. Bincho-tan is an artisan-made, high-quality charcoal used at Japanese restaurants in Japan as the best heat source for grilling fish, fowl, other proteins and vegetables. The steel-hard charcoal burns at more than 1,000 degree

F (538 degree C), much higher than conventional charcoals, and produces both convective and copious radiated (infrared) heat. Join us for this session to learn about the artisanal production of bincho-tan, how to build a bincho-tan grill for commercial and home-use, and how to use it for a new and pure grilling technique.

Hiroko Shimbo, Author, The Japanese Kitchen

Jeremie Tomczak, The French Culinary Institute

Jiro Iida, Teshigotoya Corp.

10:00 a.m. – 10:30 a.m. Networking Break

| Plaza Exhibit

10:30 a.m. – 12:00 p.m. Concurrent Workshops – Session V

WS-33 | Heirloom Beans: Gifts from the New World Tasting

| Governor's Square 14

Beans are one of the oldest cultivated crops. They have wonderful flavors and textures and pack a nutritional wallop. Compared to most crops, they have relatively few enemies and require minimal care. The harvested plants and pods go right back into the soil as "green manure." They're lovely to look at and yet in many cultures they've been reserved as food fit only for the economically depressed – until now. This presentation will focus on the bean's past role in ancient cuisines, its current use in modern European and Latin American cooking and its renaissance in the United States and beyond, thanks to influential chefs, adventurous home cooks and new marketing techniques from farmers markets to the internet.

Steve Sando, Rancho Gordo, Napa Valley

Judy Witts, CCP, Divina Cucina, Italy

Ruth Alegria, Mexico Soul and Essence, Mexico



WS-34 | Turning Up the Green Kitchen: A Checklist for Change Governor's Square 16

It's time to rethink the modern professional kitchen and implement practical ways to reach a healthy financial bottom line while supporting the issues of local, organic, seasonal, sustainability and carbon footprint. Net profit alone is not enough. Today's conscious food companies know they must make a lighter impact on the planet as they grow their business. But how? Three culinary change agents will provide practical ways to be a green food business while also building and inspiring a sense of community around these changes. A lively and creative perspective from a British chef whose restaurant was recently voted "Most Green in America" by Bon Appetit magazine to one of the largest institutional food companies in the country, which manages food service at venues from Yosemite National Park to big city baseball parks. At any size, this panel will prove that small changes in operations (and thinking) can add up to big benefits for people, planet and profit.

Chef Jesse Ziff Cool, Flea St. Café and JZ Cool Eatery

John Huey, DNC Parks and Resorts International

Chef Hugo Matheson, The Kitchen Café, Boulder

CONFERENCE AGENDA



SATURDAY, APRIL 4

WS-35 | Volatile Food Prices: What Culinary Professionals Need to Know— and Do | Governor's Square 10

Two years ago food prices surged, then the economy went into a tailspin and commodity prices tumbled. As a consequence of these dramatic shifts, food riots have become common in the developing world and, in America, local food banks have run out of funds to buy food, and American farmers have suffered. Industrial agriculture has increased production into marginal watershed land to meet increased demand; Monsanto has begun to research new genetically modified crops that can increase crop productivity; and the United Nations has held conferences on how to feed the hungry. Long-term effects will be ever more sobering. This panel will discuss what culinary professionals need to know and do about dramatic changes in food prices, and how future shifts will likely affect the food insecure, agriculture, and the environment.

Andrew F. Smith, Moderator, The New School

Kim Severson, The New York Times

Nevin Cohen, The New School

WS-36 | Will Vodcast for Food: How To Create Your Own Online Food Videos A Hands-On Class | Johnson & Wales Computer Lab Transportation provided – meet in the Lobby of the Sheraton's Tower Building

Limited to 30 participants

Internet technologies enable virtually anyone to express themselves to the world with writing, photographs, sound, and now, even video. Learn how to utilize this new technology to differentiate yourself and your business by producing high-quality digital assets. As a natural extension of websites and blogs, vodcasting -- video-on-demand casting - presents episodic, on-demand video in an RSS feed. It is the new way to communicate with distributed audiences online. Combining the production values of television with the flexibility of blogging, vodcasts present a whole set of technical and production challenges. This session will cover practical how-to's on everything from writing and hosting your own podcast to developing and earning revenue from a regular audience.

Jamie Tiampo, Founder, see food media LLC

Iri Greco, Media Producer, Panforte Productions

WS-40 | Blogging Made Simple A Hands-On Class | Johnson & Wales University Transportation provided – meet in the Lobby of the Sheraton's Tower Building

Do you want to start a blog, but have no idea how to start? It's easier than you think. In this hands-on computer lab session, you will learn the differences from various blog platforms and then go through the steps to set up a sample blog. You'll learn how to put content on the blog, how sites are "found" by search engines, how to imbed images and video. You'll also learn about RSS, de.li.ci.ous, meta tags, Google Ad words and other key terms. This interactive workshop will not cover content or strategy, but simply offer a chance for the non-tech savvy to catch up with online technology and terms. Each attendee will leave with a booklet about blog creation and definition of online

terms. Attendees are welcome to bring their laptops, but this is not required. The education will continue in the online IACP forums.

Kathleen Flinn, Author, The Sharper Your Knife, The Less You Cry

Maggie Dutton, The Wine Offensive Blog

12:15 p.m. – 1:30 p.m. | Plaza Ballroom A - C Luncheon – IACP Annual Business Meeting & Leadership Update

2:00 p.m. – 3:30 p.m. Concurrent Workshops – Session VI

WS-37 | Bourbon: America's Native Spirit Tasting | Governor's Square 17

This class will answer: What is bourbon? How is bourbon different from other whiskey? How did bourbon come about? In addition, the panelists will explore the differences between "wheat" and "rye" bourbon. Participants will taste the difference between these two styles. The panel will follow the process of bourbon-making from fermentation through distillation into maturation. The panel will also look at small batch, single barrel, and bottle in bond bourbon as well as cocktails made with bourbon. Participants will be able to apply the knowledge they learn to their professions in several ways: Understand the difference between bourbon and other whiskey to better serve customers and students, and distinguish different styles of America's native spirit.

Chef Albert Schmid, CCP, CSS, Sullivan University

Parker Beam, CCP, Nacional 27, Chicago

Josh Hafer, CSS, Brown Forman Inc.

WS-38 | Native American Cuisine: Discovering Indigenous Culinary Heritage of the Past, Present and Exciting Future Cookery Demonstration and Tasting | Plaza Ballroom D - E

More than 60 million bison roamed the Americas in the 18th century and this abundant protein was the primary food of the Native Tribes. At the turn of the 20th century, the bison faced extinction. Today, there are more than 400,000 bison again roaming the plains. The Native Tribes are bringing back the bison, changing the diets on the reservations, and preserving their culinary and cultural heritage. Since 1963, The Fort has educated the public on historic foods and bison, preserving culture through historical cuisine. This panel will give you an authentic taste of the WEST!

Holly Arnold-Kinney, Moderator, The Fort Restaurant, Tesoro Foundation

Jim Stone, InterTribal Bison Cooperative

Lois Ellen Frank, Native American foods historian, chef, author, and photographer



CONFERENCE AGENDA



SATURDAY, APRIL 4

2:00 p.m. – 3:30 p.m. Concurrent Workshops – Session VI
continued

WS-39 | Food Blogs: Responsibility and Self Expression Governor's Square 14

From restaurant reviews to recipes to educational content, food-related blogs are springing up all over, and readers worldwide follow them religiously. But is the food blog trend beneficial to the food professional? Now that there are no barriers to starting a blog, how can we gauge the reliability, ethics or truthfulness of the hundreds of food bloggers on the Internet? What criteria should we use to judge them? Are blogs subject to journalistic rules? What legal issues should concern food bloggers? This topic will explore the social, editorial and literary significance of food blogs, the legal and ethical issues that apply to them, their influence on restaurants, their relationship to conventional media, and their use and misuse in the commercial sphere.

Janet A. Zimmerman, eGullet Society for Culinary Arts & Letters

Steven A. Shaw, eGullet Society for Culinary Arts & Letters

Jeffrey Sonnabend, Sonnabend Law

Optional Educational Programs

OP-43 | The Culinary Trust

2009 Educational Program: Sourcing Sustainably for Culinary Professionals

2:00 p.m. – 4:00 p.m.

Governor's Square 16

Hosted by *Chef Michel Nischan* and held in conjunction with IACP's 2009 Conference in Denver, The Culinary Trust will hold its first educational program. The program will be open to IACP members and local culinary professionals.



Chefs agree that the quality of the raw ingredients affects the final taste of a dish. The search for top quality ingredients has many chefs leading the charge for diversity of fresh local produce and for animals raised naturally. The quest for taste is also a commitment to biodiversity, soil ecology, and the preservation of family farms and open space. Many culinary professionals want to purchase local and organic ingredients but do not know where or how to begin. They fear high costs and irregular supply. Chef, restaurateur and non-profit founder Michel Nischan will explain the importance of local and sustainable farming of produce, meat and fish. Following the general session, participants will break out into groups based on the size and scope of purchasing needs.

The program will address:

- *Assessing purchasing needs*
- *Building supply relationships*
- *Managing delivery logistics*
- *Overcoming cost concerns: higher price, higher quality, higher yield*
- *Minimizing the impact of supply shortages*
- *Working within the seasons*
- *Tracking costs and yields*
- *Educating your consumer*
- *Profiting from your environmental and agricultural activism*

OP-44 | Master Class: French Culinary Cooking and the Centennial State 2:00 p.m. – 4:30 p.m. | Johnson and Wales University Cookery Demonstration and Tasting Transportation provided – meet in the Lobby of the Sheraton's Tower Building

From Denver to Dijon, country cooking opens a window, not just to food, but to a deeper view of the people and culture. Acclaimed chef & cookbook author Anne Willan will demonstrate the true meaning of terroir using French dishes with ingredients from the life and land of Colorado. Coq a la biere will be made with Colorado-brewed beer, a daube will come with buffalo not beef, vineyard baked beans will feature Colorado red wine and the pintos that date back to early settlers, with local heirloom apples in a tart for dessert. At least two dishes will be tasted. You'll come away learning how to apply classical cooking techniques & recipes to the bounty of wherever you will be cooking as you gain a full understanding of local.

Anne Willan, CCP, La Varenne French Cooking School, Award-Winning Cookbook Author

OP-45 | Master Class: Making Fine Chocolate in Denver – Exploring Luxury Chocolate Manufacturing Processes in the Factory and Laboratory 2:00 p.m. – 4:30 p.m. | De Vries Chocolate and Solace Confections Offsite Demonstration and Tasting Transportation provided – meet in the Lobby of the Sheraton's Tower Building

Join us for an on-site program with De Vries Chocolate and Solace Confections. De Vries Chocolate is considered one of the world's top fine-chocolate makers from the bean. We will be welcomed into the factory to observe the processes and strategies employed to produce chocolate on a small artisan scale. We will then move on to artisan chocolatiers Solace Confections who take fine bulk chocolate such as DeVries Chocolate to produce bonbons and confections in their brand new shop and facility.

Pam Williams, Instructor, Ecole Chocolat

Steve DeVries, DeVries Chocolate

Robert D. Currie, Solace Confections

OP-46 | Master Class: Artisan Pizza: Three Masterful Styles 2:00 p.m. – 4:30 p.m. | Cook Street School of Fine Cooking Cookery Demonstration and Tasting Transportation provided – meet in the Lobby of the Sheraton's Tower Building

Join Chefs Cathy Whims, owner of Portland's acclaimed Nostrana, Antonio Laudisio, PBS star and owner of Boulder's Laudisio Restaurant, and Peter Reinhart, cookbook author and Executive Pizzaiolo of PieTown in Charlotte, NC, for 2 1/2 hours of pizza pizza! These acclaimed pizza experts will reveal the secrets of their doughs, including focaccia, toppings, and wood-fired baking techniques, while also exploring their distinctive pizza philosophies. In this master class, you will experience the many manifestations of the new and classic trends in artisan pizza.

Peter Reinhart, CCP, Executive Pizzaiolo, PieTown, Charlotte, NC, Author of Peter Reinhart's Whole Grain Breads: New Techniques, Extraordinary Flavor

Cathy Whims, CCP, Executive Chef, Nostrana, Portland, OR

Antonio Laudisio, Owner, Laudisio Ristorante Italiano, Boulder, CO

CONFERENCE AGENDA

OP-47 | Master Class: The Art and Science of Artisan Cured Meats:

Salumi from the Inside **Cookery Demonstration and Tasting**
2:00 p.m. – 4:30 p.m. | Johnson and Wales University

Transportation provided

– meet in the Lobby of the Sheraton's Tower Building

What a unique opportunity this master class provides, to learn directly from one of the country's patron saints of artisan cured meats, Armandino Batali, founder and Principal Salumist of Seattle's celebrated Salumi. This tiny lunchbox of a restaurant/deli in the city's historic Pioneer Square neighborhood is a Mecca for devotees of salami and other cured meats. There's an omnipresent line of customers happily waiting for a sandwich of porchetta or cotecchino, or to pick up an order of sliced hot soprassata or culatello to go. The roughly 2000 pounds of cured meats made here each week are sold to walk-in customers, as well as restaurant chefs, delis and salumi enthusiasts across the country.



Salumi's Seattle production facility manages to blend state-of-the-art processes with deep dedication to the hand-crafted traditions of salumi. Batali will share with class attendees in-depth information about the science of meats and what exactly transpires in the course of the curing process. He will address different styles of curing and explain each stage in the progression from raw meat to sublime salumi. Important issues such as USDA regulations and meeting integrated quality standards (such as HACCP) will be covered. In addition, Batali will share insights on educating and inspiring consumers about this world of artisan cured meats. His demonstration will feature a cotto salami (coarsely ground pure pork with pepper and spices), with detailed descriptions and samples of other cured meats from the Salumi repertoire.

Armandino Batali, Salumi, Seattle

Marilyn Batali, Salumi, Seattle

5:30 p.m. – 6:30 p.m. | Plaza Exhibit
IACP Gala Awards Reception - "Colorado Culinary Destinations"
Sponsored by Le Cordon Bleu

6:30 p.m. – 8:30 p.m. | Plaza Ballroom A - C
IACP Gala Awards Ceremony

Mistress of Ceremonies: Lynne Rossetto Kasper, American Public Media's The Splendid Table®

Join us to honor the culinary profession's best and brightest as we recognize our own and applaud the finalists and winners of the 2008 IACP Cookbook Awards and Awards of Excellence. This year's Gala Awards Ceremony will feature Mistress of Ceremonies Lynne Rossetto Kasper and a host of luminary presenters. The culmination of the 31st Annual IACP Conference is a don't-miss affair with lots of fun and glitz.

Attire: Cocktail/Smart Business

PROJECT REINVENT



OBJECTIVE

A refreshingly reinvented first course

INVENTOR

Executive Chef Anthony Sicignano, The Breakers, Palm Beach, Florida

REINVENTION

Idaho® Potato Soufflé

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Ingredients. Ideas. Invention.

SPEAKERS



Steve Adams | Photographer

Photographer Steve Adams combines his passions for food, wine and travel in his work.

After a college career spent pursuing fine arts photography, Adams learned the basics of commercial photography while working in a St. Louis photo studio. From a beginning of photographing toasters and mattresses for a department store, his career has evolved into assignments for many leading food and beverage accounts. Clients include Nestlé, Bacardi, Anheuser-Busch, Kraft Foods, and Panera. Adams occupies a purpose-built 8,500 square foot studio in St. Louis. He continues his education by teaching. He has taught studio photography at the university level, and at the Maine Media Workshops. Currently chairing the Photography and Food Stylists section of the IACP, he remains committed to maintaining a high standard of photo excellence.



Andoni Luis Aduriz | Chef, Mugaritz Restaurant

After following studies at the Hotel Management School of San Sebastian, Aduriz worked with renowned cooks such as Ramón Roteta and Hilario Arbelaitz. In 2002 he received the National Gastronomy Prize of Spain. In 2003, he was awarded the Euskadi Prize of the best restaurateur by the Basque Academy of Gastronomy. The "Lo Mejor de la Gastronomía guide" named him "Best Cook of the Year" and "Best Baker of the Year." In 2005 he received his second Michelin star. Moreover, he is the author of "Papeles de Cocina," the official publication of Euro-Toques in Spain.



Shauna James Ahern | Writer, Gluten-Free Girl

Shauna James Ahern is the author of the highly successful book, "Gluten-Free Girl." Ahern has loved food all her life. In May 2005, she was diagnosed with celiac disease, a fate that she embraced joyfully. Immediately after going gluten-free, she started the popular food blog, "glutenfreegirl.com," where she shares stories, photographs, and recipes. Both her Web site and book have earned her accolades, landing on several "best of" lists, including being named one of Amazon.com's "Best Books of 2007." She is considered one of the most authoritative sources on gluten-free living. She lives in Seattle with her husband, Daniel Ahern, a professional chef. She doesn't miss gluten at all.



Ruth Alegria | Owner/Chef, Princeton Cooking School/ Mexico Soul

Ruth Alegria comes by her proficiency in Latin cuisines by birth, inclination, training, talent and experience. Born in Panama of Nicaraguan parents but reared and educated in New York City, she opened one of the first Mexican restaurants in Greenwich Village and the first Mexican restaurant in Princeton, N.J. Both received "two stars" from the *New York Times*. Trained in classic French technique as well, the longtime IACP member founded

the Princeton Cooking School in 1980. Now resident in Mexico City, where the bilingual chef is organizing cultural culinary tours, she is IACP's country coordinator for Mexico and Slow Food Leader for the Convivium Condesa/Roma Mexico.

Jack Algieri | Four-Season Grower, Stone Barns Center for Food & Agriculture

Algieri was born and raised in southern Rhode Island on a family farm. Since attending the University of Rhode Island's College of Plant Science, he has worked as a greenhouse manager for a family-owned florist, greenhouse and nursery, a private gardener, a park ranger for the Costa Rican National Parks Service, and a sharecropper for an organic vegetable market in California. Most recently, he developed an organic program at White Gate Farm, which produces food for 60 member families and various retail natural food stores and has become a center for the community. At Stone Barns, Algieri maintains the half-acre in-soil greenhouse and four acres of garden. His goal is to produce optimal amounts of superior-quality produce for the restaurant, market, education center and community using efficient and naturally sustainable practices.



Dave Arnold | Director of Culinary Technology, The French Culinary Institute

Arnold is *Food Arts* magazine's contributing editor for equipment & food science. He writes equipment and book reviews as well as longer articles, including one on molecular gastronomy which had been submitted by *Food Arts* for a 2007 James Beard Foundation Award. He frequently lectures at leading industry conferences including The National Restaurant Show and The International Hotel, Motel and Restaurant Show, and has been a featured speaker at the 2006 and 2007 Mondavi "Taste 3" conferences, where he spoke on high-tech cocktails. Arnold and his work at The FCI have been covered in several publications, including *Food & Wine*, *The Economist* and *Popular Science*; his own hi-tech kitchen was featured in *New York Magazine*. He is frequently quoted in the press, including in numerous Jeffrey Steingarten's columns for *Vogue*.



Gary Auld, Ph.D., RD | Professor, Department of Food Science and Human Nutrition, Colorado State University

Dr. Auld has been on the faculty at Colorado State since 1989 and has over 50 publications. His primary research activities relate to the design and evaluation of community and school nutrition interventions. He has directed the evaluation of the Integrated Nutrition Project in Denver Public Schools since its inception (1994); almost 20,000 children now participate in the 26 week intervention. Dr. Auld has increased his involvement in food system issues. He co-directed a project promoting direct links between Colorado producers and food service institutions, developed a local Colorado food guide, and directed research looking at factors influencing producers to sell locally.

SPEAKERS



Dan Barber | Executive chef/co-owner, Blue Hill and Blue Hill at Stone Barns

Barber is the executive chef/co-owner, Blue Hill and Blue Hill at Stone Barns. He also serves as a member of Stone Barns Center's board of directors. He has been featured in the *New Yorker*, *CBS Sunday Morning*, *House and Garden*, and *Martha Stewart Living*; his writing has been incorporated into the annual "Best Food Writing" anthology for the past five years. In the spring of 2004, both Blue Hill at Stone Barns and Stone Barns Center for Food and Agriculture opened their doors in Pocantico Hills, New York. As the restaurant's executive chef/co-owner and a board member of the Stone Barns Center, he works to blur the line between the dining experience and the educational, bringing the principles of good farming directly to the table.



Armandino Batali | Founder and Technical Director, Salumi Artisan Cured Meats, Seattle, Washington

Armandino Batali may not have begun his foray into the world of crafting artisan cured meat until after retiring from Boeing, but feeding people well, in the Italian style, is very much in his blood. Initially, the plan was a simple post-retirement project. Batali spent 2 years learning first-hand the art and science of making salumi, some of it in Italy apprenticing with salumi masters. He then returned to open (with his wife, Marilyn) a tiny, slender, convivial shop in Seattle—with just a dozen seats for communal dining—and inadvertently set off a wave of renewed interest in the traditions of Italian cured meats. Of his 31 years at Boeing, 18 were spent in Europe working to advance Quality Technical Standards into the company's European and Middle East Supplier Base.



Allison Beadle | Nutrition Communications Expert

Allison Beadle, MS, RD is a nutrition communications expert, providing both strategic and tactical counsel for numerous clients throughout the Fleishman-Hillard network including the California Raisin Marketing Board, Tri-Lamb Group, California Table Grape Commission, Tropicana Nutrition Institute and United States Potato Board. Allison has designed and executed innovate healthcare professional outreach programs targeting family practitioners and retail dietitians. She is currently the co-chair of the IACP Marketing Communicators section.



Parker Beam | Master Distiller, Heaven Hill Distilleries

For nearly a half-century, Parker Beam has been practicing his family's craft at Heaven Hill Distilleries of distilling, aging and selecting some of the world's most critically-acclaimed American Whiskeys. Nowadays, Beam is joined by his son Craig, who works alongside his father in much the same way as he did years before with his father, Earl, starting in 1960. Together, they are responsible for making sure that the Heaven Hill Bourbons

and other American Whiskeys that are produced at the historic Bernheim Distillery possess the same high quality and consistent taste consumers have come to expect from such storied brands as Evan Williams, Elijah Craig, Old Fitzgerald and Rittenhouse. In addition to overseeing all aspects related to production, the two are also charged with safeguarding the world's second-largest supply of aging American Whiskey, an inventory of more than 700,000 barrels currently aging in Heaven Hill's 40+ open rick warehouses throughout Nelson County. Park Beam, Parker's grandfather and namesake, was the brother of James Beauregard Beam, better known as "Jim" Beam. It was Parker's father, Earl, who was the first to ply his trade at Heaven Hill. Earl, in turn, then turned the reins over to Parker in 1975. In doing so, Parker became the sixth generation Beam to earn the title Master Distiller.



Chris Bianco | Founder, Pizzeria Bianco

In 1994, Bianco and his partner Susan Pool, opened Pizzeria Bianco. Almost 13 years later, Pizzeria Bianco stands in the heart of downtown Phoenix in historic Heritage Square. Right next door stands Bar Bianco, a wine bar Bianco opened in 2000 to complement the Pizzeria. Relenting to requests to open for lunch, the chef opened Pane Bianco in 2003, a small take-out shop offering sandwiches served on his wood-fired focaccia. Pizzeria Bianco has been celebrated in many publications, including *Bon Appetit*, *Food & Wine*, *Gourmet*, *Saveur*, *Travel & Leisure*, *Vogue* and the *New York Times*. Additionally, the Pizzeria has been recognized in books such as "Pizza: Any Way You Slice It!" "American Pie: My Search for the Perfect Pizza," and most recently, "A Slice of Heaven." Bianco was awarded the James Beard Award for "Best Chef Southwest" in 2003.



Amy Bodiker | Development Director, Stone Barns Center for Food and Agriculture

Bodiker came to Stone Barns from Benefactors Counsel, a Columbus, Ohio-based consulting firm that advises clients on fundraising, philanthropy, and leadership and governance issues. She also served as a development officer at The Women's Fund of Central Ohio, managing annual campaigns, major donor solicitations, and special events. For over five years, she served as the executive director of Chefs Collaborative, a national organization that works with farmers and chefs across the country to promote local, sustainable cuisine. She is a graduate of Connecticut College and the Cambridge School of Culinary Arts and has worked in professional kitchens as a baker and cook. Since joining Stone Barns Center as Development Director in 2006, Amy has built a membership program that now boasts over 800 members and a foundation program that provides funding for farmer education, school programs, and capital projects.

SPEAKERS



Jon Bonné | Wine Editor, *The San Francisco Chronicle*

Jon Bonné is *The Chronicle's* wine editor, responsible for the paper's wine coverage as well as the annual Top 100 Wines. He covers wine and spirits throughout Northern California and around the world. Previously Bonné was lifestyle editor and wine columnist for *MSNBC.com* and wine columnist for *Seattle magazine*. His writing has won him numerous awards from the Association of Food Journalists, and he shared in a 2007 James Beard Foundation Award. He also writes for *Food & Wine* magazine, and has reported for *The New York Times*, *Newsweek*, *National Public Radio* and *Wines & Vines*. He lives in San Francisco.



Kathleen S. Bowen, CFP, CLU, ChFC, CWA, EWS | President, Mind's Eye

Kathleen S. Bowen is celebrating her 26th year in the financial services profession and has a commitment and passion for the business like never before. Over the years Bowen has engaged and represented clients from all professional avocations. She made a decision over 6 years ago to pursue her passion of food & wine. She attended the Cook Street School of Fine Cooking in Denver, Colorado and earned her professional training in classic French and Italian cuisine. She is investing my time and my financial resources to provide educational workshops and planning resources for chefs and culinarians.



Sheila Bowman | Seafood Watch Senior Outreach Manager, Monterey Bay Aquarium

Sheila Bowman is Senior Outreach Manager for the Monterey Bay Aquarium's Seafood Watch program. She works with over 150 aquarium, zoo, business and restaurant partners nationwide to develop programs to educate their customers and promote ocean-friendly seafood in their communities. Launched in 2000, Seafood Watch has developed pocket guides with regional consumption recommendations for the entire U.S. as well as a one specific to seafood used in the sushi market. To date, over 24 million pocket guides have been distributed.



Julie Brosterman | CEO & Founder, Women & Wine

Julie Brosterman's most vivid memories have been made around a table. Often, there's a spectacular view — like the one from her Hollywood Hills home — and always fine food and wine. Ever since her stint twenty-five years ago as a pour girl for Kevin Zraly's illustrious Windows on the World Wine School, wine has been Brosterman's "hobby." It was inevitable that after a career as a business-development consultant, she would create Women & Wine to educate women about the grape. Since its founding, in 2005, the company has morphed into a lifestyle purveyor — for both women and men. Beyond its Beverly Hills shop, Wine Valet; its wine club; and its online resources, Women & Wine designs wine-related experiences for individuals, groups and organizations.

One such weekend was orchestrated in California's Santa Ynez Valley wine country for a sextet of friends. The group met women vintners and sampled their wares; visited the Wine Cask, a restaurant and bar in Santa Barbara, to learn about building a relationship with one's wine merchant; and even practiced spitting wine — out the barn door of the Sanford-Benedict Winery — during a tasting.



Carla Buerkle | Food Stylist

Carla Buerkle can remember wanting to be an artist at 10 years old; that mixed with growing up in the restaurant business eventually led her to food styling. Based in Houston, Buerkle has been food styling for fourteen years. Because Houston is such an international city, she styles many ethnic foods for international, national and local food clients and restaurants. Her passion is researching foods and recipes for work and for fun. She spends time inspiring Houston farmer's market shoppers with samples and recipes using seasonal ingredients. She is also an amateur cheese maker.



Nancy Bundt | Freelance Location Photographer

Nancy Bundt, an American photographer is based in Oslo and has lived in Norway for 15 years. With an international career that spans several decades she specializes in on location photography and her images have appeared in many books and international magazines including *TIME*. She has shot the photographs for a cookbook on an island in Thailand, for a Cuban cookbook in Miami, one on American food that she has also written in 25 states and over 25000 miles, for Paulette Mitchell's newest book in Minneapolis and now is in the middle of a cookbook project on farms, in bakeries, 200 year old log hotels and on fishing boats in Norway. www.nancybundt.com



Samantha Cabaluna | Director of Communications, Earthbound Farms

Samantha brings more than 20 years' experience to her role leading the communications and marketing team at Earthbound Farm. She oversees the company's communications and marketing programs, from strategic branding and advertising to interactive electronic media. As the first point of contact for the media, she guided the company's communications during the 2006 spinach crisis and spoken about the experience to many groups. Prior to joining Earthbound Farm in 2003, she was senior copywriter and project manager for the Wadsworth Group/Thomson Publishing.



Timothy Castle | President, Castle & Company, Castle Communications

Timothy Castle is an international broker of high-end green coffee to quality oriented specialty roasters throughout North America. He is also president of Castle Communications, an international consultation, public relations

SPEAKERS



and marketing firm servicing the food and beverage industries. For over thirty years, Castle has traveled extensively to coffee producing nations and is credited by many in the trade for introducing estate coffees to the U.S. specialty market in the late 1970s. He penned "The Perfect Cup" in 1991 (now in its fifteenth printing), the same year he served as president of the Specialty Coffee Association of America (SCAA). Castle co-authored "The Great Coffee Book" for Ten Speed Press in 1999. In 2003, he received the prestigious Distinguished Author Award from the SCAA. Throughout 2009 Castle may be seen on the "How Stuff Works: Coffee" segment on the Discovery Channel.



Meg Cattell | Founder, Windsor Dairy

Meg Cattell and her husband, Arden Nelson, are both specialists in dairy veterinary medicine. They own and operate Windsor Dairy in the Poudre River valley near Fort Collins, Colorado. The dairy has been a farm since 1871 and has been certified organic since 2002. After careers as nutrition and

health consultants to dairies around the world, the couple settled down to farm and family life. At this time their lifelong scientific interest in the health benefits of grass versus grain for cows became a passion for producing and teaching people about the nutritional and ecological benefits of dairy products made from these cows. The milk from their certified organic, grade A cow dairy supplies 750 cow-share members and makes amazing traditional style cheeses. Swiss and French traditional cattle breeds are showcased for their beauty on pasture and their unique cheese-making characteristics. The farm also produces 100% grass fed beef and lamb, pastured eggs, heirloom fruits and vegetables.



Hsiao-Ching Chou | Partner and Senior Consultant, Suzuki + Chou Communimedia

As the former food editor of the *Seattle Post-Intelligencer*, Hsiao-Ching has always tried to make cooking and eating more accessible, without sacrificing her belief that eating well is essential to a balanced life. She earned several writing

awards, including the Bert Greene Award from the International Association of Culinary Professionals. She has been a guest on NPR as well as on an episode of "Anthony Bourdain: No Reservations" on the Travel Channel. She was also featured in the PBS documentary "The Meaning of Food." In her current role as partner at Suzuki + Chou Communimedia, she serves as a consultant to restaurant clients about public and media relations. Her favorite hat to wear is that of being mom to her two-year-old daughter, Meilee. Chou and her family reside in Seattle.



Terrie Wright Chrones | Director, The Global Notebook

Terrie Wright Chrones is a teacher, culinary historian and advocate for Turkish and Middle Eastern Culture. She had advanced degrees in education and graphics; teaching culinary and multicultural studies for thirty years. A past IACP

board member, she has been a frequent successful presenter to IACP conferences, focusing upon her specialties. She is a national speaker

for the Middle East Studies Center, grant recipient for the National Endowment for the Humanities, and author and editor of curriculum for culinary education. She is published by Georgetown University, Portland State, and the University of Utah. Growing up in the Middle East and Turkey has created a foundation for her studies, including this most current panel about the history of lamb.



Nevin Cohen | Founder, Topology, LLC

For twenty years, Cohen's scholarly and professional research has explored the process of involving citizens in urban environmental decision-making. Building on that work, his current research focuses on the urban food system. He is studying innovative approaches

to integrating food production into the urban environment and conducting research on how citizens can be engaged in sustainable food production. Prior to joining The New School, he founded Topology, LLC, an environmental planning and development firm. He also served as managing principal for GreenOrder, Inc., a consulting firm specializing in sustainable business practices, where he advised companies such as GE, Office Depot, Pfizer, and Pitney Bowes on methods to improve their environmental performance.



Jesse Ziff Cool | Consultant, Stanford Hospital

Pioneering sustainable agriculture and cuisine since the early 70's, Jesse is a steadfast advocate of farm to the table endeavors. She has written seven cookbooks, the most recent, *Simply Organic*, is a blog writer, educator, keynote speaker

and panelist. When not in her businesses, she devotes time to her children, grandchildren, and is an active gardener. She collaborates with Stanford University's Education Department on how to connect garden and cooking with classroom curriculum and healthy eating. She is the consultant for an innovative endeavor to bring local, organic, nurturing food to the patients at Stanford Hospital.

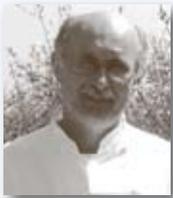


Sheila Crye | Owner, Young Chefs, LLC

Sheila Crye has been teaching young people basic culinary skills and hands-on nutrition for eleven years. In nursing school she studied nutrition, making that knowledge part of her nursing practice for fourteen years. She graduated from Columbia University with a major in Anthropology,

earning membership in the phi beta kappa honor society. For the past two years she has served as the Chair and Co-Chair of the Kids in the Kitchen committee, organizing a culinary heritage project for 700 New Orleans schoolchildren and a culinary demonstration event by Denver high school students for local youth and families as well as IACP conferees.

SPEAKERS



Robert D. Currie | Co-founder and Chief Operating Officer, SOLACE Confections, Ltd.

Bob Currie, co-founder and chief operating officer of the artisanal chocolate confection producer, SOLACE Confections, Ltd in Denver, Colorado, has been deeply involved in the industry since 2005. He received his formal chocolatier

training at the Ecole du Chocolat' and the Valrhôna L'Ecole Du Grand Chocolat. Currie, a chemical engineer, finds a great deal of pleasure in developing new flavor blends for their chocolate confections, which range from pomegranate/lime and zatar spice with olive oil to pink champagne. He, and his wife Penny, also a co-founder of SOLACE, travel frequently to Europe, China, Japan and the Middle East to source the best quality ingredients available and investigate new favorite flavors to include in their shop located in the new Village Shops at The Landmark.



Steve DeVries | Founder, DeVries Chocolate

Steve DeVries opened DeVries Chocolate with a tag line of "one hundred years behind the times" in 2005 after six years of studying chocolate — initially as an intense sideline, traveling to Europe and Latin America three or four times a year and then full time after selling his glass company. He

produces both bulk chocolate for use by chefs, candy makers and chocolatiers and retail bars that can be found in specialty food shops or purchased through his website. DeVries is intimately involved in the whole process of chocolate making, from working directly with growers, to doing his own bean drying, to being hands-on with the manufacturing process using all antique equipment. He has learned with chocolate that changes in production processes can mean major improvements in flavor.



Paul Dolan | Partner, Mendocino Wine Company

A fourth generation winemaker who has dedicated his 35-year career to green issues, Paul Dolan is known for his leadership in sustainable agriculture. A compassionate executive and winegrower holding degrees in business (Santa

Clara University) and enology (California State University Fresno), Paul's influence within the wine industry is strong. Through vehicles such as the Wine Institute's Code of Sustainable Wine Growing, speeches on climate change and citations for exemplary green practices, he has motivated other growers to adopt practices that respect the land. His book, "True to Our Roots, Fermenting a Business Revolution" (2003), makes the convincing case that sustainability is not only good for the earth; it is an economic advantage. Dolan has become a passionate advocate of Biodynamic® viticulture and winemaking, believing that each piece of land has a personality, a unique expression.



Ravin Donald, Ph.D. | Vice President of Technical Services, Frontier Natural Products Co-op

Donald is Vice President of Technical Services for Frontier Natural Products Co-op, a leader in organic spices, herbs and flavors. He has been with the company since 1999, and leads Frontier's Quality

Assurance and R&D teams. He has helped craft the company's quality and innovation strategies and understands the supply chain from source to table. He is instrumental in numerous facets of sourcing, technology and innovation that bring creative, consumer centric new products to the marketplace on a continual basis. Prior to joining Frontier, Donald spent eight years working as a scientist. He holds a Ph.D. in biology.



Jean Duane | Alternative Cook

Jean Duane knows what it's like to live with food intolerances. She maintains a gluten-free, dairy-free, low cholesterol diet, and has developed alternative recipes for 20 years. Her passion for cooking, combined with her professional training have enabled her to create a series of instructional DVDs, cookbook

and video streams using unprocessed foods such as beans, grains, vegetables, fruits, nuts and of course, chocolate. Duane shows how to prepare easy meals with alternative ingredients that rival those made with traditional ingredients. Duane is an award-winning entrepreneur, guest TV cook, author, food evangelist and member of the IACP. Join her epicurean adventures in her fun-packed, informative DVDs, Cookbook, Video Streams, on Comcast's Video on Demand and PBS's "Life Wise" series.



Maggie Savarino Dutton | Writer – Consultant, Seattle Weekly, and freelance

Maggie Savarino Dutton grew up in the restaurant business, playing every position from bartender and waiter to grill cook and sommelier. She is the booze columnist for the *Seattle Weekly*; her column, "Search & Distill," offers do-it-yourself

advice and irreverent observations on all matters alcoholic and was the second place award winner for Best Newspaper Column at the 2008 American Food Journalists awards. Dutton is a Certified Wine Educator and private restaurant and beverage consultant. She maintains her blog of five years, The Wine Offensive, and also contributes to the *Seattle Weekly's* food blog, Voracious.



Andrew Dwyer | Author, Expeditions Operator, The Cast Iron Cook

In 1989 Dwyer was elected Inaugural President of the Victorian Tourism Operators Association and fell headlong into tourism politics. VTOA rapidly grew to become Victoria's peak tourism industry body. Dwyer wrote the first tourism industry

accreditation program, helped develop a national tourism public liability insurance program, and was involved in negotiating a realistic public land access arrangement with National Park management. At the age of 32, he was appointed a Commissioner of the Victorian Tourism Commission, and represented tourism on the Forest Policy Planning Advisory Group. His new book "Oceans—Recipes and Stories from Australia's coastline" is due for release in October 2009.

SPEAKERS



Lisa Ekus-Saffer | Founder and owner, The Lisa Ekus Group, LLC

Lisa Ekus-Saffer is the founder and owner of The Lisa Ekus Group, LLC. Founded in 1982, the firm specializes in "promoting a world of culinary talent" consisting of authors, chefs, cookbooks, and food products. They consult on marketing and public relations strategies for culinary businesses and act as a multimedia placement service, matching food experts with corporations looking for product representatives, spokespersons, consultants, and recipe developers. They also offer nationally-recognized media training seminars. Launched in 2000, the Literary Agency division offers book agent services and publishing consulting. They currently represent more than 80 authors and numerous leading publishers around the globe.



Rick Ellis | Stylist, Writer & Culinary Historian

With over 25 years experience as a food stylist, Rick Ellis includes among his clients magazines such as *Gourmet* and *Bon Appétit*, as well many of the major food corporations including Kraft and Con Agra. An avid interest in the history of food has led to his collection of nearly 5,000 books dating from the 18th century to the present on the subject of American foodways. He was the consultant and stylist on Martin Scorsese's film, "The Age of Innocence," and was a contributor to the *Encyclopedia of Food and Culture*, published by Charles Scribner's Sons. As a member of the Culinary Historians of New York, the International Association of Culinary Professionals and the Southern Foodways Alliance, he has lectured for these and other organizations on diverse aspects of American cuisine and its presentation. Ellis was recently elected to the Board of Directors of the Southern Food and Beverage Museum, a new museum located in New Orleans.



Karin Endy | General Counsel and Associate Dean of Students, The French Culinary Institute

Karin Endy is General Counsel and Associate Dean of Students at The French Culinary Institute and Vice-Chair of The Culinary Trust. Prior to joining The French Culinary Institute, she owned a fine dining restaurant serving local foods and counseled Fortune 100 companies on a wide range of legal matters including intellectual property and antitrust issues. She has worked on environmental policy with both local government and with non-profits.



Kim Essex | Director of Marketing and Communications, National Cattlemen's Beef Association (NCBA)

Kim Essex directs the marketing and communications functions at National Cattlemen's Beef Association (NCBA), including advertising, beef and veal retail and foodservice marketing, public relations, issues and reputation management, media relations, crisis management and health professional partnerships and outreach. Under her direction, NCBA launched

its first television show – NCBA's Cattlemen to Cattlemen on RFD-TV, which reaches more than 137,000 beef producers and people interested in our industry weekly. She also led the team of marketing professionals who developed and relaunched beef's brand positioning, featuring the new "Discover the Power of Protein in the Land of Lean Beef" campaign. She has worked with reporters of all types – from all the major television networks, national newspapers and wire services, local radio and trade – to help the cattlemen tell their story and has served as a media spokesperson for the industry.



Barry Estabrook | Contributing Editor, Gourmet magazine

Barry Estabrook is currently a contributing editor at *Gourmet* magazine, where, in addition to editing and writing regular features on food politics, he helped compile three anthologies of articles from the magazine for Random House/Modern Library and originated and developed the editorial plan for "The Gourmet Cookbook." He was the founding editor of *Eating Well* magazine, co-founder of Chapters Publishing and was publisher at Houghton Mifflin Company, where he managed that company's cookbook and field guide lines. His work has appeared in the *New York Times* and many national magazines, and he is the author of two crime novels published by St. Martin's Press. He has been anthologized in "The Best American Food Writing 2005, 2007, and 2008." He was co-writer of Jacques Pépin's best-selling memoir "The Apprentice."



Caroline Fanshawe | Operations Manager, Let's Get Cooking, The School Food Trust

Caroline spent 18 years teaching in schools in England and Spain. With a strong belief in pupils' engagement in the outdoor environment and practical and creative activities, she initiated and led several projects to develop school grounds, improve school food and increase participation in outdoor activities. She manages the Let's Get Cooking programme for the School Food Trust, and leads on the design and development of the programme, creation resources and recruitment and training of regional staff. Let's Get Cooking has received £20M from the BIG Lottery fund to set up a national network of 5000 school based cooking clubs for children and their families.



Barbara Pool Fenzl, CCP | Owner, Les Gourmettes Cooking School

Barbara Pool Fenzl is owner of Les Gourmettes Cooking School in Phoenix, established in 1983, and a renowned cooking teacher in both the United States and the Pégord region of France. Her television experience began with her 13-week PBS series, "Savor the Southwest," and she now hosts all of KAET-TV's cooking-related pledge drives and is a regular guest on "Your Life A to Z," a local morning show. An expert on the cuisine of the American Southwest, Fenzl authored the award-winning "Southwest the Beautiful Cookbook" and "Seasonal Southwest Cooking," as well as "Savor the Southwest." She is a frequent contributor to *Bon Appétit*, and was the food editor of *Phoenix Home and Garden* and *Southwest Passages* magazines. She has served as president of IACP and a member of the board of the American Institute of Wine.

SPEAKERS



**Jenni Ferrari-Adler | Editor, Literary Agent,
Brick House Literary Agents**

Jenni Ferrari-Adler is the editor of "Alone in the Kitchen with An Eggplant: Confessions of Cooking for One and Dining Alone." She holds a Master of Fine Arts in Fiction from the University of Michigan. Her short fiction and food writing have been published in numerous magazines. She works as a literary agent at Brick House Literary Agents.



**Kathleen Flinn | Freelance Editor, Freelance
Writer, Cookbook Author**

Kathleen Flinn is the author of "The Sharper Your Knife, the Less You Cry" (Viking/Penguin), a memoir with recipes about her experiences earning a diplom^e de cuisine at the famed Le Cordon Bleu cooking school in Paris. An award-winning writer and journalist, her work has appeared in more than three dozen publications, including the *Chicago Sun-Times*, *Smithsonian*, *Playboy*, *Waitrose Food Illustrated*, *Men's Fitness*, *USA Weekend* and Canada's *Globe & Mail*. At various times in her career, Flinn has done stints as a singing telegram messenger, magician's assistant, tarot card reader and stand-up comedian. She is the chair for the Food Writers, Editors & Publishers section of IACP.



**Colleen Foster | Founding Partner,
Foster Consulting/Chapman Company**

Colleen M. Foster is the founding partner of Foster Consulting/Chapman Company, a marketing services and communications company, established in 2000. She is a marketing and public relations expert, specializing in the development, promotion, and publicity of commercial products, specialty culinary travel and tourism, and related business services. She has experience in both multi-national corporations and small businesses. Currently, much of Foster's professional time is dedicated to project development in Minnesota and in Northern California, as well as some international projects in Asia Pacific. Her special personal interest is culinary research, studying the relationship between food, culture and travel. Foster holds a Masters Degree in International Marketing, Applied Statistics, and Japanese. She has studied at the Culinary Institute of America, the Cordon Bleu in Paris, and various other culinary education situations. Foster is a member of the Entrepreneur's Forum in IACP, and is one of this year's co-hosts for the FOW Forum on Wheels. She delights in the research and preparation for this year's event.



**Lois Ellen Frank | Historian, Chef, Author,
Photographer**

A Santa Fe, New Mexico based Native American foods historian, chef, author, and photographer Lois Ellen Frank has spent over 18 years documenting foods and lifeways of Native American tribes from the Southwest. This lengthy immersion in Native American communities culminated in her newest book, "Foods of the Southwest Indian Nations," published by Ten Speed Press, which won the James Beard Award in the Americana

category upon its release. She has worked with world-renowned chefs, scientists and academicians and collaborated with them to publish more than 15 culinary posters, 18 cookbooks, and many magazine articles.



**Mark Frasier | Business Manager,
Frasier Farms**

Mark Frasier serves as Business Manager for Frasier Farms, a family-owned beef cattle operation set on three ranches in Eastern Colorado. Frasier is responsible for finance, marketing and accounting functions for the business. Frasier Farms maintains spring and fall-calving cow herds as well as a stocker grazing program on 95,000 acres of short grass prairie. Cattle from the ranch are marketed as feeders or retained through feeding and sold via U.S. Premium Beef. The three ranches carefully manage cattle grazing and employ holistic management principles overall to more effectively conserve and improve ranch resources. The Frasier's were recognized by the National Cattlemen's Foundation in 2004 with the Regional Environmental Stewardship Award, and Mark is a Past Administrative Council Chair for the Western Sustainable Agriculture Research and Education Program.



**Glenda Galvan-Garcia | President, Whole
Enchilada Consulting**

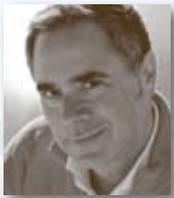
Galvan-Garcia has been a tastemaker to a number of food industry players with her innovative menu items and food concepts. She serves as executive chef to her dream project, Granville Gourmet Caf^e. The casual dining concept opened in 2006 to rave reviews for its eclectic upscale menu and operates locations in Southern California. She has created award-winning products to an array of restaurant chains and food manufacturers, including Mission Tortillas, La Salsa, Boudin Bakery, Yum! Brands, Farmer John and ConAgra. Her recipes have been published in a cookbook for Warner Brothers Consumer Products. Proud of her heritage, her specialty cuisine is Latino, which is rounded out with a degree in Chicano/Latino studies and extensive travel in Spain and Latin America. She is proud to have conducted cooking demonstrations for The Center for Latin Culinary Arts and History, the brainchild of renowned chef, John Rivera Sedlar.



**Eric Garton | Public Programs Manager,
Desert Botanical Garden**

Soon after moving to Arizona in 1999, Eric fell in love with the Sonoran Desert and turned his focus toward educating others about the natural wonders of the world in which we live. In 2001 he began working at the Desert Botanical Garden in Phoenix, gaining increased appreciation for the amazing plants of the desert southwest. As the Public Programs Manager in the Education Department, Garton plans and manages the Life Long Learning public workshops and trips for adults, offering over 200 programs per year both onsite and away from the Garden; subject areas include desert landscaping and gardening, art, wellness, and science. Garton coordinates and leads many programs that highlight the incredible diversity, adaptations, and utility of desert plants.

SPEAKERS



Scott Givot, CCP | Principal, GALA & Co.

In 2006 the Association of International Professional Business Women awarded him the recognition of being one of Norway's "Top Ten" international role models. As a result of this attention in 2008 he embarked on an EU project, which includes Norway, entitled "Health (A)ware".

This is an experience-based learning and teaching approach for physical and health education. His role will be to teach and provide skills in healthy eating habits and food preparation, while celebrating the diversity of culinary culture within these parameters. He is the author of two books for Weber Barbecue, the first being "Sizzle & Swizzle" released in 2005 and "Barbecue a Go Go" released in the spring of 2006.



Jackie Gordon | Singing Chef, Divalicious Chocolate

Executive singing chef, Jackie Gordon, combines food, music and humor to create multi-sensory "eatertainment" shows for the public: marketing; events; festivals; fundraisers, etc. In New York she produced "sayCHEESE!," a cheese and

wine cabaret show receiving rave media and audience reviews, and a 2005 New York Nightlife Award. Her global stage, TV and radio appearances, include performing and producing sold-out shows in the Melbourne International Festival of the Arts and the Melbourne Food and Wine Festival. Jackie is the owner of Divalicious Chocolate®! Café, Fountains & Tastings, New York City's premium chocolate events company with a retail cafe in Manhattan and brand new e-commerce site featuring her own chocolate comfort foods and her RECI-tees®. Look for Jackie's new "eatertainment" show Cocoa Loco, a chocolate tasting set to music in 2009. www.divaliciouschocolate.com www.divalicious.biz



Iri Greco | TV and New Media Producer, Panforte Productions

Iri Greco is the founder of Panforte Productions (<http://www.panforteproductions.com>), an independent visual media company specializing in life-style content, video production, and consulting services for television and new media

since 2006. Her television work has appeared on ABC, CBS, and Food Network, just to name a few. Current Panforte Productions projects include a social media web series, two television pilots and a feature length documentary. She has designed and created programs and events for Slow Food USA and NY Women in Film & Television. Over the last year, she has co-produced features for Brooklyn Bacchanalia, Casting Reality TV, The Funny Business of TV, The Future of Content Production, The Gen Y Gap, Greenmarket Cocktails, and Producing Reality TV. Prior to founding Panforte Productions, she worked as a producer in television and new media and as a freelance food stylist in print and television.



Barbara Gulino | Marketing Team Leader, Whole Foods Market

Barbara Gulino is Marketing Team Leader at Whole Foods Market in Portland, Maine. With over 20 years of combined accomplishments in food and culinary education, writing, marketing and television media, she joined the North Atlantic

region of Whole Foods Market in December 2006 and helped launch the opening of the first store in Maine. Recently, she was awarded the company's 2008 Marketing All Star award for the North Atlantic region. Previously, with her collaborator, Jackie Gordon, she has presented the workshop "Six Degrees of Connectivity: Speed Network Your Way to a Successful Conference and Beyond" at the 2004, 2005 and 2006 IACP conferences in Baltimore, Dallas and Seattle, respectively. She's glad to be invited back and once again present this popular workshop. She resides in Cape Elizabeth, Maine with her husband, Len and two sons.



Josh Hafer | Corporate Communications, Heaven Hill Distilleries, Inc.

Josh has been with Heaven Hill Distilleries for five years with experience in Bourbon history and mixology. In that time, he has been an unofficial apprentice in the Bourbon industry without

distilling a drop of white dog. He continues to learn the traditions of America's Native Spirit under the guidance of Heaven Hill Master Distillers Parker and Craig Beam.



Michael Hastings | Food Editor, Winston-Salem Journal

Michael Hastings is the food editor at the *Winston-Salem Journal*, a daily newspaper in Winston-Salem, N.C., with a daily circulation of about 80,000. He has written exclusively

about food for the last 10 years. His 20 years of journalism experience includes stints as a copy editor and assistant features editor. Each week, Hastings writes a column, feature, Recipe Swap and food-news items for the *Journal's* Wednesday food section. He also writes wine reviews and other food stories for other sections of the paper, maintains a blog on the paper's Web site, and makes regular TV appearances. Before entering the newspaper business, Michael made his living as a chef in several Winston-Salem restaurants. He has a B.A. in English from Wake Forest University.



Sam Hayward | Chef/partner, Fore Street

Sam Hayward is chef/partner of Fore Street and other restaurants in Portland, Maine. He has a deep interest in regional foodways and has for many years worked directly with local fishermen, farmers and foragers. In 2008 Hayward was the first recipient of Harvest on the Harbor's Maine

Culinary Award for career-long contributions to the state's food community. Other honors include the James Beard Award for Best Northeast Chef (2004) and *Gourmet's* Top 50 Restaurants in the U.S. (2002).

SPEAKERS



Melinda Hemmelgarn, MS, RD | Investigative Nutritionist/Writer

Melinda Hemmelgarn, M.S., R.D., is an investigative nutritionist and national award-winning writer with more than 25 years experience in clinical, academic and public health nutrition.

Recognizing the media's powerful influence on food choice, she founded and formerly directed the Nutrition Communications Center at the University of MO—Columbia, where she focused on strategic health communications and blazed the trail blending media literacy with nutrition education. She was awarded a 2004-2006 W.K. Kellogg Food and Society Policy Fellowship, enhancing her ability to connect the dots between agriculture, food, health, and the environment. Her provocative yet practical weekly "Food Sleuth" newspaper columns, magazine articles, and conference presentations help people "think beyond their plates." In 2007, she received an Award of Excellence from the ADA's Hunger and Environmental Nutrition Practice Group.



Peter Hertzmann | President of Peter Hertzmann, Inc.

Peter Hertzmann's professional training was obtained working in kitchens in France and Switzerland. He has translated this training and an interest in French cuisine into his long running e-zine called "à la carte," which is viewed by about

750,000 visitors each year. "À la carte" is totally Hertzmann's creation: he writes the content, does all the programming, creates all the graphics, and produces all the videos. (Besides cooking, he also does Web design and programming for others.) He is the author of *Knife Skills Illustrated: A User's Manual* published in 2007 by W.W. Norton. He has taught knife skills classes on both coasts in both the U.S. and Canada. He has also demonstrated knife skills on national television in both countries. Hertzmann teaches class of all types for Sur la Table (Los Gatos, CA) and at a local vocational training center called JobTrain (Menlo Park, CA).



Beth Hillson | Founder, Gluten-Free Pantry

Food writer and cooking teacher Beth Hillson is a celiac and the mother of a celiac son. She founded Gluten-Free Pantry in 1993 out of her own family's needs and built the company into a nationally acclaimed business with thousands of customers and hundreds of products. Today, GFP

brand is sold in supermarkets and natural food stores throughout the U.S. Hillson has a long-standing commitment to promoting awareness of Celiac Disease and helping people live well with the gluten-free diet. She serves as president of the American Celiac Disease Alliance, a non-profit organization dedicated to improving diagnosis and lifestyle for patients. She also writes a weekly e-newsletter for www.glutenfree.com and is the food editor and regular contributor to *Living Without* magazine, a magazine for people with food sensitivities.



Vanessa Holden | Vice President and Editor-in-Chief, Martha Stewart Weddings

Vanessa Holden joined Martha Stewart Living Omnimedia in August 2008 as vice president and editor-in-chief of *Martha Stewart Weddings*, and is responsible for overseeing the editorial and visual direction of *Weddings*. A creative visionary

with a rich background in magazine and book publishing, Holden came to MSLO from Vanessa Holden AD+D, a consulting firm focused on magazine development as well as book and branding projects specializing in food and lifestyle. Prior to starting her consulting business, Holden was creative director of *Real Simple* magazine. Before that, she served as creative director of *Donna Hay* magazine, which she co-founded and launched in July 2001. As creative director, Holden developed a consistent, visual signature and editorial voice for the brand extensions under the Donna Hay name. During Holden's tenure, the magazine and related books received numerous awards, including a prestigious James Beard award, and the magazine became the leading magazine in its category. A native of Australia, Holden previously worked at *Marie Claire* (Australia) and *Marie Claire Lifestyle* (Australia).



Martha Holmberg | Editor, The Oregonian newspaper

Martha Holmberg is the editor of the award-winning food section of *The Oregonian* newspaper, in Portland, Oregon, as well as the editor of *MIX* magazine, a bi-monthly glossy on the Portland food and drink scene. Her first cookbook has

just been released by Chronicle Books — "Puff: 50 Flaky, Crunchy, Delicious Appetizers, Entrees, and Desserts Made with Puff Pastry." In 2008, *Saveur* magazine included her in its "Top 100" list. Before moving to Portland in 2005, she was the editor in chief of *Fine Cooking* magazine for 11 years. She has worked in London and Paris as a cookbook editor and a private chef, and helped launch the La Varenne cooking program at The Greenbrier. She received the Grand Diplôme from Ecole de Cuisine La Varenne in France.



Nancy Wall Hopkins | Deputy Editor, Food and Entertaining, Better Homes and Gardens magazine, Meredith Corporation

Nancy Wall Hopkins has over 25 years of food and entertaining expertise, over 11 years in charge of food content for *Better Homes and Gardens* magazine, and over 300 recipes and food ideas

each year. She is a frequent judge for national cooking contest, including Pillsbury Bake-Off. She is the creative director of several entertaining cookbooks, including most recent "Entertaining At Terrace Hill." Her prior roles include senior executive at Edelman Worldwide, managing accounts such as National Cattleman's Beef, Stokely Vegetables, Beechnut, and more. She has over 12 years as self-owner of an entertaining and tabletop consulting firm, including creating and styling food and entertaining features. She is a frequent speaker on topic of food photography and prop styling, including Food on Film Conferences and International Association of Culinary Professionals meetings. Hopkins is a member of International Association of Culinary Professionals.

SPEAKERS



Jeff Houck | Food Writer, *Tampa Tribune*

Jeff Houck writes about food for the *Tampa Tribune* and blogs about it on TBO.com. He previously has worked for *FoxSports.com*, the *Palm Beach Post* and the *Anchorage Times*. In 2007, he was a finalist for IACP's Bert Greene Awards. In 2008, his food blog, *The Stew*, won a

Green Eyeshade Award for best blog from the Society of Professional Journalists.



Lia Huber | Food & Travel Writer/ Entrepreneur, Out of the Box Concepts

Huber has written dozens of articles and hundreds of recipes for national magazines like *Cooking Light* (where she is a contributor and media spokesperson), *Prevention*, *Health and Fitness*. She's appeared live on FOX television and her

work has been featured on CNN.com, MSNBC.com and WebMD. Now Lia is furthering her goal—to help people enjoy eating, be healthy, sustain a comfortable weight, and choose food that fits with their values by working on a cookbook, "Nourish," and a website and social hub, www.nourishnetwork.com, launching this spring. She also continues to help food and wine companies find their voices as a branding and messaging consultant. She recently finished writing her first novel, "I Land Home," a culinary odyssey that takes readers from Corfu, Greece to both coasts of America. In March, Huber will moderate a panel at the inaugural Food Systems and Sustainability Symposium at UC Davis. The symposium's goal is engage leading scholars with the media, politicians, and other leaders and stakeholders in the food and agriculture sectors in discussions about food prices, health and access to food.



John Huey | Director of Environmental Affairs, Delaware North Companies

As director of environmental affairs for Delaware North Companies, John Huey is responsible for the environmental platform of the \$2.3 billion global leader in hospitality and food service, and retail. Huey was instrumental in the

development and implementation of GreenPath nearly a decade ago. The environmental management system was established following Delaware North's successful bid for the largest concessions contract in the National Park Service: Yosemite. GreenPath soon spread to Delaware North's other parks and resorts, and in 2001, it became the first environmental management system of a U.S. hospitality company to be registered to the standards put forth by the International Organization for Standardization (ISO 14001). GreenPath is now being adopted at Delaware North's operations at more than 200 locations throughout the world, serving one-half billion customers each year at its parks, resorts, historic destinations, sporting and entertainment venues, airports and gaming facilities.



Jiro Iida | Executive Chef, Aburiya Kin'nosuke

Jiro Iida is the Executive Chef at Aburiya Kin'nosuke in New York City. Aburiya Kin'nosuke is a modern, but traditional Japanese restaurant that specializes bincho-tan cooking. Bincho-tan is a unique high quality very high temperature Japanese charcoal used to prepare grilled

dishes. Chef Iida first mastered Italian cooking, then Mexican-Italian, but eventually found that traditional Japanese cooking was the most appealing specialty to pursue. After five years operating his own Mexican-Italian Café in Tokyo, in 2002 he joined Teshigotoya Corporation which operates nine Aburiya Kin'nosuke restaurants — eight in Japan and one in New York City.



Dan James | Owner/Cheesemaker, James Ranch, Artisan Cheese

Dan James grew up on the James Ranch which is nestled in the San Juan Mountains outside Durango, CO. After college and other pursuits away from Durango, James and his wife Becca returned to the ranch in 2001 with the intention of adding cheese to the James Ranch product line. His parents and two of his siblings operate their own agricultural enterprises on the ranch. The complete product line includes 100% grass fed beef, pastured eggs, native trees, fruits and vegetables. Nearly all of the products are sold to the local community. Their close bond with their customers allows them to adapt to today's changing consumer desires. James offers a unique perspective on grass based agriculture, consumer trends in the "beyond organic" movement and is willing to share his experience with what it has taken to hold his family's ranch together.



Heather Johnson | Regional Coordinator, Partners for Fish and Wildlife Program

Heather Johnson works for the U.S. Fish and Wildlife Service as Deputy Regional Coordinator for the Partners for Fish and Wildlife Program in the Mountain-Prairie Region. She works throughout the eight-state region to assist private landowners with habitat restoration and enhancement projects on their land — benefiting both wildlife and agriculture production. In Colorado alone, this program has worked with state partners and nearly 700 private landowners since 1988 to protect 11,085 acres of wetlands, 29,312 acres of upland habitat, and 70 miles of riparian habitat since 1988. Prior to her current position with the Service, Johnson worked in Alaska and Washington, D.C. on a combination of research, management training and environmental education efforts.

SPEAKERS



Paul Johnson | Founder/president, The Monterey Fish Market

Paul Johnson is the founder and president of the Monterey Fish Market, a wholesale and retail fish market in the San Francisco Bay area. Johnson promotes sustainable seafood and ocean conservation by working with environmental and fishery groups to influence public policy. A former chef, he is also the author of "Fish Forever" (Wiley 2007), IACP cookbook of the year, and the coauthor of "The California Seafood Cookbook." He currently serves on the advisory board of the Monterey Bay Aquarium's Seafood Watch Program.



Allison Jordan | Director of Environmental Affairs, Wine Institute

Allison Jordan is director of Environmental Affairs for Wine Institute, a public policy advocacy association of more than 1,000 California wineries and affiliated businesses. She also serves as executive director of the California Sustainable Winegrowing Alliance, a non-governmental organization incorporated in 2003 by Wine Institute and the California Association of Winegrape Growers to promote environmental stewardship and social responsibility in the state's wine community. Since 2001, she has been a fellow in the German Marshall Fund's American Marshall Memorial Fellowship program, designed to create a network of European and American leaders knowledgeable about transatlantic relations and public policy issues through on-going exchanges.



Kim Jordan | CEO/President, New Belgium Brewing Company

Kim Jordan is CEO and President of New Belgium Brewing Company of Fort Collins, Colorado, USA. New Belgium has grown to over 300 people in eighteen years and is the third largest craft brewery in the United States. Jordan and her husband, Jeff Lebesch, started the company in the basement of their home in 1991. Prior to becoming an entrepreneur, she was a social worker. The combination of those skill sets has been invaluable in their adventure of growing a business. She has done everything from bottling and delivering beer to the designing of marketing materials to design input on the brewery. She is currently a director for the Brewers Association and ex officio board member of the Beer Institute. She is a member of a few Fort Collins community boards as well.



Kristine Kidd | Food Editor, Bon Appétit magazine

Kidd has been food editor for *Bon Appétit* magazine for over twenty years. At *Bon Appétit*, Kristine is responsible for all the food presented in the magazine. When time permits, she develops feature and cover recipes for the magazine as well. Working as an author, she has written "Cookies and Biscotti," "Gifts from the Kitchen," and "Thanksgiving" for the Williams-Sonoma Kitchen Library series, "Risotto," for the Williams-Sonoma Pasta

Collection and "After Dinner" for the Williams-Sonoma Lifestyles series. For five years, she was on the Board of Directors for IACP, International Association of Culinary Professionals, and has been a judge for the IACP Cookbook Awards. She is an active advocate of sustainable food, and speaks on the subject frequently.



Holly Arnold Kinney | Owner, The Fort Restaurant

Kinney is the proprietress for The Fort restaurant, a 350 seat restaurant serving foods inspired by historic Native American and 19th century cuisine from the famous fur trading fort, Bent's fort as well as the Santa Fe Trail. The Fort was founded by her father, and IACP Lifetime Achievement awardee, Samuel P. Arnold. She also owns Arnold Media Services founded in 1981, a national public relations firm specializing in the specialty food industry. She is the founder and executive director of the Tesoro Cultural Center, a non-profit organization educating the public about the many cultures that traded at Bent's fort, including many Native American tribes. Also past president and founding member of the Colorado chapter of Les Dames D'Escoffier, Kinney has been an IACP member and presenter since 1987.



Fred Kirschenmann, Ph.D. | Distinguished Fellow, Leopold Center for Sustainable Agriculture/President, Stone Barns Center for Food and Agriculture

Kirschenmann holds a doctorate in philosophy from the University of Chicago, and has written extensively about ethics and agriculture. He has held numerous appointments, including the USDA's National Organic Standards Board and the National Commission on Industrial Farm Animal Production operated by the Johns Hopkins School of Public Health and funded by Pew Charitable Trusts. He served as the Center's second director from July 2000 to November 2005, when he was named a Distinguished Fellow. He joined the Board of Stone Barns Center for Food and Agriculture in 2004 and was elected president in 2007. In January 2008, he assumed a half-time appointment at Stone Barns, dividing his time between Iowa and New York, to explore ways that rural and urban communities can work together to develop a more resilient, sustainable agriculture and food system.



Francesco LaFranconi | Founder and Director of Southern Wine, and Spirits of Nevada's Academy of Spirits and Fine Service

Francesco Lafranconi, Founder and Director of Southern Wine and Spirits' Academy of Spirits and Fine Service, worked in some of the World's most prestigious resorts. Winner of the IBA's 1998 World Bacardi Martini Grand Prix, Francesco develops beverage programs for National Accounts from 5stars hotel chains to Celebrity Chefs' restaurants, he also participates in trade shows, while promoting "Bar Fresh" concepts and the image of professional bartending. Francesco accolades include the 2006 prestigious National Cheers Magazine Award for Beverage Excellence: 'Raising The Bar!' and Bartender's Magazine "Bartender Hall Of Fame." His

SPEAKERS



latest accolade includes "Mixologist Of The Year 2008" by Night Club & Bar Magazine and Santé 2008 Spirits Professional of the Year! ...And don't forget Francesco's quote: "We're not drinking...We're learning!"



Antonio Laudisio | Owner, Laudisio Restauranti Italiano

Antonio Laudisio comes from a long line of culinary artists. He is a first-generation American who learned the arts at his mother's side in the kitchen of her Miami restaurant. His ancestors learned to cook and bake on the Amalfi coast in southern Italy. His parents emigrated to the United States in the early 1900's, opening a bakery under the Brooklyn Bridge. In 1953, when Laudisio was 11, they moved to Miami and opened a small restaurant. He and his three brothers — Agostino Jr., Raimondo and Leonardo — all worked there together, perfecting the family traditions. He eventually opened a family pizzeria of his own in Miami. He opened Laudisio Restauranti Italiano, which was a Boulder tradition for 18 years. In 2006, he saw an opportunity and moved the restaurant to the Twenty Ninth Street mall, joining with partner Richard Schaden.



Betty Ann Litvak, CCP | Chairman, Cooking Schools & Teachers Section

Betty Ann Litvak has been the owner/director of Betty Ann's Kitchen Classes, her home-based avocational cooking school, since 1987. The popular cooking teacher's passion is to empower home cooks by teaching them to present interesting and varied meals to family and guests with ease and joy. Litvak is a Certified Culinary Professional and has been an active member of the International Association of Culinary Professionals since 1996, where she served for two years as the editor-in-chief of the Quarterly Cooking Schools and Teachers Section Newsletter, two years as the vice chairman of the section, in charge of national monthly teleforums exploring a variety of culinary topics, and is currently serving as the chairman of the section. She has actively organized Ohio IACP Meetings for the past 2-1/2 years, providing opportunities for IACP members and local culinarians to continue learning and networking throughout the year.



MARK BOUGHTON PHOTOGRAPHY

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SPEAKERS



Patti Londre | Founder, The Londre Company

Patti Londre founded The Londre Company, Los Angeles in 1982 to provide "PR with TLC" to national brand food, beverage and consumer goods companies. A member of IACP since 1987, she's been a frequent annual conference presenter, mentoring audiences in entrepreneurship, guerilla marketing, self-promotion, new business skills and spokesperson success. In 1996, she became the first recipient of IACP's Award of Excellence for Marketer/Publicist. She is a Food and Beverage "PR All-Star" by The Holmes Group, and her agency cited as a "Hot Creative Shop," "Best in Their Niche" and "Unique Niche Agency." She was also named Business Home Economist of the Year by the Los Angeles Home Economists in Business. Londre is a graduate home economist from San Diego State University. Additionally, she owns Camp GetAway for Mothers & Others, which offers girlfriend getaways for women of all ages and stages. She is a volunteer chef with Project Angel Food.



Toni Lydecker, CCP | Food Writer and Author, Seafood alla Siciliana (Sept. 2009)

Toni Lydecker, CCP, is a cookbook author and food writer who specializes in Italian regional cooking. She developed a fascination with fish while researching "Seafood alla Siciliana," to be published in fall 2009. Her work has appeared in many publications, including *Wine Enthusiast*, *Cooking Light*, *Health*, *Plate*, *Fine Cooking*, *Dream of Italy* and the *Washington Post*. She has taught classes on Italian regional cuisines and solo cooking.



Priscilla Martel | Chef/Owner, All About Food

Priscilla Martel is a chef, consultant and writer with a special interest in artisan baking and Mediterranean foods. In 1979, inspired by family-owned village restaurants in rural France, Ms. Martel and Charles van Over opened Restaurant du Village in Chester, Connecticut where lamb figured among their more popular dishes. After selling the restaurant, she worked as executive chef at the Norwich Inn and Spa and a spokesperson and recipe developer for Absolut Vodka, Borden's and JM Smuckers among other national companies. A 1993 consulting assignment developed into her 4-year tenure as President of American Almond Products Company, an ingredient manufacturer for whom she continues to serve as culinary director. She works in menu development and employee training and counts the Copper Beech Inn among her current clients.



Hugo Matheson | Chef Owner, The Kitchen Cafe

Chef Hugo Matheson is the Executive Chef and Co-Owner of The Kitchen. Born in England, he grew up eating whatever food his mother picked up that day. He moved to London to pursue a career in food. After graduating from Leith's School of Food and Wine, Hugo then joined The River Cafe one of London's landmark restaurants. Moving between the dining room and

the kitchen, Hugo worked with such cooking greats as Ruth Rodgers, Rose Gray, and Jamie Oliver. When not cooking, Matheson spends his days working with local farmers, purveyors, activists, and colleagues who share his philosophy for creating simple and local food. Over the past three years, he has culled a network of professionals who have been instrumental in making The Kitchen a world-class community bistro. Today, The Kitchen is a bustling restaurant that balances mindful eco-practice with inspired, flavorful dishes. *The New York Times*, *Food & Wine*, *James Beard Foundation*, *Wine Spectator*, and *Eco-cycle* have all recognized the Kitchen's efforts.



Dana McCauley | Food Trend Expert, Cookbook Author

Dana McCauley is an international food trend tracker and the author of 5 cookbooks. She has been the food editor at several national Canadian magazines and a contributor to *Cooking Light*. She uses her trend insights to create recipes and to develop food products that people need and want now! You can subscribe to *Topline Trends*, her quarterly online newsletter, for free at www.danamccauley.com. Or, read Dana's daily blog at www.danamccauley.wordpress.com. Her cooking and trend knowledge has been showcased on hundreds of television shows such including *The Today Show*, CNN, Canada AM, and the CBC News.



K.J. McCorry | Owner, Officiency Enterprises, Inc.

K.J. McCorry is the owner of Officiency Enterprises, Inc. a productivity, efficiency and sustainable consulting company based out of Boulder, CO. Ms. McCorry is the author of "Organize Your Work Day In No Time," by Que Publishing, which is one of the recommended books for certification of the professional organizing industry. She is considered a nationally recognized expert and has appeared *New York Times*, *International Herald Tribune*, *Chicago Tribune*, *Real Simple*, *CNN Money*, *Better Homes & Gardens* with TV and radio appearances on the Do It Yourself Network, The Peter Boyles Show, and World Talk Radio. She has been a contributing writer on productivity for the Boulder County Business report since 2002. McCorry was nominated twice by her peers for the prestigious Founders Award with the National Association of Professional Organizing, recognizing leaders who have furthered the professional organizing industry.



James E. McWilliams | Associate Professor of History, Texas State University

James E. McWilliams is an associate professor of history at Texas State University. He has a Ph.D. from The Johns Hopkins University. McWilliams is the author of several books on the history of food and agriculture, including "A Revolution in Eating: How the Quest for Food Shaped America" and "American Pests: Our Losing War on Insects from Colonial Times to DDT." He also contributes regularly to popular publications including *The New York Times*, *Slate*, *The International Herald Tribune*, and *The London Times*. He is currently finishing a book about sustainable global food production, called "Just Food," due out with "Little, Brown, and Company" this summer.



SPEAKERS



Rick Moonen | Executive Chef and Owner, New York City's rm

A native New Yorker, Moonen graduated first in his class from the Culinary Institute of America in Hyde Park, New York in 1978. As executive chef and owner of New York City's rm, Moonen earned critical acclaim and, once again, received three stars from *The New York Times*. In 2005, he was drawn to the rapidly developing culinary scene in Las Vegas and closed his doors in New York City to bring his unique flavor and specialties of the seafood world to the West Coast. In February 2005, Chef Moonen opened his multi-level restaurant Rick Moonen's rm seafood at Mandalay Bay in Las Vegas. The lower level of the restaurant offers regional coastal favorites and a bountiful world-class raw bar in a bustling market atmosphere. The upper level offers a more elegant experience featuring Chef Moonen's inventive tasting and à la carte menus.



Mary C. Mulry, Ph.D. | President, FoodWise, Inc.

Mary C. Mulry Ph.D. is President of FoodWise, Inc., a natural, organic and specialty foods technical consultancy. Dr. Mulry has more than 25 years experience in product development, nutrition, product innovation and strategy, and quality systems. Her unique background has encompassed the entire food supply chain from ingredients to retailing, and she has worked on projects involving conventional, functional, healthy and specialty foods, natural and organic foods, and dietary supplements for companies ranging in size from start-ups to large multi-national consumer packaged goods' companies. Over her career, she has held management positions at Kellogg, Kraft Foods, Celestial Seasonings, Wild Oats Markets and H-E-B.



Kara Newman | Freelance wine/spirits writer

Kara Newman is a New York-based wine and spirits writer and author of "Spice and Ice — 60 Tongue-Tingling Cocktails" (Chronicle Books, Fall 2009). Her work has appeared in *The New York Times*, *Gourmet*, *Saveur*, and *Wine Enthusiast*, and many other publications. Kara was the 2007 recipient of the Stags' Leap Winery Fellowship at the Symposium for Professional Wine Writers at Meadowood.



Joan Reis Nielsen | VP, Castle Communications

Joan Nielsen was a successful art director before her passion for food lured her into professional cooking and food writing. After studies with Julia Childs and Wolfgang Puck, she established a fine gourmet catering operation, consulting for corporate clients from Los Angeles to Washington, DC. She went on to style and write numerous Food Network series and this led to developing recipes and editing cookbooks. Nielsen then co-authored "The Great Tomato Book" (nominated for an IACP Award, 1998) and co-authored "The Great Coffee Book" in 1999. From 2000 through 2002 she was national account executive for Favorite Recipes Press and helped write the Central Market "Foodie" newsletters for HEB. She has organized,

chaired and moderated many speakers' events for The Culinary Historians of Southern California. Currently, Nielsen writes a monthly column for *CoffeeTalk.com* and is editor-in-chief of *DecafDivas.net*.



Michel Nischan | Chef/Owner of Dressing Room Restaurant and President and CEO of Wholesome Wave Foundation

Wholesome Wave was created in 2007 with funding from Newman's Own Foundation and the Betsy and Jesse Fink Foundation, and is now supported in part by funding from Grow for Good, a philanthropic initiative of *Food & Wine* magazine. Wholesome Wave and Dressing Room work in tandem to create grassroots initiatives that celebrate local food systems and heritage recipes. "We were well loved for our home-fried chicken, apple pie and pot roast long before we became the land of fast food," says Nischan. Wholesome Wave funds and manages two farmers markets and is working with low income communities to create greater access to local foods and also created and manages Green Wave Farm-to-College, a value-added local food initiative for college dining halls. Newman and Nischan appeared on ABC "World News" with Charles Gibson in November 2006 as Persons of the Week for their community outreach efforts, as well as ABC "News Nightline" on May 2007.



Nils Noren | Vice President of Culinary Arts, The French Culinary Institute

Chef Nils Norén is the vice president of Culinary Arts of The French Culinary Institute and The Italian Culinary Academy, both of which reside in New York City's International Culinary Center. Chef Nils is the embodiment of the new international chef: disciplined in the classic sensibilities and driven by immense creativity. Previously he served as executive chef for Aquavit. Under Marcus Samuelsson's exemplary leadership, Chef Nils helped to demonstrate to the world the fine tastes and techniques of Swedish cooking. Prior to joining Aquavit, Chef Nils worked in Stockholm as executive chef at Restaurant Riche, which features a fine dining room, tapas bar and bistro; and as Chef de Cuisine at Restaurant KB, one of the country's classic Swedish restaurants in the center of town.



Cathryn Olchoway | Culinary Director/Managing Director, Sterling-Rice Group

Cathryn Olchoway is the culinary director and a managing director at the Sterling-Rice Group in Boulder, CO—a town that's been called the Silicon Valley of natural and organic foods. A trained culinary professional, she cheffed-up her culinary arts and bachelor's degree in foodservice management, magna cum laude no less, from Johnson & Wales University. She's also got a master's from Kellogg Graduate School of Management with majors in marketing, and management and strategy. You'll also find more than 11 years with Kraft Foods under her toque. She also introduced a culinary training course that became mandatory for every Kraft food scientist. Later, she heated things up in the Kraft marketing department, helping to manage brands like Philadelphia Cream Cheese, DiGiorno Pasta and Sauces, and Velveeta. As the culinary director of SRG, her delicious combination of food and brand development expertise is the special sauce behind all our foodservice and food manufacturing work.

SPEAKERS



Mary L. Paganelli | Chef/Writer, Tohono O'odham Community Action

As the chef/writer for the nonprofit organization Tohono O'odham Community Action since 2004, Paganelli has researched Tohono O'odham traditional foods, learned traditional cooking methods from Elders and held cooking

demonstrations and classes on the Tohono O'odham Nation, the second-largest Native American reservation in the U.S. She has worked as a stylist, recipe tester, cookbook editor, private chef and caterer. She was the Food Stylist and Production Assistant for the Tohono O'odham episode of the PBS program "Seasoned with Spirit: A Native Chef's Journey" and Prep/Stylist on the PBS program "Primal Grill with Steven Raichlen." She is also an Adjunct Professor of Culinary Arts at Tohono O'odham Community College and the author of *The Insiders' Guide to Tucson*.



Michael Paley | Executive Chef, Proof on Main

As executive chef of Proof on Main, Michael Paley is committed to showcasing the bounty of the Ohio River Valley. He uses 250 pounds of local bison weekly, including burger grind, bone-in filets and hump brisket, and he supplements

many of the ingredients on his menu with produce from the restaurant's urban rooftop garden. Chef Paley started his culinary career in South Florida where he worked with Carey Savona at Lucca, part of Drew Nieporent's Myriad Restaurant Group. As executive chef of Proof, Paley, along with his team, has garnered recognition in such publications as *The New York Times*, *Bon Appétit*, *Food & Wine* and *Wall Street Journal*. Proof was also included in the 2006 Best New Restaurant list by *Esquire* magazine. In 2008, Paley was named as one of the year's 12 Rising Stars by *Restaurant Hospitality* magazine.



Richard Parry | Owner, Fox Fire Farms

Parry has lived on the family ranching properties in southwest Colorado all of his life. Richard graduated from the Center of Degree Studies in Scranton Pennsylvania with a degree in Business Administration and Finance. A third-generation rancher and farmer, Richard Parry and his wife,

Linda, produce and direct-market certified organic, 100 percent grass-fed lamb, goat, and beef on their mountain ranches in southwest Colorado. Fox Fire Farms also produces and sells organic eggs and pork from pastured poultry and pigs. Well-known in the sustainable agriculture and grass-fed community, Parry is a sustainable agriculture consultant and frequent speaker at organic grass farming conferences in the United States and in other countries. Richard is a regular contributor to *The Stockman Grassfarmer* magazine.



Peter Perez | Senior Marketing Manager, Food and Drink

Peter Perez started working in the world of books and publishing in 1989, while attending NYU, as a part-time sales clerk at Rizzoli Bookstore's flagship location in New York. A move to the San Francisco Bay Area led to many subsequent years

in corporate retail buying in the book and stationery categories, for national chains The Nature Company, The Discovery Channel Store, and Williams-Sonoma. After an initial stint at Chronicle Books as a sales manager for custom publishing and display market accounts, Perez was hired to oversee the marketing of food themed book and non-book format paper products exclusively due to his passion for all things culinary. He is serving as a member of the National Association of Specialty Food Trade's Diversity Council from 2008-09. He has a weekly recipe blog on Chronicle's website, and also posts a copious amount of food photos on his Flickr site.



James Peterson | Cookbook Writer

In 1980, Peterson found himself a partner in a small restaurant in Greenwich Village, called Le Petit Robert. After the restaurant closed in 1984, Peterson started teaching cooking at the French Culinary Institute and later, at Peter Kump's New York Cooking School, now ICE. His

first book, "Sauces," was published in 1991 and won the James Beard Cookbook of the Year award. Other books soon followed: "Splendid Soups," nominated for both a James Beard and IACP award, "Fish and Shellfish," again nominated for both awards and a winner of an IACP award, "Vegetables," winner of a James Beard award, the "Essentials of Cooking," nominated for both awards. After the publication of "Essentials of Cooking," He wrote and photographed a series of small full color books about single foods and subjects. These include "Simply Salmon" and "The Duck Cookbook."



Catherine Pressler | Culinary Educator, Pastry Chef, and Creator, Food FUNdamentals

Catherine Pressler is a culinary educator, pastry chef, and the creator of Food FUNdamentals.

Through hands-on activities related to food, the Food FUNdamentals program dynamically reinforces the Virginia State-mandated standards of learning in math, science, social studies, economics, language arts and art. Several Fairfax County Public Schools in the Herndon and Reston, Virginia area are the locations for this innovative program that has been featured in *The Washington Post* and *The Washington Times*. Before studying pastry arts at L'Academie de Cuisine with Roland Mesnier, former White House pastry chef, Chef Pressler studied architecture as an undergraduate and textile chemistry as a graduate student, then worked as a research chemist. As a pastry chef, her work has been featured in *Southern Living* and *Southern Accents*. Catherine has been a member of the Kids in the Kitchen Committee of IACP since its inception in 1994, and is currently the Co-Chair of the Committee.

SPEAKERS



Peter Reinhart, CCP | Founder, Brother Juniper's Bakery

Peter Reinhart is the founder of the award winning Brother Juniper's Bakery in Santa Rosa, California. He is now a full-time faculty member in the International Baking and Pastry Program, and the designated Chef on Assignment at Johnson and

Wales University in Charlotte, North Carolina. He is also the executive pizzaiolo and consulting partner at Pie Town, Charlotte's first artisan pizza restaurant, which opened in September, 2008. He is the author of 7 books, most recently "Peter Reinhart's Whole Grain Breads: New Techniques, Extraordinary Flavor" (a 2008 James Beard Book Award nominee). His book, "The Bread Baker's Apprentice: Mastering the Art of Extraordinary Bread" (Ten Speed Press), was released in Nov. of 2001, and was the recipient of the International Association of Culinary Professional's Cook Book of the Year as well as the James Beard Cook Book of the Year awards. Peter also won the 1996 James Beard Foundation's National Bread Competition for his "Wild Yeast Country Bread," featured in Crust and Crumb.



Mark Retzliff | President, Chief Organic Officer and Director, Aurora Organic Dairy

Mark Retzliff is a 37 year veteran of the natural and organic industry. He currently serves as president, chief organic officer and a director of Aurora Organic Dairy. Prior to Aurora, Retzliff served as chairman and CEO of Horizon Organic

Dairy, which he co-founded in 1991. He also served as president, chief executive officer and chairman of Alfalfa's Markets, Inc., a chain of natural food markets merged with Wild Oats in 1996, for whom he served as a director until 2006. Mark has received numerous industry awards, including the Organic Trade Association's 2002 Organic Leadership Award for outstanding individual achievement. He currently serves on the boards of Greenmont Capital Partners, Under the Canopy, Traditional Medicinals, BlueSun Biodiesel and Crocs Footwear.



Walter Robb | President and COO, Whole Foods Market

Robb currently oversees six of Whole Foods Market's 11 regions and serves on the Whole Planet Foundation Board of Directors. Robb served two years on the Board of Directors of the Organic Trade Association and is a founding and current board member of the Organic Center for Education and Promotion. In addition, he served on the board of PotBelly Sandwich Works. Robb was named a member of Natural Foods Merchandiser's initial Dream Team in 1990. He graduated Phi Beta Kappa from Stanford University in 1976 and is the proud father of a daughter and two sons.



Lynne Rossetto Kasper | Creator and Host, The Splendid Table®

Lynne Rossetto Kasper is co-creator and host of public radio's national food show, "The Splendid Table®" from American Public Media. In June 2008, The James Beard Foundation named "The Splendid Table®" show Best National Radio Show

on Food. Kasper and the show's producer, Sally Swift, co-authored the newly published "The Splendid Table's How to Eat Super: Recipes, Stories" and "Opinions from Public Radio's Award Winning Food Show" (2008).



Kris Rudolph | Owner, La Cocina

Kris Rudolph is the owner of La Cocina cooking school in San Miguel de Allende, Mexico. In addition to teaching cooking classes, she owns El Buen Café restaurant, as well as organizes culinary and cultural tours in Mexico and Italy. Rudolph has written three cookbooks: "Recipes and Secrets from El Buen Café," "Mexican Light: Healthy Cuisine for Today's Cook" and "Savoring San Miguel."



Elizabeth Ryan | Assistant Professor, Colorado State University

Elizabeth Ryan has a PhD in Toxicology and is an assistant professor at Colorado State University and with the

Colorado School of Public Health. Her research with the Crops For Health™ program deals with problems at the interface of agriculture and human health, and assists with developing sustainable solutions to a growing number of global environmental health issues.



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Torresio Ester, © 2002 Gael Skoff, Courtesy of the artist

SPEAKERS



Steve Sando | President and Founder, Rancho Gordo

Steve Sando is the president and founder of Rancho Gordo, a Napa-based company that grows, imports, sells and markets indigenous “New World” ingredients, encouraging consumers to cook and discover food from the Americas.

Sando’s greatest success has been with heirloom beans and his products can be found in commercial and home kitchens across the country. His book “Heirloom Beans,” co-written with Vanessa Barrington, was published by Chronicle Books in the Fall of 2008. Rancho Gordo beans are sold at farmers markets, select specialty shops and directly from Steve at www.ranchogordo.com.



David Scantland | Director of Operations, eGullet Society for Culinary Arts & Letters

David Scantland is director of operations for the eGullet Society for Culinary Arts & Letters. The Society is a not-for-profit charity that seeks to increase awareness and knowledge of the arts of cooking, eating and drinking, as well as the literature of food and drink. It does

this primarily through internet food media and a culinary scholarship program. He is a freelance writer and graphic designer, and a popular cooking instructor in Atlanta, Georgia.



Jim Scherer | Founder, Jim Scherer Photography

Jim Scherer has been shooting food for more than 25 years. Based in Boston, his clients include Lindt Chocolate, Stop and Shop, Dunkin’ Donuts, and the *Boston Globe Sunday Magazine*. Early in his career, he was honored to photograph three

cookbooks with Julia Child.

Scherer has received awards for artistic excellence from Communication Arts Magazine and the American Society of Media Photographers. He speaks at photographic and culinary conferences, including the New York Photo Expo, the Boston University Culinary Arts Program, the James Beard House, and the New England Culinary and Seafood Expos. His website is www.jimscherer.com



Albert Schmid, MA, CCP, CHE, CFBE, MCFE, CCE, CEC, CCA, COI, CSS, CSW | Chef-Instructor, Sullivan University

Albert Schmid has over 12 years experience in the restaurant and institutional foodservice industries. Schmid has been with Sullivan University since 1999, and he currently teaches courses

in the Beverage Management associate’s degree program and the Hospitality Management bachelor’s degree program. He holds a Bachelor of Science degree from Charter Oak State College, and he is the 2002 recipient of the International Association of Culinary Professionals’ Le Cordon Bleu/University of Adelaide scholarship in Gastronomy, where he was awarded his Master of Arts in 2006. He is the 2005-2007 chairperson of the certification committee for the International Association of Culinary Professionals, and he is

the author of “The Hospitality Manager’s Guide to Wines, Beers and Spirits,” published by Prentice-Hall. Albert serves on the editorial board for the Journal of Culinary Science and Technology. He is a member of the International Association of Culinary Professionals and the American Culinary Federation, and the Brotherhood of the Knights of the Vine, just to name a few.



Adam Seger, CCP | GM-Mixologist-Sommelier, Nacional 27

As general manager-mixologist-sommelier for Chicago’s Nacional 27, Adam Seger takes a chef’s approach at the bar to the point of being dubbed ‘The Charlie Trotter of Cocktails’ by New City and a ‘Spirits Guru’ by *Food & Wine* magazine. A

Certified Culinary Professional and Advanced Sommelier as well as an alumnus of world-renowned restaurants TRU, Strasbourg’s Chez Julien and The French Laundry, Seger is currently writing his first book “WHET: Drink Like You Eat” as well as creating original craft distillates for The Hum Spirits Company.



Kim Severson | Food Writer, The New York Times

Kim Severson joined the New York Times in 2004. She writes about food, nutrition, and cultural trends. Previously, she was a food writer and editor at the *San Francisco Chronicle*, a job she landed after a seven-year stint working for the *Anchorage*

Daily News in Alaska. She has won several regional and national awards for news and feature writing, including the Casey Medal for Meritorious Journalism for her work on childhood obesity in 2002 and four James Beard awards for food writing. Her first cookbook, “The New Alaska Cookbook,” was published in 2001. Her second book, “The Trans Fat Solution: Cooking and Shopping to Eliminate the Deadliest Fat from Your Diet,” was published by Ten Speed Press in 2003.



Bev Shaffer | Chef/Cooking School Instructor/Author

Bev Shaffer is a chef, cooking school instructor and author. Her accomplishments include developing more than 10,000 recipes on a wide variety of subjects, and presenting a Winter Comfort Food Workshop at The James Beard

House in New York City. She is the co-author of the cookbook “No Reservations Required,” and the author of “BROWNIES To Die For!,” “The Mustard Seed Market & Café Natural Foods Cookbook,” and her latest “COOKIES To Die For!.” Shaffer was culinary cookbook editor for the books “Healing Gourmet: Eat to Lower Cholesterol” and “Healing Gourmet: Eat to Boost Fertility,” and was featured in “Cooking with Les Dames D’Escoffier.” The Director of Mustard Seed Market’s Cooking Schools, she has also been a featured guest speaker on The History of Chocolate at the Cleveland Museum of Natural History. She is a member of: The International Association of Culinary Professionals; Chefs Collaborative; Women Chefs and Restaurateurs, and a founding member of Les Dames d’Escoffier, Cleveland-Northeastern Ohio Chapter. Relax with some chocolate and explore her website: www.bevshaffer.com

SPEAKERS



Steven A. Shaw | Founder, eGullet.org

Steven A. Shaw is the author of the new book "Asian Dining Rules: Essential Strategies for Eating Out at Japanese, Chinese, Southeast Asian, Korean, and Indian Restaurants" (William Morrow, 2008) and the book "Turning the Tables: The Insider's Guide to Eating Out" (HarperCollins

2006). He is the founder of the phenomenally successful eGullet.org website, a James Beard Award-winning food critic, and a contributor to *Saveur*, *Crain's New York Business* and many other publications. He lives in New York City with his wife and son.



Hiroko Shimbo | Chef-consultant

Hiroko Shimbo, a recognized authority on Japanese cuisine, is a chef-consultant for food companies and restaurants, trained sushi chef, author, media performer and chef-instructor. She authors cookbooks – the award-winning, best selling: "The Japanese Kitchen" (Harvard

Common Press) and the James Beard Nominee and most comprehensive treatment of sushi: "The Sushi Experience" (Alfred Knopf). She contributes numerous articles to general circulation and professional food magazines including *Saveur*, *National Culinary Review*, *Art of Eating* and others. She offers professional cooking classes at vocational cooking schools throughout the United States and Europe. She works with several companies and organizations to promote authentic Japanese cuisine among professional communities and general consumers. She is a member of the advisory board at Blue Ocean Institute, a conservation organization devoted to inspiring a close relationship with the sea and the sustainability of its food resources that are so important to human life. She is a member of the International Association of Culinary Professionals and the Women, Chefs and Restaurateurs.



Andrew F. Smith | Professor, New School in New York City

Andrew F. Smith teaches food studies and professional food writing at the New School in New York City. He also serves as the general editor for the Edible Series at Reaktion Books in the United Kingdom. He is the author of seventeen

books, including "The Turkey: An American Story" (2006) and the "Encyclopedia of Junk Food" and "Fast Food" (2006), and the editor-in-chief of the "Oxford Encyclopedia on Food and Drink in America" (2004). His latest books are "Hamburger: A Global History" (2008) and "Eating History: Thirty Events that Shape What American's Eat Today," which will soon be released by Columbia University Press. He has published three hundred articles in journals and magazines, including *Martha Stewart Living*. He has served as historical consultant to several television series., including History Channel's "America Eats," PBS's "What We Eat and Why," and the Food Network's "Heavyweights." He is the past chair of The Culinary Trust, the philanthropic arm of IACP.



Jeffrey Sonnabend | Attorney/Owner, SonnabendLaw

Jeff Sonnabend is the attorney owner of SonnabendLaw, a law practice focused on helping individuals and smaller businesses. Among his clients, He counts numerous restaurateurs and food professionals, whom he guides through the

complex world of intellectual property rights (including copyright, trademark and internet law) and business operations. As a classically trained chef and former executive chef owner of a critically acclaimed restaurant, his restaurateurs and food service clients know they are speaking to one of their own.



Brian Spangler | Co-owner and Pizzaiolo, Apizza Scholls

Brian Spangler is the co-owner and pizzaiolo of the acclaimed pizzeria, Apizza Scholls, located in Portland, Oregon. Apizza Scholls has been featured on Anthony Bourdain's "No Reservations", as well as in publications, such

as the *New York Times*, *Bon Appétit* & *Wine Spectator*. He has over 20 years of professional baking experience and was the co-owner and baker of the brick oven bakery, Olive Mountain Baking Company. Brian has also served on the Board of Directors for the Bread Bakers Guild of America and has taught baking classes and instructed in baking seminars all across the United States.



Kimberly Lord Stewart | Editorial Director, Functional Ingredients Magazine

Tens of thousands of health-minded consumers have given Kimberly Lord Stewart's book, "Eating Between the Lines," the supermarket shopper's guide to the truth behind food labels their own seal of approval because it helps shoppers navigate

confidently through the grocery store. "Eating Between the Lines" has been featured on ABC and NBC news affiliates, CBS, WGN and You the Owner's Manual radio, *USA Today*, *Eating Well*, *Shape*, *Natural Home* and *Natural Solutions* magazines. Stewart is the editorial director of *Functional Ingredients* magazine, former editor-in-chief of *Dining Out* magazine, Healthwell.com and executive editor of *Natural Foods Merchandiser* magazine. In 2004, Stewart was awarded two Association of Food Journalist Awards for food news reporting for coverage of fraud in the olive oil industry and food security issues. Stewart is also the recipient of a Jesse Neal business journalism award in 2000 for coverage of genetically modified foods.



Jim Stone | Director, Inter Tribal Bison Cooperative (ITBC)

Jim Stone is currently the executive director of the Inter Tribal Bison Cooperative (ITBC). ITBC is a non-profit organization dedicated to restoring buffalo to Tribal lands. ITBC has 57 member Tribes in 18 states. Previous to working at ITBC

Jim worked for the Yankton Sioux Tribe, of which he is an enrolled member. Jim received a B.S. degree from the University of South Dakota in 1993.

SPEAKERS



Heidi Swanson | Publisher, 101Cookbooks.com

Heidi Swanson is a San Francisco based photographer, cookbook author, designer, and creator of 101 Cookbooks. Her writing, projects, and photographs have been featured in *Food & Wine*, *The Washington Post*, *Glamour*, *Whole*

Foods Markets, *Saveur*, *Fast Company*, *Salon.com*, *Utne Reader*, and the *San Francisco Chronicle*. Her website won the 2005 people's choice Webby Award for best personal web site, and generates over two million page views per month. In 2007, Ten Speed Press published Heidi's James Beard-nominated "Super Natural Cooking," a cookbook inspired by whole foods and natural ingredients.



Mark Tafoya | Chef/Owner, ReMARKable Palate Personal Chef Service

Chef Mark Tafoya is a world traveler and self-taught gourmand, conveying through both the written and spoken word his love of all things pertaining to World Cuisine. He has earned a nod from *Bon Appétit* magazine as one of the

most compelling culinary podcasters in the new medium with his ReMARKable Palate Podcast. He has learned about many world cuisines first-hand, traveling and studying the cuisines of Japan, China, Hong Kong, Thailand, Italy, Ireland, France, Hungary, Spain, and Greece. He is the chef/owner of the ReMARKable Palate Personal Chef Service in New York, NY and a graduate of the Culinary Business Academy. As Executive Producer of the Culinary Media Network, the world's first all-food podcast channel, he has received more than 3 million downloads to date. ReMARKable Palate Podcast has twice been nominated for a Podcast People's Choice Award. Along with his business partner Jennifer Iannolo, in his capacity as a personal chef and podcaster, Mark has appeared in *The Wall Street Journal*, *Time Out New York*, *Bon Appétit*, *USA Today* and the *New York Times*.



H. Alexander Talbot | Chef/ Co-owner, Ideas in Food, LLC

H. Alexander Talbot is the chef and co-owner of Ideas in Food, LLC, a consulting business based in New York City. Talbot and his partner specialize in sharing techniques for creativity in professional and home kitchens using modern ingredients and techniques. They may also be found at their blog Ideas in Food (www.ideasinfood.com) and at *Popular Science* online (www.popsoci.com), where they write a bi-weekly column entitled "Kitchen Alchemy." They are available for private workshops and customized catering. They contributed an essay to the anthology "Food and Philosophy," which was published in November, 2007. The partnership between Aki and Alex has always been the foundation of their culinary philosophy. Talbot has a BA in English from Colby College. He and his partner's different and complementary approaches to food, wine, and service has allowed them to provide an innovative dining experience in a welcoming environment; their menus reflect shared inspirations and a respect for the needs of their diners.



Sylvia R. Tawse | Founder, The Fresh Ideas Group

Tawse keeps her feet grounded in two worlds: organic agriculture and public relations for the natural products industry. Both are meant to benefit the environment while encouraging pleasure at the table. She founded The Fresh

Ideas Group in 1997; the communications agency specializes on organic and specialty foods, as well as healthy living. She and her husband, Lyle Davis, own Pastures of Plenty Farm, an organic 35-acre working cut flower and vegetable farm which sells direct to consumers at farmers' markets and through its CSA. She has an extensive background in retail-level natural foods marketing and PR, in addition to counseling numerous brands on communication through major crises. She has conducted new product launches for dozens of national brands, based on educating the public on food issues that matter to today's consumer. She is a member of the International Association of Culinary Professionals, Public Relations Society of America, Chef's Collaborative, Les Dames d'Escoffier and Slow Food International.



Gary Teague | Founder, Teague Diversified, Inc.

Gary and Laura Teague started Teague Diversified, Inc. in 1994 when they leased and operated a small 2,000 head feedlot while attending graduate school at Colorado State University.

Today, Teague Diversified, Inc. has grown to include a 25,000 head feedlot, 2,500 cow/calf pairs and several ranches in Nebraska and Colorado. The Teague family participates in several cattle marketing opportunities, including traditional grain-fed, natural and branded beef programs. The Teague's three children each play a part in the family enterprise and have learned from their parents what it means to be passionate about the land and animals.



Marguerite Thomas | Syndicated Columnist, Los Angeles Times International Syndicate/Tribune Media Services

Marguerite Thomas is an award-winning photo-journalist specializing in wine, food and travel. She is the travel editor at *The Wine News* where she writes regular 3500-word features

(with photos) on the wine regions of the world. As a syndicated columnist for the *Los Angeles Times International Syndicate/Tribune Media Services* she pens a monthly discourse titled "The Intrepid Gastronomer." Her photographs and articles have appeared in scores of publications, including *Gourmet*, *Elle*, *Santé*, *The Wine Enthusiast*, *Wine & Spirits*, and *National Geographic Traveler*. She has written a cookbook and two books about wines of the Eastern United States. She frequently serves as a judge in wine competitions in the US and Europe. She belongs to several professional organizations in addition to the IACP, including the New York Wine Press, and Les Dames d'Escoffier.

SPEAKERS



Tara Q. Thomas | Wine Writer, Denver Post

Inspired by her wine classes at the CIA, Tara Q. Thomas gave up a career as a cook to concentrate on wine and booze full-time. She started out as a tasting coordinator at *Wine & Spirits* magazine and quickly worked up to wine critic, writer and editor; today, she's also the wine writer for the *Denver Post*

and contributes regularly to the *Denver Post*, *Culture*, *Gastronomica*, and *Gourmet.com*. She's penned two editions of *The Complete Idiot's Guide to Wine Basics*, and wrote *The Pocket Idiot's Guide to Wine*. In between deadlines, she teaches wine classes and serves as a wine judge for international competitions. She lives in Brooklyn.



Christy Thorns | Director of Coffee, Allegro Coffee Company

Christy Thorns is the director of coffee for Colorado based Allegro Coffee Company, and their parent company Whole Foods Markets of Austin, Texas. She began her coffee career at Allegro in 1994 as a roaster and expanded her

coffee background as a trainer, traffic manager, barista, and buyer. Thorns oversees green coffee sourcing, producer relationships and quality control. She travels frequently to coffee origins, developing partnerships with growers in 27 countries. Thorns is a certified Q-cup grader and both she and Tim Castle sit on the Roaster's Guild Executive Council. Currently, she is the chairman of the Roaster's Guild committee to create a certification process for "Apprentice, Journeyman and Master Roaster" levels. Thorns is a frequent speaker at SCAA Conventions as well as speaking engagements (in both English and Spanish) at numerous coffee seminars worldwide.



Jamie Tiampo | Founder, see|food media LLC

Jamie Tiampo is a professional food communicator, using video, photography, and restaurants as his media. He is the host / producer of the eatTV.com video podcast, the founder of see|food media LLC, a full service food photography and video production studio, and an active partner at dell'anima and

L'Artusi restaurants in New York. He is the incoming chair of the IACP's Food Photographers and Food Stylists section. His photographs have appeared in *Food & Wine* magazine, *Wine & Spirits* magazine, *Gambero Rosso*, *New York Metro*, various James Beard publications, and in exhibitions at the James Beard Greenhouse Gallery, the French Culinary Institute, and the Southern Food and Beverage Museum in New Orleans. Tiampo is a house photographer for the James Beard Foundation. His photography will be featured in "Soaked, Slathered, Seasoned" published by John Wiley & Sons in 2009.



Jeremie Tomczak | Executive Chef, The International Culinary Theater

Chef Tomczak joined The French Culinary Institute in 2006. Prior to that, he served as executive chef for The World Yacht Company. Chef Jeremie received his Associate Degree in Culinary Arts in 2000 at the Madison Area

Technical College in Madison, WI. After graduation, he spent the

summer in New York working for Laurent Tourondel at Cello. After a short time working at Nadia's, a small French restaurant in Madison, Chef Jeremie moved back to New York and began working at Aquavit under Nils Norén and Marcus Samuelsson. In 2004, Samuelsson took him to Philadelphia to help open Washington Square with Stephen Starr. Chef Jeremie returned to New York and opened the new Aquavit as sous chef under Nils Norén in 2005.



Sonja Tuitele | Vice President of Communications, Aurora Organic Dairy (AOD)

As Vice President of Communications, Tuitele is responsible for developing and executing AOD's communication strategies, reputation and issues management, and crisis communications. She is also responsible for overseeing all of

Aurora Organic Dairy's sustainability initiatives. Before joining AOD, Tuitele was senior director of corporate communications and investor relations at Wild Oats Markets from 2001 to 2007. In this role, she was responsible for all communications for the company nationally, including investor relations, media relations, corporate social responsibility, crisis management and employee communications. Prior to that, Tuitele was an associate partner with Genesis, Inc., a Denver-based strategic consulting firm, and she started her career as a journalist. Tuitele received her M.S. degree in Marketing Communications from Northwestern University, and her B.A. degree in Journalism from the University of Hawaii. She has won several awards for her work in the corporate communications field, including a Silver Anvil for Crisis Management, and the 2008 Woman of Achievement Award from the Association for Women in Communications.

Gregg Twehues | Director of Nutrient Management

Twehues grew up on the western edge of Ohio. When he was 6 months old, his parents moved to the rural town of Bethel, Ohio and started a small family farm. Utilizing the land to produce food for the family made a life-long impression on him. Raised in a family of ten children, he grew to love the land and, in return, the land provided a harvest to feed the family. After studying Agricultural Management at Hocking Technical College in southeastern Ohio, Gregg worked for a small research farm. Currently, he is studying Business/ Environmental Studies at Pace University. He joined the Rockefeller family of farms in 1990. Working mainly with Hudson Pines Farm, he developed a system of sustainable plans to recycle waste materials and return them to the earth in the form of beneficial plant nutrients.



Jeanne von Zastrow | Senior Director, Food Marketing Institute (FMI)

Jeanne von Zastrow is a senior director at Food Marketing Institute (FMI), an international trade association representing the retail food industry. FMI's primary mission is to provide education, research and public affairs expertise to 1,600

member companies in the United States and 60 countries. One of Jeanne's key roles is to provide the leadership and expertise to FMI on the emerging "sustainability imperative." She developed and serves as the key liaison to FMI's Sustainability Task Force which includes retail executives from 26 companies. The role of the task force is to identify and prioritize key issues and develop resources and

SPEAKERS



tools needed by the food industry to respond to environmental and social sustainability issues. Currently she leads the effort to develop new initiatives; which includes an annual Sustainability Summit for the food industry and a developing project which will help retailers calculate their carbon footprint.



Diane Welland, MS, RD | Food and Nutrition Communications Consultant/Writer

Diane A. Welland, MS, RD is a successful food and nutrition communications consultant/writer specializing in foodservice and based in Washington, DC. Her articles can be seen in a variety of national nutrition, consumer and foodservice publications like *Food Management* magazine, *Cooking Light*, *The National Culinary Review* and *Catering* magazine. In addition to writing, Welland has also worked in public relations, marketing and website management for various food trade associations and corporations across the country. This includes a five-year stint as executive director and director of communications for the International Caterers Association, editor for two US Foodservice magazines and Adjunct Faculty in the Hospitality Management Department at Northern Virginia Community College. She is an active member of the American Dietetic Association, Food and Culinary DPG, International Association of Culinary Professionals and International Foodservice Editorial Council.



Laura Werlin | Cheese Author and Educator

Laura Werlin is one of the country's foremost authorities on cheese. She is the award-winning author of four books about cheese, and is a sought-after speaker on the subject. Werlin is best known for her ground-breaking IACP award-winning book, *The New American Cheese* (Stewart, Tabori and Chang 2000). Her latest book, the James Beard award-nominated *Laura Werlin's Cheese Essentials*, is the go-to guide for anyone with questions about cheese, and her other books have all been recognized with prestigious honors including the James Beard award for *The All American Cheese and Wine Book*, and the World Gourmand Award for Best Cheese Book for her classic, *Great Grilled Cheese*. Laura has appeared on CBS, the Food Network, and the Martha Stewart Show, just to name a few. She is an active member of the American Cheese Society, the IACP, the James Beard Foundation, and the San Francisco Professional Food Society. Her website is www.laurawerlin.com



Cathy Whims, CCP | Chef/owner of Nostrana

Cathy Whims, former executive chef at Genoa restaurant in Portland, Oregon has been serving authentic regional Italian fare to local diners for more than twenty years. In the course of her professional career, she has studied with Madeleine Kamman at the highly respected School for American Chefs, and with Marcella and Victor Hazan at their home in Venice. She has cooked with Giacinto Albarello at Genoa and in his own kitchen at the Antica Torre Trattoria in Barbaresco, a renowned restaurant of the Langhe. Her menus at times reflect her historical perspective, and may include dishes that date to the time of the Italian Renaissance. According to *Bon Appétit*, "Many of the dishes offered are otherwise hard

to find in this country, but are just what an Italian food connoisseur might crave." Cathy is an active member of the International Association of Culinary Professionals, Chef's Collaborative and Slow Food.



Elise Wiggins | Executive Chef, Panzano

From beginnings in Louisiana to Texas, through Colorado, Puerto Rico, Tennessee and now back to Colorado, Wiggins has purposely and progressively moved up through the ranks — constantly honing her kitchen skills, tasting new flavors, managing more people and developing the talents that have won fine dining awards and accolades. She came to the Colorado Institute of Art's school in Denver and graduated with honors and worked in several kitchen jobs in Denver. She moved on to Puerto Rico as chef of The Palio restaurant at the Westin Rio Mar Resort in San Juan which earned a Mobil 4 Diamond award. Next was the opening chef position for Capriccio in the Peabody Hotel in Memphis. Back to Denver in 2004 and the *Rocky Mountain News* named Panzano Top Italian and she was named 2005 Colorado Chef the Year by the American Culinary Federation. Panzano was awarded 4 out of 4 stars and included in the Top 25 Restaurants in Denver by *5280 magazine* and the Zagat Guide.



Anne Willan, CCP | Founder, La Varenne Cooking School

Anne Willan has had an extraordinary career in the culinary arts and is recognized as one of the world's preeminent authorities on French cooking. She founded Ecole de Cuisine La Varenne in Paris in 1975. She has more than 30 years of experience as a teacher, cookbook author, culinary historian and food columnist. She has written more than two dozen books, including the influential *La Varenne Pratique* and the 17-volume, photo-illustrated *Look and Cook* series. Her reach, with books published in two dozen countries and translated in 24 languages, makes her the most internationally renowned of today's cooking authorities. Anne has taught throughout North America as well as in Europe, Australia, New Zealand, South Africa and Chile. Her latest book, "The Country Cooking of France" (Chronicle Books, October 2007) won two 2008 James Beard Foundation Book Awards and was nominated for an IACP International Cookbook Award.



Pam Williams | Founder, au Chocolat

Pam Williams founded au Chocolat in 1981 and specialized in chocolate truffles. Her responsibility, besides owning the business, was as the shop's chocolatier for 10 years. Being self taught, her research led to articles on chocolate and then to her first cookbook, "Oh Truffles," which went on to be a Canadian Best Seller. A teacher by degree, continuing education has been a passion for Pam since asked by the University of British Columbia (UBC) to create a workshop in entrepreneurship in the mid eighties. Since that start, her efforts with UBC earned the coveted North American Continuing Education awards for the UBC Certificate in Internet Marketing, Certificate in eBusiness and Certificate in Project Management. After retiring from the University and using her chocolate, technology and educational experience, she founded the Ecole Chocolat School of Professional Arts in 2003.

SPEAKERS



Virginia Willis | Producer/ Author/ Editor/ Food Stylist

Virginia Willis is the author of the IACP nominated cookbook "Bon Appétit, Y'all: Recipes and Stories from Three Generations of Southern Cooking" (Ten Speed Press, 2008). She has been a guest on Martha Stewart Television, Paula Deen's Best

Dishes, and *Real Simple*. A graduate of L'Academie de Cuisine and Ecole de Cuisine LaVarenne, previously she honed her attention to detail as the executive producer of *Epicurious* on the Discovery Channel and Kitchen Director for Martha Stewart Living Television. Her articles have appeared in *Country Living*, *Family Fun*, and *Eating Well*. For more information, please visit www.virginiawillis.com.



Steve Wilson | President, Kentucky Bison Company

As president of Kentucky Bison Company and co-founder of land conservancy group Oldham Ahead, Steve Wilson, along with his wife Laura Lee Brown, set the standard for sustainable agriculture. Wilson is a member of the Kentucky

Fair & Expositions Board of Directors; the International Director with the Canadian Bison Association and the U.S. representative of the Canadian Bison Marketing Council. Wilson is a past president of the National Bison Association. Wilson is the owner of 21c Museum Hotels, based in Louisville and soon to expand around the country. An avid art collector and passionate foodie, he has brought national attention to Louisville's dining scene with 21c's restaurant Proof on Main. Known for its extensive art collection and its commitment to sustainability, Proof has generated numerous awards including a "Best New Restaurant" by *Esquire* magazine in 2006.



Margaret Wittenberg | Vice President of Quality Standards & Public Affairs, Whole Foods Market

Margaret Wittenberg, Vice President of Quality Standards & Public Affairs for Whole Foods Market, has provided guidance in quality standards development, food and nutrition education, and

corporate communications for the Company since 1981. In 2006 she was honored by the National Audubon Society with a prestigious Rachel Carson Award for her more than 30 years of work championing organic agriculture, sustainability and the environment, including five years of service on the USDA National Organic Standards Board, and global advisory work focused on seafood sustainability, livestock animal welfare, and agricultural genetic engineering. She has also authored several books on the topics of food and nutrition, her latest being "New Good Food," published by Ten Speed Press.

Judy Witts Francini, CCP | Founder, Divina Cucina

Judy Witts Francini, CCP made her home in Florence since 1984. She started Divina Cucina (originally Mangia Firenze) in 1988 with a simple aim -- to share her knowledge of Italian cuisine and culinary history with fellow food lovers in and around Florence. She lived in Florence among food experts and foodies, exchanging ideas and recipes, and developed her own style, one that is easy-going and entertaining. That's the Divina Cucina style! She is a member of the International Association of Culinary Professionals, a Certified Culinary Professional, a member of Slow Food International, a member of the San Francisco Professional Food Society, and a student of cooking for over 30 years. She's married to a native Florentine, Andrea Francini, whose knowledge of Florence provides Judy with valuable insights. She has a free online newsletter called Over the Tuscan Stove.



Marie Wright | Senior Flavorist, International Flavors and Fragrances

Guinevere de la Marguerite is a renowned Flavorist and alter ego of Marie Wright. Guinevere de la Marguerite the person, is an intoxicating mélange of alchemy from the dark ages, Byzantine beauty and modern Gallic sophistication. Flavor creation

is artistry rather than science and perfection in art is truly challenging. Her inspirations are Monet, Matisse, British Vogue, BCBG, Pol Roger, Tanqueray and Tonic, Bloomies, Degas, Gassin, Sainte Roseline (otherwise known as the dead nun), the bowl at Breckenridge, Harrison stickle and the Jungfrau. She has explored the globe, relishing any exquisite fare that chanced to pass her lips (plus one or two items that didn't quite fit). Guinevere is world- renowned as a collector of fine writing implements.



Joe Yonan | Food Editor, Washington Post

Washington Post food editor Joe Yonan has been cooking since he was a kid in West Texas, demanding that his mother let him whip the cream because hers was too thin. A graduate of the Cambridge School of Culinary Arts near Boston, he was an award-winning travel editor and food writer

at *The Boston Globe* before moving to Washington, D.C., in 2006. His work appears in "Best Food Writing 2006" and "Best Food Writing 2007."



Janet A. Zimmerman | Senior Manager, eGullet Society for Culinary Arts & Letters

Janet A. Zimmerman is an Atlanta-based food writer and culinary instructor. She is a senior manager for the eGullet Society for Culinary Arts & Letters, a not-for-profit culinary educational organization which runs the world's premier online

food discussion forum. She has written for a variety of publications, including *Martha Stewart Living* and *The Daily Gullet* (the online literary magazine of the eGullet Society). One of her pieces appeared in "Best Food Writing 2008" and her culinary fiction has been published in the compilation "Literary Lunch." She does not have a blog.

EXHIBITORS



CULINARY SHOWCASE

Exhibit Number	Exhibiting Name
200,202	The Beef Checkoff
201	Cargill Cocoa & Chocolate
203	Cabot Creamery Cooperative
204,206	Anolon and Bonjour
205	Land O'Lakes, Inc.
207	National Onion Association
208	Catherine's for Lamb
210	Globetrotting Gourmet
211	BelGioioso Cheese
212	Gourmet Sardinia
213	General Mills/Gold Medal Flour
214	Kendall College
215	Georgia Pecan Commission
218	IACP Membership Benefits
219	Nielsen-Massey Vanillas
221	All-Clad Metalcrafters
300,302	California Table Grape Commission
301,303	Cuisinart

Exhibit Number	Exhibiting Name
304,306	Viking Range Corporation
305,307	Le Cordon Bleu International
310	CanolaInfo
311	Idaho Potato Commission
312	Favorite Recipes Press (FRP)
313,315	Melissa's Produce
314	Valley Fig Growers
318	Wimmer Cookbooks
319	American Lamb Board
320	Sara Lee
400,402	National Pork Board
401,403	Souders Studios Photography
405	The Institute of Culinary Education
404,406	Wisconsin Milk Marketing Board
407	Alternative Cook, LLC
409	Tad Ware & Company
410	Kikkoman Sales USA, Inc
411	California Vegetable Specialties
412	Kerrygold/Irish Dairy Board

Exhibit Number	Exhibiting Name
413	The Wheat Free Gourmet
414	The Alaska Seafood Marketing Institute
415	Lalich Photography
419,421	Nueske's Applewood Smoked Meats
803	Big Tree Farms/SweetTree
804	Chocolove Premium Chocolate
805	The Harvard Common Press
806	Padilla Speer Beardsley
807	Arte e Cucina - Siena
808	American Technical Publishers
809	Scherzi Studios
810	CCP-Certified Culinary Professionals
811	Seasons of My Heart Cooking School
812	Monterey Bay Aquarium Seafood Watch
813	Share Our Strength's Operation Frontline
814	Culinary Business Academy

COOKBOOK EXPO

Nancy Baggett	Kneadlessly Simple: Fabulous, Fuss-Free, No-Knead
Linda Braun	Everything Flax
Jayne Cohen	Jewish Holiday Cooking: A Food Lover's Treasury of Classics and Improvisations
Arch Corriher	BakeWise
Shirley Corriher	BakeWise
Robert Danhi	Southeast Asian Flavors
Jean Duane	Bake Deliciously! Gluten and Dairy Free
Peggy Fallon	Great Party Fondues Great Party Dips
Carol Fenster	1,000 Gluten-Free Recipes
Kathleen Flinn	The Sharper Your Knife, the Less You Cry
Lois Ellen Frank	Foods of the Southwest Indian Nations
Fran Gage	The New American Olive Oil
Martha Holmberg	"Puff"
Nancy Hughes	The 1,500-Calorie-a-Day Cookbook
Raghavan Iyer	660 Curries: The Gateway to Indian Cooking
David Joachim	1) The Science of Good Food 2) Il Viaggio di Vetri

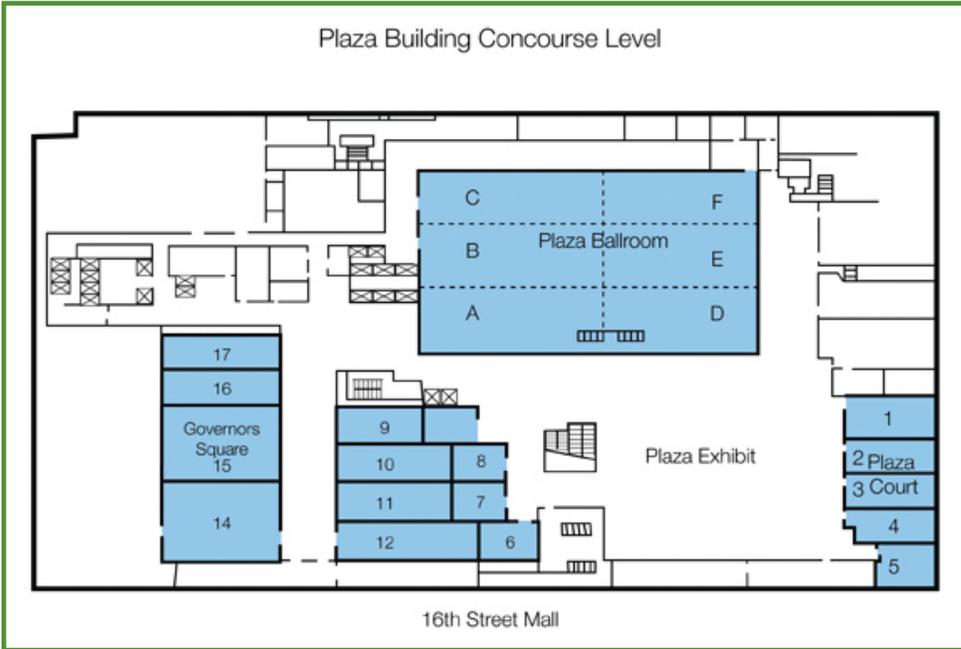
Michael Kalanty	How to Bake Bread by Michael Kalanty
Lynne Rossetto Kasper	The Splendid Table's® How to Eat Supper
Ivy Manning	The Farm to Table Cookbook—The Art of Eating Local
Tara Mataraza Desmond	Almost Meatless
Nancie McDermott	Quick and Easy Chinese: 70 Everyday Recipes
Kris McKinney	In Your Own Kitchen: Reality Cooking at Home
Diane Morgan	Grill Every Day; The Christmas Table
Cindy Mushet	The Art and Soul of Baking
Kara Newman	Spice and Ice— 70 tongue-tingling cocktails
Barbara Passino	Chocolate for Breakfast
Craig Priebe	Grilled Pizzas & Piadinas
Betty Rosbottom	Sunday Soup
Andrew Schloss	The Science of Good Food; Art of the Slow Cooker
Marie Simmons	Things Cooks Love
Karel Anne Tieszen	In Your Own Kitchen: Reality Cooking at Home
Gregor Torrence	The Farm to Table Cookbook— The Art of Eating Local
Denise Valdo	Do It For Less! Weddings
Lisa Zwiern	Christmas Cookies

HOTEL MEETING SPACE FLOOR PLANS

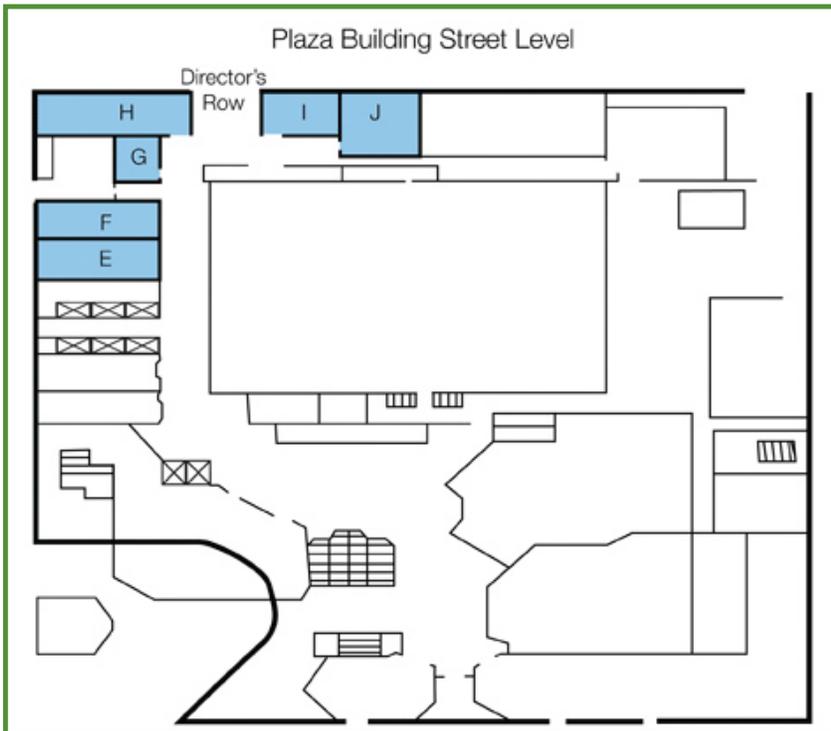


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Plaza Building Street Level



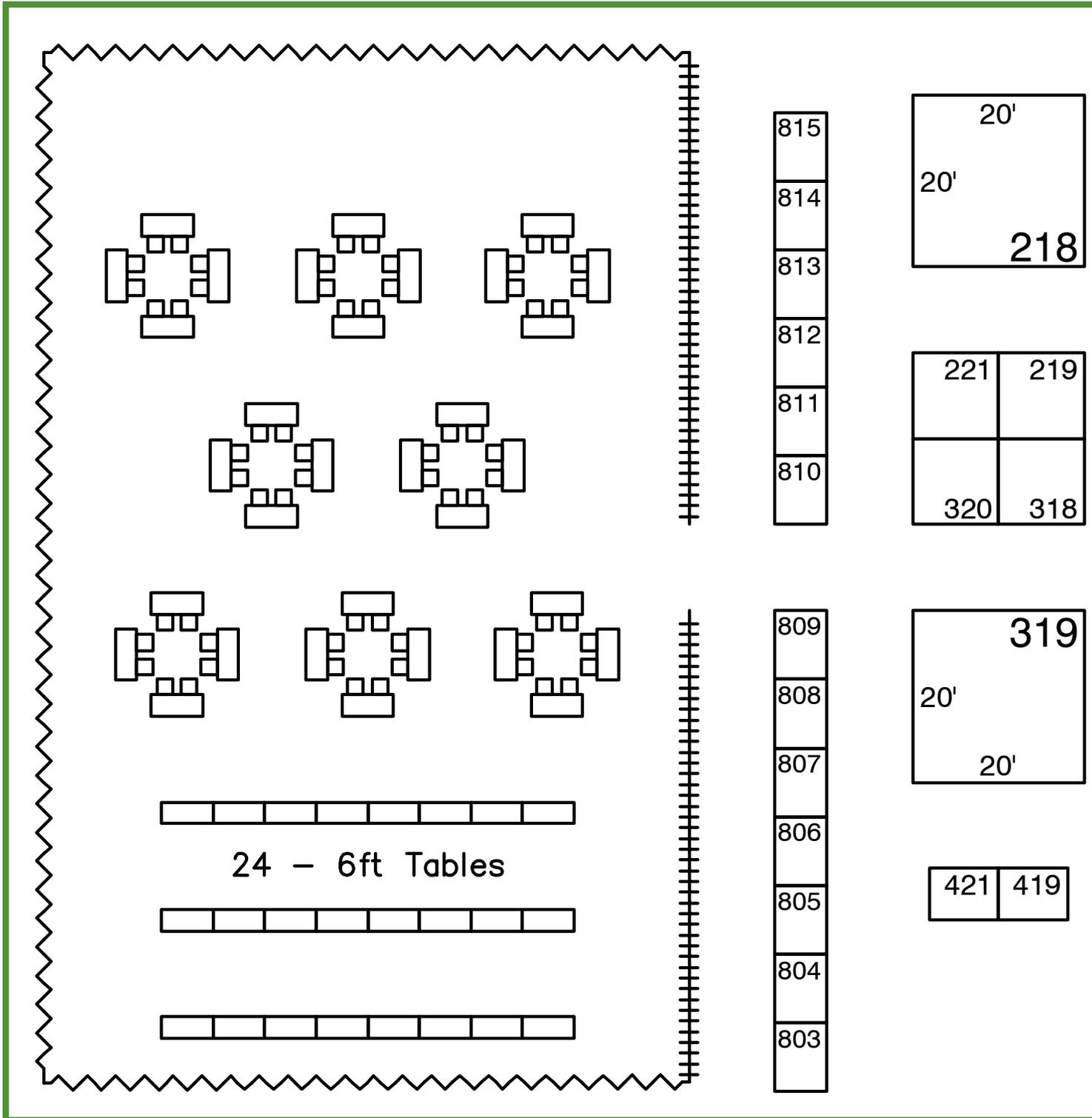
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International Association of
CULINARY PROFESSIONALS

EXHIBIT FLOORPLAN



COLORADO CONVENTION CENTER





214	212	210
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208	206	204	202	200
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215	213	211
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