



**INTERNATIONAL ASSOCIATION
OF CULINARY PROFESSIONALS**

LIGHT YOUR FIRE: SPARKS FROM THE CULINARY EDGE

**The 33rd Annual Conference of the
International Association of Culinary Professionals**

**June 1-4, 2011
Austin, Texas**



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International Association of
CULINARY PROFESSIONALS

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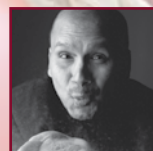
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Not pictured: Kitty Crider

WELCOME FROM IACP PRESIDENT



International Association of
CULINARY PROFESSIONALS



Dear Colleagues and Friends,

Was it fate that led you to Austin for conference this year? Or was it the same determination that you bring to growing your career every day? There's only one way to find out: Throw yourself into every possible activity during this IACP round-up in the heart of Texas...and see where the trail leads you.

Yes, you might come untethered as you gallop among workshops, evening events, the Expo and Cookbook Fair and the Gala Awards. It's Austin after all. The city's motto is "Keep Austin Weird," and that's bound to rub off. But it's a good thing. My bet is you'll return home with new ideas, great new friends and a fire for putting everything you've learned to work.

It's always an adventure corralling the forces required for a conference like ours. Riding herd over the process this year has been an extraordinary team of wranglers, including David Joachim, program chair, and Toni Tipton-Martin, host city committee chair, along with scores of eager volunteers who served on these and other committees.

Big thanks are due our devoted IACP staff, which persevered when lesser trail bosses might have cast off their spurs.

Mighty thanks, too, go to our sponsors. We are delighted to see so many legacy sponsors back with us again this year, along with an exciting bevy of newcomers. Please say "howdy, pardner," and thank you when you see these folks over the next few days. Conference would not be possible without them.

Now let's get these wagons rolling. Maybe you'll arrive home from this experience with a 10-gallon hat and the will to wear it. But more likely the effects of your time here in Austin will be less ostentatious. My hope is that you will, indeed, carry back with you a few "Sparks from the Culinary Edge" to light new paths over the year to come.

On behalf of the IACP Board of Directors and our partner, The Culinary Trust, welcome! Now pull on those cowpoke boots and enjoy.

Keep in touch!

Cynthia Glover
President

IACP Past Presidents

2009-2010	Scott Givot, CCP
2008-2009	Cathy Cochran-Lewis
2007-2008	Rosemary Barron
2006-2007	Blake E. Swihart, CCP
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2004-2005	Sarah Labensky, CCP
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2001-2002	Lauraine Jacobs, CCP
2000-2001	Paula Lambert
1999-2000	Janie Hibler, CCP
1998-1999	Robin Kline, MS, RD, CCP
1997-1998	Antonia Allegra, CCP
1996-1997	Flo Braker
1995-1996	Ethel Hofman, CCP
1994-1995	Sue B. Huffman, CCP
1993-1994	Barbara Pool Fenzl, CCP
1992-1993	Leslie Beal Bloom
1991-1992	Irena Chalmers, CCP
1990-1991	Anne Willan, CCP
1989-1990	Sharon Tyler Herbst, CCP
1988-1989	Nancy Kirby Harris, CCP
1987-1988	Peter Kump, CCP
1986-1987	Francois Dionot, CCP
1984-1986	Nathalie Dupree, CCP
1982-1984	Anne Byrd
1980-1982	Richard Nelson
1978-1980	Donald Miller

CONFERENCE HOST CITY COMMITTEE



Greetings Friends,

On behalf of the Host City Committee, I'd like to welcome you to the heart of the Lone Star State. That's us, smack-dab in the middle of what is known as the live music capital of the world. Austin is rich not only in musical and American history, but in sumptuous culinary history as well. And, this brilliant team of culinary experts lent their incredible palates and love of Central Texas to making sure you experience the very best edible Austin has to offer. Please, grab a plate.

Austin sits geographically in the middle of the state that itself sits in the middle of the country. We are the center of a culinary crossroads: the gateway to Texas' magnificent Hill Country displaying the influence of Germans and Czechs who settled Fredericksburg; the West Austin neighborhood of Clarksville, which is just a few blocks from conference headquarters and was originally a residential colony for slaves freed after the Civil War; and the South and East Austin areas that are home to families of Mexican descent. Everywhere you turn here, there is a rich and diverse cultural and culinary history, so it should come as no surprise that we would choose to spotlight the myriad legacies that shine so brightly on Austin's cutting-edge food scene.

We captured that age-old flavor by accenting iconic edibles and cookery traditions in magnificent historic venues. We have gumbo, bouillabaisse, fried chicken, boeuf bourguignon, deep-smoked brisket and barbecued ribs. We have kolaches, beignets, fried pies and croissants. And, in Central Texas we are seriously into all things local and organic—setting trends in sustainable food policy and nutrition education, not to mention our ambitious food justice efforts.

It all reminds me so much of growing up in my mother's gardens in Southern California. It was there that I developed my passion and respect for the ways that tradition and the wisdom of the past can shape our collective future.

Some of you have heard me say before that I represent a bridge, culinarily speaking, between IACP's great souls like Nathalie Dupree, who has graciously nurtured my career, and newcomers like Jaden Hair, who taught me to appreciate the rapidly expanding universe of social media. I relied on that spirit of inclusivity when I assembled a harmonious team with diverse tastes and talents. And it is our pleasure to invite you to taste and see the ways that ethnic traditions melted into the pot of dynamic flavors you will experience this week.

We can't wait to show off our town to you.

Enjoy our heritage!

Toni Tipton-Martin
Host City Committee Chair
The SANDE Youth Project



2011 Host City Committee

2011 Host City Committee Chair

Toni Tipton-Martin, Founder/Director,
The SANDE Youth Project

Awards Reception Committee

Andrea Alexander, Art Institute of Austin
Dimitra Kriticos, The Natural Epicurean

Culinary Demonstration Committee

Aimee Olson, Executive Chef, Le Cordon
Bleu College of Culinary Arts

Culinary Tours Committee

Dawn Orsak, Lone Star Foodways

Host City Opening Event Committee

Myra Adkins, General Manager,
Word of Mouth Catering

Optional Evening Events Committee

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and Private Chef
Marshall Wright, Freelance Writer
and Photographer

Public Relations Committee

Cathy Cochran-Lewis, Culinary Consultant

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Marla Camp, Publisher, *Edible Austin Magazine*

Volunteers Committee

Jennie Chen, Principal, Chenergy Consulting
and MisoHungry Media

Social Media Committee

Natanya Anderson, Vice President of Content
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Closing Event

Marvin Bendele, Executive Director,
Foodways Texas

Music Czar

Ellen Sweets, Freelance Food Writer
and Author

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Please join us in thanking these generous companies for their sponsorship and ongoing support in helping IACP connect culinary professionals with the people, places and knowledge they need to succeed.

PLATINUM



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Presenting



Supporting



CHEFS IN RESIDENCE

Our esteemed chefs in residence serve both the IACP Program and Host committees by generating support among members of the local restaurant community and assisting in securing chef participation in educational workshops and optional dining events. As the conference taste makers, they also assist in determining menu selections for conference meals, networking breaks and other events.

CHEF DAVID BULL



As executive chef of Congress and Second Bar & Kitchen, David J. Bull is well-versed in creating dynamic, hand-tailored menus for intimate parties of 10 or grand fêtes of 500. Chef Bull's sumptuous, creative menu offerings are supported by his love of seasonal ingredients and distinctive flavor combinations. Upon graduation from the Culinary Institute of America in 1994, Chef

Bull was hired by The Mansion on Turtle Creek and became the youngest sous-chef ever employed by the Dallas hotel. While serving as the Executive Chef of The Driskill Grill, David led his team to receive The Austin American Statesman's Number One Restaurant Award for three consecutive years. It was also recognized as one of the Top 50 Hotel Restaurants by USA Today as listed for Conde Nast Traveler. Bull achieved celebrated acclaim as one of The Best New Chefs 2003 by Food and Wine Magazine, in addition to appearing on The Food Network in 2006 as an "Iron Chef America" challenger and being nominated for the prestigious 2007 James Beard award for Best New Chef Southwest. Chef David also serves as Chef Partner of La Corsha Hospitality Group. In April 2009, Chef Bull released his interactive cookbook, "Bull's Eye on Food," a cutting-edge culinary resource.

CHEF RENE ORTIZ



Born in Houston and raised in San Antonio, Chef Ortiz spent the past two decades traveling the world cultivating his international culinary skills. Now he returns to the Lone Star State as executive chef of La Condesa, a contemporary Mexican restaurant showcasing the bold flavors and vibrant colors of modern regional Mexican cuisine. Ortiz began his culinary career in Vancouver

as chef de cuisine for Robert Clark at the celebrated Star Anise. He later worked his way through the brasseries and bistros of Western Europe, absorbing its varied culinary styles and developing his taste for exotic, international flavors. In 1998, Ortiz returned to New York, where he had the great honor to work with such chefs as Daniel Boulud, Alain Ducasse and the late Jean-Louis Pallidan. He then became chef de cuisine for Douglas Rodriguez at Patria. After his departure from Patria in 2003, Ortiz began consulting with notable restaurant investors and chefs from around the world. Ortiz also helped launch the Emerald Room at Industrie in Sydney, Australia, an upscale French bistro.

Most recently, he opened and served as Executive Chef at La Esquina. Time Out magazine's Best New Restaurant of 2007, La Esquina remains one of New York's most coveted reservations.



Enter the Kikkoman Video Contest!

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CONTRIBUTING PHOTOGRAPHERS

Inspiring Austin photos by our contributing photographers grace the 2011 conference materials, including this onsite program.

PENNY DE LOS SANTOS



Penny De Los Santos is an award-winning documentary photographer who has spent the past several years photographing food culture around the world. De Los Santos is a Senior Contributing Photographer for Saveur Magazine, and a contributing photographer to National Geographic Magazine and Martha Stewart Living. Her work has been featured in magazines including Time, Newsweek,

Sports Illustrated, Mother Jones, Latina, Texas Monthly, U.S. News & World Report and Paris Match. De Los Santos was named College Photographer of the Year by the National Press Photographer's Association in 1998 and was one of twelve photographers chosen to participate in the 2000 World Press Joop Stewart Masterclass in the Netherlands. De Los Santos has been awarded numerous photography grants from National Geographic Photographic Division, Eastman Kodak, Canon USA, the Eddie Adams Workshop, California New Media, The Ohio University School of Visual Communications and the Parson School of Design's Marty Forsher Fellowship.

PAULETTE PHILIPOT



Paulette Philipot graduated with honors from the Western Academy of Photography in Victoria, B.C., Canada. Now living in Sun Valley, Idaho, she is an award-winning food, travel and lifestyle photographer. Her inspiration comes from an endless desire for adventure and a passion of telling the story of a place through images of food, people and the natural elements that surround

them. She produces images for editorial and commercial clients. Upon graduation from photography school, she received the top Provincial and the top National awards of the Professional Photographers of Canada and Fujifilm. Paulette was most recently awarded the IACP Best of Show Photography Award in 2008 in New Orleans. She is the photographer of the popular cookbook, "A Taste of Wyoming: Favorite Recipes from the Cowboy State." When Paulette is not photographing the flavors and essence of a place you can find her in the mountains either hiking, biking or skiing or at home enjoying healthy food and wine with family and friends.

Special thanks to the **AUSTIN CONVENTION AND VISITORS BUREAU** for their lovely Austin images.



C'EST VRAI

**SUPPORTING THE IACP
IS JUST ONE OF THE WAYS
WE'RE KEEPING UP WITH
WHAT'S FRESH.**

It's true: there's always plenty of inspiration to go around when the best in the business gather in one place. That's why Le Creuset is proud to support the 2011 Annual IACP Conference — and proud to stand with all the visionary chefs, restaurateurs and culinary professionals who bring fresh ideas to the table every day. See what's fresh in our world, including the all-new Fennel, at lecreuset.com.



THE CULINARY TRUST

About the Culinary Trust The Culinary Trust, philanthropic partner of the IACP since 1984, provides culinary professionals the tools and opportunities to understand and act on critical issues on the world of food through scholarships and grants for students and professionals, cookbook preservation and restoration, educational programs and grants for hunger alleviation. The Culinary Trust is a 501(c) non-profit organization funded by donations from IACP members and individuals, fundraising events and sponsorship from companies.

New in 2011! Grants to Culinary Professionals to Support Chefs Move to Schools: With support from the California Table Grape Commission, The Culinary Trust will offer grants to culinary professionals to assist their individual efforts to implement First Lady Michelle Obama's call to help fight the obesity epidemic by volunteering in schools.

Stories About Food: The Culinary Trust is piloting a cross-generational program to celebrate the joys of food and cooking, to share our diverse culinary heritages and through recipe analysis, to teach basic building blocks of nutrition. Through professionally guided sessions, high school-aged students will team up with grandparents or older family friends to develop stories about the foods and cooking experiences that were meaningful to each participant in their childhoods, capturing and recording the foodways of the late nineteenth and early twentieth centuries through the present. Following the pilot, The Culinary Trust expects to make this curriculum available to schools and the Kids in the Kitchen Section, and to create a searchable archive of these oral histories that collects and preserves our food stories.

Chefs Move To Schools at The Texas State Capitol

A celebration of the First Anniversary of First Lady Michelle Obama's Chef's Move to Schools initiative.

Join invited guest White House Senior Food Policy Advisor Sam Kass and Austin city officials along with IACP and The Culinary Trust to celebrate the success of the first year of Chefs Move to Schools. IACP members made history standing on the White House South Lawn last June. Let's join together with Austin culinary professionals on the South Steps to highlight the work that has been done this first year and inspire others to action in the program's second year.

Date/Time: Wednesday, June 1, 5:00 p.m. – 6:00 p.m.

Location: Texas State Capitol, South Steps

Attire: Chef's Jacket

It's only a short walk from the historic State Capitol to the Host City Reception

Three Hot Chefs!

The exclusive Hotel Saint Cecilia tucked away in Austin's trendy South Congress neighborhood is where three exciting guest chefs – Austin's Tyson Cole, chef of the acclaimed Uchi and Uchiko (one of GQ's 10 best new restaurants), along with Holly Smith of Kirkland, Washington's Café Juanita and Brad Farmerie of New York's Public will showcase the fusion of great taste and fresh, healthy ingredients in a memorable evening presented by the California Table Grape Commission. In a setting known for its music, edgy art and vintage décor, guests will sample a variety of dishes, meet and mingle with the chefs and bid on unique experiences in a special auction. Proceeds support the Trust's mission of providing culinary professionals with the tools and opportunities to understand and act on critical issues in the world of food.

Date/Time: Wednesday, June 1 8:00-10:30 p.m. (buses will depart the Host City reception at 7:45 p.m. and 8 p.m.)

Cost: \$135.00. (Inquire about availability at the registration desk.)

Richard Sax Memorial Fund Recipient



SUSTAINABLE FOOD CENTER

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 Sustainable Food Center (SFC) which cultivates a healthy community by strengthening the local food system and improving access to nutritious, affordable food. SFC envisions a food secure community where all children and adults grow, share and prepare healthy, local food. From seed to table, SFC creates opportunities for individuals to make healthy food choices and to participate in a vibrant local food system. Through organic food gardening, relationships with area farmers, interactive cooking classes and nutrition education, children and adults have increased access to locally grown food and are empowered to improve the long-term health of Central Texans and our environment. Our financial support helps SFC ensure a food secure community.

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B R E A K T H R O U G H T H E K I T C H E N C L U T T E R

CERTIFIED CULINARY PROFESSIONALS

The Certified Culinary Professional (CCP) designation is awarded by the International Association of Culinary Professionals to individuals who have demonstrated and maintain comprehensive knowledge of the culinary arts and sciences. The CCP designation is highly regarded by peers and is becoming known and appreciated as a symbol of leadership, competency and accomplishment.

IACP applauds the select group of men and women who have made the ultimate commitment to excellence in the culinary arts.

Kristine Ackerman, CCP	Anne Cori, CCP	Scott E. Givot, CCP	Steven Douglas Keneipp, CCP
Bonnie Aeschliman, CCP	Shirley O. Corriher, CCP	Gaynor K. Grant, CCP	Robin L. Kline, MS, RD, CCP
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Carole Bloom, CCP	Ann Hall Every, CCP	Myrle I. Horn, CCP	Louis J. Lindic, CCP
David Bonom, CCP	Teresa J. Farney, CCP	Jo Horner, CCP	Jan Linn, CCP
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Donna F. Budnitz, CCP	Clare E. Ferguson, CCP	Suzanne Hunter, CCP	Julie Logue-Riordan, CCP
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Nancy Byal, CCP	James Gallivan, CCA, CFBE, CCP	Raghavan Iyer, CCP	Toni Lydecker, CCP
Nitockrees Tadros Carpita, CCP	Ingrid Gangestad, RD, CCP	June C. Jacobs, CCP	Glenn Randall Mack, CCP
Irena Chalmers, CCP	Brenda Garza, CCP	Dorothy Jacobson, CCP	Nick Malgieri, CCP
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CERTIFIED CULINARY PROFESSIONALS

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Hilda Stephan Pope, CCP
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Edna Lynn Porter, CCP
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Susan G. Purdy, CCP
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Peggy Rahn, CCP
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Sharon Rice, CCP
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LIGHT YOUR FIRE: SPARKS FROM THE CULINARY EDGE

**The 33rd Annual Conference of the
International Association of Culinary Professionals**

**June 1-4, 2011
Austin, Texas**

Constant innovation. That's the credo of every culinarian. Whether inventing new recipes, exploring new technologies, probing new views of food history or acting on the issues of our day – innovation is our collective quest. It's the flame that keeps us asking: What's new? What's next?

What better way to stoke your fire than to join IACP in Austin, the seat of progressive thought and entrepreneurship in the heart of Texas. In this hotbed of invention, we'll hear from renowned culinarians who are sparking new ideas around the world, personally and professionally. We'll taste the best Texas has to offer, including some amazing local products. And we'll look to other industries – music, technology, trend research – for transformative ideas. Ignite your creativity. Join IACP for the conference of the year in Austin.

Photo Credit: Penny De Los Santos

WHAT'S NEW

An Inclusive Format

The Hilton Austin Hotel will be home base for all but one of the educational sessions at the conference, giving you more time to network with colleagues between sessions, relax in the Hospitality Suite, or run up to your hotel room to grab more business cards. Plus, one fee covers all educational sessions and special events! (Optional tours and dinners not included.)

Eight Cooking Demonstrations

Culinary luminaries like Dave Arnold, Nils Noren, Chris Young, Sue Torres, Joan Auritt, Ellie Krieger, Paula Lambert, Tom Perini, Stephan Pyles, Amanda Hesser, Jacques Pépin, Duc Tran, Shirley Corriher and John Besh exemplify the latest recipes and tips.

Expanded Experts Are In Sessions!

Three sessions targeting different areas—New Media, Business and Career Development, and DIY Marketing—offer a total of 30 concentrated topics and intimate discussions with experts in these respective fields.

New Early Bird Sessions

Last year's popular Night Owl sessions have been retooled to reach the early birds! Seven Early Bird and Night Owl sessions offer before- and after-hours salon-style discussions with conference presenters.

Creative Optional Events

Optional tours and dinner events allow you to see Austin from an insider's perspective. Whether it's visiting local ranches, sampling famous barbecue, touring the original Whole Foods Culinary Center, or simply dining at one of Austin's premiere restaurants, you'll uncover quirky and fascinating treats in your Austin experience.



*Ingredients for chef demos and tastings
generously provided by Whole Foods Market.*

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 conference registrants will allow access to all sessions, meals and social events planned as part of the conference agenda. The colored badges issued to Day Pass registrants will allow those persons admittance to sessions, meals and social events for the particular day in which they are registered.

Sessions

Due to limited space, admission to classes is only permitted to those sessions originally requested and confirmed unless a registrant has received confirmation at the onsite registration desk that there are additional openings in the class. Session selection onsite will be on an as-available basis.

Event Locations

All conference workshops, general sessions and culinary demonstrations, early bird and night owl sessions, meal functions and the Culinary Expo and Book Fair are held in the Hilton. The Host City Opening Reception, Awards Gala Reception and Ceremony and optional events are held at other locations in Austin as outlined in the Conference Overview (see page 18).

Conference Registration and Information Desk

The Conference Registration and Information Desk is located at the Hilton on the 6th floor in front of the Austin Ballroom.

Registration Desk Hours

Wednesday, June 1	6:30 a.m. – 6:00 p.m.
Thursday, June 2	6:30 a.m. – 6:00 p.m.
Friday, June 3	6:30 a.m. – 5:00 p.m.
Saturday, June 4	6:30 a.m. – 3:30 p.m.

Hospitality Room

The IACP Hospitality Room is located in Room 410 at the Hilton, Wednesday – Friday from 8:00 a.m. – 6:00 p.m. and Saturday, 8:00 a.m. – 3:00 p.m.

Cyber Café

Located in the Hospitality Room, the Cyber Café offers computers so that you can access the Internet, check your e-mail and stay in touch with friends and business associates while in Austin. Other business services are located in or near the hotel. See the hotel concierge for details.

Food Photographers and Stylists Photo Contest and Exhibition

The IACP Food Photographers and Stylists Professional Interest Section celebrates the outstanding work of members by hosting the annual IACP Photography Contest. The 2011 theme is “Food Connects Us All” and awards will be given in two categories: the jury-awarded Best of Show and the member-voted People’s Choice.

The contest is open for voting on Wednesday and Thursday at the Hilton, closing at 3:00 p.m. on Thursday.

The winning entries for both categories will be announced at the Awards Gala on June 2 and then displayed at the entrance to the Culinary Expo on June 3 at the Hilton Austin Hotel.

All photographs in this exhibit are available for sale and the artists will donate 100% of the proceeds to The Culinary Trust. Attendees interested in purchasing artwork may do so at the conference registration desk before 10:30 a.m. on Saturday.

The Culinary Trust’s Silent Auction

The Culinary Trust’s annual silent auction is located on the 6th floor near conference registration at the Hilton. The auction is open for bidding on beginning at 6:30 a.m. Wednesday and closing at 12:00 p.m. Saturday. Bidders must complete a bidder form included in the registration packet or available from The Culinary Trust Desk adjacent to the silent auction boards.

IACP Conference Bookstore

The conference bookstore, sponsored by The Book People, is located in room 412 at the Hilton and features books authored by conference speakers and finalists from the IACP Cookbook Awards. Hours of operation are Wednesday – Thursday from 8:00 a.m. until 6:00 p.m.

Packaging and Shipping Services

For your convenience, packaging and shipping services are available from the bell staff at the Hilton.

NETWORKING OPPORTUNITIES

Host City Opening Reception

Join us at the Bob Bullock Texas State History Museum for our 33rd Annual Host City Opening Reception, where we will, with the help of Austin's premier restaurant chefs and their favorite local producers, provide our own brand of Texas tutorial – through the palate.

IACP Awards Gala and Reception

The historic Driskill Hotel and Paramount Theater host the annual IACP Awards Reception and Gala where the finest in cookbooks, journalism and professional contributions to the industry are recognized. This year, IACP presents its 25th annual Cookbook Awards and the all-new Culinary Classics award.

Culinary Expo and Book Fair

Visit with IACP sponsors and dozens of exhibitors are well as more than 60 authors at the Culinary Expo and Book Fair. Meet vendors, learn about new products or meet your favorite cookbook author for a book signing!

Take Your Conference Experience Virtual with Social Media



Use the #IACP hashtag to follow the conference action on Twitter. Be sure to tag your own tweets with #IACP and follow @IACPCulinary on Twitter for important conference information and updates.



Check in around town with Gowalla to share your new favorite spots. You can also complete special IACP Conference Gowalla tours: gowalla.com/users/IACPCulinary/trips



Like us on Facebook to keep up with conference and association news: facebook.com/iacpculinary

CONFERENCE OVERVIEW



WEDNESDAY, JUNE 1

6:30 a.m. - 6:00 p.m.	Registration	6th Floor, Hilton
8:00 a.m. - 6:00 p.m.	IACP Bookstore	Room 412
8:00 a.m. - 6:00 p.m.	IACP Cyber Café/Hospitality Room <i>Sponsored by TheRecipeManager</i>	Room 410

Optional Tours

7:00 a.m. - 4:00 p.m.	OP02: Behind the Food Business Scene in Austin: A Guided Tour for the Entrepreneur	Offsite
7:45 a.m. - 5:00 p.m.	OP03: Czech-Texas Tour	Offsite
7:45 a.m. - 5:00 p.m.	OP04: Texas Hill Country Wine and Whiskey Tour	Offsite
8:45 a.m. - 4:00 p.m.	OP05: Classic Tex-Mex and Mexican Cuisine: A Comparison and Contrast Tour	Offsite
8:45 a.m. - 5:00 p.m.	OP06: Central Texas Barbecue Heritage Tour	Offsite
9:45 a.m. - 3:00 p.m.	OP07: Austin's Foodie Store Mecca	Offsite
1:00 p.m. - 4:30 p.m.	OP28: Kids in the Kitchen: Hands-On Garden-to-Table Workshop with Sam Kass	Offsite
	<i>Sponsored by Le Creuset of America and Whole Foods Market</i>	

WEDNESDAY PM SESSIONS

1:30 p.m. - 4:30 p.m.	WS01: The Craft of Food Writing	Governor's Salon B
	WS02: DIY Video Production for Food Bloggers	Room 406
	WS03: Food Photography Workflow for Pros and Seasoned Amateurs Alike	Room 408
	WS04: Unlocking Archives for Insight and Inspiration	OFFSITE: Harry Ransom Center
	WS05: Global Roots of Modern Cuisine <i>Sponsored by Viking</i>	Governor's Salon A
3:00 p.m. - 3:30 p.m.	Networking Break	4th Floor, Hilton
4:30 p.m. - 5:30 p.m.	OP08: Preparing for the CCP Exam	Room 402
4:30 p.m. - 5:45 p.m.	OP09: New Member/First Time Attendee Orientation	Room 400
4:45 p.m. - 6:00 p.m.	Chefs Move To Schools at The Texas State Capitol	Offsite
6:30 p.m. - 8:30 p.m.	OP10: Host City Opening Reception	Bob Bullock Texas State History Museum

Optional Evening Events

8:00 p.m. - 10:30 p.m.	OP11: The Culinary Trust "Three Hot Chefs" Event	Hotel Saint Cecilia
9:00 p.m. - 11:00 p.m.	OP12: Dinner at La Condesa	La Condesa
9:00 p.m. - 11:00 p.m.	OP13: Late Night Club Crawl	Offsite
9:00 p.m. - 11:00 p.m.	OP29: Dinner at Olivia	Olivia

Night Owl Session

9:00 p.m. - 10:00 p.m.	NO01: Cooking Over the Border	Room 408
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CONFERENCE OVERVIEW

THURSDAY, JUNE 2

6:30 a.m. - 6:00 p.m.	Registration	6th Floor, Hilton
7:00 a.m. – 7:45 a.m.	Breakfast <i>Sponsored by Cuisinart</i>	4th Floor, Hilton
8:00 a.m. – 6:00 p.m.	IACP Bookstore	Room 412
8:00 a.m. – 6:00 p.m.	IACP Cyber Café/Hospitality Room <i>Sponsored by TheRecipeManager</i>	Room 410
Early Bird Session		
7:00 a.m. – 8:00 a.m.	EB01: The IACP Oral Histories Project: Looking Back and Moving Forward.....	Room 400-402
	EB04: Cooking Schools and Teachers Section Roundtables.....	Room 406
General Session		
8:00 a.m. – 9:30 a.m.	GS01: Transformative Ideas for Culinary Professionals by Jim Hightower, with an interview by Kim Severson and a musical performance by the Beat Divas <i>Sponsored by TheRecipeManager</i>	Governor’s Ballroom ABC, Hilton
9:30 a.m. – 10:30 a.m.	Networking Break <i>Sponsored by CanolaInfo</i>	4th Floor, Hilton
Thursday AM Sessions		
10:30 a.m. – 12:00 p.m.	WS06: What’s Lighting Up Global Kitchens?	Room 400-402
	WS07: Meat: Its Changing Place on the Plate.....	Room 406
	WS08: It’s Better to be Bitter: The Bitter Truth on the Hows and Whys of Bitters.....	Room 408
	WS09: Experts Are In: New Media.....	Governor’s Salon B
	WS10: Mexican Cuisine Before and After Cortez <i>Sponsored by Viking</i>	Governor’s Salon A
12:00 p.m. – 1:15 p.m.	Lunch and Annual Business Meeting	Austin Ballroom JK, Hilton
	<i>Sponsored by Idaho Potato Commission and USA Dry Pea & Lentil Council</i>	
Thursday PM Sessions		
1:30 p.m. – 3:00 p.m.	WS11: Oaxaca al Gusto: A Discussion and Interview with Diana Kennedy	Room 406
	WS12: Real Texas Barbecue: How It’s Done.....	Room 400-402
	WS13: Front Page News.....	Room 408
	WS14: Experts Are In: Business and Career Development	Governor’s Salon B
	WS15: How to Cook on Camera: A Live Demonstration and Discussion with Ellie Krieger and Joan Auritt <i>Sponsored by Viking</i>	Governor’s Salon A
3:00 p.m. – 3:30 p.m.	Networking Break	4th Floor, Hilton
3:30 p.m. – 5:00 p.m.	WS16: Building Bridges, Empowering Communities: One Whisk at a Time.....	Room 406
	WS17: Culinary Trend Spotting: What Lies Ahead?	Room 400-402
	WS18: What Every Food Pro Should Know (And Is Not Afraid to Ask) about Today’s Agricultural Practices: A Farmer Face-to-Face on Pork Production.....	Room 408
	WS19: Experts Are In: DIY Marketing	Governor’s Salon B
	WS20: Pyles and Perini: Texas Food, Two Ways <i>Sponsored by CUTCO Cutlery and Viking</i>	Governor’s Salon A
5:30 p.m. – 10:00 p.m.	OP14: Awards Gala Reception and Ceremony.....	Driskill Hotel and Paramount Theatre
Optional Evening Event		
10:00 p.m. – 12:00 a.m.	OP15: Late Night Club Crawl.....	Offsite
Night Owl Session		
11:00 p.m. – 12:00 a.m.	NO02: Ten Smart Tips to Make Any Food Image Look Appealing.....	Room 408

CONFERENCE OVERVIEW



FRIDAY, JUNE 3

6:30 a.m. – 5:00 p.m.	Registration	6th Floor, Hilton
7:00 a.m. – 7:45 a.m.	Breakfast <i>Sponsored by Cuisinart</i>	4th Floor, Hilton
8:00 a.m. – 6:00 p.m.	IACP Cyber Café/Hospitality Room <i>Sponsored by TheRecipeManager</i>	Room 410
1:30 p.m. – 3:30 p.m.	IACP Bookstore (at Culinary Book Fair)	Austin Ballroom, Hilton
Early Bird Session		
7:00 a.m. – 8:00 a.m.	EB02: Speed Dating for Entrepreneurs: Basic How-To Advice from Other Successful Business People	Room 400-402
7:00 a.m. – 9:30 a.m.	OP16: CCP Exam	Room 406
General Session		
8:00 a.m. – 9:30 a.m.	GS02: Finding and Crafting a Great Story with Daniel Klein and Penny De Los Santos	Governor's Ballroom ABC, Hilton
9:30 a.m. – 10:30 a.m.	Networking Break	4th Floor, Hilton
Friday AM Sessions		
10:30 a.m. – 12:00 a.m.	WS21: How Food Trends Impact TV Cooking Shows	Governor's Salon B
	WS22: Community Gardens, Urban Farms: New Places, New Models, New Faces	Room 400-402
	WS23: Developing your Product: From Idea to Reality	Room 406
	WS24: The Texas Two Sip Wine Tasting and Competition	Room 408
	WS25: What French Cuisine Can Offer Modern Cooks: A Cooking Demonstration and Interview with Jacques Pépin and Amanda Hesser <i>Sponsored by Viking and The International Culinary Center</i>	Governor's Salon A
12:00 p.m. – 4:00 p.m.	OP17: Culinary Expo (Lunch Provided)	Austin Ballroom, Hilton
1:30 p.m. – 3:30 p.m.	Culinary Book Fair	Austin Ballroom, Hilton
4:00 p.m. – 5:30 p.m.	Section & Committee Meetings	4th Floor, Hilton (see descriptions for individual rooms)
Optional Evening Events		
6:00 p.m. – 8:00 p.m.	OP30: SoCo Happy Hour	Offsite
5:45 p.m. – 9:30 p.m.	OP18: Cruisin' with the Bats	Offsite
6:15 p.m. – 10:30 p.m.	OP19: Dining and Dancing at the Broken Spoke	Broken Spoke
6:30 p.m. – 10:30 p.m.	OP20: Edible Texas Wine & Food Pairing Competition	AT&T Conference Center
6:30 p.m. – 9:30 p.m.	OP21: Dinner at El Arbol Restaurant	El Arbol
6:30 p.m. – 9:30 p.m.	OP22: Dinner at FINO Restaurant and Patio Bar	FINO
6:30 p.m. – 9:30 p.m.	OP23: Dinner at Fonda San Miguel	Fonda San Miguel
6:30 p.m. – 9:30 p.m.	OP24: Dinner at Foreign & Domestic	Foreign & Domestic
7:00 p.m. – 9:00 p.m.	OP25: Dinner at Parkside	Parkside
Night Owl Session		
9:00 p.m. – 10:00 p.m.	NO03: Pitch Therapy	Room 408

CONFERENCE OVERVIEW



SATURDAY, JUNE 4

6:30 a.m. – 3:30 p.m.	Registration	6th Floor, Hilton
7:00 a.m. – 7:45 a.m.	Breakfast	4th Floor, Hilton
8:00 a.m. – 3:00 p.m.	IACP Cyber Café/Hospitality Room <i>Sponsored by TheRecipeManager</i>	Room 410
Optional Tour		
6:45 a.m. – 10:00 a.m.	OP26: Early Morning Bike Ride on the South Side of Lady Bird Lake	Offsite
Early Bird Session		
7:00 a.m. – 8:00 a.m.	EB03: Chefs Move to Schools: A How-To Discussion	Room 408
Saturday AM Sessions		
8:30 a.m. – 10:00 a.m.	WS26: Building a Sustainable Food Community Part 1	Governor's Salon B
	WS27: The Incredible Expanding Cookbook: How Print & Digital Connect Today and Tomorrow	Room 400-402
	WS28: Hands-On Introduction to Social Media	Room 406
	WS29: Calories, Carbs, and Calcium: Nutrition Advice Comes of Age	Room 408
	WS30: Cooking from the Edge of Vietnam and Texas <i>Sponsored by Viking</i>	Governor's Salon A
10:00 a.m. – 10:30 a.m.	Networking Break	4th Floor, Hilton
10:30 a.m. – 12:00 p.m.	WS31: Building a Sustainable Food Community Part 2	Governor's Salon B
	WS32: Cooking Schools in the New Economy	Room 408
	WS33: Food Blogging: Beyond the Basics	Room 400-402
	WS34: Chili, Kolache, Cornbread and Collards: Food Crossroads of Central Texas	Room 406
	WS35: The Science of Baking <i>Sponsored by Viking</i>	Governor's Salon A
12:00 p.m. – 1:15 p.m.	Lunch	Austin Ballroom JK, Hilton
Saturday PM Sessions		
1:30 p.m. – 3:00 p.m.	WS36: Gluten-Free Cooking for Everyone	Governor's Salon B
	WS37: Marketing Your Food Brand in the New Age of Engagement: Taking an "Inline" Approach	Room 400-402
	WS38: Let There Be Light! Harnessing the Right Light for Digital Food Photography	Room 406
	WS39: Tequila, Texas & Terroir	Room 408
	WS40: A Celebration of Louisiana Cuisine with John Besh <i>Sponsored by Viking</i>	Governor's Salon A
Optional Evening Event		
6:00 p.m. – 9:00 p.m.	OP27: Up in Smoke	Boggy Creek Farm

CONFERENCE PROGRAM

WEDNESDAY

WEDNESDAY, JUNE 1

6:30 a.m. – 6:00 p.m.

Registration

IACP Food Photographers and Stylists Photo Contest Exhibit and Voting

The Culinary Trust Silent Auction
6TH FLOOR, HILTON

8:00 a.m. – 6:00 p.m.

IACP Bookstore

IACP Cyber Café/Hospitality Room
ROOM 412

Sponsored by TheRecipeManager

Optional Tours

7:00 a.m. – 4:00 p.m.

**OP02: Behind the Food Business Scene in Austin:
A Guided Tour for the Entrepreneur**

Fee: \$110

OFFSITE

Limited to 50 participants.

Transportation provided; meet in Hilton main lobby for departure.

Join us to meet local entrepreneurs who are taking innovative and creative approaches to business. Start the day with roasted coffee from a company that supports children's educational programs in Central America and a visit to Sweetish Hill Bakery. Then get a firsthand view of a business model featuring bicycle-delivered homemade soups from the Soup Peddler. Next, get the inside scoop on "Beanitos" bean chips and gourmet snacks. Discover how creative design influences urban farming and a unique "farmhouse delivery" program, and enjoy an inspirational lunch at the historic Fonda San Miguel restaurant, rated one of the best interior Mexican restaurants in the world.

7:45 a.m. – 5:00 p.m.

OP03: Czech-Texas Tour

Fee: \$85

OFFSITE

Limited to 43 participants.

Transportation provided; meet in Hilton main lobby for departure.

Get a glimpse into the vibrant Czech-influenced culture of Central Texas. Beginning in the 1860s, immigrants from Moravia and Bohemia settled on Texas prairie land where they farmed, raised cattle, made music and perfected kolaches. Czech culture is very much alive today in Texan communities and Czech foodways are important elements of Central Texas food. We'll enjoy a breakfast featuring Kocurek Family charcuterie. Then we head to spots in Fayette and Lavaca counties including City Meat Market and the 116-year-old Sengelmann Hall in Schulenburg. This cultural snapshot ends at the world-famous Spoetzl Brewery, home of Shiner beer.

7:45 a.m. – 5:00 p.m.

OP04: Texas Hill Country Wine and Whiskey Tour

Fee: \$110

OFFSITE

Limited to 45 participants.

Transportation provided; meet in Hilton main lobby for departure.

Take a bus tour through scenic Texas Hill Country roads to visit three outstanding Texas wineries and the first whiskey distillery in Texas since Prohibition. Winemakers will sample selections of their award-winning vintages and discuss their challenges and successes at each stop of the tour. The day will culminate with a luncheon at Lavender Haus & Verandah in the rolling hills of Becker Vineyard, inspired by Terry Thompson-Anderson's celebrated tome to regional Texas cuisine, Texas On The Plate, and prepared by legendary catering company, Don Strange of Texas, founded by the late, great Don Strange.



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CONFERENCE PROGRAM



WEDNESDAY, JUNE 1

8:45 a.m. – 4:00 p.m.

OP05: Classic Tex-Mex and Mexican Cuisine: A Comparison and Contrast Tour

Fee: \$95

OFFSITE

Limited to 20 participants.

Transportation provided; meet in Hilton main lobby for departure.

Texas was part of Mexico until it gained independence in 1836; however, the people who inhabited the area retained their traditions, cuisine and language. With time, Mexican culture in Texas evolved into its own unique blend of old and new, Anglo and Latino, giving birth to "Tex-Mex" cuisine. In recent years, a fresh influx of Mexican nationals has brought back traditional flavors from various regions of the country. This tour will explore some iconic Tex-Mex favorites as well as some authentic Interior Mexican award-winning establishments. Visitors will sample a bit of both and learn to identify their differences and similarities.

8:45 a.m. – 5:00 p.m.

OP06: Central Texas Barbecue Heritage Tour

Fee: \$105

OFFSITE

Limited to 50 participants.

Transportation provided; meet in Hilton main lobby for departure.

The barbecue tradition has deep roots in Central Texas thanks to various groups who populated this area in the second half of the 19th century. Ranchers provided beef and pork to frugal European butchers who dry-smoked cheap cuts of meat, made sausages from the rest and sold their products to migrant cotton-pickers with white bread and crackers on butcher paper. Those traditions live on in this delicious and educational barbecue tour that introduces you to some of the people and places responsible for this heritage—rural families of Central Texas working in smoked-stained, small-town temples to their craft. Wear comfortable clothes.



9:45 a.m. – 3:00 p.m.

OP07: Austin's Foodie Store Mecca

Fee: \$25

OFFSITE

Limited to 35 participants.

Transportation provided; meet in Hilton main lobby for departure.

Austin foodies have long enjoyed the benefits of unparalleled shopping for fresh and unique produce, artisan and local products and the latest and greatest upscale and gourmet ingredients at two of the crown jewels in grocery stores, Whole Foods Market and Central Market, both of which call Austin their hometown. This insider's tour treats members to a behind-the-scenes look at these stores, featuring a one-hour express cooking class and lunch at the Central Market Cooking School followed by an afternoon tea and tasting at the Whole Foods Market Culinary Center.

1:00 p.m. – 4:30 p.m.

OP28: Kids in the Kitchen:

Hands-On Garden-to-Table Workshop with Sam Kass

OFFSITE

Limited to 24 participants.

Sponsored by Le Creuset of America and Whole Foods Market

Transportation provided; meet in Hilton main lobby for departure.

Join the Kids in the Kitchen Section for their annual conference tradition of teaching and mentoring children in the host city. This year we have invited special guest, Sam Kass, the Senior Policy Advisor for Healthy Food Initiatives in the Obama administration, to join us as we harvest vegetables with students at UT Elementary School and cook and eat a meal with their families at the Whole Foods Market Culinary Center.

Wednesday PM Sessions

1:30 p.m. – 4:30 p.m.

WS01: The Craft of Food Writing

GOVERNOR'S SALON B

Do you have the reportorial food-writing skills needed for newspaper, magazine and other direct news writing? Do you know how to convert your food story concept into a blog that draws hundreds, even thousands, of readers? How are you catching the eye and imagination of an unknown editor? Whether you are a novice or seasoned food writer, hone your edge in the art of food writing, with top-notch food writers and editors Antonia Allegra, Dorie Greenspan and Joe Yonan as they guide you through this hands-on workshop. They will offer insider observations, exercises and discussions based on contemporary food writing techniques.

Toni Allegra, Career/Writing Coach, Symposium for Professional Food Writers

Dorie Greenspan, Author/Food Blogger

Joe Yonan, Food and Travel Editor, The Washington Post

WS02: DIY Video Production for Food Bloggers

ROOM 406

There's no hotter trend in food blogging than do-it-yourself video content. Whether it's showing off a recipe, interviewing a chef or sharing the story of a local, artisan food producer, video production for bloggers has never been more accessible. This session is a great opportunity for beginners to get a behind-the-scenes look at three examples of how food bloggers are successfully using video to inspire others. The panelists will use slides, video clips and anecdotes to share valuable tips, advice, ideas and a few warnings related to producing your own content.

Daniel Klein, Chef, The Perennial Plate

John Mitzewich, Chef/Owner, Food Wishes

Sara O'Donnell, Creator/Executive Producer, Average Betty

WS03: Food Photography Workflow for Pros and Seasoned Amateurs Alike

ROOM 408

Food photographers have common challenges like determining optimal exposure, color balance, file organization, quick image development, retouching, and optimizing images for print and the web. We will discuss smart workflow components and tips for food photographers. In addition to these details, we'll talk about why photographers must move away from a slow, clunky Photoshop-based approach, and towards more efficient, more affordable parametric workflows based in Lightroom or Capture One.

Scott Martin, Photographer, Onslaught

CONFERENCE PROGRAM

WEDNESDAY

WEDNESDAY, JUNE 1

Wednesday PM Sessions (continued) 1:30 p.m. – 4:30 p.m.

WS04: Unlocking Archives for Insight and Inspiration HARRY RANSOM CENTER

Transportation provided; meet in Hilton main lobby for departure.

The Harry Ransom Center at the University of Texas at Austin advances the study of the arts and humanities by acquiring, preserving and making accessible original cultural materials. Its extensive collections of rare books, manuscripts, photography, film and art provide a treasure trove of authentic materials that provide a deeper understanding of culture. Included are Alfred A. Knopf Inc.'s author files with Julia Child's and Judith Jones's original correspondence. Join HRC librarians and curators in exploring their literary, photographic and media collections, and discover how such resources can inspire and enhance food writing, teaching, food styling and photography, marketing and travel programs.

*Pam Elder, Food Writer, Chair of IACP Food History Section
Staff of the Harry Ransom Center, University of Texas at Austin*

WS05: Global Roots of Modern Cuisine OPEN TO CULINARY PUBLIC GOVERNOR'S SALON A

Culinary Demonstration

Tasting

Sponsored by Viking

"Modern" cuisine is one of the hottest culinary trends today. But is it a perversion of cooking, edgy for edgy's sake? This workshop will address how modern and traditional techniques and ingredients are much more similar than they are different. Chris Young, co-author with Dr. Nathan Myhrvold of the much-anticipated cookbook *Modernist Cuisine*, will review techniques such as sous vide and spherification that are the basis for this new wave of cooking. Nils Noren and Dave Arnold, the duo behind the French Culinary Institute's influential tech blog *Cooking Issues*, take things a step further, exploring the latest advances in cooking.

*Dave Arnold, Director of Culinary Technology, The French Culinary Institute
Nils Noren, Vice President of Culinary Arts, The French Culinary Institute
Chris Young, Chef/Co-Author, Modernist Cuisine*

3:00 p.m. – 3:30 p.m.

Networking Break

4TH FLOOR, HILTON

4:30 p.m. – 5:30 p.m.

OP08: Preparing for the CCP Exam

ROOM 402


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.

4:30 p.m. – 5:45 p.m.

OP09: New Member/First Time Attendee Orientation

ROOM 400


Want to get the most out of your IACP experience? Come join us as IACP President Cynthia Glover and the IACP Board of Directors welcome you to your first conference, followed by IACP veterans who will give you the lowdown on getting the best possible experience from the conference. Come with business cards and questions, and leave with insider information on what to expect, how to network at the best events, and even how to find dinner companions.



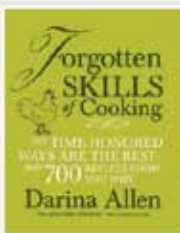
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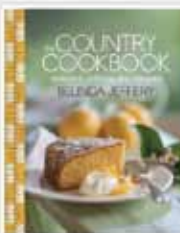
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342 RECIPES



724 RECIPES



183 RECIPES

for recipes in the 3 finalists and 1800 other indexed cookbooks on www.eatyourbooks.com

CONFERENCE PROGRAM

WEDNESDAY, JUNE 1

4:45 p.m. - 6:00 p.m.

Chefs Move To Schools at The Texas State Capitol: A Celebration of the First Anniversary of First Lady Michelle Obama's Chef's Move to Schools Initiative

TEXAS STATE CAPITOL, SOUTH STEPS

Transportation provided; meet in Hilton main lobby for departure.

Join invited guest White House Senior Food Policy Advisor Sam Kass and Austin city officials along with IACP and The Culinary Trust to celebrate the success of the first year of Chefs Move to Schools. IACP members made history standing on the White House South Lawn last June. Let's join together with Austin culinary professionals on the South Steps to highlight the work that has been done this first year and inspire others to action in the program's second year.

6:30 p.m. - 8:30 p.m.

OP10: Host City Opening Reception

Fee: \$50 for guests and other day pass registrants (included for full conference registrants)

THE BOB BULLOCK TEXAS STATE HISTORY MUSEUM

Transportation provided; meet in Hilton main lobby for departure.

For everyone in Texas and the Texan in everyone, there's no better place to learn the story of the Lone Star State than at the Bob Bullock Texas State History Museum. Join us at this three-story state-of-the-art interactive museum for our 33rd Annual Host City Opening Reception, where we will, with the help of Austin's premier restaurant chefs and their favorite local producers, provide our own brand of Texas tutorial – through the palate. Seven Austin culinary innovators in partnership with local farmers, ranchers and artisan food producers will put their unique spin on seven distinct regional cuisines. Bars featuring Central Texas brewers and distillers will be sprinkled throughout the museum and the atmosphere garnished with each region's distinctive style of music. Take in the sights, sounds, smells and tastes of Texas – IACP style.

Optional Evening Events

8:00 p.m. - 10:30 p.m.

OP11: The Culinary Trust "Three Hot Chefs" Event

Fee: \$135

HOTEL ST. CECILIA

Limited to 125 participants.

Transportation provided; meet in Host City Opening Reception lobby for departure.

The exclusive Hotel Saint Cecilia tucked away in Austin's trendy South Congress neighborhood is where three exciting guest chefs - Austin's Tyson Cole, chef of the acclaimed Uchi and Uchiko (one of GQ's 10 best new restaurants), along with Holly Smith of Kirkland, Washington's Café Juanita and Brad Farmerie of New York's Public will showcase the fusion of great taste and fresh, healthy ingredients in a memorable evening presented by the California Table Grape Commission. In a setting known for its music, edgy art and vintage décor, guests will sample a variety of dishes, meet and mingle with the chefs and bid on unique experiences in a special auction. Proceeds support the Trust's mission of providing culinary professionals with the tools and opportunities to understand and act on critical issues in the world of food.

9:00 p.m. - 11:00 p.m.

OP12: Dinner at La Condesa

Reservation Time: 9:15 p.m.

Fee: \$80

LA CONDESA

Limited to 19 participants.

Participants are on their own to share taxis to venue.

An inspired menu of contemporary Mexican cuisine featuring fresh, locally-sourced ingredients will tantalize members dining at this hip restaurant located in the heart of Austin's 2nd Street District. Enjoy a special menu created by renowned Executive Chef Rene Ortiz, which draws upon the bold flavors and vibrant colors of Mexico City. This family-styled dinner will be served in a subterranean vault built in the 1860s below the restaurant, known as The Flour House.

OP29: Dinner at Olivia

Reservation Time: 9:15 p.m.

Fee: \$84

OLIVIA

Limited to 19 participants.

Participants are on their own to share taxis to venue.

Housed in a sleek Texas-modern building of stone, glass, and wood, Olivia epitomizes nose-to-toes dining, Austin style. Chef James Holmes takes full advantage of Central Texas farm and ranch bounty—from produce to pig to bison to lamb—as he creates menus that simultaneously provide comfort, pique imaginations and stretch boundaries. Olivia was one of Bon Appetit's 10 Best New Restaurants in 2009.

9:00 p.m. - 11:00 p.m.

OP13: Late Night Club Crawl

Fee: \$20

OFFSITE

Limited to 8 participants.

Transportation provided; meet in Hilton main lobby for departure.

Whether your style is western, swing, folk, pop, rock or R&B, there is a vibe for every music fan on this adventurous trip to some of the hippest clubs in Austin. We will hook you up with one of Austin's live music experts. You, your music guide, and a handful of other fans will set out on a surprise evening of club hopping. We guarantee the very best live music playlist, whether your group catches a set at the legendary Continental Club, the smokin' blues venue Antone's, the popular Elephant Room, the highly-acclaimed Saxon Pub, Emo's or all of the above.

Night Owl Session

9:00 p.m. - 10:00 p.m.

NO01: Cooking Over the Border

ROOM 408

As cultures collide, cuisines change. Ingredients travel outside their native regions. Techniques transform in the kitchens of new cooks. Traditional dishes get a brand new spin and sometimes a fresh breath of life. But what gets lost in translation? What remains authentic? How should this culinary evolution be documented? Hear the insights of our distinguished speakers as they discuss the complexities of cooking, writing about, and photographing cuisines outside their native countries.

Penny De Los Santos, Photographer

Duc Tran, Chef/Owner, The Mango Rooms

CONFERENCE PROGRAM



THURSDAY, JUNE 2

6:30 a.m. – 6:00 p.m.

Registration

IACP Food Photographers and Stylists Photo Contest

Exhibit and Voting

The Culinary Trust Silent Auction

6TH FLOOR, HILTON

7:00 a.m. – 7:45 a.m.

Breakfast

4TH FLOOR, HILTON

Sponsored by Cuisinart

8:00 a.m. – 6:00 p.m.

IACP Bookstore

ROOM 412

IACP Cyber Café/Hospitality Room

ROOM 410

Sponsored by TheRecipeManager

Early Bird Session

7:00 a.m. – 8:00 a.m.

EB01: The IACP Oral Histories Project:

Looking Back and Moving Forward

ROOM 400-402

To discover what's new and innovative in the culinary world today, it's crucial to remember our collective past, and those individuals who have inspired us. The IACP Oral Histories Project was initiated in 2004 to preserve the organization's history through the memories of founding and charter members. Neil L. Coletta and Blake Swihart explore this historical project as a singular addition to the story of America's culinary evolution. New and long-time IACP members will receive a historical refresher on the association, enrich their experience as members and become inspired for future innovations.

Neil L. Coletta, Assistant Director, Programs in Food, Wine & the Arts, Boston University

Blake Swihart, Food Service Solutions

EB04: Cooking Schools and Teachers Section Roundtables

ROOM 406

Cooking school teachers and administrators consistently search for ways to update or improve their classes or business. This roundtable session discusses five topics important to culinary educators: trends in vocational schools with Dan Traster; marketing tips for avocational cooking schools with Linda Wyner; classroom techniques for teachers with Cathy Lucas; marketing new class ideas for traveling teachers with Meredith Deeds; and success in the new economy for your school with Nancy Hebb.

Meredith Deeds, Owner, Kitchen Counter Points

Nancy Hebb, Director, Bayview School of Cooking

Cathy Lucas, Chef/Owner, Mère Catherine Cuisine

Dan Traster, Consultant, Author, Freelance Writer

Linda Wyner, CEO, Pans on Fire

General Session

8:00 a.m. – 9:00 a.m.

GS01: Transformative Ideas for Culinary Professionals by Jim Hightower, with an interview by Kim Severson and a musical performance by the Beat Divas

GOVERNOR'S BALLROOM ABC, HILTON

Sponsored by TheRecipeManager

Former Texas Agriculture Commissioner, radio commentator, author and raconteur Jim Hightower will address the factors he sees driving the culinary conversation forward today and tomorrow. Expect equal parts wit and wisdom as Mr. Hightower dissects such hot buttons as sustainability, politics of food, government regulation and the colliding interests of global agribusiness and local farms. His remarks will be introduced by the Beat Divas, Austin's very own culinary songstresses, and followed by a Q&A with New York Times writer Kim Severson.

Jim Hightower, Hightower and Associates

Kim Severson, New York Times Food Journalist

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CONFERENCE PROGRAM



THURSDAY, JUNE 2

9:30 a.m. – 10:30 a.m.

Networking Break

Sponsored by CanolaInfo

4TH FLOOR, HILTON

Thursday AM Sessions

10:30 a.m. – 12:00 p.m.

WS06: What's Lighting Up Global Kitchens?

ROOM 400-402

Are home cooks so different in Southeast Asia, South Korea and Russia? Is what's on the barbie in Australia so different from what's on the smoker in Texas? What is the most popular recipe in France? Around the world? Learn the answers to these questions with research from Allrecipes International and online market experts G2 Interactive. Both share insights and data from consumer surveys and market research conducted around the globe. You'll discover how consumers worldwide use online resources for recipes and food information. You'll also see the power of Search Engine Optimization (SEO) and Google keywords in building any successful website.

Rita Wheat, Director of Emerging Shopper & Marketing Technologies, G2 USA
Lynn Woll, Senior Director International Sales and Marketing, Allrecipes

WS07: Meat: Its Changing Place on the Plate

ROOM 406

Until recently, Americans classified themselves in one of two distinct eating camps: Meat or vegetarian. Now, those lines are blurred, as mixed-diet couples marry and raise kids and the word "flexitarian" is in the dictionary. The Meatless Monday campaign, launched in 2003, is now part of an eat-less-meat zeitgeist that includes chefs, schools and politicians. This informative, objective panel will explore the changing landscape of the plate and its interconnectedness to health, environment, animal welfare, agriculture, food safety and why we're talking so much about meat these days, whether or not we eat it.

Marissa Guggiana, President, Sonoma Direct Sustainable Meats/Author, Primal Cuts: Cooking with America's Best Butchers/Founder, The Butcher's Guild
Ralph Loglisci, Project Director, Johns Hopkins Healthy Monday Project
Kim O'Donnel, Writer, Author

WS08: It's Better to be Bitter: The Bitter Truth on the Hows and Whys of Bitters

ROOM 408

Tasting

How to be bitter and influence others? After discussing the history of bitters in cocktail culture, attendees will taste and smell a variety of national bitters and some intriguing "boutique" commercial and house-made bitters. We will also discuss the bitter herbs in bitters and different spices and fruits you can add, how to find resources for bitters and things to watch out for when making bitters for the home or bar. Finally, we will learn how to incorporate bitters into your cocktail and culinary program and how to entice new customers into trying something bitter.

Kathy Casey, Chef and Mixologist, Kathy Casey Food Studios

WS09: Experts Are In: New Media

GOVERNOR'S SALON B

This Experts Are In session offers the opportunity for participants to visit one expert-moderated table for an in-depth discussion with leading professionals to answer your questions about new media in the culinary industry. The discussions begin with a 20-30 minute presentation, followed by an informal Q & A. Participants are encouraged to bring questions and contribute actively to the discussion. Table assignments are available on a first-come, first-served basis.

1. Blog to Book

Many bloggers hope that the stories, recipes and personality they share online will capture the attention of a publisher and they'll land that book contract they've long dreamed of. Find out how one blogger did just that, while also understanding the realities and challenges that crop up along the way.

Sauna Ahern, Freelance Writer, Gluten-Free Girl and the Chef

2. Digital Food Applications

The digital realm of publishing is growing swiftly, with food applications for smart phones and iPads among the most dynamic platforms. This discussion will focus on food apps with the goal of helping attendees understand how to navigate the app world as a potential outlet for their work.

Geoffrey Drummond, Partner, Talent and Creative Integration, CulinApp
Lorena Jones, Publishing Director, Food & Drink, Digital, Chronicle Books

3. Ethics of New Media

It has become so easy now to publish online that many of the common checks and balances are no longer in place to help a writer know they're doing the "right" thing. Learn about guidelines for using content and recipes from other sources and best practices for new media outlets.

Amy Sherman, Editor, BlackboardEats

4. Facebook & Twitter 101

Whether you like it or not, social media settings are becoming the new norm for how we communicate, connect and share information. If you haven't yet dipped your toe into these media or want pointers on how to effectively join discussions on Facebook and Twitter, here's your chance.

Natanya Anderson, Vice President of Content, Powered.com/Editor, Foodista.com

5. Good Web Design Practices

Your website or blog represents your brand online, but good design is much more than a beautiful logo and colors. Just as important is layout and usability. Learn best practices of good web design to showcase your work and keep readers happy so they return often.

Adam Holzband, Owner, Talking Machine/Internet Strategy Consultant

6. Creating Community and Conversation

Media is no longer a one-way conversation. The crowd now has a voice and wants to be heard. But how do you gather everyone up to produce a useful conversation? In this panel discussion, we'll explore the world of crowd-sourcing and curation.

Amanda Hesser, Co-founder, food52.com/Author

7. Online Video on a Budget

Creating online videos may seem intimidating, but multimedia is an important part of the online experience. Learn how to create videos on a budget—using free software tools and a \$100 video camera. Also learn best practices of camera presence, storytelling and editing.

Dan Kohler, Host/Owner, RenegadeKitchen.com

8. SEO and Usability

Internet users rarely click beyond the first couple of pages of search results. Web Publishers need SEO (Search Engine Optimization) to make sure that their content is indexed correctly and optimally. Learn search engine semantics and tips on how to get your valuable content found more easily.

Jaden Hair, SteamyKitchen.com

CONFERENCE PROGRAM



THURSDAY, JUNE 2

Thursday AM Sessions (continued)

10:30 a.m. – 12:00 p.m.

WS09: Experts Are In: New Media (continued) GOVERNOR'S SALON B

9. Working with Ad Networks

For web and blog publishers, the fastest and most popular way to monetize is through banner ads and branded campaigns. Learn how online advertising works, how much money can be made, the benefits of working with an ad network and what to look for when choosing a network.

Lisa Stone, CEO and Co-Founder, Blogger.com

10. Writers Transitioning to New Media

Writers who have been working in the narrative form and writing for traditional media platforms can find it challenging to adapt to the writing style of new media. This is an opportunity to learn what's different—or not—about telling your story in this digital age.

Emily Fleischaker, Associate Multimedia Editor, Bonappetit.com

WS10: Mexican Cuisine Before and After Cortéz

GOVERNOR'S SALON A

Culinary Demonstration and Tasting

Sponsored by Viking

In 1519, the Spanish conquistador Hernán Cortéz landed in Veracruz, Mexico and brought pork, chicken, cattle, sheep, turnips, chickpeas and cabbage, forever changing Mexican cooking. Mexico made equally important culinary contributions to Europe, including corn, tomatoes, chiles, chocolate, vanilla and avocados. Join acclaimed Mexican chef Sue Torres as she chronicles Cortéz's culinary impact on Mexico in traditional dishes made with pre-Cortéz ingredients like chiles, avocado leaves and cactus paddles as well as post-Cortéz ingredients like pork, cabbage and cow's milk cheese.

Sue Torres, Chef/Owner, Sueños Restaurant

12:00 p.m. – 1:15 p.m.

Lunch and Annual Business Meeting

AUSTIN BALLROOM JK, HILTON

Sponsored by Idaho Potato Commission and USA Dry Pea & Lentil Council

Join your fellow IACP members for an update on the association by President Cynthia Glover and officers.

Thursday PM Sessions

1:30 p.m. – 3:00 p.m.

WS11: Oaxaca al Gusto: A Discussion and Tasting with Diana Kennedy

ROOM 406

Tasting

With her recently completed masterwork, "Oaxaca al Gusto: An Infinite Gastronomy," now in bookstores, author and authority on Mexican cooking Diana Kennedy continues her extraordinary exploration of the culinary history and cooking techniques of her adopted country. Her eighth book caps a career of more than 40 years. In this session, she shares recipes and stories from her latest investigations, focusing on the distinctive and colorful regional cuisine of Oaxaca. This session includes a tasting of various tamales.

Diana Kennedy, Author and Expert on traditional Mexican cuisine

WS12: Real Texas Barbecue: How It's Done

ROOM 400-402

Tasting

Texans have their own way of doing things. When it comes to 'cue, that means beef brisket and beef ribs. Most Texas barbecue joints also served smoked sausages, a sign of the state's German heritage. In this workshop and tasting, Robb Walsh, Texas food expert and author of "Legends of Texas Barbecue", explains the cuts of meat, the seasonings, the smokers and the techniques that make Texas barbecue different from all other styles. He also brings along his favorite Texas pitmasters—and their best barbecue—for you to get a true taste of Texas.

Robb Walsh, Food Writer and Authority on Texas cuisine

Your friends at the Idaho Potato Commission praise IACP's commitment to excellence in educating others about the global food industry.



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CONFERENCE PROGRAM



THURSDAY, JUNE 2

Thursday PM Sessions (continued)

1:30 p.m. – 3:00 p.m.

WS13: Front Page News **ROOM 408**

In this breaking news session, New York Times reporter Kim Severson explores the most important topics of the day, ripping inspiration from recent media headlines and her own reporting on current events and issues that impact the culinary world.

Kim Severson, New York Times Food Journalist

WS14: Experts Are In: Business and Career Development **GOVERNOR'S SALON B**

This Experts Are In session offers the opportunity for participants to visit one expert-moderated table for an in-depth discussion with leading professionals to answer your questions about the culinary industry and your career as a culinary professional. The discussions begin with a 20-30 minute presentation, followed by an informal Q & A. Participants are encouraged to bring questions and contribute actively to the discussion. Table assignments are available on a first-come, first-served basis.

1. Slow Money: Creative Financing for Sustainable Food Businesses

Could your most passionate patrons become your most faithful investors? A new model for food financing is blooming—one that encourages 'nurture' capital and taps into the power of the crowd. Learn how Austin businesses, and the Central Texas food system overall, benefit from creative approaches to food financing.

Scott Collier, Slow Money Texas

2. How to Shift Gears Mid-Career

As the economy changes, jobs change. Find out how to use your culinary skills and experience to start a new business, expand your career, or go in a completely different direction with advice from food industry veteran Irena Chalmers, author of *Food Jobs*.

Toni Allegra, Career/Writing Coach, Symposium for Professional Food Writers

3. How to Start a Magazine Business

Have you ever thought you'd like to start a magazine? You can do it in your region through Edible communities. Marla Camp, creator of Edible Austin, will show you how.

Marla Camp, Publisher, Edible Austin

4. Creating Your Own Radio Show

After print, radio is one of the longest-lived forms of media we use and one of the most versatile for food professionals. Get nuts and bolts advice on how to start your own radio show, stream it live on the internet, and get syndicated.

Judy Gilliard, Judy a la Carte

5. Ideas Are Cheap: How to Make Your Money-Making Business Concept Actually Make Money

To make money, you have to deliver a product or service that someone wants to buy. With more than 35 years' experience, Andy Schloss will help you build a business plan, check the vital signs of your business idea and grab your market.

Andrew Schloss, Cookbook Author and Culinary Instructor

6. Sparking your Culinary Career

Chef. Food stylist. Food writer. Culinary careers are everywhere. Find your dream job in this roundtable led by PhD candidate in Food Studies and the CEO of the Institute of Culinary Education.

Anne McBride, Writer/Editor, Pots and Plumes

Rick Smilow, President, Institute of Culinary Education

7. How to Make Your Cooking Class Pay

Determining what to charge and what to pay for cooking classes/instructors is as much art as it is science. Cooking instructors George Geary and Barbara Fenzl will share their strategies, formulas and years of experience in making a cooking class pay for both owner and teacher.

Barbara Fenzl, CCP, Owner, Les Gourmettes Cooking School

George Geary, CCP, Traveling Teacher and Author

8. Psst...Cooking Schools Are Having Private Affairs

Sure, they are still doing public classes, but schools are finding private events a lucrative source of income beyond team-building exercises and birthday parties. Teachers and school administrators: find out where and how to lure new clients, privately.

Karen Cassady, Cooking School Director, Central Market

Cindy Karp, Cooking School Director, Whole Foods Market Culinary Center

9. To Blog or to Publish

How can professional writers justify blogging for little or no money when they have paying work in print? Two successful bloggers and print writers explain how to get the best of both worlds.

Dorie Greenspan, Author/Food Blogger

Hank Shaw, Proprietor, Hunter Angler Gardener Cook

10. Writing for Brands

Even seasoned writers need new gigs now and then. Writing for well-established brands can help stretch your writing skills and fill in the gaps between other paying work. An experienced blogger explains how.

Amy Sherman, Editor, BlackboardEats

WS15: How to Cook on Camera: A Live Demonstration and Discussion with Ellie Krieger and Joan Auritt

GOVERNOR'S SALON A

Culinary Demonstration

Sponsored by Viking

Food professionals rarely hear the words "it's not about the food, it's about you"...unless they're in front of the camera. Cooking on camera calls for a completely different skill set than simply knowing how to cook. There are a multitude of do's and don'ts that don't always come naturally. Ellie Krieger, host of the Food Network's "Healthy Appetite", and Joan Auritt, President of Auritt Communications Group, use a full kitchen studio set to demonstrate, on camera, the best ways to show off the food and yourself so you can go into your next TV appearance with confidence.

Joan Auritt, President, Auritt Communications Group

Ellie Krieger, MS, RD, Television Host, Healthy Appetite, Food Network

3:00 p.m. – 3:30 p.m.

Networking Break

4TH FLOOR, HILTON

CONFERENCE PROGRAM



THURSDAY, JUNE 2

Thursday PM Sessions 3:30 p.m. – 5:00 p.m.

WS16: Building Bridges, Empowering Communities: One Whisk at a Time **ROOM 406**

When looking at the demographics of culinary educators working with families and children, you cannot help but notice that the vast majority are white, female, and often privileged. In many communities, these educators do not look like, speak like, or eat like the people who live there. This session, through a panel discussion and audience interaction, explores how to bridge these racial, cultural, and economic divides. Culinary education is more effective if they light up communities from within. The program's goal will be to discuss how to create programs that both honor and respect the people served.

Scott Givot, Author

Melissa Graham, Executive Director, Purple Asparagus

Guillermo Gomez, Chicago Director, Healthy Schools Campaign

Mark Winne, President, Mark Winne Associates

WS17: Culinary Trend Spotting: What Lies Ahead? **ROOM 400-402**

No matter what realm of the food world we work in, culinary professionals can't help but be impacted by the trends going on around us—whether it's understanding the appeal of the food truck craze or learning about new consumer products that home cooks will see on grocery shelves. Mintel is one of the leaders in tracking consumer trends. Their expertise in this arena will help us all understand some of the food trends we may be responding to in the next few years.

Eric Giandelone, Director of Research, Mintel Foodservice

WS18: What Every Food Pro Should Know (And Is Not Afraid to Ask) about Today's Agricultural Practices: A Farmer Face-to-Face on Pork Production

ROOM 408

Tasting

Pork is at the center of a culinary love triangle—culinary passion abounds, yet so do the challenges of animal welfare and minimizing environmental impact. Industry expert Charlie Arnot will lead an honest discussion about today's agricultural practices, including consumer issues, trends and innovations, and their impact on food purchasing behavior. Pork producers will present "a day in the life" look at their farms and discuss all aspects of production, touching on conventional vs. heritage and heirloom breeds, sustainability, animal welfare and food safety. A recipe featuring the Pork Pocket Roast, one of four new "innovation cuts," will be sampled.

Charlie Arnot, Chief Executive Officer, Center for Food Integrity, President, CMA Consulting

Tim Beeler, Pork Producer, Beeler's Pure Pork/Heluka® Farms

Brad Greenway, Pork Producer, Greenway Farms

WS19: Experts Are In: DIY Marketing **GOVERNOR'S SALON B**

This Experts Are In session offers the opportunity for participants to visit one expert-moderated table for an in-depth discussion with leading professionals to answer your questions about creating or expanding the marketing plan for your business or product. The discussions begin with a 20-30 minute presentation, followed by an informal Q & A. Participants are encouraged to bring questions and contribute actively to the discussion. Table assignments are available on a first-come, first-served basis.

1. Bootstrap Marketing

Though publisher-paid media tours are long gone for all but a lucky few, you can still promote your cookbook creatively and cost effectively, all by yourself. Learn how one author designed a multi-faceted media blitz that included 120 signings and classes as well as print features, TV/radio appearances and digital media tactics. Hard costs and benefits shared!

Julia Usher, Owner, Recipes For A Sweet Life

2. How to Be a Great Radio Guest

When it comes to radio, there are "tricks of the trade" to being a good communicator. Learn how to use sound to get your message across and what makes your visit memorable. Learn to tell your story in a relaxed and effective manner, without the use of visuals.

Kathy Gunst, Resident Chef, Here and Now

3. Deciphering Website Analytics with Google

This panel will discuss food-related Search Engine Optimization (SEO) for absolute beginners. We'll figure out what people are searching for and make sure your website shows up under your topic. We'll also discuss strengthening copy, finding out if your efforts are working, and using tools to make the whole process easier.

Natanya Anderson, Vice President of Content, Powered.com/Editor, Foodista.com

4. Virtual Book Tours

In this session, we will discuss digital media tours as a productive and cost-effective alternative to traditional methods of book marketing and publicity. This session is especially suited to authors charged with strategizing, executing and funding their own publicity and marketing plans on limited budgets through digital media, rather than personal investment of time and money.

Tara Desmond, Author/Recipe Developer/Food Writer

5. Marketing Your Own Product Line

This session is for entrepreneurs and start-ups in the specialty food industry with an interest in marketing their brand and product on a budget. Learn from a successful entrepreneur who has used a boot-strapping approach—from local farmers' markets to national trade shows, working with trade organizations, social media, community giving & participation, advertising and media exposure.

Tracy Claros, Founder Sticky Toffee Pudding Company

6. Building Buzz in the Classroom: The New Rules of Engagement

Discuss low-cost ways to market your cooking classes and learn how to build buzz and fill classes by making the most of online resources. We'll discuss tactics for cooking schools and cooking school teachers to engage and grow your audience.

Cathy Cochran-Lewis, Cooking School & Culinary Consultant

CONFERENCE PROGRAM

THURSDAY, JUNE 2

Thursday PM Sessions (continued) 3:30 p.m. – 5:00 p.m.

WS19: Experts Are In: DIY Marketing (continued) GOVERNOR'S SALON B

7. Media Training

Whether you're on the radio, making a web video or being interviewed for an article, you can always fine-tune the delivery of your message. Learn tips for honing your key messages, doing the perfect recipe demo, being a top performer on-camera and learning from common mistakes.

Joan Auritt, President, Auritt Communications Group

8. Networking Face-to-Face

The tools we use to network are changing every day. This roundtable examines both traditional and contemporary methods of networking, weighing the benefits of each to help develop strategies for forming solid, lasting relationships.

Dalyn A. Miller, Principal, Dalyn Miller Public Relations

9. Trend-Tracking 101 for the Entrepreneur

Tracking trends is important for the culinary professional who wants to grow the business by reading the current consumer market. Distinguish trends from fads and forces to synthesize information from various sources, sort and evaluate trend information, and discover when it makes sense to buy information such as statistics, surveys and reports.

Dana McCauley, Culinary Director, Janes Family Foods

10. Social and Cause Marketing: Keeping it Real

The media landscape has shifted seismically, offering new tools for your voice. Keeping that voice real and the intentions in your marketing equally real, are key strategies for today's social media and cause marketing initiatives. Case studies—what worked, what didn't, and what it cost—will be candidly shared.

Sylvia Tawse, President, Fresh Ideas Group

WS20: Pyles and Perini: Texas Food, Two Ways GOVERNOR'S SALON A

Tasting

Sponsored by CUTCO Cutlery and Viking

Here's a unique look at Texas food and its traditions. Tom Perini's approach to Texas food is "down and dirty," whereas Chef Stephan Pyles incorporates modern elements in his cooking. Moderated by IACP Past President Paula Lambert, this session brings together a mix of local food knowledge, history, cooking techniques and humor! Participants will gain a deeper understanding and appreciation of Texas foods, especially beef, with an emphasis on the unique culture that has created these food traditions.

Paula Lambert, Founder and President, Mozzarella Company

Tom Perini, Chef/Owner, Perini Ranch Steakhouse

Stephan Pyles, Chef/Owner, Stephan Pyles Concepts

5:30 p.m. – 10:00 p.m.

OP14: Awards Gala Reception and Ceremony

Fee: \$65 for guests and other day pass registrants (included for full conference registrants)

DRISKILL HOTEL AND PARAMOUNT THEATRE

Transportation provided; meet in Hilton main lobby for departure.

We're rolling out the red carpet for IACP's Awards Gala evening with two historic Texas landmarks on Austin's Congress Avenue corridor setting the scene.

The evening will begin at the opulent Driskill Hotel. The reception will put a contemporary spin on vintage cuisine, from classic cocktails to wondrous hors d'oeuvres prepared by executive chef Jonathan Gelman and award-winning executive pastry chef Tony Sansalone of the Driskill's nationally recognized 1886 Café & Bakery. From the Driskill, we'll take a short stroll to the majestic Paramount Theatre, following an elegant "Walk-of-Fame" that captures the swank and elegance of the earliest years of cinema. It's the perfect backdrop for the culinary industry's most gala awards event of the year. Will a certain singing yam appear once again this year? There's only one way to find out.

The CIA San Antonio—Great Culinary Education in a Great Culinary Town

The Culinary Institute of America now offers its associate degree program in San Antonio! We're excited to deliver world-class culinary arts education to students at such a vibrant food destination. Learn more about the campus and its host city at the websites below.



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CONFERENCE PROGRAM



THURSDAY, JUNE 2

Optional Evening Event 10:00 p.m. – 12:00 a.m.

OP15: Late Night Club Crawl

Fee: \$20

OFFSITE

Limited to 8 participants.

Transportation provided; meet in Hilton main lobby for departure.

Whether your style is western swing, folk, pop, rock or R&B, there is a vibe for every music fan on this adventurous trip to some of the hippest clubs in Austin. We've put together a tour of seriously hypnotic late night listening posts where the acts start jamming at happy hour and don't shut it down until last call. We will hook you up with one of Austin's live music experts. You, your music guide, and a handful of other fans will meet in the lobby, snag a cab, then set out on a surprise evening of club hopping. The club acts won't be named until closer to conference time, but we guarantee the very best live music playlist, whether your group catches a set at the legendary Continental Club, the smokin' blues venue Antone's, the popular Elephant Room, the highly-acclaimed Saxon Pub, Emo's or all of the above.

Night Owl Session 11:00 p.m. – 12:00 a.m.

NO02: Ten Smart Tips to Make Any Food Image Look Appealing

ROOM 408

Food stylist Denise Vivaldo will discuss simple ways that anyone can use to make their food photos look better, including how to cook food so it looks its best, how to arrange plated food and effectively use garnishes, how to make cold, dry and old food look fresh and hot and how to avoid beginner's mistakes.

Denise Vivaldo, Owner, Food Fanatics, Inc.

A new way to take a stand.



Bring home the new Raspberry Ice Artisan® Design Series Stand Mixer to support Susan G. Komen for the Cure®. In the past decade, Cook for the Cure® and your purchase of pink products have helped us raise more than \$8 million for the cause. Let's keep cooking together with a purpose—to bring an end to breast cancer in our lifetime.

KitchenAid.com/cookfortheCure



In connection with the Cook for the Cure® program, KitchenAid will donate a minimum of \$450,000 to Komen in 2011. Susan G. Komen for the Cure®'s promise is to save lives and end breast cancer forever by empowering people, ensuring quality care for all and energizing science to find the cures. For more information, please contact Susan G. Komen for the Cure® at 5005 LBJ Freeway, Suite 250, Dallas, TX 75244, or visit www.komen.org. Cook for the Cure® is a registered trademark of Susan G. Komen for the Cure®.

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CONFERENCE PROGRAM



FRIDAY, JUNE 3

6:30 a.m. – 5:00 p.m.

Registration

The Culinary Trust Silent Auction

6TH FLOOR, HILTON

7:00 a.m. – 7:45 a.m.

Breakfast

4TH FLOOR, HILTON

Sponsored by Cuisinart

8:00 a.m. – 6:00 p.m.

IACP Cyber Café/Hospitality Room

ROOM 410

Sponsored by TheRecipeManager

1:30 p.m. – 3:30 p.m.

IACP Bookstore (at Culinary Book Fair)

AUSTIN BALLROOM, HILTON

7:00 a.m. – 8:00 a.m.

EB02: Speed Dating for Entrepreneurs: Basic How-To Advice from Other Successful Business People

ROOM 400-402

This interactive roundtable session introduces topics important to entrepreneurs. After an initial panel overview of basic tips participants begin their group speed-dating and get advice on "Getting Your Business to Grow," "Identifying the Right Opportunities," "Awareness –Building 'Your' Brand" and "Investors View of a Successful Plan." Experts include successful food industry entrepreneur and business coach Andy Schloss; witty mentor, writer, and industry consultant Irena Chalmers; seasoned, savvy marketing guru and DIY personal brand-building expert Patti Londre; and perceptive food venture capitalist, Adam Borden. IACP Entrepreneurs Section Chair and business development expert Colleen M. Foster hosts this session.

Adam Borden, Managing Director, Bradmer Foods, LLC

Colleen Foster, Principal, Colleen M. Foster & Associates

Patti Londre, Founder, The Londre Company

Andrew Schloss, Cookbook Author and Culinary Instructor

7:00 a.m. – 9:30 a.m.

OP16: CCP Exam

ROOM 406

General Session

8:00 a.m. – 9:30 a.m.

GS02: Finding and Crafting a Great Story with Daniel Klein and Penny De Los Santos

GOVERNOR'S BALLROOM ABC, HILTON

The methods and manner of conveying information may change with each generation and medium, but the importance of telling a story that is compelling and memorable remains constant. Three masterful storytellers – photographer Penny De Los Santos, videographer Daniel Klein, and writer Kim Severson – explore the 21st century state of this ancient art, along with the many ways stories can be captured in images and words.

Penny De Los Santos, Photographer

Daniel Klein, Chef, ThePerennialPlate.com

Kim Severson, New York Times Food Journalist

8:00 a.m. – 10:30 a.m.

Networking Break

4TH FLOOR, HILTON

Friday AM Sessions

10:30 a.m. – 12:00 p.m.

WS21: How Food Trends Impact TV Cooking Shows

GOVERNOR'S SALON B

Using findings from a recent Food Network and Cooking Channel study, learn what it takes to engage today's "Food Connectors" as cooking becomes increasingly important to a larger, more diverse population. This panel of Cooking Channel executives will discuss how cultural, media and food trends help influence and shape cooking shows, marketing campaigns and online strategy.

Katherine Alford, Vice President, Food Network/Cooking Channel Kitchens

Gabe Gordon, Vice President, Food Network/Cooking Channel Research

Mark Levine, Vice President, Cooking Channel Programming

Bruce Seidel, Senior Vice President, Cooking Channel Programming

Michael Smith, General Manager, Cooking Channel

WS22: Community Gardens, Urban Farms: New Places, New Models, New Faces

ROOM 400-402

As more people turn to eating fresh, locally grown produce, urban farms and community gardens are popping up in the most unusual places. Edible gardens are taking over city landscapes from restaurant rooftops to schoolyards to roadside medians. This panel explores some of the most innovative urban gardening and farming programs, including youth-based teaching programs like Mentoring Positive, Milwaukee's Growing Power, Cleveland's Gardens Under Glass in an urban mall, San Francisco's freeway on-ramp farm, Rain Women's Garden supported by Rancho La Puerta and Austin's own 20-year-old Boggly Creek farm.

Roberto Arjona, CEO/General Manager, Rancho la Puerta

Jaden Hair, SteamyKitchen.com

Deborah Madison, Cookbook Author, Local Food Advocate

Kristi Willis, Food Writer, Austin Farm to Table

FRIDAY

CONFERENCE PROGRAM



FRIDAY, JUNE 3

Friday AM Sessions (continued)

10:30 a.m. – 12:00 p.m.

WS23: Developing your Product: From Idea to Reality **ROOM 406**

How do you bring an exotic sauce, stellar brownie or other food product to market? Product development specialist Dr. Al Wagner of the Texas AgriLife Extension will discuss food safety, insurance requirements, market analysis, the business plan and production facilities. Also get practical advice from Case Fischer, producer of Roasted Raspberry Chipotle Sauce, which captured the gold statue at the Fancy Food Show in New York, and hear insider tips from Mary Louise Butters, whose unusual brownies have been featured at the Sundance Film Festival and Oscar parties in Hollywood.

Mary Louise Butters, Mary Louise Butters Brownies
Case Fischer, CEO and President, Fischer and Wieser

Dr. Al Wagner, Professor/Food Technology Specialist, Texas AgriLife Extension

WS24: The Texas Two Sip Wine Tasting and Competition **ROOM 408**

Tasting

Texas is the nation's 5th largest wine-producing state and this workshop offers an opportunity to compare wines from this emerging viticultural region. Attendees will participate in a blind tasting of six Texas wines alongside comparably priced wines from better-known wine regions while learning about the importance of seeking out regional wines for sustainability and rural land conservation. The workshop is led by two experienced wine judges plus a Texas vintner to answer questions and offer information about the local wines. At the session's end, participants will honor their favorite wine with a Workshop Attendees Choice Award.

Dr. Russell Kane, President and Head Writer, Vintage Texas
Rebecca Murphy, Freelance Wine Writer, The Dallas Morning News
Marguerite Thomas, Travel Editor and Columnist, The Wine News/Wine Review Online/Wine with...

WS25: What French Cuisine Can Offer Modern Cooks: A Cooking Demonstration and Interview with Jacques Pépin and Amanda Hesser

GOVERNOR'S SALON A

Culinary Demonstration
Tasting

Sponsored by Viking and The International Culinary Center

The beloved Jacques Pépin joins us for a fascinating discussion and delicious demonstration of some of his favorite recipes Mini Savory Cheesecakes on Arugula or Butterhead Lettuce, Chicken Suprêmes with Tapenade and Mushroom Sauce, Asparagus with Croutons and Chorizo, Tomato Tartare with Tomato Water Sauce and Skillet Apple Charlotte. During the demonstration, New York Times food writer Amanda Hesser will interview Jacques about his life as a celebrated chef.

Amanda Hesser, Co-founder, food52.com/Author
Jacques Pépin, Chef

Assisted by: Barbara Fenzl, CCP, Owner, Les Gourmettes Cooking School

12:00 p.m. – 4:00 p.m.

OP17: Culinary Expo

AUSTIN BALLROOM, HILTON

Lunch Provided

This year's Culinary Expo promises to be one of the best ever, packed with exhibitors presenting their latest products—food, equipment, educational programs, cooking schools, travel programs, business opportunities and more—from all over the world. It's a not-to-be-missed chance to get connected and inspired.

1:30 p.m. – 3:30 p.m.

Culinary Book Fair

AUSTIN BALLROOM, HILTON

Held in conjunction with the Annual Conference and Culinary Expo, this special book signing event will give you the chance to meet and mingle with your favorite cookbook and culinary book authors. Books will be available for purchase and authors can sign and personalize your copies. Wine and beverages will be available for purchase, and authors will provide tastings from their favorite recipes. The Culinary Book Fair, which is free to conference attendees, is open to the public for an additional fee.

Section & Committee Meetings

4:00 p.m. – 5:30 p.m.

CS01: Certification Committee

GOVERNOR'S SALON A

CS02: Chefs, Restaurateurs & Sommeliers Section

GOVERNOR'S SALON A

CS03: Cooking Schools & Teachers Section

ROOM 406

CS04: Corporate Relations & Sponsorship Development Committee

GOVERNOR'S SALON A

CS05: Culinary Experience Committee

GOVERNOR'S SALON A

CS06: Culinary Tourism Section

GOVERNOR'S SALON A

CS07: Entrepreneurs Section

GOVERNOR'S SALON A

CS08: Food History Section

GOVERNOR'S SALON A

CS09: Food Photographers & Stylists Section

ROOM 402

CS10: Food Writers, Editors & Publishers Section

ROOM 400

CS11: Kids in the Kitchen Section

GOVERNOR'S SALON B

CONFERENCE PROGRAM



FRIDAY, JUNE 3

Section & Committee Meetings (continued)

4:00 p.m. – 5:30 p.m.

CS12: Marketing Communicators Section

GOVERNOR'S SALON B

CS13: Membership Growth & Retention Committee

GOVERNOR'S SALON B

CS14: Nutrition & Food Science Section

GOVERNOR'S SALON B

CS15: Public Relations Committee

GOVERNOR'S SALON B

CS16: Regional Conferences and Grassroots Committees

GOVERNOR'S SALON B

CS17: Test Kitchen Professionals Section

ROOM 408

Optional Evening Events

5:45 p.m. – 9:30 p.m.

OP18: Cruisin' with the Bats

Fee: \$130

OFFSITE

Limited to 35 participants.

Transportation provided; meet in Hilton main lobby for departure.

In the center of Austin, the Congress Avenue Bridge over Lady Bird Lake is home to the world's largest urban bat colony. Every evening at dusk, 1.5 million Mexican free-tailed bats emerge from under the bridge for their nightly mosquito-control mission. Capital Cruises' open-air boat, Silent Star, is an optimal observation venue for one of Austin's most popular attractions. On board, mixologist, cocktail historian and teacher David Alan ("The Tippy Texan") will prepare libations of locally distilled liquors and fresh garden ingredients while acclaimed chef Todd Duplechan of the Four Seasons' TRIO restaurant serves a buffet inspired by Texas summer bounty.

6:00 p.m. – 8:00 p.m.

OP30: SoCo Happy Hour

Fee: \$20

Limited to 12 participants.

SOCO

Participants should meet in Hilton lobby.

Led by Whitney Francis and Megan Myers

Destinations: Hotel San Jose, Gueros, Perlas, Continental Club

Description: From hanging out poolside sipping Micheladas, rubbing elbows with the stars while we sip margaritas streetside, or catching a matinee rock show, our SoCo happy hour will give you a taste of what it feels like to be a local as we hang out in the epicenter of cool in Austin -South Congress Avenue.

6:15 p.m. – 10:30 p.m.

OP19: Dining and Dancing at the Broken Spoke

Fee: \$50

Limited to 49 participants.

BROKEN SPOKE

Transportation provided; meet in Hilton main lobby for departure.

Austin's legendary Broken Spoke has been called the best honkytonk in Texas and it's the real deal. Since 1964, it's offered traditional country music, a lively dance floor, longnecks and a menu of Texas roadhouse classics like chicken-fried steak. Wear your jeans and prepare to scoot your boots. Don't know how to two-step yet? Not a problem—a preliminary group dance lesson will be part of the fun.

6:30 p.m. – 10:30 p.m.

OP20: Edible Texas Wine & Food Pairing Competition

Fee: \$80

AT&T CONFERENCE CENTER

Limited to 20 participants.

Participants are on their own for transportation.

This competition features regional chefs and iconic Texas foods paired with Texas appellation wines in a three-course dinner conceived to shine the world's spotlight on Texas terroir. Judging will be done by nationally-recognized experts from the food and wine scene and will include a People's Choice award. The gracious new Tejas Room at the Carillon Restaurant in the AT&T Education and Conference Center, which is located at the home of the University of Texas' Longhorns, completes the Lone Star atmosphere. Special VIP guest seating has been reserved at IACP-member discounted pricing.

6:30 p.m. – 9:30 p.m.

OP21: Dinner at El Arbol Restaurant

Reservation Time: 7:00 p.m.

Fee: \$110

EL ARBOL

Limited to 11 participants.

Participants are on their own to share taxis to venue.

Argentina meets Austin in the sophisticated cooking at El Arbol, one of Austin newest dining destinations. The menu focuses on Argentine-style grilled beef dishes, local pork, Gulf seafoods, empanadas and South American wines. In a gorgeous, newly renovated Mid-Century Modern building, three levels of dining spaces surround an open-air central patio and the enormous 150-year-old oak tree—festooned with glowing white globes—for which the restaurant is named.

6:30 p.m. – 9:30 p.m.

OP22: Dinner at FINO Restaurant and Patio Bar

Reservation Time: 7:00 p.m.

Fee: \$90

FINO

Limited to 11 participants.

Participants are on their own to share taxis to venue.

FINO is Austin's premier pan-Mediterranean dining spot, featuring inventive takes on the classic flavors of Italy, Spain, France, Greece and North Africa. In a casually elegant second-floor venue, the minimalist modern dining room is surrounded by a breezy loggia overlooking the trees of the Shoal Creek greenbelt. Chef/owners Emmett and Lisa Fox, Executive Chef Jason Donoho and wine and bar director Josh Loving collaborate to create a refined but relaxed ambiance of convivial dining and drinking in the best Mediterranean tradition.

CONFERENCE PROGRAM



FRIDAY, JUNE 3

Optional Evening Events (continued)

6:30 p.m. – 9:30 p.m.

OP23: Dinner at Fonda San Miguel

Reservation Time: 7:00 p.m.

Fee: \$85

FONDA SAN MIGUEL

Limited to 15 participants.

Participants are on their own to share taxis to venue.

Founded in 1975, Fonda San Miguel was one of the first restaurants in the US to serve exclusively interior Mexican food based on the regional cuisines of Mexico. A longtime dining destination and an Austin institution, the restaurant is housed in a gorgeous neo-Colonial building graced by owner Tom Gilliland's collection of Mexican folk art and fine art by such notable Mexican artists as Tamayo, Rufino and Arnulfo. In addition, one of the largest restaurant gardens in Austin provides organic produce for the menu.

6:30 p.m. – 9:30 p.m.

OP24: Dinner at Foreign & Domestic

Reservation Time: 7:00 p.m.

Fee: \$90

FOREIGN & DOMESTIC

Limited to 11 participants.

Participants are on their own to share taxis to venue.

The venue is small and the neighborhood unassuming, but Foreign & Domestic has burst upon Austin's dining scene in a big way. Chef/owners Ned and Jodi Elliott bring impressive culinary credentials from Alain Ducasse's Essex House, Thomas Keller's Per Se, Gramercy Tavern, Bouley and London's Savoy. Their creative combinations of local ingredients with sophisticated techniques in this intimate, casual setting expresses the chefs' interests, skill and artistry.

6:30 p.m. – 9:00 p.m.

OP25: Dinner at Parkside

Reservation Time: 7:00 p.m.

Fee: \$96

PARKSIDE

Limited to 11 participants.

Participants are on their own to walk to venue.

Located in Austin's 6th Street Entertainment District, Parkside is just a few minutes' walk from the Hilton. It's known as a place where downtown chefs converge afterhours, and chef/owner Shawn Cirkiel cooks as if he's making food for his friends—fresh, elegant, and minimally adorned. The restaurant is housed in a 19th-century building that's been stripped down to its beautiful bones, showcasing brick walls, pressed-tin ceilings and dark wooden floors, complemented by industrial lighting and minimal, spare accoutrements.

Night Owl Session

9:00 p.m. – 10:00 p.m.

NO03: Pitch Therapy

ROOM 408

The best stories are the ones you are particularly well-suited to write because of your interests, experience, point of view and even personality. But sometimes you're not the best judge of your own capabilities. We'll help you learn to uncover the stories you didn't know you had in you by engaging in live conversation with four brave writers selected in advance. In front of the audience, we'll analyze each writer's pitch and then interview, brainstorm with, and yes, engage in a little journalistic therapy in the hopes of honing in on a dynamic idea each writer can sell.

Dana Bowen, Executive Editor, Saveur Magazine

Joe Yonan, Food and Travel Editor, The Washington Post

Free Online Learning Module at ciaprochef.com/canola

The Professional Chef discovers Canola Oil



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 cooking oils—half that of olive oil for a fraction of 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/canola. The module features 16 streaming videos of CIA chef-instructors preparing a variety of dishes as well as recipes, culinary tips, health information and more. Cook along with the CIA to discover the many benefits of canola oil.



CONFERENCE PROGRAM



SATURDAY, JUNE 4

6:30 a.m. – 3:30 p.m.

Registration

The Culinary Trust Silent Auction

6TH FLOOR, HILTON

7:00 a.m. – 7:45 a.m.

Breakfast

4TH FLOOR, HILTON

8:00 a.m. – 3:00 p.m.

IACP Cyber Café/Hospitality Room

ROOM 410

Sponsored by TheRecipeManager

Optional Tour

6:45 a.m. – 10:00 a.m.

OP26: Early Morning Bike Ride on the South Side of Lady Bird Lake

Fee: \$65

OFFSITE

Limited to 14 participants.

Transportation provided; meet in Hilton main lobby for departure.

Enjoy an early morning bike ramble with Austin's legendary Soup Peddler, who began business by delivering homemade soups by bicycle. Begin the morning with smoothies served by Daily Juice. Riders proceed to Lady Bird Lake Hike and Bike Trail, through Town Lake Park and the Doug Sahm Hill downtown overlook, across the Long Center's Patio, then down to the Stevie Ray Vaughan statue near Congress Avenue Bridge. Breakfast is a waterfront picnic of locally produced Austin treats provided by The Soup Peddler and friends. Join us for a true South Austin jaunt, led by one of Austin's favorite culinary and bicycle icons.

Early Bird Session

7:00 a.m. – 8:00 a.m.

EB03: Chefs Move to Schools: A How-To Discussion

ROOM 408

Michelle Obama's "Let's Move" campaign aims to reduce childhood obesity within a generation. As part of that, her "Chefs Move to Schools" initiative has inspired chefs around the country, including many IACP members, to partner with schools to improve school food and teach kids about nutrition and basic cooking skills. This informal Early Bird workshop features stories and strategies from IACP members who have formed successful partnerships in their local school districts. Learn how to improve school lunch offerings from culinary professionals who have done it.

Sheila Crye, Owner, Young Chefs, Inc.

Saturday AM Sessions

8:30 a.m. – 10:00 a.m.

**WS26: Building a Sustainable Food Community Part 1
GOVERNOR'S SALON B**

Culinary professionals have been instrumental in forging new paths that are changing the way we eat. We are growing our own food, teaching children about healthy eating habits, bringing the art of cooking back into the home and making the family meal central once again. Terms like "sustainable agriculture," "food security," "food systems," and "food policy" are becoming part of our everyday vocabulary. What else can we do? How can culinary professionals make a greater impact? Mark Winne has helped groups in cities across North America engage key community members and local officials to make changes to local food systems. Join Mark and Chef Ann Cooper, along with Ronda Rutledge and Marla Camp, founders of Austin's Food Policy Council, for an engaging discussion about their experiences in building a sustainable food community followed by the nuts and bolts of how to take action in your community. Celebrated chef John Besh moderates the discussion. NOTE: Attendance in Part 1 is a prerequisite for Part 2.

John Besh, Chef

Marla Camp, Publisher, Edible Austin

Ann Cooper, Renegade Lunch Lady

Ronda Rutledge, Executive Director, Sustainable Food Center Austin

Mark Winne, President, Mark Winne Associates

WS27: The Incredible Expanding Cookbook: How Print & Digital Connect Today and Tomorrow

ROOM 400-402

The cookbook industry is developing rapidly to adapt to a changing publishing landscape. Industry insiders share a survey of the current picture of cookbook publishing with predictions about the future of cookbook printing; a discussion of the arrival of e-books and apps and what it means for food writers; and observations on social media and how it can support print publishing and generate new publishing opportunities. Hear what remains the same, what's changing and how food writers can plan to leverage their expertise in new ways.

Dorie Greenspan, Author/Food Blogger

Lorena Jones, Publishing Director, Food & Drink, Digital, Chronicle Books

Rux Martin, Senior Executive Editor, Houghton Mifflin Harcourt

WS28: Hands-On Introduction to Social Media

ROOM 406

New to social networking? Or sometimes feel that you don't quite "get it"? Learn about Facebook, Twitter, LinkedIn and more in this fast-paced hands-on workshop. You'll get an overview of how to actively use these various services, plus insight and strategies for managing social media to effectively achieve your goals. Bring your laptop!

Kathleen Flinn, Food Writer/Author/Founder, ChangingCourses.org

Lia Huber, Founder and CEO, Nourish Network & My Nourish Mentor

WS29: Calories, Carbs, and Calcium: Nutrition Advice Comes of Age

ROOM 408

Most countries provide dietary advice to its citizens. The U.S. just released the 7th revision of its Dietary Guidelines for Americans. But is anyone listening? If they did, would there be an obesity epidemic? Or are federal nutrition guidelines—which also form the basis of school lunches and other government-run food programs—becoming as irrelevant as land lines and newspapers? Learn about the latest U.S. dietary guidelines and what other countries do, how they have evolved and how nutrition advice translates into what ends up on the plate.

Ellie Krieger, MS, RD, Television Host, Healthy Appetite, Food Network

Sally Squires, MS, Senior Vice President/Director of Health & Wellness Communications, Weber Shandwick

SATURDAY

CONFERENCE PROGRAM



SATURDAY, JUNE 4

Saturday AM Sessions (continued)

8:30 a.m. – 10:00 a.m.

WS30: Cooking from the Edge of Vietnam and Texas

GOVERNOR'S SALON A

Culinary Demonstration

Tasting

Sponsored by Viking

Austin is a culinary crossroads including traditions from Mexico, Germany, Czechoslovakia, and Africa. But Vietnam? Discover the fusion cuisine and charming wit of Duc Tran, a Vietnam refugee raised in Texas. Duc returned to Vietnam to open The Mango Rooms, a restaurant featuring his unique combination of Texan and Vietnamese flavors and techniques.

Duc Tran, Chef/Owner, The Mango Rooms

10:00 a.m. – 10:30 a.m.

Networking Break

4TH FLOOR, HILTON

10:30 a.m. – 12:00 p.m.

WS31: Building a Sustainable Food Community Part 2

GOVERNOR'S SALON B

Culinary professionals have been instrumental in forging new paths that are changing the way we eat. We are growing our own food, teaching children about healthy eating habits, bringing the art of cooking back into the home and making the family meal central once again. Terms like "sustainable agriculture," "food security," "food systems," and "food policy" are becoming part of our everyday vocabulary. What else can we do? How can culinary professionals make a greater impact? Mark Winne has helped groups in cities across North America engage key community members and local officials to make changes to local food systems. Join Mark and Chef Ann Cooper, along with Ronda Rutledge and Marla Camp, founders of Austin's Food Policy Council, for an engaging discussion about their experiences in building a sustainable food community followed by the nuts and bolts of how to take action in your community. Celebrated chef John Besh moderates the discussion.

NOTE: Attendance in Part 1 is a prerequisite for Part 2.

John Besh, Chef; Marla Camp, Publisher, Edible Austin; Ann Cooper, Renegade Lunch Lady; Ronda Rutledge, Executive Director, Sustainable Food Center Austin; Mark Winne, President, Mark Winne Associates

WS32: Cooking Schools in the New Economy

ROOM 408

How can vocational and avocational cooking schools evolve in this challenging economy? How can we best serve our students at a time when tuition costs far exceed many graduates' ability to pay for them? What defines a culinary education and are traditional educational models the only answer? This panel is designed to create thought-provoking dialog about the industry as a whole and the schools' roles in helping students prepare for the exciting yet challenging times ahead.

*Ken Rubin, Director, International Culinary School at the Art Institute of Portland
Riki Senn, Curriculum Development Operations Manager, Viking Cooking School*

WS33: Food Blogging: Beyond the Basics

ROOM 400-402

How are some bloggers able to turn food blogging into a career with nothing more than a passion for food? Successful bloggers Elise Bauer of SimplyRecipes.com, Lisa Stone of BlogHer.com and Kalyn Denny of KalynsKitchen.com discuss what food bloggers can do to keep their blogs relevant and thriving in a crowded field. Learn what skills are necessary for food blogging success; why "best web practices" are essential; how helping to build the food blog community creates good "blogging karma"; and how professional bloggers get past periods of burnout and stay relevant for the long haul.

*Elise Bauer, Publisher, Simply Recipes, Inc.; Kalyn Denny, Professional Food Blogger, Kalyn's Kitchen;
Lisa Stone, CEO/Co-Founder, Blogher.com*

A cookbook and market guide from the nation's premier neighborhood grocery store. Featuring expert advice that will revolutionize the way home cooks shop and eat.



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CONFERENCE PROGRAM



SATURDAY, JUNE 4
10:30 a.m. – 12:00 p.m.

WS34: Chili, Kolache, Cornbread and Collards:
Food Crossroads of Central Texas
ROOM 406

Central Texas has always been a geographic and cultural crossroads where diverse peoples and cuisines meet, rub shoulders and morph into something new. The region has embraced multiple traditions, including local native foods like pecans and prickly pear; German and Czech pickling, sausage and pastry; beef and beans from ranches; tortillas and salsas from Mexican corn kitchens; and plantation cooking from the American South. Discover why early settlers came to this frontier, the food traditions they brought and how their foodways converged into today's Central Texas cuisine.

Dawn Orsak, Lonestar Foodways

MM Pack, Food Writer and Private Chef

Toni Tipton-Martin, Culinary Journalist/Founder, Director, The SANDE Youth Project

WS35: The Science of Baking
GOVERNOR'S SALON A
Culinary Demonstration
Tasting
Sponsored by Viking

Full of innovative baking methods and concepts, this workshop provides valuable tools for everyone from beginner to professional. Shirley Corriher, author of *BakeWise* and *CookWise*, explains the basics of baking science in everyday language—from how to make the most stable foam for a genoise and chocolate ribbons to inventive techniques for flaky pastry. The session includes both demos and goodies for tasting plus Shirley's treasured handouts.

Shirley Corriher, Food Writer/Speaker, Confident Cooking, Inc.

12:00 p.m. – 1:15 p.m.
Lunch
AUSTIN BALLROOM JK, HILTON

Saturday PM Sessions
1:30 p.m. – 3:00 p.m.

WS36: Gluten-Free Cooking for Everyone
GOVERNOR'S SALON B

Demand for gluten-free foods and products is steadily increasing around the world. This workshop focuses on what food professionals need to know to address the needs of gluten-free cooks, customers and clients. Find out why this dietary need is so widespread and how other countries have met demand for gluten-free alternatives. Learn how to work with gluten-free grains and baking mixes; develop gluten-free menus and recipes; and adapt existing menus and recipes to be gluten-free. It's easier than you think.

Shauna Ahern, Freelance Writer, Gluten-Free Girl and the Chef

WS37: Marketing Your Food Brand in the New Age of Engagement: Taking an "Inline" Approach
ROOM 400-402

The convergence of offline and online worlds means food brands must keep pace with today's real-time "inline" landscape using social media. Modern-day consumers demand two-way engagement – and smart marketers are responding. This session will include an overview of recent food campaigns breaking through today's noise and clutter; how food brands can use online video as an innovative brand-building tool and how food brands of all shapes and sizes can create deep personal consumer engagement through social media.

Joan Auritt, President, Auritt Communications Group; Laurie Harrsen, Director, Consumer Communications & PR, McCormick & Co., Inc.; Janet Helm, MS, RD

WS38: Let There Be Light! Harnessing the Right Light for Digital Food Photography
ROOM 406

Photographers of all levels face the same issues when approaching a photograph, particularly when it comes to lighting. Excess light or inadequate lighting can make or break an appealing digital photograph. Learn how to understand, manipulate and utilize your available light to capture your best food photograph. Whether in your home-kitchen, or a restaurant in- or outdoor.

Diane Cu, Photographer/Founder, EvoMultimedia.com/WhiteOnRiceCouple.com

Todd Porter, Photographer/Founder, EvoMultimedia.com/WhiteOnRiceCouple.com

WS39: Tequila, Texas & Terroir
ROOM 408
Tasting

Forget everything you thought you knew about tequila! As the #1 spirit in Texas, tequila has a compelling, colorful story you'll want to hear—and taste. From artisan distillers to the emerging "superpremium" category, this agave-based spirit has evolved in a big way. Come learn about different types of tequila and other agave-based spirits, including styles and ages, current trends, cocktails, and how to pair tequila with food.

Lucinda Hutson, Author, Tequila: Cooking with the Spirit of Mexico; Kara Newman, Food, Wine and Spirits Writer; Bill Norris, Mixologist

WS40: A Celebration of Louisiana Cuisine with John Besh
GOVERNOR'S SALON A
Culinary Demonstration
Sponsored by Viking

Acclaimed chef John Besh has dedicated himself to exploring and preserving the culinary traditions of his native Louisiana. In this celebration of the region's gustatory riches, chef Besh shares the fundamentals of roux, the holy trinity and all things Creole and Cajun. Come taste the heritage of southern Louisiana as John Besh puts his worldly influences and signature touch on classic dishes.

John Besh, Chef

Optional Evening Events

6:00 p.m. – 9:00 p.m.
OP27: Up in Smoke
BOGGY CREEK FARM

Transportation provided; meet in Hilton main lobby for departure.

Join us for an Austin-style mash-up of music and food hot off the grill with good friends for a good cause. Sample barbacoa, brisket and pork ribs from several Austin restaurants or go whole hog with a feral hog roast. Try new takes on traditional sides like German potato salad and coleslaw, and sample Lambert's Barbecue's famous fried pies. Wash it all down with locally hand-crafted beer, wine or refreshing cocktails. Up in Smoke is co-sponsored by IACP and Foodways Texas, and proceeds will benefit the Sustainable Food Center Austin.

SATURDAY

FEATURED SPEAKERS

John Besh

Chef



John Besh is a chef and native son dedicated to the culinary riches of southern Louisiana. Each of his six acclaimed restaurants—August, Besh Steak, Lüke, La Provence, American Sector and Domenica—celebrates the bounty and traditions of the region.

Named one of Food & Wine's "Top 10 Best New Chefs in America," Besh's restaurants are frequently honored in numerous publications and food guides. He won the James Beard Award for Best Chef of the Southeast in 2006 and was awarded Food Arts' Silver Spoon Award in 2009 for revitalizing the culinary legacy of New Orleans. John Besh is a frequent guest chef on NBC's "Today" show and has appeared on The Food Network and the Sundance Channel. Besh's devotion to local ingredients and cuisine extends to his entrepreneurial projects, including Besh Restaurant Group Catering, a line of gourmet products and the publication of his first cookbook, "My New Orleans."

Penny De Los Santos

Photographer



Penny De Los Santos is an award-winning documentary photographer who has spent the past several years photographing food culture around the world. De Los Santos is a Senior Contributing Photographer for Saveur Magazine, and a contributing photographer to National Geographic

Magazine and Martha Stewart Living. Her work has been featured in magazines including Time, Newsweek, Sports Illustrated, Mother Jones, Latina, Texas Monthly, U.S. News & World Report and Paris Match. De Los Santos was named College Photographer of the Year by the National Press Photographer's Association in 1998 and was one of twelve photographers chosen to participate in the 2000 World Press Joop Stewart Masterclass in the Netherlands. De Los Santos has been awarded numerous photography grants from National Geographic Photographic Division, Eastman Kodak, Canon USA, the Eddie Adams Workshop, California New Media, The Ohio University School of Visual Communications and the Parson School of Design's Marty Forsher Fellowship.

Jim Hightower

Hightower and Associates



Jim Hightower is a best-selling author, radio commentator, nationally-syndicated columnist and editor of The Hightower Lowdown, a populist political newsletter. He has spent the past four decades battling "the Powers that Be" on behalf of the "Powers that Ought-to-Be": consumers, working-

families, small businesses, environmentalists and just-plain-folks. Twice-elected to statewide office in Texas, Hightower is an all-around populist agitator who believes that the true political spectrum is not right to left, but top to bottom.

Diana Kennedy

Author and Expert on traditional Mexican cuisine



Diana Kennedy moved to Mexico in 1957 and began studying local cuisines. Twelve years later, she began teaching Mexican cooking classes in New York and travelled extensively to research cookbooks, publishing her first in 1972. Now an authority on local

Mexican cuisine and culture, Kennedy has spent 39 years giving cooking lessons in classical Mexican cuisine across the U.S. and Mexico, many of them for the Mexican government. Along with writing articles for numerous international publications, Kennedy has published almost a dozen cookbooks, including her most recent title, "Oaxaca al Gusto: An Infinite Gastronomy."

Daniel Klein

Chef, The Perennial Plate

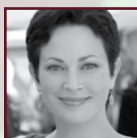


After graduating from NYU, Daniel Klein pursued a career in film and food. He has directed, filmed, edited and produced projects on various issues including the development industry in Africa and oil politics. Klein's most recent film "What Are We Doing

Here?" has aired on TV, in theaters and at numerous festivals around the world. While pursuing his film career, Klein has also worked at many of the world's top restaurants. His culinary education brought him to Spain, France, England, India and New York, where he worked and trained at top Michelin starred restaurants including The Fat Duck (Heston Blumenthal), St. John (Fergus Henderson), Mugaritz (Andoni Luis Aduriz), Bouchon (Thomas Keller) and Craft (Tom Collichio). With his film and food background as well as his work as an organizer (SEIU), he has developed the skills necessary to continue to make The Perennial Plate a success.

Ellie Krieger, MS, RD

Television Host, Healthy Appetite, Food Network



Ellie Krieger, a registered dietitian, is the host of the Food Network's & Cooking Channel's "Healthy Appetite" and author of the New York Times bestselling "SO EASY: Luscious Healthy Recipes for Every Meal of the Week." Ellie was an adjunct

professor at New York University in the Department of Nutrition, Food Studies, and Public Health. In her years in private practice, she counseled clients from homemakers and CEOs to notable celebrities. She has appeared as an expert on dozens of national television shows and is a contributing editor and columnist with Fine Cooking magazine and the Food Network magazine. She contributes regularly to Women's Health and Fitness magazines and has appeared in countless other mainstream publications. Ellie has been at the forefront of First Lady Michelle Obama's "Let's Move" campaign since 2010. She recently testified before the House Committee on Agriculture about nutrition, healthy eating and the growing epidemic of childhood obesity.

FEATURED SPEAKERS

Jacques Pépin

Chef



One of America's best-known chefs, cookbook authors and cooking teachers, Jacques Pépin has published 26 books and hosted 11 acclaimed public television cooking series, the most recent of which is a companion to his latest book, "Jacques Pépin: More Fast Food My Way." A new book and PBS series, both titled "Essential Pépin," are scheduled for release in the fall of 2011. The book will encompass hundreds of recipes from Pépin's long career, some of which he will demonstrate on the companion public television series.

Duc Tran

Chef/Owner, The Mango Rooms



Born in Vietnam but refugee on a boat, Duc Tran was raised by a Mexican-American family in Texas. For fifteen years, he traveled and cooked throughout South America, Europe, Japan, New Zealand, and Australia before returning to Vietnam. At his restaurants, Mango Rooms and Mango.Mango in Hoi An, he brings a worldly perspective and refreshing flavors to Asian cuisine.

Kim Severson

Food Journalist, New York Times



Kim Severson joined the New York Times in 2004 and ever since it has been her professional base from which 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. Her newest title is "Spoon Fed: How Eight Cooks Saved My Life."



food stylist
CARLABUERKLE



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SPEAKERS

Shauna James Ahern

Freelance Writer, Gluten-Free Girl and the Chef



Shauna James Ahern is considered one of the most authoritative sources of gluten-free living on the Internet. Her popular Web site, *Gluten-Free Girl and the Chef*, was named one of the best food sites in the world by *Gourmet.com*, *Bon Appetit.com*, and *The London Times*, as well as being named one of the 20 best blogs by and for women by *The Sunday Telegraph*. Her first book, *Gluten-Free Girl: How I Found the Food That Loves Me Back and How You Can Too* (Wiley and Sons) is now in paperback. Her cookbook, "*Gluten-Free Girl and the Chef: A Love Story in 100 Tempting Recipes*," was named one of the best cookbooks of 2010 by *The New York Times*.

Toni Allegra

Coach/Director/Founder, Symposium for Professional Food Writers at The Greenbrier



Antonia Allegra is a culinary coach dedicated to working with food professionals regarding their writing and their careers. She directs the Symposium for Professional Food Writers at The Greenbrier and founded the Symposium for Professional Wine Writers at Meadowood Napa Valley. As Culinary Director, she helped launch La Cocina Que Canta culinary center at Rancho La Puerta in Baja California, Mexico. She is co-founder of C4: Culinary Coaches and Consultants Collaborative and other culinary communities. Allegra founded, authored and edited several Napa Valley wine publications and also served as food editor of the "San Diego Tribune." She launched and directed the Beringer Vineyards School for American Chefs, helped launch the Culinary Institute of America/Greystone in Napa Valley and directed her own cooking school in San Diego for eight years. She is a member of Les Dame d'Escoffier International, San Francisco Professional Food Society and International Coach Federation.

Natanya Anderson

Vice President of Content, Powered.com/Editor, Foodista.com



Natanya Anderson is the vice president of content and community at Dachis Group, a social business consultancy, as well as the president of the Austin Food Blogger Alliance, a non-profit organization promoting blogger philanthropy and education.

Anderson has worked with social and new media for over a decade, helping organizations change the way they engage and communicate with their customers. She has built a focused practice in the development and delivery of community and social content programs. As a founding member of the Austin Food Blogger Alliance, Anderson is shaping the future of social content creation and brand/blogger relations. By blogging about cooking and entertaining at *Fete & Feast* and the Austin Food Lovers' Companion and about the intersection of social media and food at *Social Feasting*, she blends her passion for food and entertaining with her interest in social media to provide an in-the-trenches view of social media for her clients.

Roberto Arjona

Chief Executive, Rancho la Puerta



Roberto Arjona heads a staff of over 400 at North America's first "destination spa," Rancho La Puerta, founded in 1940 in Tecate, Baja California, Mexico. In 2010 it was recognized as "World's Best Destination Spa" by readers of "Travel & Leisure" magazine.

Arjona has held executive positions at The Lodge at Pebble Beach, California, and The Lodge at Torrey Pines, La Jolla, California. He is involved in the global resort business community, currently serving as president of Green Spa Network and active in Global Spa Summit, Destination Spa Group and Center for Responsible Travel (CREST). His passion for the wellness community has made him a strong advocate for both cultural and environmental programs that support sustainable tourism. He believes strongly that the future success of the global travel industry will be determined by its ability to integrate wellness and unique experiences with social responsibility.

Dave Arnold

Director of Culinary Technology, The French Culinary Institute



Dave Arnold earned his MFA from Columbia University's School of the Arts. Passionate about all things culinary, he focused his engineering and inventing skills on professional and home cooking. In 2004, Arnold founded the Museum of Food and Drink to promote learning about the history and culture of food. Arnold is Food Arts magazine's Contributing Editor for Equipment & Food Science. He frequently lectures at leading industry conferences including The National Restaurant Show and The International Hotel, Motel and Restaurant Show, The Manhattan Cocktail Classic, and Tales of the Cocktail. Arnold and his work at The FCI have been covered in several publications, including *The New York Times*, *Food & Wine*, *The Economist* and *Popular Science*; his own hi-tech kitchen was featured in *New York Magazine*. He was also featured in *Esquire* as "The Food Scientist." He received a Bachelors in Philosophy from Yale University.

Charlie Arnot

Chief Executive Officer, Center for Food Integrity/President, CMA Consulting



Charlie Arnot is CEO of the Center for Food Integrity (CFI) and president of CMA, a consulting company with offices in Missouri, Iowa and Ohio. CFI is a national non-profit organization dedicated to building consumer trust and confidence in the U.S. food system. As president of CMA, Arnot and the CMA team work with companies and associations across the food system to develop and implement sustainable solutions in issues management, public relations, strategic facilitation and marketing communications. Prior to founding CMA, Arnot spent 10 years as vice president of communications and public affairs for Premium Standard Farms. Additionally, he's worked for a public relations agency, was an award-winning radio journalist, and worked in video and film. Arnot grew up in southeast Nebraska and graduated from the University of Nebraska with a Bachelor of Journalism degree. Arnot is an ex-officio member of the CFI Board of Directors.

Joan Auritt

President, Auritt Communications Group



In 1992, when a major publisher asked Joan Auritt if one could “do food” on satellite television, she answered an enthusiastic “yes,” launching her newly founded television and radio production company. Auritt and her team are known as the leading food producers in the business, promoting cookbooks, foods, beverages, food-related products, chefs, food writers and nutritionists. The 2,500-plus satellite TV and radio media tours, videos, Twitter parties and online media tours they’ve produced include Jacques Pépin, Bobby Flay, Emeril Lagasse, Sarah Moulton, Ina Garten, Giada De Laurentis, Jamie Oliver, Guy Fieri and Mark Bittman. Clients range from food boards, consumer brands and their agencies to publishers and the Food Network. As a media trainer, Auritt draws on her years of experience as an award-winning network TV producer and director to prepare the numerous chefs and cookbook authors she’s coached for their national TV appearances, media tours, interviews and public events.

Elise Bauer

Publisher, Simply Recipes, Inc.



Elise Bauer publishes the popular and award-winning food blog SimplyRecipes.com. Eight years ago, after a 20-year career in technology marketing consulting, Bauer created [Simply Recipes](http://SimplyRecipes.com) to keep a record of what she was learned from cooking with her parents.

What started as a hobby during the last economic recession has grown to reach over five million site visitors a month, and now Bauer manages it as her full-time profession. These days Bauer spends most of each day cooking, taking photographs of food and answering reader questions. Elise also founded and runs Food Blog Search, a custom search engine that you can use to search thousands of food blogs for recipes, and Food Blog Alliance, a tutorial site for food bloggers.

Tim Beeler

Pork Producer, Beelers Pure Pork/Heluka® Farms



Tim Beeler is a pork producer from Iowa. The Beeler pork tradition started in 1846, when great-great-grandpa Fred Beeler emigrated from Germany to the gently rolling hills of Madison County, Iowa. On his farmstead, Grandpa Beeler began raising hogs; five generations later, the Beeler family is still following that tradition on the same farm. Hidden away in the Loess Hills of Western Iowa is Beeler’s very unique farm: the birthplace of his own custom-bred Heluka pork. Heluka Farms embrace a freewheeling lifestyle for the pigs that live there. As with all Beeler pork, Heluka pork is natural. Beeler pigs are raised without antibiotics and their diets consist of all vegetarian ingredients: corn, soybean meal, vitamins and minerals.

Not Pictured:

Katherine Alford *Vice President Food Network/Cooking Channel Kitchens* | **Dana Bowen** *Executive Editor, Saveur Magazine*

Mary Louise Butters *Mary Louise Butters Brownies* | **Karen Cassady** *Cooking School Director, Central Market*

Tracy Claros *Founder, Sticky Toffee Pudding Company* | **Scott Collier** *Slow Money Texas*

Adam Borden

Managing Director, Bradmer Foods, LLC

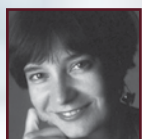


Adam Borden is the founder and managing director of Bradmer Foods, a venture capital and private equity firm that invests in emerging food and beverage businesses. He is a nationally recognized food entrepreneurship expert who has spoken

professionally at the Fancy Food Shows, the New England Culinary Institute and the Ross School of Business. Borden also has been quoted in national news outlets such as The New York Times, The Washington Post and National Public Radio. Borden previously worked as the marketing and e-commerce manager for Petrossian, the Paris-based luxury food importer and distributor, where he co-managed the direct-to-consumer business and overall marketing for the firm. He also served on the James Beard Foundation Programming Committee, organizing fundraising dinners with chefs from across the country. Borden has an M.B.A. from the University of Michigan’s Ross School of Business and a B.A. Phi Beta Kappa in art history from Wesleyan University.

Marla Camp

Publisher, Edible Austin



Marla Camp is an award-winning journalist, artist and local food enthusiast who believes that the power of print can build community and effect change. As owner and publisher of [Edible Austin](http://EdibleAustin.com), she connects readers to the local food culture and food producers

in Central Texas. In addition to publishing the magazine, she produces fundraisers and community events in an effort to spread awareness of the local food movement. In February 2009, Camp was appointed Chair of the Sustainable Food Policy Board for the City of Austin and Travis County.

Kathy Casey

Chef/Mixologist, Kathy Casey Food Studios



Kathy Casey is a chef, mixologist and pioneer in the bar-chef movement. As one of the first female executive chefs in the U.S., she was named one of Food & Wine’s “hot new American chefs.” A savvy spotter of what’s hot on the culinary and cocktail

scene, Casey is a frequent TV and radio guest. Her new web show, “Kathy Casey’s Liquid Kitchen,” can be seen on Small Screen Network. An author of nine cookbooks, her newest book is “Sips & Apps.” Casey also blogs for Food Network Canada and Amazon’s “Al Dente.” Catch her latest blog adventures on Dishing with Kathy Casey, which was included in Saveur.com’s “Sites We Love.” Casey owns Kathy Casey Food Studios Liquid Kitchen, an international food, beverage and development agency specializing in all things delicious. She also owns Dish D’Lish Cafes and specialty products.

SPEAKERS

Cathy Cochran-Lewis

Cooking School & Culinary Consultant



Cathy Cochran-Lewis has worn a number of hats in her career, including daily newspaper journalist, cooking school consultant, food writer, public relations manager and cooking school director for Central Market, as well as media relations coordinator for Whole Foods Market's global public relations team. As a culinary consultant, she handles public relations, marketing and cooking school program development. Cochran-Lewis has worked with numerous celebrity chefs and cookbook authors. She is past president of the International Association of Culinary Professionals, serving on the IACP Board of Directors for seven years. She is president of the Texas Hill Country Wine & Food Festival, the state's premier wine and food festival. Cochran-Lewis is a founding member and former president of Austin's chapter of Les Dames d'Escoffier, and has been a multi-year judge for the James Beard Foundation Restaurant Awards.

Neil L. Coletta

Assistant Director, Programs in Food, Wine & the Arts, Boston University



Neil L. Coletta is assistant director of programs in Food, Wine & the Arts at Boston University. After earning his M.L.A. in Gastronomy from Boston University, he has served as an instructor for that program, teaching courses on food and culture and leading students overseas for experiential, travel-based learning about food and foodways. He is the proud author of "The IACP Oral Histories Project," and appears in Austin to reflect upon this work and the past, present and future of IACP.

Ann Cooper

Director of Nutrition Services, Boulder Valley School District/Founder, Food Family Farming Foundation



Chef Ann Cooper is a celebrated author, chef, educator and enduring advocate for better food for all children. She works to transform cafeterias into culinary classrooms for kids and support local food systems. Currently, Cooper is director of nutrition services for the Boulder Valley School District. She is co-founder of Lunch Lessons, LLC and the Food Family Farming Foundation's Lunch Box Project: Healthy Tools for All Schools. In a nation where children are born with shorter estimated life expectancies than their parents because of diet-related illness, Cooper is a relentless voice of reform by focusing on the links between food, family, farming and children's health and wellness.

Shirley Corriher

Food Writer/Speaker, Confident Cooking, Inc.



People in airports recognize Shirley Corriher from her many TV appearances as the "Mad Scientist" on "Good Eats"—even once on ABC's "Jimmy Kimmel Live" with Snoop Dog as her fry chef. For over 40 years, Corriher has solved cooking problems for: home cooks, editors and writers, companies like Pillsbury and Procter & Gamble, even Julia Child. Corriher's book, "CookWise," has sold over 400,000 copies and both "CookWise" and "BakeWise" were James Beard Award winners. She wrote a regular syndicated column for The Los Angeles Times Syndicate International, now The Chicago Tribune's Media Services, from 1998 to 2011. Corriher was Bon Appétit's Best Teacher of the Year in 2001, Research Chefs' Holleman Award winner, 2004, and in 2009, Corriher was Les Dames Escoffier's Grande Dame.

Sheila Crye

Owner, Young Chefs, Inc.



Sheila Crye was a fan of the First Lady's Let's Move campaign to reverse the epidemic of childhood obesity from the beginning. Last spring she partnered with Johns Hopkins School of Public Health to perform a research study to find out whether teaching youth basic culinary skills and practicing with healthy recipes would extend the range of their healthy food preferences. She was among the 60 IACP members who attended the White House launch of the Chefs Move to Schools initiative. With her adopted school, Crye submitted three recipes in the Recipes for Healthy Kids Challenge. At the recent National AfterSchool Association convention, she presented a workshop about healthy snacks that young people can prepare. Crye teaches after-school culinary programs at a public middle school in Montgomery County, Maryland.

Diane Cu

Photographer/Founder, EvoMultimedia.com/WhiteOnRiceCouple.com



Diane Cu is a photojournalist and filmmaker based in Los Angeles. Fueled by her love of local culture, people and rich heritage, she strives to document their powerful stories from around the world. Cu's advertising and editorial work can be found in The Los Angeles Times, Sunset Magazine, Los Angeles Weekly's "Squid Ink," Edible Los Angeles magazine and various cookbooks. She is also a contributing photographer and writer to Ngou Viet Daily News, co-founder of EvoMultimedia.com and WhiteOnRiceCouple.com

Meredith Deeds

Owner, Kitchen Counter Points



Meredith Deeds grew up in the restaurant business and has spent the last 15 years writing and teaching about food all over the country. She writes for various magazines and newspapers, including Bon Appétit, Better Homes and Gardens and Cooking Light and has co-authored six cookbooks, including the James Beard Award finalist "Big Book of Appetizers" and "300 Sensational Soups." She serves on the Board of Directors for IACP and is the vice-chair of the marketing division.

Kalyn Denny

Professional Food Blogger, Kalyn's Kitchen



Kalyn Denny is a former third grade teacher from Salt Lake City, Utah, who discovered food blogging when she wanted a place to share her recipes online. Now she's busy keeping up with Kalyn's Kitchen, her food blog focused on low-glycemic recipes, healthy eating

and gardening. Denny also talks about food at BlogHer.com, where she writes a weekly feature spotlighting recipes from other food blogs. She has participated in panel discussions focused on food blogging at the 2007 BlogHer Conference, 2009 South by Southwest Interactive Conference and the 2009 BlogHer Food Conference.

Tara Desmond

Author/Recipe Developer/Food Writer



Tara Desmond is an author, recipe developer and food writer. Her cookbook, "Almost Meatless: Recipes That Are Better for Your Health and the Planet," co-authored with Joy Manning, garnered media attention from The New York Times, The Washington Post, The

Boston Globe, The Chicago Sun Times and O Magazine. The book inspired her column, "Meat Lite on Serious Eats." She is a recipe consultant for Whole Foods Market Health Starts Here program and writes about food in print and online. She has been a guest on national radio and television shows, including "Martha Stewart" Omnimedia Sirius Radio programs, "Everyday Food" and "Whole Living;" NPR's "Food Schmooze with Faith Middleton;" and NBC 10's "The 10! Show." She has been a regular contributor to the Food Network test kitchens and television productions. She blogs at Crumbs On My Keyboard.

Geoffrey Drummond

Partner, Talent and Creative Integration, CulinApp



Geoffrey Drummond is a founding partner of CulinApp, a new venture which creates cutting edge culinary apps for the tablet marketplace. Drummond has been a television producer, director and writer since 1983, beginning with a collaboration with James

Beard, Bon Appétit Magazine and PBS and including his work as executive producer/writer for Julia Child and Jacques Pépin. He co-founded Saga Communications Group, producing numerous shows and films including "My Dinner with Andre." As founder and president of A La Carte productions, Drummond was the creator/executive producer of "America's Test Kitchen" with Christopher Kimball, as well as series for several chefs and personalities. Drummond's work has received numerous professional awards and honors, including Emmys and James Beard awards. Drummond is a member of the City Harvest Food Council and has served on the boards for Yale New Haven Children's Hospital, the American Institute of Wine and Food and the Pilobolus Dance Company.

Not Pictured:

Pam Elder *Food Writer, Chair of IACP Food History Section*

Emily Fleischaker *Associate Multimedia Editor, Bonappetit.com*

Barbara Fenzl, CCP

Owner, Les Gourmettes Cooking School



Barbara Pool Fenzl wears many hats in the culinary world. She owns and operates Les Gourmettes Cooking School in Phoenix, Arizona, which she started in 1983; she hosted the 13-week PBS series, "Savor the Southwest," which showed in more than 90

markets; and she has written three cookbooks: "Southwest the Beautiful Cookbook," "Savor the Southwest" and "Seasonal Southwest Cooking." Fenzl hosts all Arizona PBS cooking-related pledge drives and is a regular guest on "Your Life A-Z," a local morning television show. Her first love is teaching, not only in the United States but also at La Combe en Périgord in France and Rancho la Puerta in Mexico. Fenzl served as president of the International Association of Culinary Professionals and was a member of the James Beard Foundation Restaurant Awards Committee for 10 years. She has studied cooking at the Cordon Bleu (London), École LeNôtre, and Luberon College.

Kathleen Flinn

Food Writer/Author/Founder, ChangingCourses.org

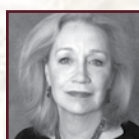


Kathleen Flinn is the author of the best-selling memoir, "The Sharper Your Knife, the Less You Cry." Her next book, "Changing Courses: A Mission to Get People Off the Couch and Into the Kitchen" will be published by Viking/Penguin in October 2011. The

book is based on a project in which Flinn sought to understand why people rely on convenience foods and what kinds of cooking lessons make an impact on inexperienced cooks. As a result of the success of that project, she is developing ChangingCourses.org, a non-profit aimed at providing novice cooks confidence in their own kitchens. A writer for more than 20 years in print and online, her work has appeared in three dozen publications worldwide. Her last day job was head of editorial for MSN.co.uk in the United Kingdom. She is the chair of the IACP Food Writers, Editors and Publishers section through June 2011.

Colleen Foster

Principal, Colleen M. Foster & Associates



Colleen M. Foster is a marketing and public relations expert, specializing in the development and promotion of commercial products, content development and curation for key food industry clients. She recently launched a new "Listening

Audit" program that assists companies in improving their customer insights through the use of proprietary methodology. She is the founding partner of her company, established in 2000. She has experience developing winning strategies for multi-national corporations as well as small businesses. Foster holds a Master's Degree in International Marketing, Applied Statistics, and Japanese. She has a culinary degree from the Arts Institutes International and has also studied at the Culinary Institute of America, Le Cordon Bleu in Paris, and various other culinary institutions. Her special personal interest is culinary research, studying the relationship between food, culture and travel. Foster is the chair of the Entrepreneur's Section in IACP.

SPEAKERS

George Geary, CCP

Traveling Teacher and Author



George Geary has been an active member of IACP for over 21 years. He lectures and teaches coast to coast and around the world, from small kitchen stores to Holland America Line's Ships. Contributor to almost every major food magazine and morning news program educating people the fine aspects of food, he has authored eight cookbooks covering all culinary aspects from sweet to savory. For the past 25 years, Geary has conducted day, weekend and week-long culinary tours of major cities of America and Europe. In his free time you will find Geary working with the Frank Lloyd Wright Foundation and local schools in the Southern California area raising funds for needed projects.

Eric Giandelone

Director of Research, Mintel Foodservice



In his role as director of research for Mintel Foodservice, Eric Giandelone is charged with identifying trends and developing actionable insights for clients in the foodservice industry. His work is focused on writing and developing foodservice-specific reports, as well as utilizing Mintel's Foodservice tools to develop solutions that will help clients understand and overcome the challenges they face. Giandelone has been interviewed by foodservice and general consumer media, including QSR Magazine and Nations Restaurant News, while working directly with Mintel clients and presenting at industry conferences. Prior to joining Mintel, Giandelone was Editorial Manager at Technomic Information Services, a market research and consulting firm. He oversaw publications covering the foodservice industry, authored the industry's first-ever kids' menu report and worked directly with restaurant operators and manufacturers. Giandelone holds an M.B.A. from the University of Chicago and is a graduate from DePaul University, where he graduated with a B.A. in English.

Judy Gilliard

Judy a la Carte



Judy Gilliard pursued her love of the hospitality business and obtained a degree in Hotel Restaurant Management from Santa Barbara Community College and received her teaching credentials in food and food technology from the University of California. Gilliard wrote a monthly feature called "Simply Entertaining" for Emeril Lagasse on Emeril.com for three years. She moved to Omaha, Nebraska, to host her own radio cooking show, the "Judy a la Carte" show, and is now Chef Ambassador for Wisconsin Cheese and teaches cooking classes at UNL, Open Harvest and Shafer's in Lincoln in addition to writing regular features for several magazines. Gilliard is a member of IACP and several other chef and communications associations. She is the March of Dimes Honorary Chef and emcee of Omaha Signature Chefs "Spice of Life" event from 2007-2010. Judy is the author of numerous cookbooks, including "The Guiltless Gourmet."

Guillermo Gomez

Chicago Director, Healthy Schools Campaign



Guillermo Gomez, M.S., is the Chicago director of the Healthy Schools Campaign (HSC) and is a social justice activist with more than 30 years experience in not-for-profit advocacy organizations focusing on underserved minority communities. He recently completed the Partnership to Reduce Disparities in Asthma and Obesity in Latino Schools, a four-year NIEHS-funded research project with the goal of developing effective strategies for motivating and empowering parents in minority urban communities to create changes for wellness and environmental health in schools. Gomez is nationally recognized for his advocacy in combating childhood obesity in the Latino community and for building strategies with parents to create school wellness teams. He was instrumental in the creation of HSC's Parents United for Healthy Schools/Padres Unidos para Escuelas Saludables coalition. Gomez earned a bachelor's degree in social welfare and a master's degree in guidance and counseling from the University of Wisconsin-Whitewater.

Melissa Graham

Executive Director, Purple Asparagus



Melissa Graham, a former attorney, is the founding Executive Director of Purple Asparagus, a non-profit dedicated to educating families about all things associated with good eating—eating what's good for the body and the planet. Purple Asparagus teaches families and children about healthful, sustainable eating in schools, community centers and farmers' markets in Chicago's neediest communities. Graham also founded and leads Growing Healthy Kids, a coalition of 30-plus Chicagoland organizations dedicating to promoting child wellness. Graham speaks and writes regularly on child nutrition and sustainability both in the Chicago community and online, blogging at Little Locavores and as a regular contributor to Kiwi Magazine's KiwiLog. When she's not in the kitchen or the classroom, you can often find Graham shopping at Green City Market, where she serves as the membership chair.

Dorie Greenspan

Cookbook Author/Food Blogger



Called a 'culinary guru' by The New York Times and inducted into the Who's Who of Food and Beverage in America, Dorie Greenspan is the author of ten cookbooks; her latest, "Around My French Table," was named the Cookbook of the Year for 2010 by Epicurious and Amazon. A four-time James Beard Foundation award-winner and the winner of the IACP's Cookbook of the Year Award, Dorie has collaborated with many celebrated chefs, including Julia Child, Daniel Boulud and Pierre Hermé. She is a contributor to Bon Appétit and a frequent guest on NPR's "All Things Considered." Three years ago her book, "Baking From My Home to Yours," inspired Tuesdays with Dorie, a weekly online baking club. French Fridays with Dorie was created to cook through "Around My French Table." Dorie's blog has been named one of the top 20 food blogs in the world by The Times of London.

Brad Greenway

Pork Producer, Greenway Farms



Brad Greenway is a pork producer near Mitchell, South Dakota. Greenway Farms markets 6,400 hogs annually in a wean-to-finish operation and raises cattle and produces corn, soybeans, wheat and alfalfa on 1,700 acres. Greenway is a member of the National

Pork Board and an Operation Main Street presenter, recently chairing the Pork Checkoff's Demand Enhancement Committee, and has served on numerous task forces and committees. Greenway was a member of the 2003 Pork Leadership Academy. Greenway most recently served as president and on the Executive Committee of the South Dakota Pork Producers Council. He received the South Dakota Master Pork Producer award in 2009. He is a member of the Davison County Pork Council and has held several officer positions. He also is a member of several produce and farmers' associations in South Dakota.

Marissa Guggiana

President, Sonoma Direct Sustainable Meats/Author, Primal Cuts: Cooking with America's Best Butchers/ Founder, The Butcher's Guild



Marissa Guggiana is the author of "Primal Cuts: Cooking with America's Best Butchers" and "Off The Menu: Staff Meals from America's Great Restaurants" to be released Fall 2011. She is President of Sonoma

Direct Sustainable Meats since 2005. She is also co-founder of The Butcher's Guild and a fellow with Roots of Change. She curated the Charcuterie Pavilion for Slow Food Nation's inaugural gathering in 2008 and sits on the board of Ag Innovations Network. She is the charcuterie judge for this year's national Good Food Awards. Guggiana is an editor/contributor with Meatpaper Magazine, a regular contributor to Saveur's website and Edible communities magazines.

Kathy Gunst

Resident Chef, Here and Now



Kathy Gunst is the "Resident Chef" for the award-winning radio show "Here and Now," heard on more than 160 public radio stations nationwide. She has received a James Beard Award nomination for her radio work. She is the author of 14 cookbooks. Three

of her cookbooks were IACP Award nominees. Her latest book, Notes from a Maine Kitchen, will be published in 2011. She writes a blog, Notes from a Maine Kitchen. Gunst is also part of Michelle Obama's Let's Move initiative to improve the food in American public schools. She "adopted" Central School in southern Maine and has been doing cooking and nutrition classes with the elementary students and building a hoop house where the children grow food year-round.

Not Pictured:

Scott Givot *Author* | **Gabe Gordon** *Vice President, Food Network/Cooking Channel Research*

Jaden Hair *SteamyKitchen.com* | **Nancy Hebb** *Director, Bayview School of Cooking*

Adam Holzband *Owner, Talking Machine/Internet Strategy Consultant*

Laurie Haarsen

Director, Consumer Communications & PR, McCormick & Co., Inc.



A well-versed food communications professional, Laurie Haarsen has been sharing her passion for flavor with consumers for 24 years. She is currently director of consumer communications and public relations at McCormick & Co., in the flavor leader's U.S.

Consumer Products Division. She has overseen their public relations, interactive marketing, consumer affairs and graphic design/packaging for several McCormick consumer brands. As the division's spokesperson, Haarsen oversees their comprehensive media outreach programs. Most recently, Haarsen managed the successful introduction of several well-established brands into the digital and social media space. From new product launches to communications programs, she brings her own lifelong love of food to help create and maintain the right digital personality for the McCormick portfolio of brands. Prior to joining McCormick, Haarsen was with the National Turkey Federation, managing its public relations efforts and acting as spokesperson. Laurie is a graduate of Virginia Tech.

Janet Helm, MS, RD

Chief Food and Nutrition Strategist in North America for Weber Shandwick

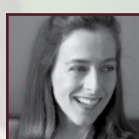


Janet Helm is the Chief Food and Nutrition Strategist in North America for Weber Shandwick, the world's largest public relations firm. A registered dietitian, Helm combined her degrees in dietetics and

journalism to create a unique career path in nutrition communications and food marketing. Janet is a former national media spokesperson for The American Dietetic Association and has conducted hundreds of media interviews on various nutrition topics, including the "Today" show, "Good Morning America" and CNN. She is the author of the blog Nutrition Unplugged and founder of Nutrition Blog Network – a site featuring dietitian bloggers. Janet is a regular contributor to The Chicago Tribune and Cooking Light magazine. She is currently writing a book with Cooking Light called "The Food Lovers' Healthy Habits Cookbook." Janet received a bachelor's degree in mass communications and nutrition, and a master's degree in dietetics from Kansas State University.

Amanda Hesser

Co-founder, food52.com/author



Longtime food editor and columnist at the New York Times, Amanda Hesser has authored four books, most recently "The Essential New York Times Cookbook." She is a founder of Plodt.com and food52.com. The mother of twins, Hesser lives in Brooklyn.

SPEAKERS

Lia Huber

Founder/CEO, Nourish Network/My Nourish Mentor



For over a decade, Lia Huber has consulted with companies like British Airways, Earthbound Farm and Spectrum Organic Products and was widely published in magazines like *Cooking Light*, *Prevention* and *Health*. In 2008, she found her true calling: To nourish ... both individuals and authentic brands. In 2009, Huber founded Nourish Network. Its website, e-learning courses, online coaching program and workplace wellness initiatives empower and inspire people to enjoy food that's healthy for their bodies and the earth. Whether in print, online, on-screen or in person, Huber brings passion and fun to her message of nourishing body, soul and planet with every bite. In addition to her Nourish endeavors, Huber coaches individuals and small businesses on creating and launching authentic brands. Her guidance is available both through online e-courses and through one-on-one consulting.

Lucinda Hutson

Author, "Tequila: Cooking with the Spirit of Mexico"



Lucinda Hutson is author of "The Herb Garden Cookbook." The University of Texas Press will release the revision of her trail-blazing book, "Tequila! Cooking with the Spirit of Mexico," first published in 1995. This cantina guide, cookbook, and cultural history is peppered with personal anecdotes and celebrates pulque, mezcal and tequila. Growing up on the Mexican border, speaking Spanish fluently and traveling for decades throughout Mexico give Hutson an insider's perspective on Mexico's customs and cuisine. She has visited artisan distilleries and high-volume producers throughout Mexico, sipping tequila and sharing memorable meals in humble haciendas along the way. Hutson's lifestyle articles appear in magazines such as "Fine Gardening," "Food Arts," "Horticulture," "Edible Austin," "The Herb Companion" and "Southern Living;" several have showcased her gardens and recipes on their cover. Hutson lectures across the country and hosts PBS tours of her gardens and seasonal celebrations at her home in Austin, Texas.

Lorena Jones

Publishing Director, Food & Drink, Chronicle Books



Lorena Jones has specialized in cookbook publishing for the past 20 years. She joined Chronicle Books in 2009 and directs the company's food and drink print and digital publishing. She also acquires and edits and has worked with many accomplished authors, including David Lebovitz, James Peterson, Bruce Aidells, and Rick Bayless.

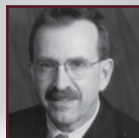
Not Pictured:

Mark Levine *Vice President, Cooking Channel Programming*

Cathy Lucas *Chef/Owner, Mère Catherine Cuisine*

Dr. Russell Kane

President/Head Writer, Vintage Texas



Dr. Russell Kane is the persona behind the leading Texas wine blog, Vintage Texas. He comes with a long career in technical writing and research and, over the past 12 years, he covered all aspects of the Texas wine experience. Dr. Kane organized and moderated wine panels and events including ones at the Texas Hill Country Wine & Food Festival, the Grand Wine and Food Affair, the DrinkLocalWine.com Conference and the Grape and Gridiron Classic. Dr. Kane served as a judge in numerous wine competitions and also served on the Board of Directors of the Texas Wine and Grape Growers Association. In 2002, Dr. Kane received his first level certificate from the Guild of Master Sommeliers. Dr. Kane also received the 2009 Media Award from the Texas Wine and Grape Growers Association for Vintage Texas. Dr. Kane's book on the Texas wine experience, "The Wineslinger Chronicles," is scheduled for publication in late 2011.

Cindy Karp

Cooking School Director, Whole Foods Market Culinary Center



For more than a decade, Cindy Karp has been in the business of empowering and inspiring cooks at every level. She played an integral role in establishing the first Whole Foods Market Culinary Center Cooking School at the company's flagship store in Austin, Texas, where she has developed core curriculum and special events since 2006. For six years prior, she managed the cooking school for the Viking Culinary Arts Center in Nashville. Cindy believes that with the right tools and encouragement, anyone can learn to feel comfortable in the kitchen—and this philosophy has fueled the growth of a successful private events program. Another key ingredient in her recipe for success is a high level of customization for every private event, from large corporate gatherings to a small team build. By gaining an intimate knowledge of each client, her team develops a menu that is accessible for every participant.

Dan Kohler

Host/Owner, RenegadeKitchen.com



Dan Kohler is the host and chef of RenegadeKitchen.com, an online cooking show. He is an actor living in New York City whose credits include Blue Man Group, Godspell, and Law and Order: SVU. While with Blue Man Group, he performed on "The Dr. Phil Show" and headlined a 4th of July celebration with Miley Cyrus.

Paula Lambert

Founder/President, Mozzarella Company



Paula Lambert founded Dallas' Mozzarella Company in 1982. Her company has grown from making a few pounds of fresh mozzarella to producing over 30 award-winning, artisanal cheeses. Applauded as one of America's pioneer artisanal cheesemakers,

Lambert is the author of "The Cheese Lover's Cookbook and Guide" and "Cheese, Glorious Cheese!" Lambert takes an active role in many professional organizations including American Cheese Society, Les Dames d'Escoffier, AIWF and NASFT. She serves on the boards of The Culinary Trust, Dallas' Better Business Bureau and Uptown Dallas Improvement District. Her accolades include: James Beard Foundation's Who's Who of Food and Beverage in America, Mary Baldwin College's Career Achievement Award, IACP's Entrepreneur of the Year and the Dallas Historical Society for Creative Arts. She is a past president of the IACP. A frequent radio and television guest, Lambert travels extensively, speaking before groups and teaching cooking classes throughout the U.S. and in France.

Ralph Loglisci

Project Director, Johns Hopkins Healthy Monday Project



Ralph Loglisci is a project director at the Johns Hopkins Center for a Livable Future, based at the Johns Hopkins Bloomberg School of Public Health. Loglisci currently directs the Johns Hopkins Healthy Monday Project, which focuses on food and health

behavior and communication research, and he writes for the Livable Future Blog. Loglisci has worn many hats over the years and writes about issues ranging from food politics to obesity and health behavior. He was the communications director for the Pew Commission on Industrial Farm Animal Production and the Berman Institute of Bioethics. Before that Ralph spent almost 15 years as an Emmy Award-winning broadcast journalist.

Patti Londre

Founder, The Londre Company



Patti Londre founded The Londre Company LLC, Los Angeles in 1982 to provide "PR with TLC" to national food, beverage and consumer goods companies and has worked for hundreds of America's favorite brands. She's a frequent food industry presenter, mentoring

audiences in social media, entrepreneurship, guerilla marketing, self-promotion and new business skills. She was the first recipient of the International Association of Culinary Professional's (IACP) Award of Excellence for Marketer/Publicist. She is a Food and Beverage "PR All-Star" by The Holmes Group, and her agency is cited as a "Hot Creative Shop," "Best in Their Niche" and "Unique Niche Agency." Londre is a graduate home economist from San Diego State University. She is the passionate blogger at Worth The Whisk, creator of Camp Blogaway Bootcamp for Food & Recipe Bloggers and is a volunteer chef with Project Angel Food.

Deborah Madison

Cookbook Author, Local Food Advocate



Formerly the manager of the farmers' market in Santa Fe and co-founder of the Monte del Sol Edible Kitchen Garden, Deborah Madison has a long-abiding passion for local/regional foods and those who produce them. A long-term board member of the

Seed Savers Exchange, Madison has worked as a chef, teacher, consultant and cookbook author. Her first restaurant job was at Chez Panisse, followed by starting up Greens restaurant in San Francisco in 1979, one of the earliest farm-to-table restaurants. After cooking at the American Academy in Rome for a year, she returned to the Bay Area to write The Greens Cookbook, the first of 11 books. She has twice been the recipient of the IACP Cookbook of the Year award and several James Beard awards.

Rux Martin

Senior Executive Editor, Houghton Mifflin Harcourt

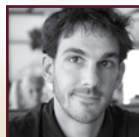


Rux Martin is a senior executive editor at Houghton Mifflin Harcourt, where she specializes in cookbooks, narrative nonfiction titles on food and diet books.

Authors she has worked with include Bruce Aidells, Pam Anderson, Dorie Greenspan, Russ Parsons, Jacques Pépin, Joan Reardon, Ruth Reichl, Michele Scicolone, Jane and Michael Stern and Karen Tack and Alan Richardson. She was a founding editor of Chapters Publishing, a nationally distributed company in Vermont specializing in cookbooks. She was one of the founding editors of Eating Well magazine.

Scott Martin

Photographer, OnSight



Scott Martin teaches private fine art photography workshops throughout the country and provides one-on-one training with professionals in the field. His capture-to-print training business, OnSight, helps digital imaging professionals optimize their

workflows for quality and efficiency. Martin has been working with digital photography since the 1980s and has been training professionals one-on-one and leading photography workshops for over 16 years. His fine art photography has been seen many solo exhibitions and is included in private and public collections.

Not Pictured:

Bill Norris *Mixologist*

Bruce Seidel *Senior Vice President, Cooking Channel Programming*

Michael Smith *General Manager, Cooking Channel*

Sally Squires, MS *Senior Vice President/Director of Health & Wellness Communications, Weber Shandwick*

Lisa Stone *CEO/Co-Founder, Blogger.com*

SPEAKERS

Anne McBride

Writer/Editor, Pots and Plumes



Anne E. McBride is a food writer and editor. She co-authored "Culinary Careers: How to Get Your Dream Job in Food" with Institute of Culinary Education (ICE) President Rick Smilow. With famed pastry chef François Payard, she wrote "Chocolate Epiphany" and "Bite Size." "Les Petits Macarons," with pastry chef Kathryn Gordon, will be released in October 2011 by Running Press. McBride has been editor and writer of ICE's newsletter since 2004 and is the director of the school's Center for Food Media. She is also the director of the Experimental Cuisine Collective, an interdisciplinary group of more than 1,500 chefs, academics, media and enthusiasts that examines the connections between food and science. She is working towards a Ph.D. in food studies at New York University, where she also teaches, and sits on the board of the Association for the Study of Food and Society and the New York Women's Culinary Alliance.

Dana McCauley

Culinary Director, Janes Family Foods



Dana McCauley is the Culinary Director for Janes Family Foods. In this role, she tracks trends so that Janes can be a trend-setting food company. By interpreting food trend insights as they influence the Janes consumer, McCauley is able not only to create innovative product concepts but also to create value-added consumer recipes and communications that endear the Janes brand to Canadian families. Before joining Janes in spring 2010, McCauley owned her own consulting firm and appeared often on Canadian shows such as Canada AM and Breakfast Television as a food trend expert.

Dalyn A. Miller

Principal, Dalyn Miller Public Relations



Dalyn Miller has been in public relations and communications for nearly 15 years. Following four years as the Director of Marketing and Public Relations for the Boston Philharmonic, he transitioned from classical music into non-fiction lifestyle publishing for Quayside Publishing and its imprints Rockport Publishers, Fair Winds Press and RotoVision. In 2004 he launched Dalyn Miller Public Relations and has since worked closely with The Lisa Ekus Group managing numerous PR projects for them over the years. Dalyn's career is accentuated with continuous appearances on "The Oprah Winfrey Show," "The Today Show," "Good Morning America," a New York Times front cover story, features, reviews and excerpts in USA Today, The Wall Street Journal, The Los Angeles Times, The Chicago Tribune, The Seattle Times, The Dallas Morning News, Bon Appetit, The Daily Beast, The Huffington Post, Fast Company, Redbook and Better Homes and Gardens, to name only a few.

John Mitzewich

Chef/Owner, Food Wishes



John Mitzewich received his culinary degree from Paul Smith's College, New York, in 1983, and was honored as the school's "Outstanding Chef Training Student." After 15-plus years in the food industry, Mitzewich was hired as a chef instructor at the prestigious California Culinary Academy. After five successful years of teaching, he left to follow his dream of teaching a larger audience online. His multiple award-winning blog, Food Wishes, has become one of the most visited video recipe sites online, and is home to over 500 original recipe videos. Chef Mitzewich is also the most-watched cooking teacher on YouTube, with over 85,000 subscribers and 25 million views. In addition, John works as a freelancer for The New York Times Company, serving as the American food guide for About.com. He's recently authored an American family favorites cookbook for Parragon Publishing, and is beginning production on a second.

Rebecca Murphy

Freelance Wine Writer, The Dallas Morning News



Over the course of 35 years, Rebecca Murphy has risen from being the first female wine steward in Texas to forming her own consulting firm, Vintage Productions, to becoming an accredited writer of wine-related articles. She is the founder and producer of The Dallas Morning News and TexSom Wine Competition. Beside her competition interests and weekly feature in the Dallas Morning News, Murphy's writing assignments have included articles for winereviewonline.com, Wine Business Monthly, and Wines & Vines. She has also contributed to the third edition of The Oxford Companion to Wine and the sixth edition of The World Atlas of Wine. Murphy is a sought-after professional wine judge herself and has judged at the Decanter World Wine Awards and International Wine Challenge in London, Concours Mondial, Los Angeles International Wine & Spirits Competition and Critics Challenge in San Diego.

Kara Newman

Food, Wine and Spirits Writer



Kara Newman is the Spirits Reviewer for Wine Enthusiast Magazine and author of "Spice & Ice: 60 Tongue-Tingling Cocktails." An active member of the New York cocktail and mixology scene, her articles have appeared in Wine Enthusiast, The New York Times, Imbibe, The San Francisco Chronicle and Saveur. Television and radio credits include ABC's "View From the Bay," "Martha Stewart's Everyday Food" on Sirius Radio, Heritage Radio Network and "The Splendid Table." She is also a cocktail consultant, national speaker and cocktail recipe developer.

SPEAKERS

Nils Norén

Vice President of Culinary Arts, The French Culinary Institute



Chef Nils Norén is the Vice President of Culinary Arts for The French Culinary Institute (FCI) and The Italian Culinary Academy (ICA) in New York City's International Culinary Center. Disciplined in the classic sensibilities and driven by immense creativity,

Norén incorporates modern techniques and flavors with an exacting standard of excellence, applying these principles in the classroom and the restaurant setting. Prior to his role at FCI, Norén was the Executive Chef at New York's world — famous Aquavit, where for 10 years he brought Scandinavian cuisine to the forefront of modern cooking. Before arriving in the U.S., Norén made a name for himself in his native Sweden as a chef at two of Stockholm's Michelin — starred restaurants and served as the educational coordinator at Restaurant Akademin. Norén has also traveled extensively around the world, having cooked in every continent except Antarctica. Norén, along with Dave Arnold, pens the blog Cooking Issues.

Kim O'Donnel

Writer, Author



Kim O'Donnel is the author of "The Meat Lover's Meatless Cookbook," published in September 2010. A graduate of the Institute of Culinary Education, O'Donnel is a nationally recognized online food personality and long-time journalist. Her latest

project is "Family Kitchen," a twice-monthly column that appears in USA Today. O'Donnel is the founder of Canning Across America, a collective dedicated to the revival of preserving food, and a volunteer with the USDA's Chefs Move to Schools initiative.

Sara O'Donnell

Creator/Executive Producer, Average Betty



Sara O'Donnell is a food blogger and the creator of Average Betty, a popular online video series and website. Average Betty ignites a passion for cooking and baking and engages a positive environment for the exploration of all foods through video, original

recipes, celebrity chef interviews and a healthy dose of satire. KTTV Los Angeles calls O'Donnell "the hottest, newest food personality on the web," and was named "Best Home Chef in a Series" at the 2010 Tasty Awards. Sara is a YouTube Partner, Federated Media Publisher and has a BA in Art History from UCLA.

Dawn Orsak

Consultant, Lone Star Foodways



Dawn Orsak is a Texas foodways consultant who, as a fifth-generation Czech-Texan, has a special knowledge of Czech-Texan food and culture. She has spoken to numerous groups and classes about food and identity. She has been a foodways presenter at

the Smithsonian Folklife Festival and the Louisiana Folklife Festival and produced numerous foodways programs for the nonprofit, Texas Folklife. In 2008, she curated the food and wine stages for the Texas program at the 2008 Smithsonian Folklife Festival in Washington, D.C. Formerly, Orsak was assistant director of Texas Folklife and director of the Texas Hill Country Wine and Food Festival. Orsak lives in Austin and blogs about her Czech background and its influence on her family's eating habits and traditions at Svacina Project.



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SPEAKERS

MM Pack

Food Writer/Private Chef



A fifth-generation Texan, MM Pack is a food writer, historian, food stylist and private chef who divides her time between Austin and San Francisco. A

former librarian and technical writer, she's been cooking professionally and writing about food since 1998. A regular contributor to The Austin Chronicle and Edible Austin, she's been published in The San Francisco Chronicle, Gastronomica, Nation's Restaurant News, Food History News, "Scribner's Encyclopedia of Food and Culture," "The Dictionary of Culinary Biography" and Southern Foodways Alliance's "Cornbread Nation 1." She's served on the IACP Cookbook Awards committee and was a 2009 finalist for the Bert Greene Journalism Award. Particular interests are New World foods like avocados, pecans, prickly pears and native persimmons, as well as the culinary developments where cultures converge geographically as they do in Central Texas, where the South meets the Southwest meets Mexico meets the Great Plains.

Tom Perini

Chef/Owner, Perini Ranch Steakhouse



Former rancher and cattleman, Tom Perini began his career as a chuck wagon cook in 1973 and opened Perini Ranch Steakhouse in

1983 on the family ranch. Gourmet featured Perini Ranch in "America's Great Rural Restaurants." The steakhouse was listed in Texas Monthly's 2010 "The Bucket List" and has won several accolades from other Texas publications. His mesquite-smoked peppered beef tenderloin has reached national acclaim. Perini has cooked at the James Beard House in New York on multiple occasions, and this year won the hamburger grilling competition on NBC's "TODAY" after being named Best Hamburger in Texas by Food Network Magazine. Perini catered the 2002 Congressional Picnic at the White House and has cooked for President George W. Bush, Russian President Vladimir Putin and President Jiang Zemin of China in Crawford, Texas. Perini is past president of the Texas Restaurant Association and his cookbook, "Texas Cowboy Cooking," is in its seventh printing.

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Todd Porter

Photographer/Founder, EvoMultimedia.com/WhiteOnRiceCouple.com



Todd Porter is a Southern California-based photographer and filmmaker. He is the founder of EvoMultimedia.com and co-publisher of WhiteOnRiceCouple.com. After 14 years in restaurant management, he found another calling in

photography and film by documenting food, people and their stories. Porter has shot for both advertising and editorial clients such as Thermador, The French Culinary Institute, Sunset Magazine, Los Angeles Weekly "Squid Ink," The Orange County Register and upcoming cookbooks.

Stephan Pyles

Chef/Owner, [Stephan Pyles Concepts](http://StephanPylesConcepts.com)



Stephen Pyles has created 16 restaurants in four cities over the past 27 years. He's served as a chef's assistant at The Great Chefs of France Cooking School, where he worked with Michelin 3-star chefs such as Michel Guerard. A founding father of

Southwestern cuisine, Pyles won a James Beard Award for Best Chef and was inducted into the "Who's Who of Food and Wine in America." He's authored four cookbooks, hosted the Emmy-award winning "New Tastes from Texas," and cooked for dignitaries and celebrities from Queen Elizabeth II to Mick Jagger. Pyles is a cuisine consultant to American Airlines as well as the Dallas Museum of Art. Stephen is a founding board member of Share Our Strength and a board member for the North Texas Food Bank and Goodwill Industries. He founded The Hunger Link, Dallas' food program conduit between restaurants, hotels, ministries and soup kitchens.

Ken Rubin

Director, [International Culinary School at the Art Institute of Portland](http://InternationalCulinarySchool.com)



Ken Rubin brings more than 18 years of combined food and culinary industry experience. For the last eight years, he has been a leader in post-secondary culinary education—including six years as a department chair and education manager with Le

Cordon Bleu and two years as a school director with the International Culinary School at the Art Institute of Portland. Rubin is also the Principal of FoodThink, LLC, a Portland, Oregon, based consulting firm that specializes in food culture research, brand development, strategy and ethnography. He studied culinary arts in Oaxaca, Mexico, and holds Bachelor's and Master's degrees in Social Anthropology. Rubin has also worked as a chef, artisan cheese maker, food editor, critic and culinary researcher. He currently serves on the Board of Directors for the International Association of Culinary Professionals (IACP).

Ronda Rutledge

Executive Director, [Sustainable Food Center Austin](http://SustainableFoodCenterAustin.org)



Ronda Rutledge is the executive director of Sustainable Food Center (SFC) in Austin, Texas. She represents SFC on the Basic Needs Coalition and was appointed by the Austin city council to the Sustainable Food Policy Board. Prior to joining SFC, Rutledge

served as an affiliate consultant with Greenlights for Nonprofit Success and as executive director of the American Indian Child Resource Center in Oakland, California, for nearly 10 years. She was a fellow for LeaderSpring in the Bay Area, a leadership program for executive directors of nonprofit organizations. Rutledge holds a Master's degree in Counseling Psychology. Over the course of her professional career, she has been a licensed professional counselor, marriage and family therapist and clinical director for a residential treatment facility. She serves as a volunteer on the Austin Powwow Committee for Great Promise and is an officiant for non-traditional weddings and commitment ceremonies in the Austin area.

Andrew Schloss

Cookbook Author and Culinary Instructor



Andrew Schloss is the co-author with David Joachim of 16 cookbooks, including "Mastering the Grill" (a New York Times best-seller) and "The Science of Good Food" (winner of an IACP Cookbook Award, a James Beard finalist and nominated by Le Cordon

Bleu Food Media Awards as Best Food Book in the World. His latest books are "Fire it Up" (also with Joachim) and "Homemade Sodas." He is one of the creators of Cookulus, the first interactive cookbook app. Schloss runs a product development company, and manufacturers Chef Salt, a seasoning blend of unrefined artisan salts. He has appeared on Good Morning America and Emeril Live! as well as local television and radio throughout the country as an author and spokesperson. He is a well-known culinary instructor and was nominated for "Cooking Teacher of the Year" by the International Association of Culinary Professionals in 2005.

Riki Senn

Curriculum Development Operations Manager, [Viking Cooking School](http://VikingCookingSchool.com)



Riki Senn has worn many toques throughout her career. She has developed, owned and operated a white tablecloth restaurant and a rib house, worked as chef and partner in two restaurants as well as a research and development chef. During her tenure at the Greenbrier Resort from 1989 to 2003, she held the positions of fine dining chef, demonstration chef, assistant to La Varenne Cooking School founder Anne Willan, chef instructor and cooking school director. Under her direction, the cooking school program grew from demonstration-only courses to a multi-faceted program. In 2003 Riki joined the Viking Cooking School team where she assists with operations for the schools and creates, writes and edits curriculum for U.S. Viking Cooking School locations. Riki served as a member of the board of directors for IACP from 2006 through 2009. She is currently the chair of the Membership Growth and Retention committee.

SPEAKERS

Hank Shaw

Proprietor, Hunter Angler Gardener Cook



A former line cook and newspaper reporter, Hank Shaw runs the IACP award-winning blog Hunter Angler Gardener Cook and is author of the book "Hunt, Gather, Cook: Finding the Forgotten Feast" from Rodale Press. Shaw's work has appeared in Food & Wine, Field & Stream, Gastronomica and other publications. He lives near Sacramento, California.

Amy Sherman

Editor, BlackboardEats



Amy Sherman is a San Francisco-based writer and recipe developer and is currently editor at BlackboardEats. She is author of "Williams-Sonoma New Flavors for Appetizers," "Wine Passport: Portugal" and wrote the new introduction to the classic cookbook, "Jane Grigson's Vegetable Book." Her corporate recipe development clients include Dannon, Wisconsin Milk Marketing Board and MyWinesDirect. Sherman is best known as creator of the award-winning food blog Cooking with Amy, chosen as one of the top five food blogs by Forbes. She has also blogged about food for the Epicurious blog "Epi Log," KQED's food blog, "Bay Area Bites," was contributing editor of the Glam food blog and is currently blogging for Frommers culinary travel blog, "Amy and Amy between Bites." Her writing also can be found in magazines including Cheers and Gastronomica. She is past board member of the San Francisco Professional Food Society.

Rick Smilow

President, Institute of Culinary Education



Rick Smilow is president and owner of The Institute of Culinary Education. He acquired the 35-year-old school from Peter Kump in 1995. During his tenure, the school has quadrupled its program offerings, gained accreditation, changed its name, physically relocated and expanded within New York City. In 2008, ICE won the IACP's Award of Excellence for culinary schools. Prior to ICE, Smilow was an entrepreneur in the pet food business and held product management positions at Nabisco Brands. Smilow holds a BA degree in history from Emory and an MBA in marketing from the Kellogg School of Management at Northwestern University. Rick is a director of City Harvest, C-CAP and is on the New York City advisory board of Action Against Hunger. In 2003, he was the honoree of the New York Association of Culinary Professionals. Most recently, Smilow is the co-author of "Culinary Careers," published in May 2010.

Not Pictured:

Sue Torres *Chef/Owner, Sueños Restaurant*

Dan Traster *Consultant, Author, Freelance Writer*

Blake Swihart

Food Service Solutions



As a chef in the foodservice marketing business, Blake Swihart's work involves most areas of the food industry: recipe testing and development; sales training; educational program development; new product prototyping; food styling and photography; event planning; trade publicity and editorial placement; focus group implementation; and much more. Swihart's career has been built in the food industry through connections he's made through IACP and he currently serves as a judge for the IACP Cookbook Awards.

Sylvia Tawse

President, Fresh Ideas Group



Sylvia 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 1995; the communications agency specializes in 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 and Big Bang Catering company. Tawse has an extensive background in retail-level natural foods marketing and PR, in addition to providing senior level counsel to 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 IACP, Public Relations Society of America, Chef's Collaborative, Les Dames Escoffier and Slow Food International.

Marguerite Thomas

Travel Editor and Columnist, The Wine News, Wine Review Online and Wine with...



Marguerite Thomas is an award-winning photo-journalist specializing in wine, food and travel. She is a features writer at www.winereviewonline.com, a columnist at Vineyard & Winery Management (North America's leading independent wine trade publication) and travel editor at The Wine News. Her work has appeared in scores of publications, including Decanter, Wine Enthusiast, Wine & Spirits, National Geographic Traveler and Garden Design. She has written a cookbook and two books about wine. She frequently serves as a judge in international wine competitions. She teaches wine tasting and education classes and has been a speaker at a variety of forums. Current projects include a series of food and wine applications for smart phones. She is a member of various professional organizations including IACP, Les Dames d'Escoffier, the New York Wine Press and the Wine Media Guild.

Toni Tipton-Martin

Culinary Journalist/Founder/Director, The SANDE Youth Project



Toni Tipton-Martin is a journalist, founder and director of The SANDE Youth Project, a not-for-profit organization dedicated to combating childhood hunger, obesity and disease by teaching basic cooking skills, heritage and nutrition to at-risk young people and their families. Through a partnership with the University of Texas, SANDE's Garden to Table pilot program provides hands-on, culinary-focused nutrition education to underserved children and

their families after school at UT Elementary School. Her goals include restoring the Limerick-Frazier House on the National Register of Historic Places as an African American culinary cultural center. The center will offer exhibits of important historic culinary artifacts, a cookbook library, cooking workshops and demonstrations, kids' cooking activities, an organic garden and guided tours. Tipton-Martin is a founding member of the Southern Foodways Alliance and Foodways Texas, a contributing editor to Heart and Soul Magazine, a cookbook author and publisher of the blog, The Jemima Code.

In 1982, Fred Carl started looking for a manufacturing partner with the highest standards. Five years later he found himself.

When Fred Carl dreamed up a professional-style range for the home, it seemed like an easy idea to bring to market. He criss-crossed the country, showing his schematic drawings with commercial range manufacturers. Their universal response: "Why would anyone want a range like that?" And "why would we build it?"

They just didn't get it. Fred came to the conclusion he'd just have to build it himself in his hometown - Greenwood, Mississippi. So Fred and two employees tore down his prototype, and Viking manufacturing was born. As Fred's business grew, he insisted that manufacturing remain in Greenwood rather than contract production outside the USA.

Viking Range is more than a company. It's a shared passion. A passion for quality. A passion for community. Get more of the Viking story and share your passion at facebook.com/viking.

vikingrange.com

Pictured left: the original Viking range - the world's first professional range for the home - and Fred's original drawings.

SPEAKERS

Julia Usher

Owner, Recipes For A Sweet Life



Once a mechanical engineer, management consultant and bakery owner (though not at the same time), Julia Usher is now a freelance food writer and stylist. She is contributing editor at *Dessert Professional* and a James Beard Foundation Awards finalist. Her work, both written and edible, has appeared in *Vera Wang on Weddings*, *Bon Appétit*, *Fine Cooking*, *Better Homes and Gardens*, *Mary Engelbreit's Home Companion*, *Gastronomica* and nearly every national bridal magazine. In 2009, Julia released her first book, "Cookie Swap," which subsequently won three Cordon d'Or Awards and is now in its seventh printing. Never one to rest on her laurels, Usher is feverishly at work on her next book, an inspirational collection of cookie art projects, scheduled for release later this year. Usher is also IACP's secretary/treasurer-elect, a founding member of the St. Louis chapter of LDEI and a three-time president of the St. Louis Culinary Society.

Denise Vivaldo

Owner, Food Fanatics, Inc.



Denise Vivaldo is the author of "How to Start a Home-Based Catering Business" and "How to Start a Home-Based Personal Chef Business." She is also the author of "Do It For Less! Parties," "Do It For Less! Weddings" (winner of a 2009 IACP Cookbook Award) and "The Entertaining Encyclopedia." Her latest books, "Perfect Table Settings" and "The Food Stylist's Handbook" are both winners of a 2010 Gourmand World Cookbook Award. Vivaldo teaches catering seminars and food styling workshops across the country and internationally.

Robb Walsh

Food Writer/Authority on Texas cuisine



Robb Walsh was the restaurant critic at the Houston Press from 2000 until 2010. He has served as the editor-in-chief of *Chile Pepper Magazine* and the food columnist for *Natural History* magazine. He has written for *Gourmet*, *Saveur* and *Fine Cooking*. His book, "Legends of Texas Barbecue Cookbook: Recipes and Recollections from the Pit Bosses" was nominated for the James Beard Award in the Americana category. "The Tex-Mex Cookbook: A History in Recipes and Photos" was nominated for the IACP American Cookbook Award. Walsh's writings appear in several anthologies including: "Best Food Writing 2001-2009" and "Cornbread Nation: Best Southern Food Writing" Volumes I, II and IV. He is the founder and head judge of the Austin Chronicle Hot Sauce Festival, now in its 20th year. Along with other veterans of the Southern Foodways Alliance, Walsh founded a non-profit organization called Foodways Texas to preserve and promote Texas food culture.

Rita Wheat

Director of Emerging Shopper & Marketing Technologies, G2 USA



Rita Wheat is an avid baker with a passion for all things digital; in particular, where technology and shopper marketing converge. In her role as Director of Emerging Shopper & Marketing Technologies at G2 USA, Wheat focuses on reinventing marketing strategies and creating groundbreaking solutions that leverage the power of emerging media for clients such as Canon, Campbell Soup Company, CoverGirl and The J.M. Smucker Company. She is a marketing professional with 20 years of experience in traditional and interactive marketing and has Ph.D.-level expertise in research methodologies and applications. She previously worked at Luminant and InterActive8, and was a visiting professor at McCann Erickson. Wheat began her career as a marketing professor at the University of Southern California's School of Business. Her original research and articles have appeared in leading academic publications. She earned a Masters and Ph.D. in Marketing from Columbia University's Graduate School of Business.

Mark Wieser

Chairman of the Board/Founder, Das Peach Haus



A native of Fredericksburg, Texas, Mark Wieser started Das Peach Haus as a roadside fruit stand selling his mother's peach preserves in 1969. His father planted the original family peach orchard in 1928 and the site has been in continuous production since then. Wieser is a graduate of Texas A & M University and pursued a career in teaching while growing his business. Case Fischer, who showed great potential through high school in marketing and food science, joined Wieser in 1986 to create Fischer & Wieser Specialty Foods and they began marketing their products on a national scale. Besides teaching German and history in the Texas public school systems, Wieser also followed in his father's footsteps to serve as county judge of Gillespie County. Today, Wieser oversees the original retail market, now known as Fischer & Wieser's Das Peach Haus, and exporting.

Not Pictured:

Dr. Al Wagner *Professor/Food Technology Specialist, Texas AgriLife Extension*

Linda Wyner *CEO, Pans on Fire*

Chris Young *Chef/Co-Author, Modernist Cuisine*

SPEAKERS

Kristi Willis

Food Writer, Austin Farm to Table



Kristi Willis shares her passion for real food by exploring farmers' markets, food artisans and restaurants who work with local farms. She writes about these adventures on her blogs, Austin Farm to Table and Ditch the Box. She is also a regular contributor to Edible Austin and Farm to Table Online, a national sustainable food blog.

Mark Winne

President, Mark Winne Associates



From 1979 to 2003, Mark Winne was the executive director of the Hartford Food System, a Connecticut non-profit food organization. He is the co-founder of the Community Food Security Coalition, where he now works as the Food Policy Council Project Director. As a writer on food issues, Winne's work has appeared in the Washington Post, The Nation, Sierra, Orion, and Yes!, to name a few. He is the author of two books: "Closing the Food Gap: Resetting the Table in the Land of Plenty" and "Food Rebels, Guerrilla Gardeners, and Smart Cookin' Mamas." Both books are published by Beacon Press. Winne speaks to groups on topics related to community food systems, food policy, and food security, and was recently appointed to the position of visiting scholar at the John Hopkins School of Public Health.

Lynn Woll

Senior Director International Sales and Marketing, Allrecipes



In her role as Senior Director of International Sales and Marketing at Allrecipes, Lynn Woll focuses on generating revenue for 16 international websites, as well as building audience and traffic globally. Allrecipes is the #1 food and recipe site in the world, leveraging user-generated content and a community of home cooks to provide meals to the world's tables. With more than 20 years professional brand marketing experience with leading brands, Woll brings traditional marketing insights and analytics to the leading online recipe site. Woll earned her undergraduate degree from University of Texas at Austin, and her M.B.A. from Pacific Lutheran University.

Joe Yonan

Food and Travel Editor, The Washington Post



Joe Yonan has been at The Washington Post since 2006 and has won writing and editing awards from the James Beard Foundation, Association of Food Journalists and Society of American Travel Writers in that time. In addition to editing the sections, he writes regular features, including the monthly "Cooking for One" column in Food. Before working at the Post, he was a food writer and travel editor at The Boston Globe. His first solo cookbook, "Serve Yourself: Nightly Adventures in Cooking for One," was published in March by Ten Speed Press, and his work has been included in three editions of the "Best Food Writing" anthology. Born in Georgia and raised in West Texas, he is a graduate of the University of Texas at Austin and the Cambridge School of Culinary Arts outside Boston.



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