

Pioneering a Sustainable World

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



Conference Overview

MONDAY, MARCH 30

3:00 p.m. – 6:00 p.m. Registration

TUESDAY, MARCH 31

7:00 a.m. – 6:00 p.m. Registration

Optional Culinary Tours

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

9:30 a.m. – 3:00 p.m. Native American Roots

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

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

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

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

WEDNESDAY, APRIL 1

7:00 a.m. – 6:00 p.m. Registration

Morning Section Forums/Optional Educational Sessions

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

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

8:00 a.m. – 12:00 p.m. The Experts Are In: A Morning of Networking and Experience-Sharing

8:30 a.m. – 12:00 p.m. Nutrition & Food Science Section Forum

8:30 a.m. – 12:00 p.m. Cooking Schools and Teachers Section Forum

9:00 a.m. – 11:30 a.m. Advanced Level Program I – *Cutting Edge Cooking Techniques*

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

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

Afternoon Section Forums/Optional Educational Sessions

2:00 p.m. – 4:30 p.m. Advanced Level Program II: *New Trends in Cooking: Vegetables on Center Stage*

2:00 p.m. – 5:00 p.m. Marketing Communicators Section Forum

2:30 p.m. – 5:30 p.m. Food Writers, Editors & Publishers Section Forum:

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

3:30 p.m. – 5:00 p.m. Kids in the Kitchen Workshop

4:00 p.m. – 5:15 p.m. Six Degrees of Connectivity: *Speed-Network Your Way to a Successful Conference and Beyond*

4:00 p.m. – 5:30 p.m. Preparing for the CCP Exam

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

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

THURSDAY, APRIL 2

- 7:00 a.m. – 6:00 p.m. Registration
- 7:00 a.m. – 8:30 a.m. Breakfast
- 8:00 a.m. – 6:00 p.m. Conference Bookstore
- 8:00 a.m. – 6:00 p.m. Hospitality Suite / *Sponsored by Cuisinart*
- 8:00 a.m. – 8:30 a.m. Opening & Welcome
- 8:30 a.m. – 10:00a.m. General Session: *The Soul of Sustainability*
Featuring Lynne Rossetto Kasper, Chef Dan Barber, Walter Robb
- 10:00 a.m. – 10:30a.m. Networking Break
- 10:30 a.m. – 12:00 p.m. Concurrent Workshops - Session I
Gluten-Free Goes Mainstream
Native Foods of the Sonoran Desert: *Mesquite Beans to Cholla Buds*
Artisan Pizza: Going Beyond Gourmet Pizza
International Models for Children's Healthy Futures
Sustainable Sourcing for Quality Organic Spices: *Understanding Spice Evaluation*
Blogging Made Simple
Bison is Big: *The Ultimate "Slow Food"*
Low Mileage Eating – *Two Catalysts For Real Change in Your Backyard*
- 12:15 p.m. – 1:45 p.m. Luncheon – Culinary Trust & IACP In Memoriam
- 2:00 p.m. – 3:30p.m. Concurrent Workshops - Session II
Farmers & Chefs Face the Future of Food Together: *An Open Conversation with IACP Scholar-in-Residence*
Mood, Food & Sex
A Coffee Conundrum: What *IS* the Best Coffee Anyway?
Sustainable Seafood: *From Confusion to Solutions*
Fighting Media Fire During a Food Crisis: *Two Real Crisis Communication Case Studies*
Time Management for Time-Starved Culinary Professionals
Life's A Pitch: *A Detailed Look at Cookbook Publishing & the All-Important Pitch*
Digital Food Photography for Non-Photographers: Food Photography Basics for Bloggers
Bootstrap Online Marketing for the Internet Impaired
- 3:30 p.m. – 4:00p.m. Networking Break
- 4:00 p.m. – 5:30p.m. Committee & Section Meetings
- 5:30 p.m. – 9:30 p.m. Optional Evening Events
A Magical Evening at the Legendary Fort - The Culinary Trust Dinner & Silent Auction at *The Fort Restaurant*
- 6:30 p.m. – 9:15 p.m. SPLASH – A Photo Shoot and Cocktail Party
- 6:30 p.m. – 9:30 p.m. Pub Dinner & Scotch on the Rockies
- 5:30 p.m. – 9:30 p.m. 5280 Wine & Dines in Denver
Jax Fish House
The Palace Arms, Brown Palace Hotel
Rioja
Lola

FRIDAY, APRIL 3

- 7:00 a.m. – 6:00 p.m. Registration
- 7:00 a.m. – 9:30 a.m. CCP Exam
- 7:30 a.m. – 8:30 a.m. Breakfast
- 8:00 a.m. – 12:00 p.m. Conference Bookstore Open
- 8:00 a.m. – 6:00 p.m. Hospitality Suite
- 8:00 a.m. – 10:00 a.m. Morning Reading - *Greet The Day with a Farmer's Poet and a Poet's Farmer*
by David Mas Masumoto
- General Session: Pioneering a Sustainable World
*Featuring Kim Severson, Chef Michel Nischan, Chef Andoni Luis Aduriz,
Kim Jordan, Scholar-in-Residence Fred Kirschenmann*
- 10:00 a.m. – 10:30 a.m. Networking Break
- 10:30 a.m. – 12:00 p.m. Concurrent Workshops – Session III
Extreme Cooking: *Flames, Flavors & Culinary Adventures in the Outback*
Say (Colorado) Cheese!
Labeling Vertigo
The Thirsty Muse: *Writing About Wine, Beer and Spirits*
Being Your Own Photographer: *Demystifying the Photo Shoot*
From Blog to Business: *Generating an Audience and Income from Your Online Presence*
Raising Red Meat for a Green Earth
Feeding Your Financial Future: *Financial Planning Ideas and Strategies for Chefs and Culinaria*
Media Pitch-O-Rama
- 12:30 p.m. – 4:30 p.m. Culinary Showcase
Colorado Convention Center
- 2:00 p.m. – 4:30 p.m. Cookbook Expo
Colorado Convention Center
- 5:30 p.m. – 10:30 p.m. 5280 'Only in Boulder' Wine & Dines
Jax Fish House
Colterra - Niwot
Black Cat Bistro
- 5:45 p.m. – 10:00 p.m. Optional Evening Events
Wild & Rare Cooking Demo, Wine Tasting, and Family-Style Dinner with Chef John Ash
and Friends
- 8:30 p.m. – 10:30 p.m. Tamayo Late Night Rooftop Mixer

SATURDAY, APRIL 4

- 7:00 a.m. – 5:00 p.m. Registration
- 7:30 a.m. – 8:30 a.m. Breakfast
- 8:00 a.m. – 5:00 p.m. Hospitality Suite
- 8:00 a.m. – 2:00 p.m. Conference Bookstore
- 8:30 a.m. – 10:00 a.m. Concurrent Workshops - Session IV

Lamb: *Symbolism, Sustainability and Celebrations*
Red, White & Green: *The Emergence of Eco-Friendly Wines*
Sardines, Anchovies, Mackerel: *Darlings of Sustainability*
Food Miles & Foodprints
The Changing Food Section
Stepping Onto the World Wide Web

- 9:00 a.m. – 11:30 a.m. Optional Educational Sessions/Master Classes
The New Bar: *A Liquid, Seasonal Kitchen*
- 10:00 a.m. – 10:30 a.m. Networking Break
- 10:30 a.m. – 12:00 p.m. Concurrent Workshops - Session V
Heirloom Beans: *Gifts from the New World*
Turning Up the Green Kitchen: *A Checklist for Change*
Volatile Food Prices: *What Culinary Professionals Need to Know & Do*
Will Vodcast for Food: *How to Create Your Own Online Food Videos*
Stepping onto the World Wide Web
Blogging Made Simple (Repeat)
- 12:15 p.m. – 1:30 p.m. Luncheon: IACP Annual Business Meeting & Leadership Update
- 2:00 p.m. – 3:30 p.m. Concurrent Workshops – Session VI
Bourbon: *America's Native Spirit*
Native American Cuisine: *Discovering Indigenous Culinary Heritage of the Past, Present and Exciting Future*
Food Blogs: *Responsibility and Self-Expression*
- 2:00 p.m. – 4:00 p.m. Culinary Trust 2009 Educational Program: *Sourcing Sustainably for Culinary Professionals*
- 2:00 p.m. – 4:30 p.m. Optional Educational Sessions / Master Classes
French Country Cooking and the Centennial State
Making Fine Chocolate in Denver: *Exploring Luxury Chocolate Manufacturing Processes in the Factory and Laboratory*
Artisan Pizza: *Three Masterful Styles*
The Art and Science of Artisan Cured Meats: *Salumi From the Inside*
- 5:30 p.m. – 6:30 p.m. IACP Awards Gala Reception: *Colorado Culinary Destinations*
- 6:30 p.m. – 8:30 p.m. IACP Awards Gala Ceremony
Featuring Lynne Rossetto Kasper, Mistress of Ceremonies

**The 31st International Conference of the
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Denver**

Pioneering a Sustainable World

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

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

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

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

Scholar –In- Residence

FREDERICK L. KIRSCHENMANN, Ph.D



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

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

He served as the Center's second director from July 2000 to November 2005, when he was named a Distinguished Fellow. He joined the Board of Stone Barns Center for Food and Agriculture in 2004 and was elected president in 2007. In January 2008, he assumed a half-time appointment at Stone Barns, dividing his time between Iowa and

New York, to explore ways that rural and urban communities can work together to develop a more resilient, sustainable agriculture and food system.

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

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

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

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

Optional Culinary Tours – Tuesday, March 31

OP-01

Sustainability from Ranch to Plate - Chico Basin Ranch Tour

Depart 7:30 a.m. – Return 5:00 p.m.

Fee \$135

Transportation provided

Limited to 35 participants

Journey to this 87,000-acre ranch which also serves as a natural preserve and living classroom. The Chico Basin Ranch is dedicated to the enhancement and preservation of the natural world and Western heritage. Tour this authentic Western cattle and bison ranch. Learn about its sustainable practices, including grass-fed production, horse-drawn cultivation and the elimination of tractors. Join ranchers Janet and Duke Phillips and their crew for hands-on experiences, including ranch work, and then be guided by Mike Callicrate through his Ranch Foods Direct Processing Plant in nearby Colorado Springs to see the processing of sustainably-raised meats for consumers.

OP-03

Native American Roots

Depart 9:30 a.m. – Return 3:00 p.m.

Fee \$130

Transportation provided

Limited to 50 participants

Upon arrival at Red Rocks Park (of the infamous Red Rocks Amphitheatre fame), we'll meet Gallo Gold Medal Award winning grass fed bison producer Hugh Fitzsimmons from Thunderheart Bison. Hugh will paint the picture of the Native American ecosystem and it's interdependence with the bison using our striking geology as his canvas. From Red Rocks, we go to The Fort Restaurant in Morrison, where we'll be led by a Mountain man interpreter on a tour of the restaurant, modeled exactly to the historic Bent's Fort and made of adobe throughout. There will be Native American craft demonstrations of beadwork, jewelry, and clothing, and Native American dancers will demonstrate traditional tribal song and dance. Hostess and Fort owner Holly Arnold Kinney will also discuss the European influence on diet and food traditions. We'll have a Western lunch with help from IACP award-winning cookbook author Beverly Cox, and taste many of the foods (including Thunderheart bison) we've discussed in the replica frontier, The Fort Restaurant.

OP-04

Colorado Lamb and Rocky Mountain Tour

Depart 8:30 a.m. – Return 5:15 p.m.

Fee \$179

Transportation provided

Limited to 50 participants

Head due west into the Rocky Mountain range to learn about Colorado history, gold mining and one of the state's top commodities: Colorado lamb. Historian and Author Mary Ellen Gilliland will share Colorado and mountain gold rush history as you travel to Swan's Nest, an 1898 home built in the picturesque ski community of Breckenridge by the flamboyant "Gold Dredge King" Ben Stanley Revett as a gift for his bride. At 5,000 square feet, Swan's Nest is the largest historic home in Summit County. Now owned by IACP member Christy Rost and her husband Randy, Swan's Nest has recently undergone two years of extensive restoration.

You will tour this historical home and view a sheep shearing demonstration in the heated barn. Following a catered Colorado lamb luncheon, Executive Chef/Owner Jennifer Jasinski, Rioja Restaurant and Bistro Vendome, will give a lamb leg fabrication and cooking demo in the home's newly added second kitchen (designed for filming of Christy's new cooking show).

OP-05

Colorado Altitude (No Attitude) Tour: Wine, Cheese and Chocolate

Depart 9:30 a.m. – Return 8:00 p.m.

Fee \$175

Transportation provided

Limited to 50 participants

IACP members might be surprised to learn that Colorado has more than 70 wineries and five wine regions, two of which are AVAs. This tour begins at a mile high (5280') elevation in Denver and quickly ascends to altitudes where local wine, artisan organic chocolate and farmhouse cheeses can be enjoyed with gusto (but be sure to drink a lot of water). Participants are driven to Balistreri Vineyards for a local wine tasting, then due west into the mountains in Evergreen for a lunch and wine tasting at Creekside Cellars, then to Boulder Creek Winery for an interactive tour of the winery with a wine and chocolate tasting. At 5,430-foot elevation, guests will finish the tour at BookCliff Vineyards tasting room on Boulder's Pearl St. Mall. The day ends at 6,000 feet with a sumptuous meal at the renowned Flagstaff House where we are joined by local winemakers.

OP-06

Get Bolder in Boulder (Eat–Hike–Eat)

Depart 10:00 a.m. – Return 9:30 p.m.

Fee \$180

Transportation provided

Limited to 20 participants

This journey will take guests from organic farm to mountain valleys and vistas to dining tables at one of America's greenest and tastiest restaurants in Boulder, CO. Peak dining experiences serve as book ends to hiking in the Boulder Foothills with two chefs who like to wear hiking boots. The day begins at Pastures of Plenty Farm for an organic farm tour with farmer/chef Lyle Davis with a regional New Mexican-inspired meal served in his 1887 farm house. The group will then join Chef Davis and Chef Hugo Matheson as their hiking guides in nearby Chautauqua Park, at the base of the legendary Flatirons or in Heil Ranch, Boulder County's largest open space mountain park where deer, elk and other wild life can be spotted. After burning some calories on the trail, guests will reconvene around the Community Table at Chef Matheson's nationally acclaimed restaurant The Kitchen Café on Pearl Street for a family-style dinner featuring ingredients from local Boulder farms and ranches.

OP-07

Beer Lovers' Paradise (Walking Tour)

Depart 12:30 p.m. – Return 6:00 p.m.

Fee \$40

Limited to 50 participants

We'll gather at the Colorado Convention Center to start this walking tour of historic Lower Downtown Denver (LoDo). At the vanguard will be Thomas J. "Dr. Colorado" Noel (professor of history and director of Public History, Preservation & Colorado Studies at University of Colorado - Denver, and author of numerous books). Guests will get an entertaining background of Denver history and architecture. We'll visit brew houses at Great Divide, Sandlot (Coors Field) and Wynkoop. At each successive stop, brew masters will guide us through their brewing process while we taste their wares. At the end of this portion of the tour, Dr. Colorado will lead our group on a refreshing walk to the historic Tivoli Brewery. Panoramic views of Denver and the Rocky Mountains from the Top of the Tiv' will be the backdrop for tastings of out-of-town brews from top Colorado brewers Odell, New Belgium and others. Denver Mayor John Hickenlooper (beerman and former restaurateur) will join us to tell the story of Denver's unique and central role in the micro brewery explosion in Colorado. Culinary students from Metro State College Denver will provide the food pairings for these beverages as the afternoon winds down. From the Tivoli, it is a short stroll back to the conference hotel.

Optional Educational Programs – Wednesday, April 1

OP-09

Entrepreneurs Section Forum on Wheels

Depart 7:30 a.m. – Return 4:30 p.m.

Fee: \$105

Transportation provided

Limited to 50 participants

Pioneering Boulder's Entrepreneurs

This year's Forum on Wheels adventure will take us to Boulder, Colorado, just 30 miles west of Denver. This intriguing town has been dubbed "the city nestled between the mountains and reality," and hosts an abundance of interesting

culinary enterprises, dedicated to creation of delicious, sensual and innovative foods, while also practicing “green” principles.

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

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

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

OP-10

The Experts Are In: A Morning of Networking and Experience-Sharing

8:00 a.m. -12:00 p.m.

Fee: \$50 (members), \$65 (non-members)

Limited to 90 participants

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

Whether you're a new writer hoping to break into the industry or a seasoned veteran looking to expand your platform, this session offers a rare opportunity to meet face-to-face with leading writers, editors and agents to get your career questions answered. The morning will begin with informal networking over continental breakfast. During the course of the session, participants will visit two of five expert-moderated tables for in-depth discussions on topics ranging from insight into crafting a winning book proposal to perfecting your magazine pitch. Moderators will kick-off each roundtable discussion with a 20-minute presentation and then open the table to informal Q&A. Participants are encouraged to bring questions and to contribute actively to the discussions. Though each participant will visit two tables during the session, hand-outs from all the tables will be provided to every attendee.

Table assignments will be on a first come-first serve basis. Participants are asked to pre-select two tables from the list below as well as two back-up tables in the event that their first two choices are filled.

Timetable:

8:00 a.m. - 8:30 a.m. Informal networking over continental breakfast

8:30 a.m. – 8:45 a.m. Welcome and introductions

8:45 a.m. – 10:00 a.m. Roundtable #1 (Participants pre-selected table)

10:00 a.m. – 10:15 a.m. Break and informal networking

10:15 a.m. -11:30 a.m. Roundtable #2 (Participants pre-selected table)

11:30 a.m. – 12:00 p.m. Wrap-up and informal networking

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

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

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

Table 2: Marketing Strategies for Food Writers

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

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

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

Table 4: Book Proposal Strategies for Today's Market

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

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

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

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

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

Table 7: Getting and Working with an Agent

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

Table 8: Building a Platform as a Freelancer

Lia Huber has written dozens of articles and hundreds of recipes for national magazines like *Cooking Light* (where she is a contributor and media spokesperson), *Prevention*, *Health and Fitness*. Her work has been featured on CNN.com, MSNBC.com and WebMD. In the works are a cookbook, *NOURISH*, plus a web site and social hub, www.nourishnetwork.com. Lia works with food and wine companies to find their voices as a branding and messaging

consultant. *At this roundtable, she will lead a discussion on how to find your own voice and message to differentiate yourself or your projects from the crowd, plus strategies to develop a "personal brand."*

Table 9: Finding and Developing an Online Niche and Personality

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

OP-11

Nutrition and Food Science Section Forum

8:30 a.m. – 12:00 p.m.

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

The Science Behind Sustainability -- Organic, Local, Green...What's Nutrition Got to Do With It?

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

Cathryn Olchowky, Culinary Director, Rice-Sterling Group

Melinda Hemmelgarn, MS, RD, Nutrition Advocate/Columnist

Mary Mulry, PhD, FoodWise

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

OP-12

Food Photographers and Stylists Section Forum

Depart 7:00 a.m. – Return 5:15 p.m.

Fee \$130

Transportation provided

Limited to 50 participants

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

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

OP-13

Cooking Schools and Teachers Section Forum

Culinary Pioneers and the New Technology

Cookery Demonstration and Tasting

8:30 a.m. – 12:00 p.m.

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

Agenda:

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

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

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

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

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

Roundtable Discussions – Moderated by Vice Chairman Catherine Daum Lucas

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

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

Chef Bev Shaffer, Mustard Seed Market & Café

Chef Albert Schmid, CCP, Sullivan University

OP-14

Advanced Level Program I: Cutting Edge Cooking Techniques

9:00 a.m. – 11:30 a.m.

Cookery Demonstration and Tasting

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

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

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

Chef Nils Norén, The French Culinary Institute

Chef David Arnold, The French Culinary Institute

10:00 a.m. – 10:30 a.m.

Networking Break

12:00 p.m. – 1:30 p.m.

Section Forum Luncheon

Sponsored by the Idaho Potato Commission and Nielsen-Massey Vanillas

OP-16

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

Cookery Demonstration and Tasting

Johnson & Wales Kitchen Auditorium

2:00 p.m. – 4:30 p.m.

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



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

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

Chef Andoni Luis Aduriz, Mugaritz, Errenteria, Spain

OP-17

Marketing Communicators Section Forum

2:00 p.m. – 5:00 p.m.

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

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

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

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

***Please note, this session complements the Nutrition and Food Science section forum.*

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

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

Mark Retzloff, Aurora Organic Dairy

Kim Essex, National Cattlemen's Beef Association

Barb Stuckey, Mattson Foods

Jeanne von Zastrow, Food Marketing Institute

OP-18

Food Writers, Editors and Publishers Section Forum

2:30 p.m. – 5:30 p.m.

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

The Food Writer's Dilemmas

What does a modern and sustainable food writing career look like? It's time for us to take a holistic look at how the landscape for food writers has changed in the past decade. Just as a growing swell of people are becoming more

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

Virginia Willis, moderator, Virginia Willis Culinary Productions
Hsiao-Ching Chou, Suzuki + Chou Communimedia
Dana McCauley, Dana McCauley & Associates, Ltd.
Jenni Ferrari-Adler, Brick House
Shauna James Ahern, Author of the blog and book *Gluten-Free Girl*
Peter Hertzmann, Peter Hertzmann, Inc.

OP-19

Kids in the Kitchen

3:30 p.m. – 5:00 p.m.

There is no fee to participate in this workshop

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

3:30 p.m. – 4:00 p.m.

Networking Break

OP-20

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

4:00 p.m. – 5:15 p.m.

There is no fee to participate in this workshop

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

Jackie Gordon, Divalicious Inc.
Barbara Gulino, Whole Foods Market

OP-21

Preparing for the CCP Exam

4:00 p.m. – 5:30 p.m.

There is no fee to participate in this workshop

This is *the* meeting for anyone interested in learning more about the Certified Culinary Professional (CCP) program. Certification committee members will explain the process for completing the application and offer tips and advice for

taking the CCP exam. Satellite testing will be explained for those unable to take the exam during conference. Attendees will also be afforded a rare opportunity for one-on-one consultation with committee members who will help you complete your application and prepare for the exam.

OP-22

New Member and First-Time Attendee Orientation

5:15 p.m. – 6:00 p.m.

There is no fee to participate in this workshop

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

Host City Opening Reception

The Denver Art Museum

6:30 p.m. – 8:30 p.m.

The Denver Host City Opening Reception will be staged at the Denver Art Museum (DAM), walking distance from the conference hotel just across from Civic Center Park, where President Obama held one of his largest rallies days before his election. DAM's radically pioneering new building, designed by world renown architect Daniel Libeskind, reflects Denver as "the nexus and the bond and the energy" of America, according to Libeskind. Our event will highlight sustainability and culinary talent in a modern setting. Denver's and Boulder's top chefs - "The Sustainable Seven" - each rooted in support of local and organic farmers, ranchers and seasonal ingredients, will cook up artful fare while also working side-by-side with their favorite local producers at their food stations, connecting the sustainable food chain from first link to first bite. The museum will be closed to the public for the evening—offering IACP attendees the exclusive opportunity to view the vast art collections, sample excellent food and drink and network in this impressive and notable space.



Conference Agenda – Thursday, April 2

7:30 a.m. – 8:30 a.m.

Breakfast

Sponsored by WhiteWave

8:00 a.m. – 6:00 p.m.

Hospitality Suite

Sponsored by Cuisinart

8:00 a.m. – 6:00 p.m.

IACP Bookstore

8:00 a.m. – 8:30 a.m.

Opening & Welcome

Cathy Cochran-Lewis, IACP President

Sylvia Tawse, Host City Chair

[John W. Hickenlooper](#), Mayor of Denver

8:30 a.m. – 10:00 a.m.

General Session: The Soul of Sustainability



What's soul got to do with it? For these trailblazers— everything! If business helped create our environmental challenges, what is business doing to create solutions? How do we move from heartfelt ideas to action? While green living is no longer weird or fringe, controversy and confusion abounds as to what is truly green for today's businesses. Can we really trust that corporate America cares? Can business really make a difference? Two experts from different perspectives share their definitions for truly green business while Lynne Rossetto Kasper of American Public Media's *The Splendid Table*[®], moderates this lively conversation. Size and scale? Organic and local? Price and quality? Mission driven or money driven? What is at the core of sustainability? A human survival instinct to preserve

and protect? A deep need to do no more harm? Or a primordial desire to preserve certain pleasures of Nature in our lives? Sustainability is not too far of a stretch from sustenance – certainly a value to all culinary professionals. In these especially precarious times, it is grounding to explore practical, sustainable solutions for the food industry while also considering a longer view and a more soulful perspective.

Lynne Rossetto Kasper, moderator, American Public Media's *The Splendid Table*
Dan Barber, Executive Chef/Co-Owner, Blue Hill and Blue Hill at Stone Barns Center
Walter Robb, Co-President and Chief Operations Officer, Whole Foods Market, Inc.

10:00 a.m. – 10:30 a.m.

Networking Break

Sponsored by Canolainfo

10:30 a.m. – 12:00 p.m.

Concurrent Workshops – Session I

WS-01

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

Tasting

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

Jean Duane, Alternative Cook, LLC
Beth Hillson, Gluten-Free Pantry
Chef Elise Wiggins, Panzano Restaurant

WS-02

Native Foods of the Sonoran Desert: Mesquite Beans to Cholla Buds

Tasting

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

Barbara Pool Fenzl, CCP, Les Gourmettes Cooking School, Phoenix
Eric Garton, Desert Botanical Garden
Mary L. Paganelli, Tohono O'odham Community Action

WS -03

Artisan Pizza: Going Beyond Gourmet Pizza

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

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

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

WS-04

International Models for Children's Healthy Futures

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

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

WS-05

Sustainable Sourcing for Quality Organic Spices: Understanding Spice Evaluation

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

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

WS-06

Blogging Made Simple

A Hands-On Class

Johnson & Wales University

Limited to 30 participants

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

Kathleen Flinn, Author, *The Sharper Your Knife, The Less You Cry*
Maggie Dutton, The Wine Offensive Blog

WS-07

Bison is Big – The Ultimate 'Slow Food'

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

chicken. The choice of a new generation, bison is changing the way we think about meat in both fine dining and home kitchens.

Kristine Kidd, moderator, *Bon Appetit Magazine*
Steve Wilson, Kentucky Bison Company
Chef Michael Paley, Proof on Main, Louisville

WS-08

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

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

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

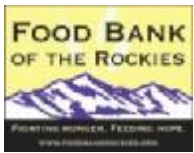
Amy Bodiker, moderator, Development Director, Stone Barns Center for Food and Agriculture
Michel Nischan, Chef, President/CEO, Wholesome Wave Foundation
Judy Fink, Education Programs Director, Stone Barns Center for Food and Agriculture

12:15 p.m. – 1:45 p.m.

Luncheon

In Memoriam presented by Scott Givot

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



Richard Sax Memorial Fund Recipient

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

2:00 p.m. – 3:30 p.m.

Concurrent Workshops – Session II

WS-09

Farmers & Chefs Face the Future of Food Together: An Open Conversation

Our industrial food system has tended to value specialization, simplification and economies of scale to achieve maximum production yields and short term monetary return. The future of food will be the focus of this dialogue which will demonstrate how the farmer and chef conversation is vital to shaping our culinary future. New challenges have led some creative entrepreneurs (and agripreneurs) to envision a new food structure which has now emerged along side the industrial system. They have discovered exceptional value in organizing food systems around complex relationships enabling them to achieve superior quality, mutual benefit and reliability -- and doing so with environmental gains for soil, water and plant diversity. Our experts will discuss their experiences in developing such working relationships, from soil to plate.

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

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

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

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

WS-10

Mood, Food and Sex

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

Glenda Galvan-Garcia, Whole Enchilada Consulting

Marie Wright, International Flavors & Fragrances, Inc.

WS-11

A Coffee Conundrum: What *IS* the Best Coffee Anyway?

Tasting

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

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

Joan Reis Nielsen, Author, *The Great Coffee Book*

Timothy Castle, Castle Communications

Christy Thorns, Allegro Coffee Company

WS-12

Sustainable Seafood: From Confusion to Solutions

Cookery Demonstration and Tasting

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

Barry Estabrook, *Gourmet Magazine*

Sheila Bowman, Monterey Bay Aquarium

Rick Moonen, RM Seafood, Las Vegas NV

WS-13

Fighting Media Fire During A Food Crisis - Two Real Crisis Communications Case Studies

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

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

WS-14

Time Management for Time-Starved Culinary Professionals

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

K.J. McCorrey, Officiency Inc.

WS-15

Life's a Pitch: A Detailed Look at Cookbook Publishing and the All-Important Pitch

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

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

WS-16

Digital Food Photography for Non-Photographers: Food Photography Basics for Bloggers

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

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

WS-17

Bootstrap Online Marketing for the Internet Impaired

The internet's boundless reach has shaped it into THE marketing medium of all time. Does this make you excited or frustrated? Not everyone is a computer geek, so don't worry. There are easy, fast and cheap ways for practically any

do-it-yourselfer to harness web-power. We'll skip over websites and e-mail to focus on demystifying fresh (and mostly free) resources such as blogs, craigslist, PayPal, Google, e-newsletters, and YouTube. Hands-on demos will teach how to put many to work within any budget, timeframe or experience level. (For fun, we'll use aging equipment, too.) Discover simple, effective techniques to promote your service, whether you are a consultant, author, manufacturer, instructor, cooking school owner, spokesperson, tour director, restaurateur, or other self-marketer.

Patti Londre, The Londre Company

3:30 p.m. – 4:00 p.m.

Networking Break

Sponsored by Driscoll's

4:00 p.m. – 5:30 p.m.

Committee / Section Meetings

All standing committees, professional-interest sections and special-interest groups meet to plan their programs for the 2009-2010 year.

Annual Conference & Host Committee

Certification Committee

Chefs, Restaurateurs & Sommeliers Committee

Cooking Schools and Teachers Section

Corporate Members Council

Country Coordinators Committee

Culinary Tourism Committee

Entrepreneurs Section

Food History Committee

Food Photographers and Stylists Section

Food Writers, Editors and Publishers Section

Grassroots Committee

Kids in the Kitchen Committee

Marketing Communications Section

Nutrition & Food Science Section

Test Kitchen Professionals Committee

Optional Evening Events

OP-23

A Magical Evening at the Legendary Fort - The Culinary Trust Dinner & Silent Auction

Take a historic journey across the old and new foods of the Great West to benefit The Culinary Trust during a fun-filled evening of music, eating and learning at The Fort Restaurant, a replica of 19th century Bent's Fort nestled in the red rocks just outside of Denver. Guests can start with a signature Hailstorm drink and sample a buffet of Native America foods along with many Fort specialties such as buffalo prime rib, bison sausage wrapped quail eggs and Rocky Mountain Oysters Rockefeller.


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

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

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

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

Limited to 300 attendees

Primary Sponsor: 

Supporting Sponsor: The Fort Restaurant

Contributing Sponsor: USA Rice Federation

Optional Evening Events

OP-24

SPLASH – A Photo Shoot and Cocktail Party

Itinerary:

6:30 p.m. – Bus Departs Sheraton Downtown with Historian on Board

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

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

Fee: \$90

Limited to 45 guests

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

Event Coordinators: Kellee Hassler, Rick Souders

OP-25

Pub Dinner & Scotch on the Rockies

Depart 6:30 p.m. – Return 9:30 p.m.

Fee: \$75

Transportation not provided

Limited to 35 guests

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

5280 Wine & Dines

5:30 p.m. – 9:30 p.m.

Transportation not provided

Come and explore Denver's distinct foodie neighborhoods and their top chefs and restaurants. We've wrangled a select group of restaurants, all chef-owned, and asked the chefs to create special IACP pre-fixe menus with 4 – 6 courses and wine pairings. Transportation will be the responsibility of the participant. Hospitality Suite staff can help provide resources and recommendations. All prices are inclusive of wine and gratuity.

OP-27

Jax Fish House

Fee: \$170.00

Transportation not provided

Limited to 8 guests

Beloved in Denver's historic LODO district and voted one of the Top 10 Best Restaurants in Denver by *5280* magazine and named Best Seafood Restaurant by *Westword* and *Citysearch*, Jax Fish House is one of Denver's most popular

destinations for unforgettable food & drink. At Jax, Executive Chef Sheila Lucero uses abundant locally produced and sustainable ingredients for her innovative menu presented in a colorful, vibrant downtown Denver space. Chef Lucero will produce a six-course tasting menu that highlights local ingredients and wines.

OP-28

The Palace Arms, Brown Palace Hotel

Fee: \$170.00

Transportation not provided

Limited to 12 guests

Every palace has its crown jewel, and the contemporary fine dining at the Palace Arms is a treasure. Recipient of “Best of Award of Excellence” from *Wine Spectator* magazine and consistently rated among Denver’s finest dining experiences, the Palace Arms is the flagship restaurant of Denver’s historic Brown Palace Hotel. Chef Thanawat Bates will offer a sumptuous six-course menu paired with sustainably produced wines.

OP-30

Rioja

Fee: \$110.00

Transportation not provided

Limited to 12 guests

Rioja’s Mediterranean-inspired cuisine, influenced by local and seasonal products, has earned it the reputation as one of Denver’s most exciting dining experiences. Award-winning Chef Jennifer Jasinski will present four courses of food with wines in Rioja’s intimate, bustling dining room in downtown Denver’s Larimer Square.

OP-31

Lola

Fee: \$110.00

Transportation not provided

Limited to 12 guests

Located in the heart of Denver’s hip Highlands Neighborhood and named one of the Top 5 places to drink tequila in the country by *Food and Wine* magazine, Lola is one of Denver’s most acclaimed dining destinations, serving cuisine inspired by Mexico’s coastal regions. Named one of *5280* magazine’s Chefs of the Year, Jamey Fader mixes up Denver’s best ceviche, as well as seasonal favorites. He will offer a four-course menu of Mexican specialties with wines and/or tequilas.

Conference Agenda – Friday, April 3

7:00 a.m. – 9:30 a.m.

CCP Exam

7:30 a.m. – 8:30 a.m.

Breakfast

8:00 a.m. – 12:00 p.m.

Conference Bookstore Open

8:00 a.m. – 6:00 p.m.

Hospitality Suite

8:00 a.m. – 8:30 a.m.

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

8:30 a.m. – 10:00 a.m.

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



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

Kim Severson, moderator, *The New York Times*

Chef Andoni Luis Aduriz, Mugaritz, Errenteria, Spain

Chef Michel Nischan, Wholesome Wave Foundation

Kim Jordan, New Belgium Brewery

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

10:00 a.m. – 10:30 a.m.

Networking Break

Sponsored by Valley Fig Growers

10:30 a.m. – 12:00 p.m.

Concurrent Workshops – Session III

WS-18

Extreme Cooking: Flames, Flavors and Culinary Adventures in the Outback

Cookery Demonstration and Tasting

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

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

WS-19

Say (Colorado) Cheese!

Tasting

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

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

Meg Cattell, Windsor Dairy, Windsor, CO

Dan James, James Ranch, Durango, CO

WS-20

Labeling Vertigo

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

Karin Endy, The French Culinary Institute

Kimberly Lord Stewart, Author of *Eating Between The Lines*

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

WS-21

The Thirsty Muse: Writing About Wine, Beer, and Spirits

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

Kara Newman, Wine/spirits Writer

Jon Bonne, *San Francisco Chronicle*

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

WS-22

Being Your Own Photographer: Demystifying the Photo Shoot

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

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

WS-23

From Blog to Business: Generating an Audience and Income From Your Online Presence

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

Jory des Jardins, Blogger.com

Julie Brosterman, Women & Wine, WomenWine.com

Heidi Swanson, 101 Cookbooks Online Recipe Journal/Weblog

WS-24

Raising Red Meat for a Green Earth

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

Heather Johnson, U.S. Fish and Wildlife Service

Gary Teague, Teague Diversified

Mark Frasier, Frasier Family Ranch

WS-25

Feeding Your Financial Future: Financial Planning Ideas and Strategies for Chefs and Culinarians

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

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

WS-26

Media Pitch-o-Rama

Got an idea for a newspaper or magazine story? Or, trying to get editorial coverage of your product, client, cooking classes or culinary tour? Our panel of top newspaper and magazine editors will share insight in what they're seeking, trends in publishing and what lurks behind editorial decisions. Then, they will take an hour's worth of pitches directly from the audience in a Media Pitch Slam. Come prepared with an idea that can be explained in 90 seconds or less. Leave with a greater understanding of how to get your story into print.

Joe Yonan, moderator, *The Washington Post*

Kristine Kidd, *Bon Appetit*

Nancy Hopkins, *Better Homes and Gardens*

Martha Holmberg, *The Oregonian*

12:30 p.m. – 4:30 p.m.

Culinary Showcase

2:00 p.m. – 4:30 p.m.

Cookbook Expo

Optional Evening Events

5280 'Only in Boulder' Wine and Dines:

Come and explore Boulder's crop of top chefs and restaurants, all fiercely dedicated to making local farmers the real heroes. We've wrangled a select group of restaurants, all chef-owned, and asked them to create special IACP pre-fixe menus with 4 – 6 courses and wine pairings. All prices are inclusive of wine and gratuity.

OP-32

Jax Fish House

Depart 5:30 p.m. – Return 10:30 p.m.

Fee: \$130.00

Transportation Provided

Limited to 8 guests

Chef Hosea Rosenberg, featured in the most recent season of Bravo's "Top Chef" is Taos, N.M.-born and a true advocate for local farmers and ranchers. Consistently voted to the "Best of" awards for Boulder and Denver, Jax Fish House in Boulder has served up the finest and freshest the ocean has to offer for more than 14 years. Jax is one of the city's greenest restaurants, too. It's menu features natural beef, chicken and pork, along with seafood that is sourced from sustainable fisheries. Jax's chefs are offering a four-course menu with wines in its bustling dining room in downtown Boulder.

OP-34

Colterra - Niwot

Depart 5:30 p.m. – Return 10:30 p.m.

Fee: \$190.00
Transportation Provided
Limited to 12 guests

Surrounded by a canopy of hundred-year old trees and a beautiful stone patio in the tiny hamlet of Niwot, just outside of Boulder, Colterra delivers extraordinary food with a focus on fresh and local. Colterra's executive chef/owner Bradford Heap works with local farmers to source the freshest produce, in season and at full flavor. The restaurant also has its own on-site gardens, which supply the restaurant in spring, summer and fall. Chef Heap will offer a delectable mix of Southern French and Northern Italian wine and cuisine in six courses.

OP-35

Black Cat Bistro

Depart 5:30 p.m. – Return 10:30 p.m.

Fee: \$130.00
Transportation Provided
Limited to 12 guests

The Black Cat Bistro offers a soulful, eclectic menu in an elegant dining room on a side street just off Boulder's famed Pearl Street pedestrian mall. Chef Eric Skokan, also an avid urban gardener, takes sustainability and freshness seriously, as he grows many of the fresh vegetables, as well as raising his own chicken and quail eggs. In the summer months, he works with a network of dozens of urban gardeners to round out his menu. Chef Skokan will pair a four-course menu with Colorado wines.

OP-37

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

Cook Street School of Fine Cooking

5:45 p.m. – 10:00 p.m.

Fee: \$190
Limited to 45 guests

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

OP-40

Tamayo Late Night Rooftop Mixer

8:30 p.m. – 10:30 p.m.

Fee: \$95
Limited to 50 guests

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

Conference Agenda – Saturday, April 4

7:30 a.m. – 8:30 a.m.
Breakfast

8:00 a.m. – 2:00 p.m.
IACP Bookstore

8:00 a.m. – 5:00 p.m.

Hospitality Suite

8:30 a.m. – 10:00 a.m.

Concurrent Workshops – Session IV

WS-27

Lamb: Symbolism, Sustainability and Celebrations

Cookery Demonstration and Tasting

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

Terrie Wright Chrones, Moderator, The Global Notebook

Priscilla Martel, All About Food

Richard Parry, Fox Fire Farms

WS-28

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

Tasting

Eco-friendly wines are on the rise around the globe. Because there are many different shades of green, this seminar will shed light on different ecologically oriented wine-growing practices such as certified organic and biodynamic. We'll look at what the different labels mean and what regulations control them. Since responsible wine growing extends beyond the winery itself, we'll examine ongoing changes in packaging, closures (natural and synthetic cork vs. screw cap), shipping materials, etc., in addition to exploring the factors behind this radical shift in wine making, including consumer demand, marketing potential and questions about the legacy we want future generations to inherit. But do eco-friendly wines taste different? A selection of "green" wines will be put to a formal taste test, allowing participants to form their own opinion.

Marguerite Thomas, Moderator, Educator and Writer

Paul Dolan, Paul Dolan Vineyards

Allison Jordon, Wine Institute

WS-29

Sardines, Anchovies, Mackerel: Darlings of Sustainability

Tasting

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

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

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

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

WS-30

Food Miles & Foodprints

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

David Scantland, eGullet Society for Culinary Arts & Letters
James E. McWilliams, Texas State University

WS-31

The Changing Food Section

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

Martha Holmberg, *The Oregonian*
Jeff Houck, *Tampa Bay Tribune*
Michael Hastings, *Winston-Salem Journal*

WS -32

Stepping onto the World Wide Web

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

Peter Hertzmann, Peter Hertzmann Inc.
Dana McCauley, Dana McCauley & Associates
Maggie Dutton, *Seattle Weekly*

OP-41

Master Class: The New Bar: A Liquid, Seasonal Kitchen

Demonstration and Tasting

9:00 a.m. – 11:30 am

Fee \$75

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

Adam Seger, CCP, Nacional 27, Chicago
Francesco LaFranconi, Southern Wine and Spirits

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

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

WS-33

Heirloom Beans: Gifts from the New World

Tasting

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

Steve Sando, Rancho Gordo, Napa Valley
Judy Witts, CCP, Divina Cucina, Italy
Ruth Alegria, Mexico Soul and Essence, Mexico

WS-34

Turning Up the Green Kitchen: A Checklist for Change

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

Chef Jesse Ziff Cool, Delaware North Companies
John Huey, DNC Parks and Resorts International
Chef Hugo Matheson, The Kitchen Café, Boulder

WS-35

Volatile Food Prices: What Culinary Professionals Need to Know– and Do

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

Andrew F. Smith, Moderator, The New School
Kim Severson, *The New York Times*
Nevin Cohen, The New School

WS-36

Will Vodcast for Food: How To Create Your Own Online Food Videos

A Hands-On Class

Johnson & Wales Computer Lab

Limited to 30 participants

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

Jamie Tiampo, Founder, see food media LLC

Iri Greco, Media Producer, Panforte Productions

12:15 p.m. – 1:30 p.m.

Luncheon – IACP Annual Business Meeting & Leadership Update

WS-40

Blogging Made Simple

A Hands-On Class

Johnson & Wales University

Limited to 30 participants

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

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

Maggie Dutton, The Wine Offensive Blog

Concurrent Workshops – Session VI

2:00 p.m. – 3:30 p.m.

WS-37

Bourbon: America's Native Spirit

Tasting

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

Chef Albert Schmid, CCP, CSS, Sullivan University

Adam Seger, CCP, Nacional 27, Chicago

Chris Morris, CSS, Brown Forman Inc.

WS-38

Native American Cuisine: Discovering Indigenous Culinary Heritage of the Past, Present and Exciting Future

Cookery Demonstration and Tasting

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

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

Jim Stone, InterTribal Bison Cooperative

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

WS-39

Food Blogs: Responsibility and Self Expression

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

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

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

Jeffrey Sonnabend, Sonnabend Law

OP-43

The Culinary Trust

2009 Educational Program: Sourcing Sustainably for Culinary Professionals

2:00 p.m. – 4:00 p.m.

Fee: \$25

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

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



The program will address:

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

- Profiting from your environmental and agricultural activism

OP-44

Master Class: French Culinary Cooking and the Centennial State

Demonstration and Tasting

2:00 p.m. – 4:30 p.m.

Fee \$75

Limited to 20 participants

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

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

OP-45

Master Class: Making Fine Chocolate in Denver – Exploring Luxury Chocolate Manufacturing Processes in the Factory and Laboratory

Offsite Demonstration and Tasting

2:00 p.m. – 4:30 p.m.

Fee \$75

Limited to 28 participants

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

Pam Williams, Instructor, Ecole Chocolat

Steve DeVries, DeVries Chocolate

Robert D. Currie, Solace Confections

OP-46

Master Class: Artisan Pizza: Three Masterful Styles

Cookery Demonstration and Tasting

Cook Street School of Fine Cooking

2:00 p.m. – 4:30 p.m.

Fee \$75

Limited to 75 participants

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

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

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

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

OP-47

Master Class: The Art and Science of Artisan Cured Meats: Salumi from the Inside

Cookery Demonstration and Tasting

2:00 p.m. – 4:30 p.m.

Fee: \$75 members, \$90 non-members

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

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

Armandino Batali, Salumi, Seattle

Marilyn Batali, Salumi, Seattle

5:30 p.m. – 6:30 p.m.

IACP Gala Awards Reception

"Colorado Culinary Destinations"

Sponsored by Le Cordon Bleu

Fee: \$65 (includes IACP Gala Awards Ceremony)

6:30 p.m. – 8:30 p.m.

IACP Gala Awards Ceremony

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

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

Attire: Cocktail/Smart business casual