



**INTERNATIONAL ASSOCIATION
OF CULINARY PROFESSIONALS**



HOW TO USE THIS SCHEDULE

This is the **REVISED** launch schedule for the 2012 IACP Annual Conference. Unlike the version of the schedule available via online registration, it can be easily searched by keywords and topics to find a session or speaker.

Because adjustments are made to the live registration schedule to accommodate demand during the registration period, please see the online schedule for up-to-the minute program offerings and times.

Note session times when registering to avoid signing up for concurrent sessions.

Conference Agenda Quick Look

Thursday Mar 29th, 2012
Optional Tours & Dinners
7:30am > 10:30pm

Friday Mar 30th, 2012
IACP Business Meeting
8:30am > 9:00am

Friday Mar 30th, 2012
Featured Session: The Fashion of Food
9:00am > 10:30am

Friday Mar 30th, 2012
Friday AM Sessions @ Millennium
11:00am > 12:30pm

Friday Mar 30th, 2012
Friday PM Sessions @ Millennium
2:00pm > 3:30pm

Friday Mar 30th, 2012
Friday PM Sessions 2 @ Millennium
4:00pm > 5:30pm

Friday Mar 30th, 2012
Interest Section Meetings
5:30pm > 6:30pm

Friday Mar 30th, 2012
NYC Opening Party
6:00pm > 9:00pm

Saturday Mar 31st, 2012
CCP EXAM
7:00am > 9:30am

Saturday Mar 31st, 2012
Saturday Morning Optional Events
7:30am > 9:30am

Saturday Mar 31st, 2012
Saturday AM Sessions @ Millennium

9:00am > 10:30am

Saturday Mar 31st, 2012

Featured Session: Is Farm-to-Table Just the Latest Fashion?

11:00am > 12:30pm

Saturday Mar 31st, 2012

Saturday PM Sessions @ Millennium

2:00pm > 3:30pm

Saturday Mar 31st, 2012

Saturday PM Sessions 2 @ Millennium

4:00pm > 5:30pm

Saturday Mar 31st, 2012

Interest Section Meetings

5:30pm > 6:30pm

Saturday Mar 31st, 2012

Saturday Optional Dining Events

6:30pm > 9:30pm

Sunday Apr 1st, 2012

The Culinary Trust

9:00am > 9:00pm

Sunday Apr 1st, 2012

Classes at The International Culinary Center

9:30am > 11:00am

Sunday Apr 1st, 2012

Classes at The James Beard House

9:30am > 5:00pm

Sunday Apr 1st, 2012

Sunday Optional Events and Meals

10:00am > 11:30pm

Sunday Apr 1st, 2012

Classes at The International Culinary Center

11:30am > 1:00pm

Sunday Apr 1st, 2012

Culinary Expo, Book & Blog Festival

12:30pm > 4:30pm

Sunday Apr 1st, 2012

Classes at The International Culinary Center

2:30pm > 4:00pm

Monday Apr 2nd, 2012

Featured Session: Why Isn't Cooking Enough?

9:00am > 10:30am

Monday Apr 2nd, 2012

Monday Media Tours

9:00am > 4:30pm

Monday Apr 2nd, 2012
Monday AM Sessions @ Millennium
11:00am > 12:30pm

Monday Apr 2nd, 2012
Classes at Institute of Culinary Education
11:30am > 1:00pm

Monday Apr 2nd, 2012
Monday Optional Events and Dining
11:30AM > 3:30PM

Monday Apr 2nd, 2012
Monday PM Sessions @ Millennium
2:00pm > 3:30pm

Monday Apr 2nd, 2012
Classes at Institute of Culinary Education
2:30pm > 4:30pm

Monday Apr 2nd, 2012
IACP 34th Annual Awards Ceremony & Gala
6:00pm > 9:00pm

Am I in Fashion?



Nora Painten, Urban Farmer

Thursday Mar 29th, 2012 Thursday Optional Tours & Dinners 7:30am > 10:30pm

OPT002: Lower East Side Jewish Heritage Tour, with Ruth Reichl & Friends

9:15am-2:00pm

Walk the same streets and eat the same food that was part of the daily life of our earliest Jewish immigrants, and has now become a cherished tradition for all New Yorkers. Over the course of 4 hours, you'll sample some of the finest delicacies that the Lower East Side of NYC has to offer. From bagels and lox, to pastrami on rye, come and enjoy New York as it was around the turn of the century – the 20th century! Bring your appetite and a good pair of walking shoes. You'll also visit The Tenement Museum to experience how our ancestors lived. Join Ruth Reichl for lunch at Katz's Deli -- made famous by Meg Ryan in that movie, but even more famous for its pastrami.

Tour Leaders: Ruth Reichl, Mitch Weinstein, Jeff Albucher

Tour Cost: \$80

(Lunch Only: \$65 – see OPT012)

OPT003: Taste the World of Tea

9:15am-3:00pm

Come with us on a tea journey around the world. First stop: Chinatown. Learn about the birthplace of tea and experience the Gong Fu Tea Ceremony. Next stop is SoHo to taste teas from China, Japan, Taiwan, and Sri Lanka. While we nibble on fresh scones and taste tea, the shop experts will discuss the nuances of each country's tea from their first hand experience. Next stop will seem like France, where you'll not only taste tea, but eat it too, with a three-course lunch with tea infused recipes. Final stop, a historic tea shop started in 1895.

Tour Leaders: Lisa Boalt Richardson, Judith Krall Russo

Tour Cost: \$105

OPT004: West Village & Beyond: Exploring Italian Food

9:30am-1:30pm

You will be delighted with the tastes and sites of Greenwich Village on this Italian culinary walking tour. Come along and taste classic arancini rice balls, leave some room for delicious Italian pastries, watch a demonstration of mozzarella making and of course, what would a visit to Italy be without some gelato! Thanks to our tour guide's intimate knowledge of the neighborhood, you'll visit old and new purveyors while learning about the history, culture and architecture in this classic New York neighborhood.

Tour Leader: Liz Young

Tour Cost: \$80

OPT005: Get Your Flanken! Arthur Schwartz's Brooklyn

10:30am-2:30pm

You are invited to Arthur's apartment for a classic NY breakfast: a bagel with a schmear! Famed radio host, the 'Food Maven', and award-winning cookbook author, Arthur Schwartz will take you on an amazing shopping tour in one of Brooklyn's great ethnic neighborhoods, stopping at a number of kosher shops and supermarkets on the most important shopping day of the week for the orthodox community. The tour will conclude with lunch at a fabulous Middle Eastern restaurant, where a mouth-watering feast awaits.

Tour Leader: Arthur Schwartz

Tour Cost: \$60

OPT006: India in Jackson Heights & Floral Park: An Intimate Food Adventure with Madhur Jaffrey

9:30am-2:30pm

If you are passionate and eager to know more about Indian foods, this is the tour for you. Madhur Jaffrey, cookbook author, actress, and leading authority, will introduce you to foods rarely experienced outside of India. Sample khaman dhoklas: savory squares made with ground split peas from the eastern state of Gujarat. Taste South Indian vadas that look like doughnuts, but are salty and eaten with coconut chutney. From Nihari, taste goat shanks braised with cardamom

and cinnamon. As many Indians have settled in Queens, they have transformed this NYC borough of immigrants into pockets of little Indias. Those from the southern state of Kerala can eat their spicy fish curries with appam (fermented rice and coconut pancakes), and those from the western state of Gujarat have their farsan, a world of snack foods. Here, there are halal butchers selling baby goats, and betel leaf shops for the Indians who have acquired the habit. We will walk around two of these "settlements" to gawk, admire and sample.

Tour Leader: Madhur Jaffrey

Tour Cost: \$110

OPT007: Tasting China: Passport Not Required

10:45am-3:00pm

Forget what you know about eating in America's Chinatowns. Led by Kian Lam Kho, James Beard nominated author, and joined by cookbook author, Grace Young, this is an insider's invitation to the exotic wonders of regional Chinese foods. Eating in Flushing, Queens doesn't mean sweet and sour pork or General Tso's chicken. Just glance at the signboards on the buildings up and down Main Street, and you'll realize that you are in the most diverse and vibrant Chinese community in America. You'll find a multitude of Chinese restaurants declaring their specific regional fare. Visit restaurants serving authentic Shandong, Dongbei and Xinjiang cuisine, thanks to their recent immigrants. We'll stop at the food court in the glitzy New World Mall where you'll find stalls hawking Lanzhou hand-pulled noodles and Xi'an lamb burgers, as well as other unique dishes little known outside of China.

Tour Leaders: Kian Lam Kho (Red Cook)

Tour Cost: \$90

OPT008: A New York Slice

11:00am-2:30pm

Experience what are considered some of the top contenders for the city's best pizza. We will sample classic NY style coal oven pizza, as well as Neopolitan, Roman, and authentic Sicilian styles. Our walking tour begins in the West Village with each participant receiving a Pizza Tour survival kit, and ends in Soho with a classic Italian pastry. Join Scott Wiener, of Scott's Pizza Tours, on the search for the perfect slice.

Tour Leader: Scott Wiener

Tour Cost \$55

OPT009: Eat the Street, Roosevelt Ave's World Tour

11:00am-4:00pm

Come to "El Camino del Santiago" an exotic enclave in the heart of Queens. Experience the Latin markets; meet vendors selling elotes (Mexican street corn) grilled on shopping carts and tacos from family-owned stands. Taste a Tibetan Momo that's a clone of what you'd find in the Himalayas. Down an Ecuadorian Bollo de Pescado that Andeans swear is just as good as back home. The tour includes a social and culinary history of Roosevelt Ave, as well as a visit to the garage where food is prepared for Tacos de Guicho, one of the neighborhood's most popular food carts. The tour ends at a local Colombian bar, where we help digest our food with carajillos (coffee with aguardiente) just like the regulars. All this under the "EL" and the comforting rumble of the No. 7 train. Guided by Fany Gerson, chef/owner of La Newyorkina and author of My Sweet Mexico.

Tour Host: Feet in 2 Worlds

Tour Cost: \$90

OPT010: Mediterranean on the East River

11:30am-3:30pm

Experience Astoria Queens, once famous as the largest Greek community outside of Greece. This vibrant neighborhood now reflects the entire Mediterranean. Egyptians relax over hookahs, Sicilians sip their cappuccinos, Moroccan expats enjoy their merguez sandwiches while sparring with Spanish immigrants for parking spots. This tour will hit some of the famous restaurants, carts, and markets, giving you an insider view of the neighborhood. We'll share culinary war

stories with Freddy, King of Falafel, winner of the prestigious 2010 Vendy award. We'll gain access to a members-only Galician Social Club and sit with regulars playing spirited games of dominoes, sipping Albarino, reminiscing about the Old Country, and enjoying the butter soft Pulpo Gallego that members have kept from the public for over 70 years. We will be joined by Maria Speck, an expert in Greek cuisine and author of Ancient Grains for Modern Meals. Also joining us is Anthony Sasso, chef at Mario Batali's Casa Mono restaurant.

Tour Leader: Feet in Two Worlds

Tour Cost: \$98

OPT011: Blue Hills at Stone Barns Garden Tour and Lunch

9:00am-5:00pm

Take a train ride up the Hudson River to Chef Dan Barber's legendary restaurant Blue Hill at Stone Barns in Pocantico, New York. Tour the farm, followed by a discussion -- moderated by Molly O'Neill -- with the farmers and chefs about the process of selecting items to grow, and the interplay between four season gardening and the demands of the restaurant. All this while focusing on the ingredients for our exclusive lunch.

Lunch moderator: Molly O'Neill

Tour Cost: \$300

OPT012: Lunch with Ruth Reichl at Katz's Deli

12:30-2:00pm

If you simply cannot join us for the full LES tour, then come for lunch! Please join Ruth Reichl for lunch at a classic NY Jewish deli. If a pastrami sandwich isn't enough, then join us for the full OPT002 Lower East Side Jewish Heritage tour

Lunch host: Ruth Reichl.

Lunch cost: \$65

OPT013: Chocolate and French Pastry

1:30-5:00pm

The title says it all. Join pastry chef and author, Kathryn Gordon, as we visit the neighborhoods of Hudson Square, Soho and Lower East Side. Savor the sweet tastes of chocolate, cannelles, macarons, and more chocolate. You will experience the creations of prominent pastry shops, both established and new to the Manhattan landscape.

Tour Guide, Kathryn Gordon, co-author of Les Petits Macarons

Tour Cost: \$72

OPT014: Exploring the East Village-- One Bite at a Time

3:00-6:30pm

No area of Manhattan blends culinary history and upcoming trends with more ease than the East Village. Explore this neighborhood's culture and rich history, while sampling its culinary delights. Discover foods that are currently 'hot', as well as the iconic immigrant dishes that have always been popular in this neighborhood. Liz Young, of Liz Young Tours, has been leading culinary walking tours in New York City neighborhoods since 2003, and has been a fixture in the city's culinary scene since 1995.

Tour Leader: Liz Young

Tour Cost: \$85

OPT015: Red Hook Winery Tour & Tasting

3:00-7:00pm

Visit the Red Hook Winery in this historic waterfront district of Brooklyn. After touring the winery we'll enjoy tastings of their wines paired with cheeses, salumi, taralli, and other Italian specialties from the well known local purveyor D. Coluccio and Sons. We'll also explore the neighborhood and visit some iconic shops, including Steve's Authentic Key Lime Pie and other unique shops in this interesting area.

Tour leader: Louis Coluccio

Tour Cost: \$115

OPT016: Kids in the Kitchen: Hands-On Healthy Cooking Workshop

3:00-6:00pm

Join the folks of 'Kids in the Kitchen' for their annual conference tradition of teaching and mentoring children in the host city. This year, join local KIK members for their final session of an 8 hour culinary program at Bed-Stuy Campaign Against Hunger, the Culinary Trust's 2012 Richard Sax Grant Recipient.

Tour guide: Kids in the Kitchen

Tour Cost: \$10

OPT017: Urban Gardens, Green Guerillas & A Pizza Dinner

3:30-9:30pm

Why let a good rooftop go to waste? Discover how inner city New Yorkers are leading the urban farm revolution. Begin with a guided tour of The Brooklyn Grange, a commercial rooftop farm operation in the heart of Queens. Learn how local NYC farmers have cultivated urban spaces within city limits to grow truly local and sustainable produce. Next stop: Brooklyn's hipster Bushwick neighborhood, where we gather for an extraordinary pizza dinner at the famous local hang, Roberta's. First we'll get a tour of Roberta's own rooftop garden, then meet our dinner companion, Steve Frillmann, and other members of The Green Guerillas, a community based urban garden organization that promotes the greening of the city.

Tour Leaders: Jeff Albucher, Mitch Weinstein

Tour Cost \$110

OPT018: Bitter Sweet Cocktails

5:00-8:00pm

Sother Teague, barman and bitter expert, will share the differences between potable and tincture bitters. Come to Amor y Amargo, the laser-focused bar in the East Village, that will close to the public for this unique event. Brown bitter and stirred cocktails will be served, as we taste and discuss the entire line of Bittermens tincture bitters. We'll also delve into the world of Italian Amaro and the vast array of potable bitter flavors including cardoon, artichoke and rhubarb. Afterwards, we'll be transported to Cuba, as we slip into the back room of Cienfuegos to reset our palettes, while recapping over a bowl of refreshing punch. Light snacks will be served, and each guest will receive a mini bottle of Bittermens as a parting gift.

Tour Leader: Sother Teague

Tour Cost: \$85

OPT019: Oysters, Cocktails & Trains: Bygone Elegance Preserved

6:00-10:00pm

Arriving in Grand Central Station! With Joanne Ling, author and prop maker for NBC's "30 Rock" as our guide, we start the evening high above the terminal with an aperitif at The Campbell Apartment. This splendidly restored office of 1920's tycoon, John W. Campbell, has been transformed into a chic cocktail lounge. We then tour the world's largest train station, saved by Jacqueline Kennedy Onassis from the wrecker's ball and now a cherished landmark. Enjoy a curated dinner at the famed Oyster Bar under the vaulted Guastavino tile ceiling. Proper attire (no baseball caps, t-shirts, athletic shoes, etc.) is required for The Campbell Apartment.

Tour Leader: Joanne Ling

Tour Cost \$160

OPT020: Japanese Kaiseki dinner hosted in Hiroko Shimbo's American Kitchen

7:30-10:30pm

Kaiseki is an elaborate, formal Japanese meal in which eight to ten dishes are served sequentially in individual small bowls and plates. Hiroko Shimbo, sushi chef, author and authority on Japanese cuisine, will produce a "fork and knife friendly" five course Kaiseki dinner. During the meal, Hiroko will explore with us the structure, meaning and beauty of this special form of dinner. Some raw seafood included. It is a delightful and fun culinary journey held at Hiroko's modern New York apartment.

Tour Leader and Host: Hiroko Shimbo

Tour Cost \$105

OPT021: Rum Tiki Cocktail Crawl

8:30-11:00pm

Tiki bars have influenced thirsty sailors and landlubbers alike with rum-driven and tropically influenced concoctions. And happily, they are back in fashion in Manhattan, the greatest island in the world. Come to Soho with Warren Bobrow, the Cocktail Whisperer and rum judge, and sit around the punch bowl at Lani Kai -- not just a Tiki Bar, but a laboratory of all things Tiki.

Tour Leader: Warren Bobrow

Tour Cost: \$72

OPT022: iAdventure and the Foodie Magician's Insider's Guide to Chinatown Tour

1:30-4:30pm

See the mysterious Chinatown neighborhood through the eyes of renowned Food Magician Josh Beckerman. Discover hidden gems while you sample signature dishes at 4 of Josh's favorite restaurants and learn about several others during this guided tour of Chinatown. Josh Beckerman leads this culinary excursion combining gastronomy, comedy and magic that will leave you speechless. Following the walking tour, IACP members will be treated to a seated early dinner with the Foodie Magician himself at his absolute favorite NYC restaurant, New Malaysia.

Tour host: Food Magician Josh Beckerman

Tour Cost: \$85

OP 023: The Chew: Studio Taping

2:00-7:00pm

Attend a studio taping of The Chew, ABC's new talk show. Hosted by Iron Chef America's Mario Batali and Michael Symon, Top Chef's Carla Hall, What Not to Wear's Clinton Kelly, and author and nutritionist Daphne Oz.

Tour Cost: \$25

OPT027: Meet the Artisans Tour & Lunch at Arthur Avenue, the Little Italy in the Bronx with Culinary Guide Renée Restivo

10:30am-3:30pm

Enjoy a guided culinary walk of Arthur Avenue, where you'll taste food and learn about traditions at some of Renée's favorite bakeries, pastry shops, fish markets, Italian vegetable markets and pasta stores. Taste bread from an oven that dates back to the 1890s, learn where celebrities buy their mozzarella, taste authentic products at pork shops and discover where to buy the best cheese. Part of the tour takes place in a colorful, enclosed market opened in the heart of the Bronx's Little Italy in 1940. We'll enjoy a family style lunch together after the walk. You'll be able to return to this neighborhood on your own again and again for shopping, eating and inspiration.

Culinary Guide: Renée Restivo

Cost for Insider's Tour, Demos, Tastings & Lunch with Wine: \$125 per person

OPT225: Fried Chicken and Martinis: Back to the Colonel's Legacy

7:30-9:30pm

This West Village dinner at the little owl is collaboration between Josh Ozersky, James Beard Award winning food writer for Time Magazine and author of the forthcoming Colonel Sanders and the American Dream, and the celebrated chef Adam Sappington of The Country Cat restaurant in Portland, Oregon. Josh has reconstructed the original spice blend used by Colonel Sanders in the earliest days of Kentucky Fried Chicken, and Adam will use that blend to create a traditional Missouri-style dinner, with heritage Draper Valley chicken fried in cast iron pans and prepared by hand using 18th century ingredients as part of this special prix fixe dinner. And in keeping with Adam's own Missouri traditions, he will pair the delicacy with classic, ice-cold martinis featuring House Spirits. Chef Harold Moore of Commerce will bring his legendary coconut layer cake for dessert, and Joey Campanaro from the little owl will bring a special surprise or two to the table as well.

Hosts: Josh Ozersky and Adam Sappington

Tour Cost \$95

OPT227 Lunch at Ma Peche with the Editors of Food Network Magazine

Noon-2pm

Lunch with Editor-in-Chief Maile Carpenter, Deputy Editor Tracy Saelinger and Food Director Liz Sgroi. Multi-course, family-style lunch created by Má Pêche Executive Chef Paul Carmichael in collaboration w/ the editors of Food Network Magazine.

Host: Maile Carpenter

Price: \$105 for lunch, includes one glass of wine, gratuity and tax.

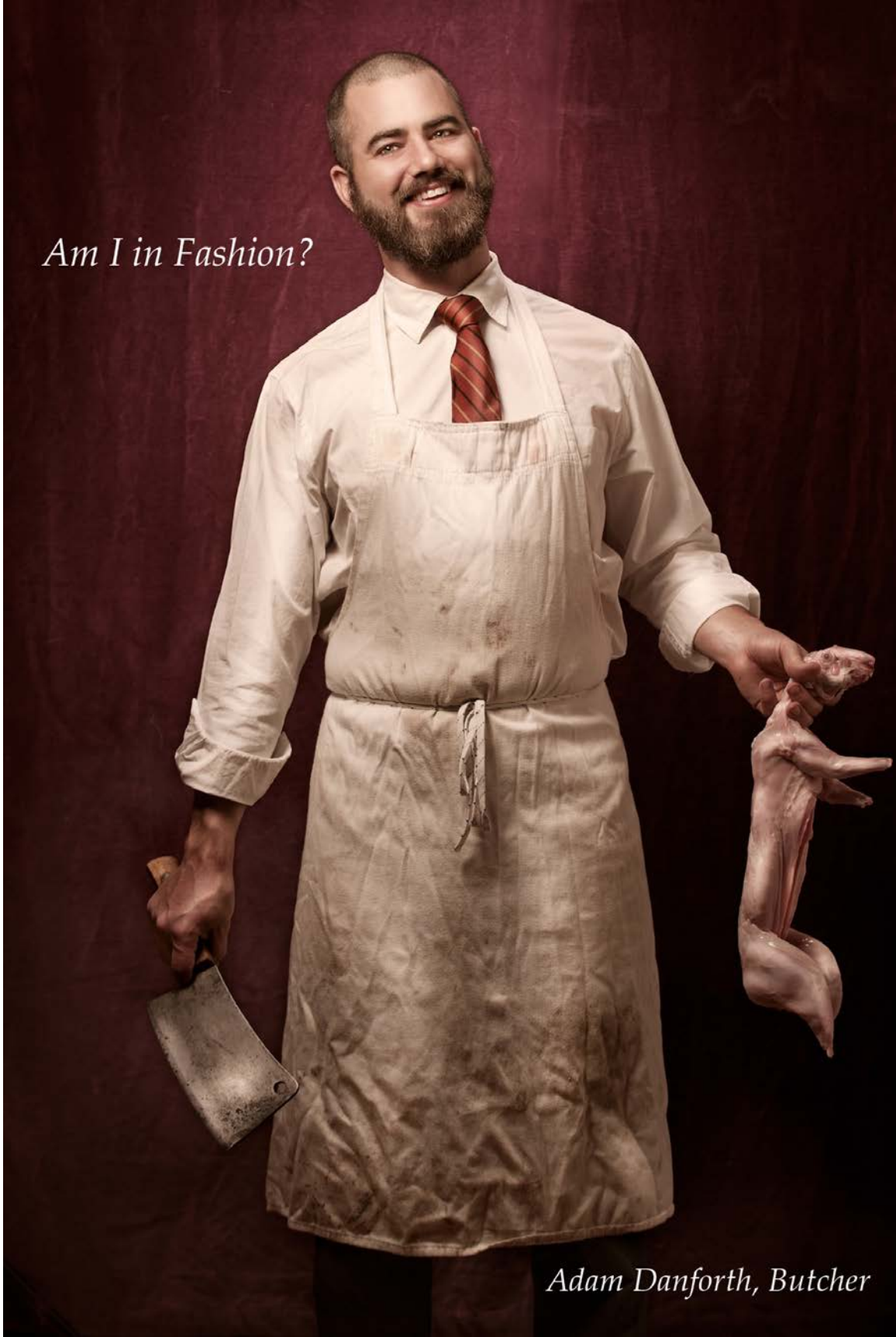
OPT228: Dave Arnold: Mixology Class at Booker and Dax at Ssäm Bar

2:00-3:30pm

Master mixologist, Dave Arnold, teaches a class on 4 of the modern cocktail techniques used in the drinks at the newly opened Booker and Dax at Ssäm Bar.

Session leader: Dave Arnold

Price, including 4 cocktails: \$80



Am I in Fashion?

Adam Danforth, Butcher

Friday Mar 30th, IACP Annual Business Meeting 8:30am > 9:00am

ABF101: IACP Business Meeting

Friday Mar 30th, 2012 Featured Session: The Fashion of Food 9:00am > 10:30am

Bon Appetit's new editor-in-chief Adam Rapoport, Food Republic's Marcus Samuelsson, Susan Lyne, Chairman of Gilt Groupe, and New York Times journalist Kim Severson kick off the conference with a provocative discussion of the creative collision of food, fashion and media. Together they will explore the forces that are driving the food and fashion worlds closer together, the new forms of commerce and content they are creating, and the reasons culinary professionals are beginning to ask themselves: am I in fashion?

Friday Mar 30th, 2012 Friday AM Sessions @ Millennium 11:00am > 12:30pm

EAF001: EXPERTS ARE IN: Building an On-Line Community, and the Unique Challenges of Crowd-Sourcing Recipes

Too many cooks spoil the broth, but a heck of a lot of cooks created the groundbreaking Food52 cookbook. Hear from the founders about their process of working with recipes from wide-ranging sources and how to wrangle the crowd into a coherent product -- including their new commerce initiatives.

Amanda Hesser, co-founder Food52, author, food editor
Merrill Stubbs, co-founder Food52, writer, cooking teacher

EAF002: EXPERTS ARE IN: Making a Profession of Teaching Professionals

Vocational culinary schools are a critical part of high standards in the food industry and can be the incubator for future game-changing chefs, full of energy and creativity. But culinary schools can have their issues, including incoming students lacking basic academic skills, discipline and self-motivation. Teaching in this environment can be an immensely challenging and rewarding career for professionals with the right skill set. Explore the opportunities and challenges of life in a pro cooking school.

Elaine R. Cwynar, M.Ed, CCP, associate professor/chef, Johnson & Wales University

EAF003: EXPERTS ARE IN: Molly O'Neill: Making Multimedia Work

Molly O'Neill, author of *One Big Table: A Portrait of American Cooking*, discusses strategies for conceiving, publishing and marketing a book as an e-book, a traditional print publication -- or both -- and making multimedia work.

Molly O'Neill, author, journalist, television host and teacher

EAF004 Betty Fussell: Writing as a Dramatic Act

Writing is a form of acting, and the first job of the writer/actor is to know which role is right for your action. Whether reporting on restaurants or composing a food memoir, the basic craft of performance is the same. Learn to translate your own body language into words so you can make the natural drama of cooking and eating come alive for your readers.

Betty Fussell, award-winning author and speaker

GSF001: CORE CURRICULUM: Building a Winning Proposal

The success of any book, product, or business all begins with the proposal. A proposal is essential for finding investors, publishers, and producers, but more importantly it's your main incubation chamber where you can work out the challenges and opportunities that transform your idea into a viable product. In this workshop, Andy Schloss, a best-selling and award-winning author, entrepreneur, and business coach will train you in the ins and outs of building proposals for any food or food-publishing project.

Andy will also provide a 30-minute individual coaching session for 12 participants, on a first-come/first-served basis; register for those sessions in the Experts Are In session blocks on both Friday and Saturday.

Andy Schloss, author, entrepreneur, business coach

GSF002: Do Locally Grown Grains Make Better Bread?

“Eating local” doesn’t just mean veggies from local farms and meat from small ranches. In some parts of the country, farmers, millers, and bakers are working together to produce local, truly whole-grain flours -- vastly different from the industrially produced flours we’re used to. The creation of these micro-economies is radically affecting food and farming policy, biodiversity, and of course, bread. Find out what this local grain movement means to bakers and knowledgeable eaters.

The session includes a tasting of baked goods using whole-milled flours and a palate calibration exercise.

Michael Kalanty, craft baking instructor, baking book author, product developer

GSF003: How to Write for Online Magazines

Web magazines are not just print magazines delivered electronically. They operate in their own eco-system where the relentless need for fresh content is balanced with acquiring and paying for original material, negotiating ad and sponsor needs, and integrating reader content. In this honest and practical session, a panel of managing editors from major web magazines and megablogs will offer advice to and set realistic expectations for freelancers looking to break into this world.

Tara Mataraza Desmond, writer, cookbook author, recipe developer

Faith Durand, managing editor of thekitchn.com

J. Kenji López-Alt, managing editor of SeriousEats.com

Maureen Petrosky, freelance writer/editor, founding editor of Foodrepublic.com

Lynn Andriani, food editor at Oprah.com

GSF004: Can a Video Teach You to Cook?

We’ve all watched TV chefs cook on camera, but can you really learn to sauté, make a beurre blanc, or frost a cake by watching a video? Is video technology the future of cooking schools or just another distraction from real learning? Could it ever take the place of hands-on teaching? Through a mix of discussion and video show-and-tell, the panel will explore how video technology is influencing trends in culinary education, and how culinary professionals can tap into this growing field.

Susan Robbins, president, Careers through Culinary Arts Program (C-CAP)

Richard Grausman, founder and chairman, Careers through Culinary Arts Program (C-CAP)

Marcus Samuelsson, chef/owner/author, Foodrepublic.com and [Red Rooster](http://RedRooster.com)

Joe Girard, co-founder and VP product development, [Rouxbe Video Technologies, Inc.](http://Rouxbe.com)

Bruce Homer, associate professor, program in educational psychology, CUNY

GSF005: Finding the Next Rib-Eye: The Art and Science of Creating New Beef Cuts

Who discovered tri-tip and how did hanger steaks get so popular? Product development in the meat world isn’t something most people think about, but behind the closed doors of industry and academia, it’s serious business. Two meat industry experts will describe the process as well as share a frank look at what it means in economic and culinary terms. A leading meat expert will demo how to cut two beef subprimals that once were best known as sources of pot roast and ground beef and now yield new cuts.

Todd Coleman, executive food editor, [Saveur](http://Saveur.com) (moderator)

Dave Zino, executive chef, [The Beef Checkoff](http://TheBeefCheckoff.com)

Dr. Chris Calkins, professor of animal science at [University of Nebraska](http://UniversityofNebraska.com)

GSF006: LIVE LEARNING: Stretch Your Skills by Blogging the Conference

For an active blogger, the demand for new content can be relentless, and bloggers don't often have the opportunity to reflect on their skills or experiment with new formats. In this fun and interactive new activity, experienced bloggers will be inspired to expand and refine their writing styles by "live-blogging" the conference. The idea is to take a creative but documentary approach to the conference experience, whether that means critiquing sessions, documenting New York street food, or capturing the buzz through photos and interviews with conference goers and speakers.

Starting at Friday morning's first session, Three Many Cooks will offer a brief writing tutorial, and the group will take time to create a safe community in which bloggers feel comfortable taking editorial risks. Over the next three days, bloggers will post on an IACP platform on which conference attendees can read the daily postings. This blogging micro-community will find time to meet and discuss their experience each day, as well as carve out some time to do the work! On Monday, the work will be evaluated and at that night's ceremony, the most notable bloggers will be honored.

The mission of this fun, interactive, high-visibility session is three-fold: To create a higher profile at IACP for food bloggers, to create buzz and a higher level of shared experience among conference-goers, and to honor bloggers who are doing excellent work.

Pam Anderson, threemanycooks.com, cookbook author, columnist for USA Weekend
Maggy Keet, threemanycooks.com, founder and CEO of Bloggers Without Borders
Sharon Damelio, threemanycooks.com, former web editor at Fine Cooking Magazine

GSF007: Fashions in Food Photography

What's new in food photography, and what's next? How has food photography changed over the years, and why? This panel of experts will share their unique perspectives as creative director, photographer, food stylist and editor. Panelists will talk about their roles and how each player in a photo shoot influences the final look. Using images from the archives of The Society of Publication Designers (SPD), the group will give us a guided tour of where food photography has been and where it's going.

Don Morris, art director, Fine Cooking magazine
Romulo Yanes, food photographer, former staff photographer Gourmet magazine
Susan Spungen, food stylist, cookbook author, former editorial director for food and entertaining at Martha Stewart Living
Laurie Buckle, editorial director for food, Better Homes & Gardens

GSF008: Make Me Curious: Jump Start Your IACP Conference Connections

A perfect session for Conference first timers! The response you want in sales, when pitching or in any networking conversation is "Tell me more." The key to getting that response is your ability to create curiosity about you and what you do. Learn how to create curiosity while jump starting your IACP NYC experience and networking with your colleagues as the conference begins. Limited to 50 members who have signed up for conference.

You will:

- * Learn how to create curiosity about what you and what you do
- * Style your elevator speech to generate more "Tell me more"
- * Meet every person in the room and connect with your favorites

Jackie Gordon, business coach, singing chef

Friday Mar 30th, 2012 Friday PM Sessions @ Millennium 2:00pm > 3:30pm

EAF105: EXPERTS ARE IN: Okay, What's Next?

Join the guru of career counseling as she orchestrates her own Match.com for food pros. In this intimate "dating workshop," Irena will help you marry the thing you love to do with a real – as in paying – job. Come prepared to talk about your strengths and preferences, even if you don't know what to do with them!

Irena Chalmers, instructor at the Culinary Institute of America, consultant, mentor

EAF106: EXPERTS ARE IN: Moving Your Food from the Kitchen to the Page—How a Cook Becomes a Cookbook Writer

A lot of cooks fantasize about capturing their cooking in the pages of a cookbook, but the actual path from kitchen to bookstore shelves is long and arduous and needs a very different skill set than what's needed in a kitchen-centric career. Or is it? Hear from one cook who became an author to learn from her journey.

Leticia Schwartz, cooking teacher, recipe developer, author

EAF107: EXPERTS ARE IN: Yes, There Actually Is Such a Thing As a Stupid Question, But It's Okay to Ask It Anyway!

Social media has been around long enough that we no longer call it "new media," but yet not all of us are fully up to speed, whether due to lack of time, interest, or technical comfort. Here's your chance to ask those nagging but slightly embarrassing questions like what's a hashtag, how do I put a photo in my tweet, and oh by the way, how do I tweet?

Stephanie Stiavetti, food writer, blogger, author

EAF108: EXPERTS ARE IN: Molly O'Neill: Making Multimedia Work

Molly O'Neill, author of *One Big Table: A Portrait of American Cooking*, discusses strategies for conceiving, publishing and marketing a book as an e-book, a traditional print publication -- or both -- and making multimedia work.

REPEAT SESSION OF EAF003

Molly O'Neill, author, journalist, television host and teacher

GSF108: How Food Can Make a City Famous

This session will explore the power of gastronomy to shape a modern city, from the quality of life for its residents to its reputation internationally. Panelists will show how culinary creativity and innovation have transformed perceptions of NYC and London. They will also celebrate the growing, yet often overlooked influence of restaurateurs who, alongside leaders in media, fashion and architecture, stimulate a sense of identity and pride for city dwellers.

Donald Sloan, head of the Oxford School of Hospitality Management at Oxford Brookes University, UK, and chair of Oxford Gastronomica, the university's specialist center for the study of food, drink and culture

Dr. Peter Lugosi, Reader at the Oxford School of Hospitality Management, Oxford Brookes University, UK

Charles Campion, food writer and broadcaster

Sam Sifton, national editor and former restaurant critic at The New York Times

GSF109: If You Want to Succeed, Stop Planning and Start "Visioning"

Visioning is all about starting with the end in mind. While standard strategic planning is about responding to problems and opportunities in the market place, and trying to predict what others in the world will do, visioning is about what we believe in, what we want, what gets us excited. A vision of greatness gives a clear, inspiring and strategically sound picture of the future towards which we're going. It is, without question, one of the most powerful tools available to us to make our future and the future of our food into the one we dream and hope for. Learn how to put this method to work in your own career.

Ari Weinzeig, CEO and co-founding partner of Zingerman's Community of Businesses, including Zingerman's Delicatessen

GSF110: Beyond the Banner: Creating Real Revenue from Your Blog

Most people believe that monetizing means ad revenue. But in reality, only very few can make a living solely on advertising income, which is entirely dependent on massive traffic to a site. In addition, banner ads are becoming less effective and ad networks are selling at lower prices. This panel will focus on other sources of income – online storefronts, new affiliate programs, endorsements, online classes, apps, product reviews, social media consulting, product line, guest blogging, videos, etc. Learn how much money each program generates and how to craft a portfolio of revenue streams that can sustain your blogging activities.

Jaden Hair, recipe developer, food photographer, cookbook author, blogger
(steamykitchen.com)

Daniel Ryan Kinnery, agent

GSF111: The New Asian Fusion

America is often called a "melting pot," but what does that mean in terms of the food we eat? This workshop will take a fresh look at three Asian cuisines --Chinese, Indian and Filipino—and explore their influence on the way Americans eat. From Chinese and Indian cooking, whose flavors and ingredients are so popular in many American home and restaurant kitchens today, to Filipino cuisine, which has been slow to gain acceptance by American cooks, despite the long shared history of the U.S. and the Philippines. How do "ethnic" cuisines become assimilated into the American way of eating? Why do some cuisines hit and some never quite make it? Come share in some delicious storytelling from three award-winning women/writers/chefs representing Indian, Chinese and Filipino traditions.

Madhur Jaffrey, cookbook author, teacher, actor

Grace Young, cookbook author, teacher, contributing editor to Saveur

Amy Besa, founder of Ang Sariling Atin Culinary Heritage Institute, cookbook author, owner Purple Yam restaurant, Brooklyn, NY

Kathy Gunst, cookbook author, resident chef for public radio show “Here and Now”

GSF112: Building a Brand that Attracts Money, Media, and Marketshare

It's all about the brand, whether you're starting an artisan food company, a blog, or a food cart selling beignets. Your brand embodies who you are and why you matter. In this real-time case study, an entrepreneur (a coffee roaster) shares his initial vision for the brand, an investor explains how a brand can attract money – or not -- and a communications strategist looks at ways to tell your brand's story and how media responds to new brands.

Chris Paladino, CEO of Chesapeake Bay Roasting Company

Adam Borden, managing director Bradmer Foods, LLC

Lisa Donoughe, owner Watershed Communications, founder Indie Wine Festival

GSF113: The New Frontier in Magazines: Finding a Model that Works for Readers, Writers...and at the Bank

Online or on paper? Food as focus or point of departure? And where is the line between commerce and content? Three leading magazine minds meet to discuss their divergent paths to success in the current market and will share what they're seeing, doing, and predicting in the exciting and volatile world of magazines.

Maile Carpenter, editor of Food Network Magazine

Mitchell Davis, vice president James Beard Foundation

Peter Meehan, co-editor of Lucky Peach

Ruth Reichl, editorial advisor to Gilt Taste, former editor of Gourmet magazine

GSF114: Staying Afloat in a Sea of Science News

As food professionals, we're supposed to be current, accurate, and authoritative when we teach or write about nutrition, food science, food policy and more, but it seems every day a new study is released that dumps another bucket of data on the information heap. Just when we got a handle on saturated fat, the glycemic index comes along, and what's the deal with omega-3s -- do we need massive doses or should we just eat more sardines? Food writer Melissa Clark interviews

food-science guru Marion Nestle on strategies for evaluating the deluge of ever-changing news about food science. They will explore questions such as where to find the most reliable information, how to know when “fringe” becomes mainstream, and how best to communicate scientific principles to your audience.

Marion Nestle, professor of nutrition, food studies, and public health at NYU, award-winning author, columnist for the San Francisco Chronicle

Melissa Clark, columnist for The New York Times, award-winning cookbook author

MMF102: Individual Coaching Sessions

These are 30-minute sessions for participants who are registered in GS03 CORE CURRICULUM: Proposals for Success. There are 12 30-minute slots available on a first-come/first-served basis. Please do not register for these if you are not registered in GS03.

Andy Schloss, author, entrepreneur, business coach

MMF103: OK Authors, Here’s What We Want!

Hear what leading book editors are looking for, present your ideas directly to them, get the incisive feedback you need in order to refine your proposal and get the contract you want. As you wait for your turn to pitch your ideas, share your experiences with other people who share your goals.

Bill LeBlond, editorial director for food and wine books, Chronicle Books

Rux Martin, cookbook editor, Houghton Mifflin Harcourt

Carolyn Mandarano, senior managing editor, Taunton Press

Adam Salomone, associate publisher, Harvard Common Press

GSS135: Chef Demo: April Bloomfield - A Girl and Her Pig

The critically acclaimed chef behind the smash hit New York restaurants The Spotted Pig, The John Dory Oyster Bar, and The Breslin provides a taste of her upcoming book, “A Girl and Her Pig.” Her demo will showcase her innovative yet refreshingly straightforward recipes, which pair her English roots with a deeply Italian influence, offer a modern and fresh sensibility, and illustrate her bold flavors, sensitive handling of seasonal produce, and nose-to-tail ethos.

April Bloomfield, chef

Friday Mar 30th, 2012 Friday PM Sessions 2 @ Millennium 4:00pm > 5:30pm

CCF201 Review: Study Review for CCP Applicants

A study session for those writing the CCP exam.

EAF209: EXPERTS ARE IN: What's It Like to be a Real Butcher?

Okay, so we all agree that butchers are the new culinary rock stars, but it takes more than tattoos and a bloody apron to be a real meat cutter. Two Butchers Guild members – one a working butcher, the other a meat-loving writer – describe the training, experience, disposition, business savvy, and dedication it takes to become a successful independent butcher in today's world.

Marissa Guggiana, author, editor and contributor to Meatpaper

Tia Harrison, co-founder of The Butcher's Guild, executive chef and co-owner of Sociale restaurant, co-owner of Avedano's butcher shop

EAF210: EXPERTS ARE IN: The Secrets to Writing a Compelling and Reliable Recipe

In this intimate workshop, Tina Ujlaki will analyze recipe types, from a 10-character tweet to the epic recipes in Mastering the Art. She'll share what she considers critical, what you should always ask yourself, common mistakes to avoid. Participants can submit their own recipes to her ahead of class, and she'll bring her edits to use as a starting point. This is like a master class with one of the country's leading magazine food editors!

Tina Ujlaki, executive food editor, Food & Wine magazine

EAF211: EXPERTS ARE IN: How to Give Your Self-Published Book a Long Shelf Life

Learn to be a self-publisher who can stay in the game. Get tips and advice from Amelia Saltsman, an early and successful self-publisher, on producing high-quality, competitive, and financially viable print and electronic work, as well as marketing and distribution game plans. She'll share long-term strategies for keeping the work "face out" and thriving.

Amelia Saltsman, cookbook author-publisher, family farm advocate

GSF215: CORE CURRICULUM: You Don't Have to Do It All: Strategies for Choosing the Social Media Channels That Are Right for You

Facebook, Twitter, Gowalla, Instagram, Quora, blogs, and food communities like Chow.com are only a few of the social networks you might feel you must participate in. Oh, and let's not forget about Google+. But with each new possible place to be social, we're not given extra hours in the day, so how do you choose which will actually make a difference in your business? Learn what each type of social network does best and how to match it to your goals...plus, how to say no with confidence to one or more of them--even Facebook!

Natanya Anderson, senior social media program manager at Whole Foods Market and the president of the Austin Food Blogger Alliance

GSF216: Still Hungry for Knowledge: How to Write for Today's "Short Form" Audience

The written word is alive and well, and there are now more outlets for writing about cooking – not just print cookbooks, magazines, and newspapers, but also ebooks, apps, social media, video, and TV. Increased interest in food and cooking is driving demand for information, but the way the information is conveyed is changing dramatically. Few outlets offer the room – or the patience – for long-form narrative pieces, and photography and video play even bigger roles. How do you write and teach about food with depth and authority yet connect with today's instant-info audience? Three food-media veterans share their strategies for adapting good content to any medium without compromising its substance.

Andrea Nguyen, cookbook author, blogger, app developer

James Oseland, editor-in-chief of Saveur magazine, cookbook author

Molly Stevens, cookbook author, cooking teacher

GSF217: The People's Palaces: How Restaurants Influence the Way All of Us Eat

Restaurants, called "People's Palaces" in the 19th-century press, are tastemakers, and not just for their own customers. Nowadays dishes spread rapidly from chef to chef and then into

cookbooks, home cookery, and even convenience foods – just think about the ubiquitous slider or Whole Food's microwavable "chef's meals." This session investigates how the restaurant went from the table d'hote of traveler's convenience to the preeminent social activity in NYC, and panelists will look at whether the restaurant's role as the nucleus of food trends is changing in today's hyper-connected world.

Cathy Kaufman, food historian, senior editor of the Oxford Encyclopedia of Food and Drink in America

Cindy Lobel, assistant professor of history at Lehman College and the Graduate Center of the City University of New York, author

Robert Appelbaum, author, professor in English literature at Uppsala University, Sweden

GSF218: Better Beer from a Barrel

Craft brewing is the hottest thing in American beverage today, and barrel-aging is the hottest trend in craft brewing. At last year's World Beer Cup (the largest and most rigorous beer competition ever held), the number one category in sheer number of entries was "Wood and Barrel-aged Beers." Barrel-aging brings its own flavors, transmutes others, provides a haven for flavor-active microflora and many more processes that will make a beer geek's heart sing. Attendees will be walked-through the barrel-aging process and flavor profiles while sipping along on samples, some of which are rare and unreleased samples from the Brooklyn Brewery barrel room. The session will also cover pairing barrel-aged beers with food.

Garrett Oliver, brewmaster Brooklyn Brewery, author, editor-in-chief of The Oxford Companion to Beer

Matt Allyn, beer writer, homebrewer, and certified beer judge

GSF219: Plenty of Fish in the Sea, If You Know Where to Look

Our taste for seafood evolves--lobster and oysters were once considered "trash fish," and now are pricey delicacies. Today, despite the pressures on some of our better-known fisheries, there are still plenty of delicious fish left in the sea that you may not have tasted yet. As global demand for seafood surges, the sustainable development of underutilized fisheries is increasingly vital. This expert panel will explain how seafood trends evolve, what looms on the horizon as the next great catch, and what issues are involved with bringing a new species to market and building the public's appetite for it, in a discussion set at the complex crossroads of food trends and sustainability. This session includes a tasting of the featured underutilized species.

John Sackton, president and publisher of Seafood.com

Ben Pollinger, executive chef, Oceana restaurant, NYC

Dan Kim, seafood purveyor, owner Alaskan Feast

GSF220: From the Fields to High-Fashion Food

As with a fashion designer, whose clothes are only as good as his fabric, a chef is either limited or liberated by the quality of his raw ingredients. Farmer Lee Jones - whose family farm in Ohio has a reputation for growing the most unusual vegetables - and Dr. Chef Miguel Sanchez Romera - neuroscientist turned chef with a flair for designing food that more closely resembles modern art - collaborate on cutting edge cuisine and ways to communicate with diners. See Dr. Chef in action as he transforms simple ingredients into high-fashion food, and learn how the connection between the grower and the chef influences the food we eat.

Farmer Lee Jones, farmer, The Chef's Garden

Dr. Miguel Sanchez Romera, chef, neurologist

MMF203: MIX AND MENTOR OK Writers, Here's What We Want!

Hear what leading magazine editors are looking for, present your ideas directly to them, get the incisive feedback you need in order to refine your pitch and get the article assignment you want. As you wait for your turn to pitch your ideas, share your experiences with other people who share your goals.

Nancy Wall Hopkins, senior deputy food and entertaining editor, Better Homes & Gardens

Rebecca Freedman, senior editor, Fine Cooking

Dana Bowen, executive editor, Saveur
Kristin Donnelly, associate food editor, Food & Wine
Laurie Buckle, editorial director for food, Better Homes & Gardens (facilitator)

MMF204: Individual Coaching Sessions

These are 30-minute sessions for participants who are registered in GS03 CORE CURRICULUM: Proposals for Success. There are 12 30-minute slots available on a first-come/first-served basis. Please do not register for these if you are not registered in GS03.

Andy Schloss, author, entrepreneur, business coach

Friday Mar 30th, 2012 Interest Section Meetings 5:30pm > 6:30pm

ISF301: Chefs, Restaurants & Sommeliers
ISF302: Culinary Tourism
ISF303: Entrepreneurs
ISF304: Nutrition & Food Service
ISF305: Kids in the Kitchen
ISF306: Food Writers, Editors & Publishers
ISFCCP:CCP Committee Meeting



Friday Mar 30th, 2012 NYC Opening Party 6:00pm > 9:00pm

This year, we all head downtown for our Conference Opening Party. Come to Soho where food and fashion have always rubbed elbows. Where grub and glam' meet haute cuisine. This is a party, downtown New York style and Chic rules the night. As an IACP member you are a VIP guest of the NY Conference Committee.

Top NYC chefs will compete with tantalizing nibbles to see who can put the most Fashion into their Food. Mixologists will be shaking their stuff, cult beers will flow and elegant wines will be poured. Please dress for media capture.



Am I in Fashion?

Lauren Shockey, Author

Saturday Mar 31st, 2012 CCP EXAM 7:00am > 9:30am

CCS002 EXAM

Saturday Mar 31st, 2012 Saturday Morning Optional Events 7:30AM > 9:30AM

OPT001: Union Square Greenmarket Tour

An early morning, behind-the-scenes look at GrowNYC Greenmarket's vibrant flagship market in Union Square where small family farms sell the foods they grow, raise, catch, forage, and bake themselves. The market is open year round. The tour covers GrowNYC's and Greenmarket's history, their place in today's food supply chain, and how they are evolving. You'll meet Michael Hurwitz, the Greenmarket Director, and Davy Hughes, the Union Square Market Manager. Includes hot NYS apple cider.

Tour Cost: \$15

Saturday Mar 31st, 2012 Saturday AM Sessions @ Millennium 9:00am > 10:30am

EAS012: EXPERTS ARE IN: Managing Product Reviews on Your Blog

Product news and reviews are an important part of many blogs, but once you open the door to this kind of content, you open up a whole new set of issues to manage. Learn from a writer who has been working with product-related content for years and can discuss the issues around building relationships with producers, handling the samples you receive, following up with the businesses who want reviews, dealing with all the "stuff" -- and of course, how to be ethical and transparent in your presentation of news and reviews.

Bonnie Tandy Leblang, syndicated columnist, founded BiteoftheBest.com

EAS013: EXPERTS ARE IN: Building and Protecting Your Brand

You put a lot of hard work into developing your skills and dreams, and translating them into a brand, so you need to be sure you're managing that brand in the smartest way. Learn what constitutes brand identity, what a good brand can communicate, and how to legally establish and protect your brand while avoiding common legal pitfalls.

Jeff Sonnabend, intellectual property attorney

EAS014: : EXPERTS ARE IN: How Much Is a Recipe Worth?

With so many recipes free on the web now, how do developers monetize their work? Is the value of a recipe in a cookbook because it's part of a complete package including photos and text? Why are people still buying cookbooks when there are so many free recipes available, including from the big cookbook authors themselves via their own sites, Food Network, etc?

Jane Kelly, Co-founder of Eat Your Books

Fiona Nugent, Co-founder of Eat Your Books

Friday EAS015: EXPERTS ARE IN: How Much Will It Cost to Follow My Bliss?

We all have ideas about starting our own business, whether a cocktail bar, a food cart, or a buffalo jerky factory. We know how to make the food and drink part work, but how about the capital? How much is enough to get you off to a solid start? Hear what a food venture capital guy thinks, as well as his advice on finding financing in a credit-crunchy climate.

Adam Borden, managing partner, Bradmer Foods venture capital and private equity firm

GSS022: CORE CURRICULUM: How to Transform Your Freelance Work into a Real Career

How do you turn your writing into a lucrative career? How do you build a business out of

seemingly disconnected projects? How do you keep your skills in step? How do you adapt without losing your unique writing persona? This panel offers answers to those questions and more as four very different cookbook authors use their own experiences as a blueprint for thriving creatively and financially as a food writer in the 21st century. You'll leave armed with useful tools to help you earn money, choose contracts wisely, juggle multiple writing personas, and develop your own identifiable brand.

Jess Thomson, cookbook author, writer, blogger

Domenica Marchetti, cookbook author, writer, blogger

Faith Durand, writer, cookbook author, executive editor of thekitchn.com

Cheryl Sternman Rule, cookbook author, writer, blogger

GSS023: CORE CURRICULUM: Your Need-to-Know Strategies, from Budgeting to Time Management

Even the most successful freelancers can struggle with the basics of business. How to balance the books? How to keep on top of deadlines while still leaving room for new creative ideas to flow? How to get through the day-to-day while working towards a bigger vision? In this workshop, participants will learn the nuts and bolts of treating their career like a business, including: setting 5-year, 1-year and 6-month goals; crafting a business and marketing plan; building a basic budget and using it; how to make all of the planning translate into day-to-day to-dos. All participants will work from a handout and leave with: short and long-term goals; an outline of a biz plan/marketing plan; a basic budget.

Lia Huber, founder and CEO Nourish Network, writer, recipe developer

GSS024: Mobile Marketing: From the Kitchen to the Smartphone

With more than 120 million people using smartphones, your customers have already gone mobile. But... have you? Whether you're looking to get started with mobile marketing or take your current mobile presence to the next level, this panel of experts will enable you to move forward. Panelists will share advice and real-world examples that can help you dive into the world of mobile with a strategy that's right for your goals.

Kyle Agha, owner/New Town Bistro

Jodi Craft, Director of Product Marketing for Web.com

Jason Stemm, Associate Vice President, Lewis & Neale

GSS025: Grow Your Business By Growing Your Mailing List

Your mailing list is an ATM for your business. It's the most essential tool in your marketing tool kit and it's the cheapest to use. By having at your fingertips a list of willing people who believe in you and your business, you have the ability to grow, discover new opportunities, and generate more income. You will learn how to build, maintain and expand a mailing list that supports and sustains your business, and how to avoid the pitfalls that even marketing geniuses make.

Jackie Gordon, business coach, singing chef

Rob Scott, business and marketing coach

GSS026: Is it Time to Self-Publish? And If So, How?

When you've got a track record of sales, a solid platform, and a loyal following, is it time to self-publish your next book? How do you create the book of your dreams (visionary thinking), while minding the logistics of self-publishing (pragmatic thinking)? Hear from best-selling authors who said "yes" to self-publishing, another who said "no", along with a seasoned pro in the book distribution business. This session will remove the mystery of book distribution (the true key to successful publishing), share concrete figures to help authors run their own numbers, and provide a realistic timeline for bringing a book to market, detailing all the overlapping components that publishing involves.

Martha Hopkins, self-published author, book packager, and consultant

Mary Rowles, title development manager for IPG, a leading distributor for independent presses

Molly Stevens, cookbook author, cooking teacher

Ari Weinzwieg, self-published author, CEO and co-founding partner of Zingerman's Community of Businesses, including Zingerman's Delicatessen

GSS027: Food Festivals as Dynamic Marketing Tools

Food festivals represent a fast-growing segment in the food industry worldwide. Large-scale publications, television networks, food and lifestyle companies are capturing the loyalty of novice and seasoned culinarians eager to learn more about the latest food trends, newest wines and craftiest cocktails. It's vital that stakeholders know how to properly develop, market, and create partnerships that will allow any food event to grow and become more than the sum of its parts. These new marketing avenues are igniting talent, trends and community engagement – to the benefit of anyone that hungers to reach today's passionate food enthusiast.

Cathy Cochran-Lewis, global marketing, Whole Foods Market, president, Texas Hill Country Wine & Food Festival

Elena Hernandez, President, Panama Gastronomica

Carrie Welch, co-owner, Little Green Pickle PR, co-creator New York City Wine and Food Festival, co-founder Feast Portland Food and Drink Festival

Mike Thelin, principal, Bolted Services, co-founder Feast Portland Food and Drink Festival

GSS028: How to Conduct a Killer Cooking Demo: Deconstructing it from a Pro's Point of View

Sara Moulton brought the live cooking demonstration to a new level through her hugely successful television shows, in which she cooked, taught, answered questions, and orchestrated an experience that felt relaxed and unscripted but was nonetheless always in control. In this interactive demo-lecture, Sara will examine the cooking demo from the inside out, sharing her process beginning with how she chooses which recipes to demo, how she preps, travels, sets up, juggles cooking and talking. And she'll share the secrets to what she considers the most important: engaging the audience...how to invite them in, make them laugh, and empower them with confidence and knowledge. Sara will work with her former chef de cuisine, who is now doing cooking demos of her own.

Sara Moulton, television performer, cookbook author, former executive chef for Gourmet magazine

Jennifer Day, caterer, cooking teacher

Saturday Mar 31st, 2012 Featured Session: Is Farm-to-Table Just the Latest Fashion? 11:00am > 12:30pm

FSS002: Is Farm-to-Table Just the Latest Fashion? A Genteel Face-Off between Adam Gopnik and Dan Barber, moderated by Gastronomica's Darra Goldstein

When chef Dan Barber opened his seminal restaurant Blue Hill in Manhattan, he set the bar high for farm-to-table dining. His work at Stone Barns, the former Rockefeller estate in the Hudson Valley that's the mecca for local/sustainable/heirloom and all other things admirable, has helped to create a model for an ideal food system. But is Stone Barns an ideal or an idyll? Is this type of farming and cooking only possible for the ultra-rich or is it a valid inspiration for the country at large? New Yorker writer Adam Gopnik has a few things to say about this. Gastronomica founder and editor Darra Goldstein will keep the discussion focused and friendly, while also raising the question of whether food issues, advocacy and policy are as subject to fashion cycles as every other dimension of the current food scene.

Saturday Mar 31st, 2012 Saturday PM Sessions @ Millennium 2:00pm > 3:30pm

EAS116: EXPERTS ARE IN: Changing Your Career but Keeping the Authentic You

In the middle of an epic shift in publishing, we need to regularly morph, shift, and reinvent ourselves. But with reinvention comes an even greater need to stay connected with the real you – figure out who you are and what you do best. With a career that began as a staffer at Cook's magazine (before it became Cook's Illustrated!), and that continues as an active columnist, book author, blogger, and curator of Lean Cuisine's Culinary Roundtable, Pam Anderson brings twenty-five years of experience that she'll share with anyone looking to move their career to the next step in the most authentic way.

Pam Anderson, threemanycooks.com, cookbook author, columnist for USA Weekend

EAS117: EXPERTS ARE IN: Keeping Your Food Styling Fresh

In any photo shoot, the food stylist is arguably the person who connects with the viewer at the most primal level. If the food doesn't immediately say "take a bite, please," the rest of the picture is irrelevant. Join the conversation with a food styling icon to learn her tricks for not only keeping the food fresh in the literal sense, but for keeping up to speed with the freshest styles and trends.

Delores Custer, food stylist, culinary educator

EAS118: EXPERTS ARE IN: Bring Your Radio Segment To Life

Kathy Gunst, the resident chef for WBUR's award-winning radio show "Here and Now", will talk about how to make successful radio. The session will focus on detailed ways to tell your food stories so that they "come to life" on radio, using your voice and story telling abilities and nothing more. How do you sound animated and focused? How can you tell your story in the most compelling way using sound effectively? We will also talk briefly about incorporating sound and pre-recorded tape into radio segments when applicable. This will not be a technical session, but will discuss the various ways you can use radio (as opposed to TV or print) effectively to tell your story.

Kathy Gunst, cookbook author, resident chef for public radio show "Here and Now"

EAS119: EXPERTS ARE IN: Finding the Sweet Spot in Food Trends

One of the most important things magazine editors do is to present the latest trends to their audiences at just the right time. Too far ahead of the curve, and your audience may not be primed yet -- most people aren't quite ready for goat -- but too late, and you aren't providing much of a service; we've probably all heard about local/sustainable at this point. Hear how the food editor of a mass-reach magazine tracks and translates food trends for her audience, and learn to translate her techniques to your own writing.

Nancy Wall Hopkins, senior deputy food and entertaining editor, Better Homes and Gardens

EAS121: EXPERTS ARE IN: Learning to Cook Through the Lens of Health and Wellness

Learn about new opportunities at the intersection of culinary education, food policy, and health. Two culinary educators discuss the plant-based revolution and the emerging opportunities for omnivores and herbivores alike. Putting vegetables squarely at the center of the plate is not a trend, a fad, or a "diet" but rather a sensible approach to addressing key concerns related to sustainability, equity, economics, and health impact of what and how we eat.

David McIntyre, director, The Natural Epicurean Academy, Portland campus

Ken Rubin, vice president, The Natural Epicurean Academy

GSS129: Bloggers and Marketers: Crafting A Rewarding Alliance — Part 1 of a 2-part mini-symposium

Social media is indispensable to an effective marketing plan, and bloggers represent a valuable and mostly untapped resource for marketers. Food producers, agricultural commodities, cookbook publishers, and even "mom and pop" businesses are looking to bloggers as possible advocates for their brands, and bloggers are increasingly open to relationships that bring revenue

and a larger platform.

In Part 1 of this two-part session, you'll hear from industry pros who have connected with bloggers for everything from recipe development to trend-spotting to brand advocacy. On the flip side, you'll hear from bloggers and other culinary pros who have developed positive relationships with brands. Part 2 of this session will be a dynamic round-table format designed to allow participants to explore the issues more deeply and engage in targeted networking. Note: you can register for each section separately, though attending both is recommended.

Casey Benedict, owner Kitchen Witch Llc food marketing and pr, founder of Kitchen PLAY, co-founder of Eat Write Retreat

Cathy Lee Fredrickson, online content manager, National Pork Board

Katie Goodman, food blogger and owner of GoodLife Eats

Janet Helm, MS, RD, chief food and nutrition strategist, Weber Shandwick

Susan Russo, foodblogga.com

Jenn Sutherland, senior account supervisor, Edelman Digital

Heather Travis, director of public relations for Canada Beef Inc.

GSS130: Child's Play: Writing for the Kid-Focused Market

The last decade has seen significant growth in a cookbook category that was hardly recognized in past years: cookbooks for children and families. Trend watchers say it's no surprise, but rather a logical result of the explosion of interest in food. Kids are eating with their food-savvy parents, watching TV cooking shows, and learning their farm-to-table lessons. The IACP recognized this trend in 2009 by adding a category for these books in its annual cookbook awards. By now, it's safe to say that this niche is here to stay. This panel discussion and Q&A will explore the market for cookbooks aimed at children and families from both business and social perspectives.

Karen Berman, author

Martha Kaplan, agent

Kirsten Hall, book designer and packager

Katie Workman, author

GSS131: Finding the Real Middle East Through Recipes, Not Headlines

Americans are acutely aware of the Middle East in geo-political terms, but very few understand the individual countries and cultures that make up the region. By learning about a simple common ingredient – the legume -- we can gain a vivid picture of daily life in each culture, which gives context to widely misunderstood or simply unknown places. This session explores the intriguing culinary history and cultural significance of legumes -- including favas, chick peas, and lentils -- in the Middle East. This presentation will guide the audience on an interactive culinary and cultural tour of Persia (Iran), Egypt, Turkey, providing tastings of each distinctive cuisine.

Amy Riolo, author, lecturer, food historian, food writer, culinary consultant, and cooking instructor

Sheila Kaufman, cookbook author, cooking teacher, lecturer

Najmieh Batmanglij, chef, culinary historian, cookbook author, and teacher

Joan Nathan, author

GSS132: CORE CURRICULUM: Recipe Writing in Many Voices

To be a successful food writer, you need to be able to write a killer recipe. That means a recipe that produces a delicious dish, of course, but on a subtler level, a really good recipe is also one that's full of voice and perfectly tailored to the publication and its audience. As a prolific cookbook co-writer, Melissa Clark has written recipes in a multitude of voices – of French chefs, vegetarian chefs, soul-food divas, and pastry chefs. And she writes in her own voice on a regular basis in her New York Times column and on Gilt Taste, as well as for her own books. Melissa will talk about her recipe-development process, whether partnering with a chef or on her own, and how she develops the right tone and voice. She will also examine how the medium – book, blog, newspaper -- dictates the recipe form.

Melissa Clark, columnist New York Times, cookbook author

GSS133: What's to Know About – and What Should We Care About -- Modernist Cuisine

What place do science and technology occupy in our kitchens? How do we begin to understand better what happens to our food when we cook it, and how we can work on these processes to improve them and the resulting dish on the plate? And what's with the liquid nitrogen? This panel explores what modernist cuisine means, provides an overview of its basic principles, tools, and techniques, and helps us formulate a point of view on how modernist fits with the cooking we already know and love.

Maxime Bilet, head chef of The Cooking Lab, co-author *Modernist Cuisine*

Aki Kamoza and H. Alexander Talbot, authors, bloggers, culinary consultants

Cesar Vega, PhD, research manager, Mars Botanicals

Bill Yosses, White House pastry chef and lecturer at Harvard University's Science & Cooking series

Anne McBride, director Experimental Cuisine Collective, cookbook author (moderator)

GSS134: Where Do Recipes Come From? A Look to the Future by Looking at the Past

Who wrote recipes? Who cooked them? And who ate them? Recipes are the records that keep culinary traditions alive, the basic tools for us who cook, and though treasured, ubiquitous enough to be taken for granted. But in the 15th century, when printing and modern cookbooks began, only nobility, clergy, and scribes were literate, making them the sole transmitters and teachers of recipes. In conversation with Dorie Greenspan, Anne Willan will trace the development of blancmange as a written recipe from savory to sweet, from medieval times to today (where you might call it a panna cotta!), from something prepared only by professional cooks to something made at home – and we'll taste it, too.

Daniel Boulud, chef, author, media personality, cookbook collector

Dorie Greenspan, cookbook author, blogger, app developer

Anne Willan, cookbook author, founder Ecole de Cuisine La Varenne

MMS105: Individual Coaching Sessions

These are 30-minute sessions for participants who are registered in GS03 CORE CURRICULUM: Proposals for Success. There are 12 30-minute slots available on a first-come/first-served basis. Please do not register for these if you are not registered in GS03.

Andy Schloss, author, entrepreneur, business coach

Saturday Mar 31st, 2012 Saturday PM Sessions 2 @ Millennium 4:00pm > 5:30pm

EAS215: EXPERTS ARE IN: Studying Food, Seriously

Universities throughout the world have developed food studies programs, offering current and aspiring culinary professionals a way to further their knowledge of the culture, history, traditions, sociology, and practice of global foodways. This session will provide an overview of master's and doctoral food studies programs, highlighting the backgrounds and goals most suited for such courses of study and the careers to which these programs lead. A different kind of cooking school: what's a degree in food studies?

Mitchell Davis, vice president James Beard Foundation

Anne McBride, director Experimental Cuisine Collective, cookbook author

EAS220: EXPERTS ARE IN: Egos, Split Personalities, and Channeling Spirits: How to work as a co-writer

Melissa Clark is a successful columnist and cookbook author in her own right, but she has co-authored dozens of books with high-profile chefs. She'll share her experiences as a collaborator, including the nuts and bolts of how you can structure an agreement, the landmines to avoid, and the way to do your own best work while working with someone else's recipes and voice.

Melissa Clark, columnist for The New York Times, cookbook author

EAS222: EXPERTS ARE IN: How to Find the Real Cuisine of a Country and Recreate It Once You're Back Home

Travel is the gateway to life-changing experiences, and this is especially true for cooks. The ingredients and dishes of other lands can give an insight into culture like no other artifact or medium. But how do you find the real food of a country, not the made-for-tourist fare? And once you discover it, how can you enjoy it again when you're back home? A traveller, writer, cook, and photographer shares her insights and her own culinary travel experiences.

Naomi Duguid, author, teacher

EAS223: EXPERTS ARE IN: Wearing Different Hats: How to Be a Versatile Food Professional

Ask a food professional how they make money, and 9 out of 10 will say: "I wear many different hats." Sure, it's helpful to specialize, but a versatile food professional builds many more revenue streams, which is a huge plus in any economy. Hear from a 20-year veteran how to cultivate a career that employs a closet full of skills. Plus tips and strategies to keep that closet organized.

David Joachim, cookbook author, cooking teacher

EAS224: EXPERTS ARE IN: Should I Start a Blog?

Hear from a food writer and cookbook author who recently launched a blog after years of consciously avoiding blogging. Learn why she did it, what she has learned, gained, and lost, and why she continues to keep pushing forward. Bring your own blog ideas to the table for a discussion of expectations, encouragement, and execution.

Raquel Pelzel, cookbook author, blogger

GSS221: Is a Plant-Based Diet the Solution to All Our Problems?

Recent research proves that a plant-based diet can prevent or reverse many common killers--including heart disease and diabetes. So why aren't more people eating this way? Are labels like "radical vegan" and "ethical butcher" polarizing the issue, keeping people from looking at the science? Are there certain approaches to cooking and eating that we can all huddle around and universally acknowledge as sustainable, healthful, and delicious? This discussion moderated by New York Times journalist, Kim Severson, focuses on the health consequences of plant-based diets. Leading physician, Dr. Neal Barnard, shares cutting edge research, explores what the best chefs can learn from doctors (and vice versa), and discusses how we can all help solve a public health epidemic by firmly placing vegetables at the center of the plate.

Kim Severson, Atlanta bureau chief and former Dining section writer for The New York Times

Dr. Neal Barnard, founder and president of the Physicians Committee for Responsible Medicine

GSS235: Bloggers and Marketers: Crafting A Rewarding Alliance — Part 2 of a 2-part mini-symposium

In this roundtable session, you'll go deeper into the issues raised in Part 1. Marketers considering working with bloggers and bloggers potentially looking for corporate partners will engage in face-to-face conversation and networking. You'll discuss real-life situations, ask the hard questions, and explore scenarios in which all parties benefit from this new form of creative collaboration.

Casey Benedict, owner Kitchen Witch Llc food marketing and pr, founder of Kitchen PLAY, co-founder of Eat Write Retreat

Cathy Lee Fredrickson, online content manager, National Pork Board

Katie Goodman, food blogger and owner of GoodLife Eats

Janet Helm, MS, RD, chief food and nutrition strategist, Weber Shandwick

Susan Russo, foodblogga.com

Jenn Sutherland, senior account supervisor, Edelman Digital

Heather Travis, director of public relations for Canada Beef Inc.

GSS236: Book Tour for the Digital Age — Doing It Your Way

In the modern era of book publishing, the reality is that few authors get the funds to do a full-scale book tour. So how do you get your book to clear the clutter as a first-time author? Join Hank Shaw (Hunt Gather Cook) and Maria Speck (Ancient Grains for Modern Meals) to learn about two distinct ways to get your book to stand out. Award-winning blogger Hank tapped into his adventure gene to tour the country in a pick-up for six months, relying on his vast network of blogger friends and chefs to help set up sold-out events at almost every stop. Maria, a homebody with no blog as a platform, relied on her computer, her phone, and old-fashioned networking skills. Instead of the road, she hit the keyboard to build an audience. Social media savvy was critical for both. The authors will share how you can tailor a book tour in the digital age to fit your personality. Plus, learn the hard mechanics of book event logistic, and which efforts work best — from book dinners to signings to cooking demos.

Bruce Shaw, publisher, Harvard Common Press

Maria Speck, author, culinary travel expert

Julia Usher, author

GSS237: You Call That A Deli?! A Renaissance in the Jewish Delicatessen

Across the country, the deli is experiencing a renaissance. Once just a destination for huge sandwiches and salty soups, the new wave of delis emphasize taste, sourcing, history, and technique as chefs write new menus that include old favorites like pastrami, gribenes, and matzo brei with a modern, sustainable twist. This panel will discuss the birth of the new delis, what sets them apart from their predecessors, how their values dovetail with other food movements, and what other food providers can learn from this new model. And don't forget the noshes!

Joan Nathan, author and Jewish food historian

Ari Weinzweig, CEO and co-founding partner of Zingerman's Community of Businesses, including Zingerman's Delicatessen

Noah Bernamoff, founder and owner of Mile End Delicatessen

Ed Levine, founder of Serouseats.com

GSS238: CORE CURRICULUM: What's the Heck's a Platform and How Do I Get One?

Before you can sell a cookbook, or even get a publishing contract, you must have an audience and a way to reach it. In this lively workshop, participants will learn how to build that ever-elusive platform, and then work it hard to promote their books and other projects. The panelists will share imaginative methods for successfully building a buzz-generating platform, even if you can't yet see where the first plank will come from.

Jennie Schacht, cookbook author, principal at Schacht & Co, grant consultancy

Marissa Churchill, pastry chef, cookbook author

Rebecca Lang, contributing editor for Southern Living and myrecipes.com, cookbook author, teacher

GSS239: Spotting and Translating Trends: How to Stay Ahead and Put Them to Use

Many of us need to keep on top of food and beverage trends in our work, but how to know which ones to follow and which to ignore? Kara Nielsen, professional trendologist, will share her methodology for spotting and tracking trends. A panel of culinary experts, who create trendsetting restaurants, articles, and cookbooks, will discuss how they evaluate food and beverage trends on which their businesses depend for growth and success. Through case studies and cautionary tales, discover insider strategies for distinguishing trends from fads, and share a few ideas of your own.

Kara Nielsen, trendologist at Center for Culinary Development in San Francisco
Morgan Plant, sommelier, vice-president at Joie de Vivre Hospitality
Jennifer Newens, executive editor Weldon Owen Publishing
Amy Machnak, food writer, recipe developer for Sunset magazine
Ida Shen, assistant director of culinary at the University of California at Berkeley

GSS240 The Digital Pathway to Real Food Experiences

Digital media is too often promoted in the food world as a means to an end. We are encouraged by publishers to start blogs and twitter accounts in order to secure that elusive book deal. Indeed, the "book deal" is the pinnacle toward which we are directed. But what about looking at digital food projects as ends in and of themselves? This panel will bring together artists in the food/tech world who are using digital media to forge new communities, share ideas and most of all, get people offline and connect around food in person.

Wendel Davis, founderKitchenSurfing.com
Andrew Hapke, founder YourZoko.com
Christopher Kieran, founder YourZoko.com
Dan Kohler, founder RenegadeKitchen.com
Chris Muscarella, founderKitchenSurfing.com
Adam Salomone, associate publisher, Harvard Common Press

GSS241: A Case Study in Community Building: FOOD52

At this session, co-founders Amanda Hesser and Merrill Stubbs will take you through their 10 tips on how to build a rich and engaged community. At Food52, they have what they call a "constructive community." They'll show you what this means and why it matters. This session won't be all rainbows and butterflies -- Amanda and Merrill will also cover the bad decisions they've made, the problems they've had, and how they've recovered -- including recent commerce experiences.

Amanda Hesser, co-founder Food52, author, food editor
Merrill Stubbs, co-founder Food52, writer, cooking teacher

GSS 242: Tradition and Innovation: The Twin Fires that Forged Mexican Cuisine

Capture the creative tension between innovation and tradition which has fueled Mexican cuisine's evolution. Since the 19th century, France has influenced Mexican fashion, manners, and of course, its table. In this demo/lecture, you'll watch the chefs of the Cordon Bleu Mexico combine French techniques with Mexican utensils and ingredients such as corn, beans and chiles. The session opens with a visual presentation of the French influence in Mexico.

Patrick Martin, director of operations and vice-president, Le Cordon Bleu Mexico
Ruth Alegria, international coordinator IACP, Le Cordon Bleu Mexico
The chefs of Le Cordon Bleu Mexico

MMS206: Individual Coaching Sessions

These are 30-minute sessions for participants who are registered in GS03 CORE CURRICULUM: Proposals for Success. There are 12 30-minute slots available on a first-come/first-served basis.

Please do not register for these if you are not registered in GS03.
Andy Schloss, author, entrepreneur, business coach

Saturday Mar 31st, 2012 Interest Section Meetings 5:30pm > 6:30pm

ISS307: Cooking Schools & Teachers
ISS308: Food History
ISS309: Marketing Communicators
ISS310: New Media
ISS311: Food Policy
ISS312: Test Kitchen Professionals
ISS313: Food Photographers & Stylists

Saturday Mar 31th, 2012 Optional Dining Events 6:30pm > 9:30pm

OPD029: Celebrating Lee Miller's Food Fashion Life: From the Pages of *Vogue* to Canapes for Picasso

6:30-8:30pm

Moderated by Scott Givot, past president of IACP, this cocktail party at the James Beard House features an international gathering of those who influenced Lee Miller and were influenced by her. Preview images from Becky Conekin's upcoming [Lee Miller In Fashion](#), while enjoying a rare opportunity to taste hors d'oeuvres Lee served to the likes of Picasso, Miro and Man Ray, as documented in Karen Hagen's upcoming [Lee Miller Cookbook](#).

Becky Conekin, Senior Lecturer in History at Yale University

Karen Hagen, author

Scott Givot, moderator and host

Optional Cocktail Party Cost: \$50

OTS001: La Vita Dolce at 'inoteca Vino, Cucina e Liquori Bar

7:30-9:30pm

Enjoy a fabulous meal at one of NYC's top Italian restaurants: 'inoteca Vino, Cucina, e Liquori Bar will be your host as you enjoy a multi-course dinner, sampling highlights from the delicious menu, all served to the table family style. Dishes such as panelle (fried chickpea fritters), affetati misti, eggplant lasagnette, cavatelli pomodoro, polpette and braised organic chicken will all be perfectly paired with exceptional Italian wines. Save room, too, for an assortment of desserts as well as a chef's selection of ripe and luscious cheeses. 'inoteca Vino, Cucina, e Liquori Bar, located in NYC's Murray Hill neighborhood, is a sister restaurant to 'inoteca Vino e Cucina, voted year after year one of the top wine bars in NYC. Co-owned by Joe and Jason Denton and Chef Eric Kleinman, 'inoteca Vino, Cucina, e Liquori belongs to the 'ino Group of restaurants, which has helped redefine casual Italian dining

Dinner Cost: \$95

Am I in Fashion?



Onna Hepner, Culinary Student

Sunday Apr 1st, 2012 The Culinary Trust 9:00am > 9:00pm

TCT001: Chefs Move to Schools: Morning Session

9:00am - 9:30am

Chefs Move to Schools Welcome – **Bill Yosses**

9:30am - 10:15am

Food Policy and Feeding Kids

Healthy eating is more than just personal choice. Federal policy has an impact – both directly and indirectly on what children eat. Hear how the Farm Bill, Child Nutrition Reauthorization and the USDA show up on the plate.

Megan Lott

Megan Lott is a Senior Associate working on the Kids' Safe and Healthful Foods project at The Pew Charitable Trusts in Washington, D.C., where she works on national policy and research aimed at improving school nutrition. Prior to coming to Pew, Megan served as the Associate Policy Director for the Community Food Security Coalition and the National Farm to School Network. Megan is a Registered Dietitian with a Bachelor of Science from the University of Cincinnati and a Master's Degree in Public Health from the University of North Carolina at Chapel Hill. Currently Megan serves on the advisory board of the DC Farm to School Network.

10:15am - 12:00pm

Best practices in getting kids to eat healthy food from three perspectives

1. Making Choices: Smarter lunchrooms - research supported ideas for low cost/no cost changes that get kids eating healthier.

Brian Wansink

Brian Wansink (Ph.D. Stanford 1990) is the John Dyson Endowed Chair in the Applied Economics and Management Department at Cornell University, where he directs the Cornell Food and Brand Lab. He is the lead author of over 100 academic articles and books on eating behavior, including the best-selling *Mindless Eating: Why We Eat More Than We Think* (2006) along with *Marketing Nutrition* (2005), *Asking Questions* (2004), and *Consumer Panels* (2002).

2. In the Kitchen: A private school chef shares his experiences and recipes for success from the kitchen

Chef Bobo

Robert Surles, aka Chef Bobo, is the Chef at the Calhoun School in Manhattan. He has held many distinguished cooking positions including Chef instructor at the French Culinary Institute. Chef Bobo believes the best way to ensure that adults eat well is to develop an appetite for healthy foods early in life. His recipes feature nutritious food with bold flavor. At Calhoun School, where he also teaches at an after-school cooking club for students, his culinary skills are transforming the way kids think about and eat food. Some of the most popular items at Calhoun School are steamed broccoli and rutabaga fries. Kids want their parents to serve them the same food they get at school so Chef Bobo often sends recipes home.

3. Education: Lessons from a New York City public school: how basic food education can change what kids eat

Ellie Krieger

Host of the The Food Network's hit show "Healthy Appetite," now airing on The Cooking Channel, Ellie's warmth and charisma have made her the leading go-to nutritionist in the media today. A registered dietitian, Ellie has a master's degree in nutrition from Teachers College, Columbia University and completed her undergraduate degree at Cornell University. Ellie was an adjunct

professor at New York University in the Department of Nutrition, Food Studies, and Public Health. Ellie has been at the forefront of First Lady Michelle Obama's "Let's Move" campaign from the beginning when Mrs. Obama's team personally invited her head up a nutrition education initiative at the "Healthy Kids Fair" at the White House in 2010. Ellie prepared a colorful array of fresh fruits and vegetables in the White House kitchen and challenged dozens of children from the community to "eat the rainbow" in produce every day; a simple and easy way to engage children in a healthier lifestyle. Ellie has teamed up with New York City SchoolFood where she created healthy, delicious menu items for students citywide. And she works at a grass roots level with her daughter's New York City public school, having formed the Wellness Committee there.

4. Tying it together – Our panelists discuss their best practices with Corby Kummer.

TCT002: Chefs Move to Schools: Lunch Preparation

9:00am-1:30pm

Join Chef Bill Telepan and NYC based nonprofit Wellness in the Schools to prepare the ideal public school lunch. Using facilities at The International Culinary Center, you will learn by doing, preparing a meal for 100 following nutritional and budgetary guidelines for public school lunches. The lunch will be served at The International Culinary Center and proceeds will benefit The Culinary Trust, Wellness in the Schools, and Future Cooks Initiative.

Bill Telepan

One of New York's first and most acclaimed devotees of Greenmarket cooking, Bill is committed to showcasing the season's bounty through his cuisine. Bill insists on understanding where his ingredients come from, how they've been cared for, and using the best of what is available. This thoughtfulness is reflected in the vibrant dishes he creates at his namesake restaurant, Telepan, that opened in 2005 and is located on the Upper West Side. When not at the restaurant, Bill most enjoys spending time with his wife, Beverly, and daughter, Leah. Since 2008, he has been the Executive Chef of Wellness in the Schools where he works with WITS in Residence Cooks to make school food healthier and more delicious. As the first chef involved with WITS, Bill has spearheaded its goals by developing nutritious school menus, training cafeteria workers and teaching culinary and nutrition concepts to students, parents and teachers. Bill's daughter Leah, a student at PS-87, inspired him to join WITS and makes healthy school food a cause that he holds close to his heart.

The ideal public school meal, prepared by Chef Bill Telepan and served cafeteria style at The International Culinary Center.

The ideal public school meal, prepared by Chef Bill Telepan.

How good can a public school lunch taste? Constricted by nutritional guidelines and a miniscule budget, Chef Bill Telepan works culinary magic. Lunch is served cafeteria style at The International Culinary Center.

TCT103: Chefs Move: Lunch Hour

12:15-1:00pm

The ideal public school meal, prepared by Chef Bill Telepan.

How good can a public school lunch taste? Constricted by nutritional guidelines and a miniscule budget, Chef Bill Telepan works culinary magic. Lunch is served cafeteria style at The International Culinary Center.

Tickets: \$35 Proceeds benefit The Culinary Trust, Wellness in the Schools and Future Cooks Initiative

TCT204: Chefs Move To Schools: Afternoon Workshops

1:15-4:00pm

Afternoon Workshops: For culinary educators who work with kids. Develop skills in the classroom, nutrition and execution of your curriculum.

1. Lesson planning: Got kitchen skills and going into a classroom? Learn effective strategies for creating learning objectives, lesson plans and teaching to different age groups.

Isobel Contento,

Dr. Contento, Ph.D., CDN, is Mary Swartz Rose Professor of Nutrition Education and Coordinator of the Nutrition Program at Teachers College Columbia University. She is interested in the development and evaluation of school-based programs that link childhood obesity prevention to food system education. She is particularly interested in the use of theory and research evidence to design nutrition education programs. She has published numerous articles and book chapters, and has served on several national advisory committees. The second edition of her textbook, Nutrition Education, Linking Research, Theory and Practice was published in March, 2010.

2. Nutrition Basics for culinary professionals: what every culinary professional needs to know about nutrition, how to incorporate that knowledge into recipes kids will love and how to teach kids about nutrition and healthy eating.

Pamela Koch

Dr. Koch, EdD, RD, is passionate about educating children and adults about food and food systems in ways that engage and motivate her audiences, while at the same time teach practical, how-to skills to be successful at making food choices that promote personal health and ecological sustainability. She is currently the Executive Director of the Center for Food & Environment at the Program in Nutrition, Teacher College Columbia University, where she creates, implements, and evaluates nutrition education curricula and programs.

3. Tying it together: developing kid-friendly and nutritious recipes and bringing your program to a classroom on a shoestring

Julie Negrin

M Negrin, M.S., is a certified nutritionist, cooking instructor, and author of Easy Meals to Cook with Kids. She has been teaching adults and children how to cook for fourteen years. Julie is currently working for The Sylvia Center as the Director of Education and writing curriculum for The Cooking Room. Julie spent five years as the Director of Culinary Arts at the JCC in Manhattan where she developed recipes and curricula specifically for children. She teaches at the Institute of Culinary Education (ICE), Natural Gourmet Institute, Home Cooking New York, New York City public schools, and consults for not-for-profit organizations. She has appeared on Sesame Street and the Today Show with Al Roker.

TCT205: Chefs Move Mini Expo**4:00-5:00pm**

Open to anyone registered for morning or afternoon sessions.

Stick around to network with panelists and attendees. Organizations providing resources that support Chefs Move to Schools will be staffing tables, providing information, and answering questions.

Sunday Apr 1st, 2012 Classes at The International Culinary Center 9:30am > 11:00am

FCI001: Modern Cooking with the Ancient Wok

For more than 2,000 years the wok has been the essential tool of the Chinese kitchen, but today, most Chinese Americans have no idea of how to use the iron wok. Sadly, nonstick woks are gaining in popularity for both home cooks in urban China and in America. In this up-close, interactive demo, you'll learn how to properly season a wok, create classic stir-fries, and discover the art -- and meanings -- of true wok cooking.

Grace Young, cookbook author, teacher, contributing editor to Saveur

FCI002: Techniques and Terroir of the New Nordic Cuisine

Experience the New Nordic cuisine through a hands-on class with an Icelandic chef at the forefront of this movement and the writer who is collaborating with him on a cookbook. Attendees will learn about the culinary history of this fascinating island nation from one of the nation's most celebrated chefs, as they create dishes using distinctively Nordic techniques such as hay smoking, cooking with pine boughs and transforming vegetables into ash.

Gunnar Karl Gislason, chef, Dill restaurant, Reykjavik, Iceland
Jody Eddy, cookbook author

FCI003: Carnival in the Kitchen

With its gorgeous beaches and vibrant nightlife, Brazil has long been one of the world's hottest travel destinations. Now, the country is even more in the spotlight, with the World Cup and the Olympics on the horizon and its thriving economy. But how much do you know about its cuisine? In this hands-on class, you'll cook recipes that cover the gamut of Brazil's diverse regions and get a taste of the complex flavors of this vibrant country, such as Meat Croquettes, Moqueca de Peixe (Brazilian Fish Stew), Acarajé (Bahian Bean Fritters), and Brigadeiros (the national candy).

Leticia Moreinos Schwartz, chef, cooking teacher, cookbook author

FCI004: Tasting Modern Senegalese Cuisine Through Its Ancient Grain

Arguably Africa's most sophisticated cuisine, Senegalese food is a complex celebration of native and global, refined and rustic, new and old. A signature ingredient is the ancient grain fonio, which is poised to play a major role in the future. It's amazingly fast-growing, gluten-free, and remarkably nutritious and versatile. Students will learn how to steam fonio, turn it into a salad, or use it as a side for a traditional Senegalese stew, such as chicken Yassa with onion-lime confit sauce or a seafood, okra, and palm oil stew.

Pierre Thiam, chef/owner Le Grand-Dakar, cookbook author

FCI005: Giving Your Event a Signature Style

Good food isn't enough – you need to present it in show-stopping style as well. Top Seattle caterer Lisa Dupar and her creative director Callie Meyer will show how high-level event production is the perfect marriage of the practical and the artistic. The team will take you step-by-step through several of their high-profile events, sharing photos, examples, and their inside tips and techniques. Meyer will demonstrate designing and setting up a spectacular dessert buffet as chef-owner

Dupar explains how tackling the logistical challenges will lead to success.

Lisa Dupar, owner Dupar & Co., chef, cookbook author
Callie Meyer, creative director, Dupar & Co

FCI006: The Essential Cocktail

Excellent drinks can be made from nothing but excellent ingredients. This global mixologist shares a lively and practical session that explores the importance to a craft cocktail of fresh ingredients, well-made spirits, and correct technique. Aroma, texture, temperature and flavor

balance are all crucial for a delicious drink, and Voisey will share her secrets for controlling all those key elements. Tasty cocktail samples will be served to illustrate the theory.

Charlotte Voisey, mixologist, cocktail consultant

FCI007: Tea as the Ultimate Ingredient

Tea may be gaining more notice due to its well-documented health benefits, but we should be thinking of tea as a flexible botanical with enormous potential both as a sophisticated food-friendly beverage and an ingredient in all types of dishes. Tea can be used to balance richness or sweetness, highlight or tease forward particular flavors or aromatics, be a bridge between disparate ingredients and so much more. This hand-on tasting seminar will look at various approaches to pairing tea with different foods as well as hands-on techniques for best using tea in the kitchen and behind the bar.

Cynthia Gold, tea sommelier, L'Espalier at the Mandarin Oriental Boston, author

FCI008: Sous Vide You Can Do

Cooking sous vide (at low temperatures in a vacuum-sealed package) came to new prominence as one of the most talked-about techniques in the “molecular gastronome’s” toolkit, but the method seems to be gaining a foothold in the arsenal of more conventional cooks, too.

Circulators designed for the home cook are sold in cookware stores now, and handy DIY-ers are rigging up their own contraptions. Learn what types of cooking sous vide is good for and how you might integrate it into your repertoire alongside braising, roasting, and sautéing.

Aki Kamozaawa, partner in Ideas in Food, blogger, author, culinary consultant

H. Alexander Talbot, partner in Ideas in Food, blogger, author, culinary consultant

Sunday Apr 1st, 2012 Classes at The James Beard House 9:30am > 5:00pm

JBH032: Behind The Scenes at the James Beard Foundation

9:30-11:00am

Mitchell Davis provides a backstage look at JBF events, awards, sustainability conference initiative, and new leadership awards. Learn about the many roles for culinary professionals at the foundation.

Mitchell Davis, Vice President, James Beard Foundation

JBH033: How to Find the Real Cuisine of a Country and Recreate It Once You're Back Home

9:30-11:00am

Travel is the gateway to life-changing experiences, and this is especially true for cooks. The ingredients and dishes of other lands can give an insight into culture like no other artifact or medium. But how do you find the real food of a country, not the made-for-tourist fare? And once you discover it, how can you enjoy it again when you're back home? A traveler, writer, cook, and photographer shares her insights and her own culinary travel experiences.

REPEAT SESSION OF EAS222

Naomi Duguid, author, teacher

JBH034: The Secrets to Writing a Compelling and Reliable Recipe

11:30am-1:00pm

In this intimate workshop, Tina Ujlaki will analyze recipe types, from a 10-character tweet to the epic recipes in Mastering the Art. She'll share what she considers critical, what you should always ask yourself, common mistakes to avoid. Participants can submit their own recipes to her ahead of class, and she'll bring her edits to use as a starting point. This is like a master class with one of the country's leading magazine food editors!

REPEAT SESSION OF EAF210

Tina Ujlaki, executive food editor, Food & Wine magazine

JBH035: How To Start A Food Company

11:30am-1:00pm

Learn how to make the leap from a treasured family recipe to a commercial kitchen and the grocery store shelf. Topics for discussion include: finding financing, creating a brand, and navigating the world of natural/specialty food distribution.

Lee Zalben, founder, Peanut Butter & Company

Sarah Endline, founder, Sweetriot Chocolate

JBH036: Finding the Sweet Spot in Food Trends

1:30-3:00pm

One of the most important things magazine editors do is to present the latest trends to their audiences at just the right time. Too far ahead of the curve, and your audience may not be primed yet -- most people aren't quite ready for goat -- but too late, and you aren't providing much of a service; we've probably all heard about local/sustainable at this point. Hear how the food editor of a mass-reach magazine tracks and translates food trends for her audience, and learn to translate her techniques to your own writing.

REPEAT SESSION OF EAJ005

Nancy Wall Hopkins, senior deputy food and entertaining editor, Better Homes and Gardens

JBH038: Creativity, Excess, and the Future of Food as Art

3:30-5:00pm

Join Ariane Daguin and friends in food art for a decidedly international discussion of creativity and excess in the growing trend to treat food as a feast for the eyes rather than the stomach.

Ariane Daguin, founder and CEO, D'Artagnan Foods

Apollonia Poilane, CEO, Pain Poilâne

Jennifer Rubell, artist

Tiberio Simone, chef and author, La Figa: Visions of Food and Form

JBH039: How Come You Don't Have A Food Truck Yet?

3:30-5:00pm

Ask questions of a seasoned, environmentally responsible food service operator, and understand not only how to do it and how much it will cost, but how it can impact other areas of your existing culinary professional activities, from brand-building to food activism to profitability.

Helena Tubis, managing director, the Vendy Awards

Sunday Apr 1st, 2012 Sunday Optional Events and Meals 10:00am > 11:30pm

OPD028: Brunching with Bakers: An intimate brunch experience with King Arthur Flour & James Beard Award Finalist, Pastry Chef Amanda Cook

10:00am-12:00pm

Join King Arthur Flour's Bakery Director, certified master baker and IACP Cookbook Award winner, Jeffrey Hamelman, along with celebrated James Beard Award finalist and head pastry chef at Cookshop, Amanda Cook, for an intimate brunch that celebrates the art of baking. King Arthur Flour is America's oldest flour company and a premier baking resource, offering ingredients, tools, recipes, education, and inspiration to bakers worldwide. Amanda and Jeffrey will team up to inspire, educate, and treat guests to a multi-course brunch featuring the top techniques and products of the pros.

Brunch Price: \$40

TCT103: Chefs Move: Lunch Hour

12:15-1:00pm

The ideal public school meal, prepared by Chef Bill Telepan.

How good can a public school lunch taste? Constricted by nutritional guidelines and a miniscule budget, Chef Bill Telepan works culinary magic. Lunch is served cafeteria style at The International Culinary Center.

Tickets: \$35 Proceeds benefit The Culinary Trust, Wellness in the Schools and Future Cooks Initiative

The Culinary Trust Fundraising Dinner

5:30 pm– 8:00 pm

TCT306: The Culinary Trust Fundraiser – Today's Special (Early Seating)

One night only! Join The Daily Show correspondent Aasif Mandvi and cookbook author and actress Madhur Jaffrey for a pop-up restaurant featuring food from the film in which they co-star, "Today's Special." Enjoy a three course menu by Madhur inspired by Mandvi's feel-good foodie comedy about Samir, a young Manhattan chef who rediscovers his heritage and his passion for life through the enchanting art of cooking Indian food. Proceeds support The Culinary Trust's programs including Stories About Food, an intergenerational oral history project teaching children about food history and preserving our culinary heritage.

Tickets: \$150 Proceeds benefit The Culinary Trust

OPD325: Cocktails Anyone? Setting up a Home Cocktail Bar

6:30 pm– 8:30 pm

Should you stir or should you shake? If you're thinking about setting up a home cocktail bar, or just interested in seeing how the pros do it, then this "crawl" is for you. Starting off with a demo in mixologist Mitch Weinstein's home, you will learn how to handle the tools and choose the essential liquors and flavorings needed to create craft cocktails at home.

Then, we'll find our way to one of NYC's classic cocktail joints, where we'll watch the pros work, and sample some of their finest libations. And maybe, just maybe, you'll learn a little bit about the history of classic cocktails in New York City.

Tour Leader: Mitch Weinstein, Jeff Albucher

Tour Cost: \$65

OPD027: Pasture to Plate: An American Lamb Dinner, with Brad Farmerie

7:00-10:00pm

Join celebrated NYC chef and IACP favorite, Brad Farmerie, along with guest chefs, for an exploration of specialty cuts of American lamb at Farmerie's newly debuted American-inspired eatery, Saxon + Parole. New York Times restaurant reviewer, Eric Asimov, calls Saxon + Parole "warmly appealing."

Farmerie and friends will prepare multiple courses paired with wine from top producers in Oregon and Washington. The dinner will explore lesser known cuts, charcuterie, and European and

American heritage preparations reflective of one of the best nose to tail chefs in the country and his friends. American lamb meets the highest standards in flavor, quality, and freshness, thanks to hands-on involvement from pasture-to-plate.

Dinner Cost: \$125

TCT307: The Culinary Trust Fundraiser – Today's Special (Late Seating)

9:00 pm – 11:30 pm

One night only! Join The Daily Show correspondent Aasif Mandvi and cookbook author and actress Madhur Jaffrey for a pop-up restaurant featuring food from the film in which they co-star, "Today's Special." Enjoy a three course menu by Madhur inspired by Mandvi's feel-good foodie comedy about Samir, a young Manhattan chef who rediscovers his heritage and his passion for life through the enchanting art of cooking Indian food. Proceeds support The Culinary Trust's programs including Stories About Food, an intergenerational oral history project teaching children about food history and preserving our culinary heritage.

Tickets: \$150 Proceeds benefit The Culinary Trust

Sunday Apr 1st, 2012 Classes at The International Culinary Center 11:30am > 1:00pm

FCI109: Modern Turkish Cooking

Turkish cuisine is a unique and vibrant expression of flavors from the Middle East and around the Mediterranean. During this session, Didem Senol, an FCI graduate and chef-owner of Lokanta Maya in Istanbul, will discuss traditional Turkish cooking and how she has transformed it to bring it into the 21st century and make it uniquely hers in her restaurant. She will showcase ingredients from her homeland and explain how important seasonality and the balance of taste are to her cuisine, while demonstrating some of her signature recipes.

Didem Senol, chef/owner Lokanta Maya, Istanbul

FCI110: Beyond Pad Thai

Thailand is a country in which cooking techniques, ingredient combinations, and presentation styles vary widely throughout its diverse regions. In this hands-on session, you'll go on a flavorful adventure along with an American chef and teacher who has been traveling in Thailand for the past two decades. Begin with a video and photographic tour of Thailand, proceed through comparative ingredient tastings, and then capture the distinctive differences through flavor-building exercises.

Robert Danhi, chef/instructor, cookbook author

FCI111: Waking Up to a World of Real Latin Food

How well do you know the myriad cuisines that make up the culinary hopscotch we call Latin America? Do you know that sometimes a quesadilla is really a cake and an enchilada is a salad? Things are not always as they seem and many of these stereotypes about "Latin" food are holding more than 20 neighboring cuisines hostage! Join the conversation and sample some delicious dishes from way south of the border as the panelists introduce you a world of good food.

Sandra Gutierrez, food writer and cookbook author

Maricel Presilla, restaurateur and food historian

Elena Hernandez, chef

Patricia McCausland, cookbook author

FCI112: Real Ramen

Authentic ramen, with its wide variety of flavors, toppings, textures and serving styles is the latest culinary star from the Japanese kitchen to sweep across America. In this class, learn the history of ramen while you learn to prepare all of the key elements of successful ramen dishes – perfectly cooked noodles, rich ramen broth, tender simmered and flavorful pork belly, ramen eggs, and other essential toppings. At the conclusion of the workshop everyone will enjoy the piping hot and flavorful ramen noodle bowls that they have prepared.

Hiroko Shimbo, chef, cookbook author

FCI113: The Fresh Flavor of New Zealand

The lush pastures and pristine waters of New Zealand produce remarkable ingredients and a suitably ingredient-driven cuisine. Ruth Pretty, one of New Zealand's most acclaimed food personalities, will teach a product-driven hands-on class featuring her country's farm-raised venison, wild scampi, Zespri, grass-fed lamb and beef, and greenshell mussels. She will also demonstrate cooking methods she uses in her catering company, where the chefs cook everything on site for all parties, large or small. Attendees will get a chance to taste New Zealand wines as well.

Ruth Pretty, owner/Ruth Pretty Catering and Cooking School

FCI114: Sprouted-Grain Flour – The Next Frontier in Baking

Sprouted whole grain flour may very well be the next, and the best, break-through ingredient in a world brimming with new ingredients. It currently exists in limited quantities, produced by small organic flour mills, but it's poised to tip over to big-time production by the major companies because of its reputation as the key to what presenter Peter Reinhart calls the Baker's Mission: "Evoking the full potential of flavor trapped in the grain." Baker and artisan grain miller will explain

what sprouted grain is, why it's special, and how to make bread with it in this demonstration and tasting session.

Peter Reinhart, award-winning cookbook author, baking instructor

Joe Lindley, owner/miller, Lindley Mills

FCI115: Who Shapes the Dining Life of New York City?

Beyond fads and fashions are the steady hands whose work and education careers have launched the city's leading chefs. Two of the International Culinary Center's distinguished deans discuss their influence on the dining life of New York City.

Cesare Casella, chef/owner Salumeria Rosi, dean of Italian studies at FCI

Andre Soltner, former chef-owner of Lutèce, dean of Classic studies at FCI



Sunday Apr 1st, 2012 Culinary Expo, Book & Blog Festival 12:30pm > 4:30pm

**OPD223: Culinary Expo and Networking Brunch
12:30-4:30pm**

This year's Culinary Expo will feature the world's leading culinary artisans, producers, suppliers and manufacturers. We will also welcome our local producers at the unique Taste of the 5 Boroughs pavilion. A special media lounge will be available for bloggers, Tweeters and anyone else who wants to quickly spread the word about their expo finds. Attendees are also invited to participate in a Soho tradition: Sunday brunch. Enjoy a quick bite as you stroll around this Culinary Expo with something for everyone.

**OPD224: Book and Blog Festival
1:30 pm– 4:30 pm**

This year, the largest gathering of cookbook authors in North America gets bigger and better, bringing apps and blogs to the party, and offering full access to readers of all kinds. Refreshments, of course. Media lounge, too.

Sunday Apr 1st, 2012 Classes at The International Culinary Center 2:30pm > 4:00pm

FCI240: Keeping Your Food Styling Fresh

In any photo shoot, the food stylist is arguably the person who connects with the viewer at the most primal level. If the food doesn't immediately say "take a bite, please," the rest of the picture is irrelevant. Join the conversation with a food styling icon to learn her tricks for not only keeping the food fresh in the literal sense, but for keeping up to speed with the freshest styles and trends.

REPEAT SESSION OF EAS117

Delores Custer, food stylist, culinary educator

FCI241: How to Write Books, Organize Conferences, Make Television Appearances, Speak Regularly, and Teach Classes-- All at the Same Time and Live to Tell about It

How to Write Books, Organize Conferences, Make Television Appearances, Speak Regularly, and Teach Classes-- All at the Same Time and Live to Tell about It. Prolific food historian, Andrew F. Smith, discusses strategies for organizing your professional life for maximum effectiveness.

Andrew F. Smith, food historian, author, conference organizer, media personality, teacher

FCI242: Hooking Up With Food Exhibitions at Cultural Institutions

Find out how to get involved with events and marketing opportunities surrounding new food exhibitions at New York Public Library, the Smithsonian, and other cultural institutions

Rebecca Federman, New York Public Library Culinary Collection Librarian

Laura Shapiro, culinary historian

Dave Arnold, Museum of Food and Drink

FCI243: Bring Your Radio Segment To Life

Kathy Gunst, the resident chef for WBUR's award-winning radio show "Here and Now", will talk about how to make successful radio. The session will focus on detailed ways to tell your food stories so that they "come to life" on radio, using your voice and story telling abilities and nothing more. How do you sound animated and focused? How can you tell your story in the most compelling way using sound effectively? We will also talk briefly about incorporating sound and pre-recorded tape into radio segments when applicable. This will not be a technical session, but will discuss the various ways you can use radio (as opposed to TV or print) effectively to tell your story.

REPEAT OF EAS118

Kathy Gunst, cookbook author, resident chef for public radio show "Here and Now"

FC218: Techniques and Terroir of the New Nordic Cuisine

Experience the New Nordic cuisine through a hands-on class with an Icelandic chef at the forefront of this movement and the writer who is collaborating with him on a cookbook. Attendees will learn about the culinary history of this fascinating island nation from one of the nation's most celebrated chefs, as they create dishes using distinctively Nordic techniques such as hay smoking, cooking with pine boughs and transforming vegetables into ash. REPEAT SESSION OF FCI002

Gunnar Karl Gislason, chef, Dill restaurant, Reykjavik, Iceland

Jody Eddy, cookbook author

FCI216: The Fresh Flavor of New Zealand

The lush pastures and pristine waters of New Zealand produce remarkable ingredients and a suitably ingredient-driven cuisine. Ruth Pretty, one of New Zealand's most acclaimed food personalities, will teach a product-driven hands-on class featuring her country's farm-raised venison, wild scampi, Zespri, grass-fed lamb and beef, and greenshell mussels. She will also demonstrate cooking methods she uses in her catering company, where the chefs cook everything on site for all parties, large or small. Attendees will get a chance to taste New Zealand wines as well.

REPEAT SESSION OF FCI113

Ruth Pretty, owner/Ruth Pretty Catering and Cooking School

FCI219: Modern Turkish Cooking

Turkish cuisine is a unique and vibrant expression of flavors from the Middle East and around the Mediterranean. During this session, Didem Senol, an FCI graduate and chef-owner of Lokanta Maya in Istanbul, will discuss traditional Turkish cooking and how she has transformed it to bring it into the 21st century and make it uniquely hers in her restaurant. She will showcase ingredients from her homeland and explain how important seasonality and the balance of taste are to her cuisine, while demonstrating some of her signature recipes.

REPEAT SESSION OF FCI09

Didem Senol, chef/owner Lokanta Maya, Istanbul

FCI220: Tasting Modern Senegalese Cuisine Through Its Ancient Grain

Arguably Africa's most sophisticated cuisine, Senegalese food is a complex celebration of native and global, refined and rustic, new and old. A signature ingredient is the ancient grain fonio, which is poised to play a major role in the future. It's amazingly fast-growing, gluten-free, and remarkably nutritious and versatile. Students will learn how to steam fonio, turn it into a salad, or use it as a side for a traditional Senegalese stew, such as chicken Yassa with onion-lime confit sauce or a seafood, okra, and palm oil stew.

REPEAT SESSION OF FCI004

Pierre Thiam, chef/owner Le Grand-Dakar, cookbook author

FCI222: Celebrate Julia's 100th Birthday!

Join Dorothy Cann Hamilton, Sara Moulton, and other friends of Julia Child to share memories and celebrate her 100th birthday with cake and bubbly. Bring your Julia stories! Surprise guests, video tributes, and warm remembrances.

Dorothy Cann Hamilton, Founder and CEO, The International Culinary Center

Sara Moulton, television performer, cookbook author, former executive chef for Gourmet magazine

Are We in Fashion?



Jeremy & Ian, Two Kids

Monday Apr 2nd, 2012 Featured Session: Why Isn't Cooking Enough? 9:00am > 10:30am

FSM003: Why Isn't Cooking Enough? A Conversation With Ruth Reichl and Grant Achatz

New ingredients and techniques were once the primary tools for chefs to craft the latest food fashions, and seasonal menus and daily specials were the primary venues to launch these new creations. As the influence of culinary culture grows, culinary creatives are influencing and being influenced by a widening array of fields, including theater, design, historical research, food policy, and the sciences. Ruth Reichl and Grant Achatz discuss this expanding innovation horizon, and its implications for all culinary professionals.

Ruth Reichl, editorial advisor to Gilt Taste, former editor of Gourmet magazine

Grant Achatz, chef/owner Alinea, Next

Monday Apr 2nd, 2012 Monday Media Tours 9:00am > 3:30pm

MTM001: Good Housekeeping Lab

9:00am > 10:30am

Find out how researchers at the Good Housekeeping Research Institute have been evaluating products since 1909. A rare visit into one of the most advanced consumer advocate test kitchens. Meet Food Director Susan Westmoreland and Director of the Kitchen Appliance Test Lab, Sharon Franke.

Media Tour Cost: \$10.00

MTM002: SeeFood Media Producer's Panel

The convergence of media, brands, and distribution technology have made it possible for advertisers to produce broadcast-quality original content and directly engage audiences. Join Executive Producers Isaac Mark from Ketchum Digital, Mark Levine from Scripps Interactive, and Kristen Hartley from AOL Studios to discuss branded entertainment, and how sponsored content is the fastest growing segment of professionally produced culinary video content.

After each producer presents their latest work, Jamie Tiampo will moderate a fireside chat which covers marketing trends, production values, distribution channels, and monetization. Most importantly, how do we, as content creators, produce consistently excellent stories which resonate with consumers while forming emotional connections with brands? An exclusive networking session with refreshments will cap off the afternoon.

This unique 3-hour session is targeted at working professionals in TV, video, marketing, PR, and Culinary production.

Media Tour Cost: \$18.00

MTM003: Serious Eats

11:00am > 12:30pm

Get behind the scenes at Serouseats.com, one of the most popular food blogs. Meet founder Ed Levine, and speak with the people that snag over 100,000 daily visits.

Media Tour Cost: \$10.00

MTM004: Saveur

11:00am > 12:30pm

Visit their offices and discover what it takes to get a story into the pages of Saveur magazine. Spend some quality time with Saveur's Executive Food Editor, Todd Coleman.

Tour Cost: \$10.00

MTM005: Inside the Food Network Kitchens

1:00pm > 3:00pm

Join Susan Stockton, SVP Culinary Production, for an introduction to the support center for Food Network and Cooking Channel recipe testing, new product development, media production support, and live events.

Media Tour Cost: \$10.00

MTM006: Meredith Publishing

1:00pm > 2:30pm

Tour the test kitchens at Better Homes & Gardens, Family Circle, and Rachael Ray magazine at Meredith. Meet the leaders, including Laurie Buckle, Nancy Hopkins, Regina Ragone, Julie Miltenberger, Tara Bench, and Renee Irey.

Media Tour Cost: \$10.00

MTM007: Digitas / KitchenAid

2:00pm > 3:30pm

Dig deep into the inner workings of a consumer PR campaign at Digitas, which provides integrated strategy, technology, and marketing solutions to Fortune 100 and other companies that utilize the Internet as a principal means of business transformation.

Media Tour Cost: \$10.00

MTM008: Food Network Magazine

2:00PM > 4:00PM

An insider briefing by Editor, Maile Carpenter, and Publisher, Vicki Wellington – with a review of audience research.

Media Tour Cost: \$10.00

MTM009: Inside Bon Appetit's New Test Kitchen

2:00PM > 3:30PM

In Bon Appetit's test kitchen, newly redesigned by Adam Farmerie, two of the world's primary exponents of experiential environments discuss new directions in culinary space design. As David Rockwell says in his book Spectacle, "the value of being there....(is) not about something happening to you, it's about participating." Matt Lightner, from the newly-opened restaurant, Atera, provides the chef's perspective. Moderator Clark Wolf leads this session on the growing role of culinary spaces for publishing, restaurant, hospitality, education and other industries, and the opportunities these spaces offer to culinary professionals.

Adam Farmerie, partner AvroKO design/concept firm

David Rockwell, architect/designer, founder/CEO Rockwell Group

Clark Wolf, restaurant consultant

Matt Lightner, chef, Atera

Media Tour Cost: \$10.00

MTM010: Vook

3:00PM > 4:30PM

Go between the pages at Vook, a leading eBook publishing platform, and preview the latest technology for cookbooks.

Media Tour Cost: \$10.00

MTM011 Inside the Food Network Kitchens: Culinary Producers

11:30am > 12:30pm

A 60-minute session at the Food Network Kitchens focused on the culinary people who link the talent and production companies, write scripts, vet recipes, develop challenges, etc.

Susan Stockton, SVP Culinary Production

Media Tour Cost: \$10.00

MTM012: Food & Wine

11:00am-12:30pm

Dana Cowin provides a guided tour of the Food & Wine test kitchen and wine room, and discusses the editorial direction of the magazine. The Food & Wine Classic in Aspen 2012 and other F&W events will also be explored.

Dana Cowin, Editor In Chief, Food & Wine

Media Tour Cost: \$10.00

MTM013: Vook

1:30pm > 3:00pm

Go between the pages at Vook, a leading eBook publishing platform, and preview the latest technology for cookbooks.

REPEAT SESSION OF MTM010

Media Tour Cost: \$10.00

MTM014: Saveur

2:00pm > 3:30pm

Visit their offices and discover what it takes to get a story into the pages of Saveur magazine. Spend some quality time with Saveur's Executive Food Editor, Todd Coleman.

REPEAT SESSION OF MTM004

Media Tour Cost: \$10.00

MTM015: Food Arts

11:30am > 12:30pm

Because Food Arts is positioned as the ultimate, authoritative insider's resource for up-to-the-minute cutting-edge information, this briefing provides a rare window into the operations and focus of a short-lead-time publication.

Food Arts is written and designed to address the interests and needs of America's most successful and industry-active chefs, restaurateurs, F&B directors, and caterers with food, trend, and business information not available elsewhere. Ten issues a year reach a circulation of approximately 60,000. In addition, Foodarts.com provides frequent updates on what's happening in the food world via news briefs, online exclusive articles, and blogs plus a wealth of recipes and presentation inspirations. Their digital presence is enhanced by a newsletter, Facebook, and twitter.

Tour Cost: \$10.00

MTM016: tastingtable.com

495 Broome St. 2nd fl.

11:30am > 12:30pm

Join Editor In Chief, Scott Hocker, and Publisher, Anna Solomon, for a tour of their Test Kitchen and Dining Room. Scott and Anna will make a joint presentation about Tasting Table, the free daily email publication that delivers the food and drink culture to adventurous eaters across the country.

Tour Cost: \$10.00

MTM017: Bullfrog & Baum

2:00pm > 3:30pm

Join founder and president Jennifer Baum, along with various Bullfrog & Baum leaders, for an insider's perspective on client relations in the current culinary landscape.

Tour Cost: \$10.00

Monday Apr 2nd, 2012 Monday AM Sessions @ Millennium 11:00am > 12:30pm

EAM026: Tracking Traffic and Translating It Into Cash

You spend a lot of time and energy creating content for your blog or website, but do you actually know who is visiting and why? Where they come from and where they go? And what do you actually want your site visitors to do, anyway? Sharpen the effectiveness of your online presence using the powerful analytic tools available today, and learn how to harness that knowledge and turn it into action.

Stephanie Stiavetti, food writer, blogger, author

EAM027: EXPERTS ARE IN: The Win-Win PR strategy: How to Promote Yourself by Becoming A Valuable Resource to Editors

When pitching your cookbook, restaurant or other business to a journalist in the hope of getting media coverage, blatant self-promotion isn't the way to go. Busy editors and writers rarely pay attention to straight promo pitches, but they will listen to you if you can demonstrate that you can be an asset. Learn to become the person the editor not only returns calls from, but actually calls to get ideas.

Lisa Donoughe, founder Watershed Communications

Helen Baldus, director of media relations, Watershed Communications

EAM028: EXPERTS ARE IN: How To Turn Your Book Into an App

Unfortunately, there is no magic "save as" function that can take the content and production values of a cookbook and turn them into an app or an eBook. Hear from an author who has worked through the translation process to hear what she learned about form following function.

Andrea Nguyen, author, blogger, app developer

EAM029 Katherine Alford: Life in a High-Intensity Test Kitchen

A busy test kitchen is an exciting place to work, and the test kitchens of the Food Network are some of the busiest in the country. Hear about life in the culinary engine of this major food media brand. Learn the differences in how development and testing take place for TV, cookbooks, the magazine, and the website. Explore career opportunities in testing and get advice from the ultimate testing pro on what it takes to be a top-tier tester.

Katherine Alford, vice president, Food Network Test Kitchens

GSM042: The Modern "Cookbook" – An Exploration of Content, Form, Marketing, and Sales in Today's Evolving Publishing World--Part 1 of 2-part session

Part One of a Two-Part Mini-Symposium: Content Creation

The world of cookbooks is a bit like a funhouse mirror right now: look one way and you see multitudes of opportunity, new platforms, new audiences, crumbling barriers to access. Look from another angle, and you see an industry where no one's quite certain which direction is best. The new platforms, formats, audiences, and sales channels mean uncertainty and not much more than gut instinct to build a P&L on. Crazy-making, but perhaps the most exciting time in publishing!

In this mini-symposium, we'll begin with an overview of where we are now: how are the various channels performing (print, digital, mobile apps)? What type of content is being published? Who is buying it in which formats? And just what the heck is a book nowadays, anyway?

We'll then spend this first session exploring content creation and editorial packaging, in both broad terms and the nitty-gritty details that matter so much. How to decide whether your project is best for print, digital, or both, and how to integrate the two. How to navigate the many digital platform options, what impact future platforms might have, what skill sets do you need on your editorial team, how much content is the right amount?

Part Two will cover "now that we've created a great book/ebook/app, how do we sell it?" Please note that this symposium is focused on publishing in partnership with another entity in the role of

publisher, not on self-publishing. For a discussion of self-publishing, see session # GS30.

Judith Dern, senior communications manager, AllRecipes.com

Adam Salomone, associate publisher, Harvard Common Press

Kirsty Melville, president/publisher book division, Andrews McMeel Universal

Matt Mullin, Community Relations Manager, Digital Book World

Martha Holmberg, content consultant

Matt Sartwell, manager Kitchen Arts & Letters, chair James Beard Cookbook Awards Committee

GSM043: What Everyone Really Needs to Know About the Farm Bill

The Farm Bill is a massive, complicated, and contentious bill that touches nearly every aspect of food,

including government subsidies, food stamps, energy policy, protecting farmers, school food, and much

more. This panel of insiders will deconstruct the bill, provide IACP members with a deeper understanding of how the Farm Bill affects real people in their everyday lives, and discuss its relevance to what we do as culinary professionals. Attendees will leave with an action plan for following up in their communities, and with their elected officials, to advocate for a Farm Bill that supports a healthier, more just and sustainable food system.

Corby Kummer, senior editor, The Atlantic Monthly

Andy Fisher, founder and executive director of Community Food Security Coalition (CFSC)

Kathy Ozer, executive director of the National Family Farm Coalition

Ellen Teller, director of government affairs, Food Research and Action Center (FRAC)

GSM044: The Evolving Pleasures of Chocolate

The world of chocolate is changing rapidly, and changes in the map of cacao are affecting the availability of good beans, presenting challenges to chocolate makers across the world. Through a comprehensive chocolate tasting, you'll learn about current trends, including historical bars from particular regions such as Chuao, emerging cacao-producing areas such as Vietnam, and new chocolates made in cacao growing countries. And you'll get to know the scores of micro-batch chocolate makers who have infused passionate energy into the scene.

Maricel Presilla, restaurateur, food historian, author

Art Pollard, founder/owner, Amano Chocolate

GSM045: Two Ways to Build a Photo Shoot

Top New York photo rep firm, BrumIConlon, will team up with one of its leading photo/stylist teams to explore the critical differences between editorial and commercial photo assignments. They will discuss all aspects surrounding the work, from contracts, fees, style choices, building the right team, interaction with the client, and of course, the final photography and its presentation. Understanding these two very different worlds will help you be a savvier business person and a better artist.

Stephana Bottom, food stylist

Kathy BrumI, partner BrumIConlon Artists Agent

Jean Conlon, partner BrumIConlon Artists Agent

Cyd McDowell, food stylist

(photographer to be determined based on scheduling availability)

GSM046: Creating a Recipe: From Inspiration to the Printed Page

What goes on in the kitchen before a recipe appears on an editor's desk? Three cookbook authors renowned for their appealing, well-crafted recipes discuss the path from hungry moment to recipe development, writing, and testing. Where do they get their inspiration? How many times do they test? How do they balance the demands of cooking and writing to ensure accuracy? How do they judge when a good recipe is good enough, and how do they gauge the skills, tastes, and experience of their audience? Does health and nutrition play a role as well? The panel will also cover the legal and ethical issues behind adapting a recipe.

Jacques Pepin, chef, cookbook author

Mollie Katzen, cookbook author
Ellie Kreiger, Cooking Channel host, cookbook author, nutritionist
Rux Martin, senior executive editor, Houghton Mifflin Harcourt

GSM147: Food Writing as Literature

When someone writes about food, that's "food writing," isn't it? Not according to some leading writers on food in America. For them, writing that addresses food isn't a marginalized niche in the greater world of serious writing. To them, writing is writing, and food writing has its own challenges and rewards, just like its more highly regarded cousins. Join in this provocative discussion and formulate your own point of view.

Francis Lam, Salon
Josh Ozersky, Time magazine
Oliver Strand, New York Times

GSM150: Joy of Eating

Between tear soaked competitions, famous chefs meting out thermonuclear abuse, snarky reviews, tendentious tweets, tk alliterative word yelps, and chef-worshipful journalism, what often gets lost is that food is a pleasure, entertaining, often fun, always sensual. In this round table discussion author Peter Kaminsky and like-minded hedonists examine how to put the pleasure back in the palate.

Peter Kaminsky, author, creator of The Mark Twain Prize for American Humor
Mario Batali, chef
Gabrielle Hamilton, chef
Sam Sifton, national editor and former restaurant critic at The New York Times
Doug Duda, event producer (moderator)

MMM007: MIX AND MENTOR: Do I Need an Agent, and If So, How Do I Make an Agent Need Me, Too?

In this world of peer-to-peer, crowd-sourcing, and DIY, do writers not need agents anymore or do they need them more than ever? What does an agent look for in the "talent," and how do you hook up? Hear who experienced agents look for and how they work with clients, and present yourself to agents to get feedback on your "marketability."

Laurie Buckle, editorial director for food, Better Homes & Gardens (facilitator)
Stacey Glick, vice president, Dystel & Goderich Literary Management
Joy Tutela, literary agent, David Black Literary Agency
Jennifer Griffin, literary agent, The Miller Literary Agency

Monday Apr 2nd, 2012 Classes at Institute of Culinary Education 11:30am > 1:00pm

ICE001: You Can Cook, But Can You Can?

Home canning is back in a big way, but are chefs and culinary professionals really doing it right? Hear from a food scientist and a master food preserver/culinary school instructor as she clarifies the basic microbiology involved. Refresh your memory of why certain methods and recipes are no longer recommended, sketch out how to manage the uncertainties and risks when introducing a "value-added" processing side-line into busy restaurant and catering kitchens, and understand what constitutes a "tested recipe." This is an important class for anyone who wants to preserve for a market beyond your immediate friends and family.

Betsy Aziz, Master Food Preserver, canning instructor, culinary historian

ICE002: Vegetable Proteins: Seitan and Tofu

Seitan and tofu have been important sources of vegetable protein for centuries, and modern cooks have begun to discover the culinary and nutritional virtues of these ingredients, too. In this demonstration, you'll learn the traditional methods of extracting the protein from wheat and soybeans into digestible forms for human consumption, as well as how to make some delicious dishes in which to feature your DIY tofu and seitan. There will be a sampling of Crispy Seitan Croquettes with Spiced Yogurt; Wine Braised Seitan with Cippolini Onions; Sautéed Fresh Bean Curd with Tomato, Pine Nuts and Cilantro; Romaine Salad with Creamy Tofu and Miso Vinaigrette.

Peter Berley, ICE visiting chef-instructor, author

ICE003: The Art of Plating Mini-Desserts

Mini-desserts are a great way to transition between the main course and the dessert itself, and are often elaborately plated. This of them as "pre-desserts," or even as dessert of their own for a cocktail party. Each of the three mini-desserts featured in this class includes three to five elements, which the chef will demonstrate. You will then try your artistic hand at plating each of them.

Chad Pagano, ICE chef-instructor

ICE004: Whole Animal Butchery

The concepts of in-house butchery and whole-animal cookery are great, but not so easy to implement. Learn to work with the whole beast from farm to table, including: sourcing, butchering, curing, cooking and marketing. Butchery of a half-pig will be followed by an in-depth panel and Q&A with top meat professionals, tackling concerns, aspirations and trends in today's professional kitchens.

Marissa Guggiana, author, editor and contributor to Meatpaper

Tia Harrison, co-founder of The Butcher's Guild, executive chef and co-owner of Sociale restaurant, co-owner of Avedano's butcher shop

Matt Jennings, chef/owner Farmstead

Adam Tiberio, owner/meatcutter Tiberio Custom Meats

ICE005: Perfecting Your Macaron Skills

Macarons have been adored by Parisians for years, and recently they've been adopted by pastry chefs who aren't French. But while the basic principles and ingredients are simple, macaron perfection can be elusive. In this hands-on class, you'll learn to make a perfect batter as well as other tricks for successful baking of this special -- and profitable -- cookie. You'll work on piping skills (all important for macarons) and make fillings, then enjoy a macaron tasting: Almond Macarons with Popcorn Pastry Cream; Pink Peppercorn Macarons with Basil Buttercream; Pecan Macarons with Carrot Cake-Halwa; and a savory Sesame Macaron with Tomato Confit.

Anne McBride, director of the Experimental Cuisine Collective, cookbook author

Kathryn Gordon, pastry chef-instructor at The Institute of Culinary Education (ICE), cookbook author

ICE006: How to Make an Awesome Cup of Coffee

Coffees today are more specialized than ever, and deserve to be pampered and celebrated. But blueberry, sassafras, cherry cola... do these flavors really exist in coffee? So we really need to weigh exactly 28 grams of beans and 325 grams of water for the perfect pour over? In this session, we'll look at craft coffee from the vantage point of the sane enthusiast—take what's important and leave the rest. We'll start by examining what "craft" means in coffee. Then, we'll do side-by-side tastings of coffees processed and brewed using different methods, exploring nuances of flavor, body, and texture. Baristas and the owner of the widely respected New York coffee business, Joe the Art of Coffee, will be on hand to walk you through different preparation methods, discuss how to get the most out of good coffees, and answer your questions. We'll be tasting coffees roasted by award-winning Ecco Roasting (San Francisco, CA).

Hanna Neuschwander, food writer

Jonathan Rubenstein, founder/owner Joe The Art of Coffee

ICE113: Fermentation for the 21st Century

Humans have been fermenting food for over 7,000 years, but despite its ancient status, fermentation has become trendy. The renaissance is due in part to the DIY craze, but also to the beneficial health aspects of lactobacillus, the primary bacteria involved in vegetable and dairy fermentation. This class will explore the basics of lacto-fermentation and how it is used to preserve, enhance nutritional value, and add flavor.

Michael Schwartz, ICE chef-instructor

ICE014: The Modern Pastry Chef as Storyteller

A personal approach to the dessert trade is explored through the use of contemporary technique, with an emphasis on the structure and function of ingredients, as well as the growing influence of the global pantry. Though pastry chefs continue to look outward, they are also selling nostalgia, whether by modern or classic cues. In this demonstration class, we'll examine how chefs use pastry concepts to take on the role of story-tellers.

Michael Laiskonis, former executive pastry chef Le Bernadin and winner of James Beard 2007 Outstanding Pastry Chef award

ICE115: Cooking Up a Great Cocktail

In this interactive demo class – with lots of tastings! – a dynamic mixologist will show you how to make contemporary cocktails using herbs, spices, vegetables, and other ingredients more commonly found in the kitchen than behind the bar. Spice up your martinis with jalapeño and grilled thyme, mix lavender and figs with Scotch, and use fish sauce with heirloom tomatoes to create the best Seafood Bloody Mary you've ever tasted. Afterward, you're sure to move your liquor cabinet closer to your pantry!

Anthony Caporale, mixologist, instructor, host of Art of the Drink TV (www.aotd.tv)

Monday Apr 2nd, 2012 Monday Optional Events and Meals 11:30AM > 3:30PM**OPM001: Join Jessica Harris for lunch at The Red Rooster in Harlem**

Enjoy lunch in the private dining room of one of the hottest restaurants in today's Harlem, Marcus Samuelsson's Red Rooster, with a presentation on the Harlem of yesteryear by food historian, Dr. Jessica Harris, author of *High On The Hog: A Culinary Journey from Africa to America*. An optional walking tour of historic Harlem will be available following lunch, including stops at noted cultural collections.

Price, including book: \$140

Monday Apr 2nd, 2012 Monday PM Sessions @ Millennium 2:00pm > 3:30pm

EAM129: EXPERTS ARE IN: The 75-Word Seduction: How to Write a Compelling Recipe Headnote

It's the moment every recipe writer dreads: you've written the recipes, tested them until they hum, copyedited the text down to the last tsbp, and now you have to write the headnotes. What should you say? What's the point of a headnote anyway? Hear from a recipe pro who knows that the headnote is valuable real estate that can perform a very important function: sell the recipe to the reader.

Dorie Greenspan, author, blogger

EAM130: EXPERTS ARE IN: How to Invent a Career in Food Science

The paths to becoming a chef, food writer, cooking teacher, marketer, or entrepreneur are not easy but they are well-trodden and visible. But what about a career in food science? How does one forge a path on the geekier side of the food world. Hear from two people who have created a niche at the intersection of cooking and science.

Aki Kamozaawa and H. Alexander Talbot, authors, bloggers, culinary consultants

EAM131: EXPERTS ARE IN: Taking Your Appetite on the Road: Food-Related Travel Stories, from Pitch to Publication

Writing a food story that requires reporting on food in another location or culture brings with it a whole world of issues to address. Learn from the executive editor of *Saveur*, the magazine that "savors a world of authentic cuisine," as she shares her approach to everything from research to on-the-round reporting in foreign kitchens to spinning a single destination multiple ways.

Dana Bowen, executive editor, Saveur

GSM146: The Modern "Cookbook" – An Exploration of Content, Form, Marketing, and Sales in Today's Evolving Publishing World Part Two: Bringing Your Content to Market

In this second part of the mini-symposium, the panel of publishing professionals addresses the most perplexing issues around the emerging business models for these emerging formats. What has changed in the publisher-retailer landscape? How does the availability of free content affect pricing? How do iTunes and Amazon work? How can you harness social media and other digital marketing? And if you've got an eBook, just how the heck do you autograph it for your book launch party?

We'll spend the final portion of the session working as a group from a hypothetical case study to create the ideal "book" of the future.

Judith Dern, senior communications manager, AllRecipes.com

Adam Salomone, associate publisher, Harvard Common Press

Kirsty Melville, president/publisher book division, Andrews McMeel Universal

Matt Mullin, Community Relations Manager, Digital Book World

Martha Holmberg, content consultant

Matt Sartwell, manager Kitchen Arts & Letters, chair James Beard Cookbook Awards Committee

GSM148: Does Biodynamics Yield Super-Natural Wines?

Biodynamic agriculture is one of the hottest trends in viticulture and winemaking. Find out what this super-natural style of farming entails and why practitioners believe that it produces the purest, most terroir-driven wines. Taste biodynamic wines while joining in a lively discussion of this intriguing and controversial practice.

Katherine Cole, author of *Voodoo Vintners: Oregon's Astonishing Biodynamic Winemakers*

Rudy Marchesi, proprietor of the Demeter-certified winery, Montinore

Scott Pactor, owner of New York's natural wine shop, Appellation

GSM149: Loving Lamb

Though lamb is appreciated in many cuisines, it has never been a widely accepted meat in the U.S. But in today's meat-loving, sustainability-conscious world, it's no surprise that lamb is becoming more popular than ever. This panel tells the story of lamb from the perspective of a leading shepherd raising incredible meat and innovative chefs who are redefining the appreciation of it by showcasing new cuts, techniques and preparations.

This session will include a how to-butcher demo that explains the various lamb cuts, how to cook them, and their versatility in the kitchen.

Josh Ozersky, Time magazine, founder of Meatopia

Adam Sappington, chef/owner, The Country Cat restaurant, Portland, Oregon

MMM108: MIX AND MENTOR: How to Find a True Mentor and Build a Valuable Relationship

Many food professionals have been mentored all the way to successful careers. Discover aspects of these priceless relationships and how to benefit from finding the right fit for you. In a time when returning to school can prove financially challenging, seeking out a mentor is another option for culinary education and experience. Hear from cookbook pros who have each been mentored and have in turn, become mentors to others. Explore the best approach for finding a mentor, how to choose whom to mentor, and the priceless journey from mentee to mentor.

Laurie Buckle, editorial director for food, Better Homes & Gardens

Rebecca Lang, contributing editor for Southern Living and myrecipes.com, cookbook author, teacher

Virginia Willis, author, cooking teacher

Natalie Dupree, author, cooking teacher

Jean Lucas, senior editor, Andrews McMeel

Monday Apr 2nd, 2012 Classes at Institute of Culinary Education 2:30pm > 4:30pm

ICE007: What You Don't Know About Gluten-Free Cooking...But Need To

Gluten-free foods are the fastest growing trend in the food industry today. Manufacturers, chefs, and food writers have been scrambling to meet this demand, because gluten-free is more than just a fad, it's serious stuff for many -- any mistake when providing gluten-free products or information can lead to drastic reactions for some individuals. In this discussion and demo, we'll dissect the different gluten-free audiences, learning what's important to each. We'll also explore common errors made in gluten-free implementation, learning to prevent cross-contamination, and to create checklists to prevent common mix-ups. Identify gluten-free grains and flours -- presented via "mystery samples" -- while learning to develop your own signature blends. Take your gluten-free recipe development to the next level!

Marlisa Brown MS RD, registered dietitian, certified diabetes educator, chef and author

ICE008: Making Better Ice Cream Through Science

It's easy to make ice cream. It's more complicated to make very good ice cream. In this session, dairy scientist Cesar Vega will talk about the importance of fat type and content, the role that sugars play in frozen desserts, how fruits affect texture, how to prevent re-crystallization, how a formula takes shape based on how it's made (home vs. factory), the pros and cons of adding alcohol to ice cream, how to make ice cream à la minute, and how ice cream is different from gelato. He will discuss the latest developments in restaurant ice cream making, including the use of liquid nitrogen and the Pacojet. To make this workshop truly tailored to its participants, questions can be submitted in advance.

Cesar Vega, PhD, research manager, Mars Botanicals

ICE009: The Modern Pastry Chef as Storyteller

A personal approach to the dessert trade is explored through the use of contemporary technique, with an emphasis on the structure and function of ingredients, as well as the growing influence of the global pantry. Though pastry chefs continue to look outward, they are also selling nostalgia, whether by modern or classic cues. In this demonstration class, we'll examine how chefs use pastry concepts to take on the role of story-tellers.

Michael Laiskonis, former executive pastry chef Le Bernadin and winner of James Beard 2007 Outstanding Pastry Chef award

ICE110: Making Meat Look Good on Camera

As the art of butchery continues to assert itself within the pasture-to-plate narrative, fresh meat photography has become as important to telling the story as its cooked counterpart. Like a butcher who gives his product the respect it deserves, a good photographer and team realize that their subject isn't just a piece of meat. In this session, members will gain a more critical eye for the art of fresh meat photography. The panel will share key insights into sourcing, styling and shooting fresh meat, including a cutting demonstration to illustrate how skillful butchery can set the stage for mouthwatering results.

Kari Underly, meat-cutter, Principal of Range, Inc., meat marketing and training firm, author

Jennifer Marx, food and still-life photographer

ICE111: Cooking Up a Great Cocktail

In this interactive demo class -- with lots of tastings! -- a dynamic mixologist will show you how to make contemporary cocktails using herbs, spices, vegetables, and other ingredients more commonly found in the kitchen than behind the bar. Spice up your martinis with jalapeño and grilled thyme, mix lavender and figs with Scotch, and use fish sauce with heirloom tomatoes to create the best Seafood Bloody Mary you've ever tasted. Afterward, you're sure to move your liquor cabinet closer to your pantry!

Anthony Caporale, mixologist, instructor, host of Art of the Drink TV (www.aotd.tv)

ICE112: Bacon Lover's Workshop

Everything's better with bacon – and to prove it, ICE chef-instructor Daniel Stone will lead you through a hands-on workshop to explore the many facets of this beloved ingredient. You'll work with "green" bacon, uncured pork belly, sliced bacon, slab bacon, pancetta, and guanciale and you'll learn to make Fat-Washed "Bacon" Bourbon. On the menu: Irish Bacon with Cabbage and Scallion Champ, Pork Buns in the style of Momofuku, Frisee aux Lardons, Oyster Stew, Bucatini all'Amatriciana, Maple-Bacon Donuts, all washed down with a Breakfast Old-Fashion Cocktail.

Daniel Stone, ICE chef-instructor, recipe developer, food stylist

ICE113: Fermentation for the 21st Century

Humans have been fermenting food for over 7,000 years, but despite its ancient status, fermentation has become trendy. The renaissance is due in part to the DIY craze, but also to the beneficial health aspects of lactobacillus, the primary bacteria involved in vegetable and dairy fermentation. This class will explore the basics of lacto-fermentation and how it is used to preserve, enhance nutritional value, and add flavor.

Michael Schwartz, ICE chef-instructor

Monday Apr 2nd, 2012 IACP 34th Annual Awards Ceremony & Gala 6:00pm > 9:00pm**OPM326 IACP 34th Annual Awards Ceremony & Gala**

The stars of the culinary world will be out tonight as we honor the best of the best in the culinary world. Join special guest host Mo Rocca, with music by Michel Nischan and Friends, featuring the House Dressing band, for a night to remember. Our Award Cocktail Reception will immediately follow the Award Ceremony. Dress code is "In Fashion and Fabulous." Dust off your tiara, polish your shoes, and dress to dazzle as we honor our finalists and celebrate our Award winners.

