

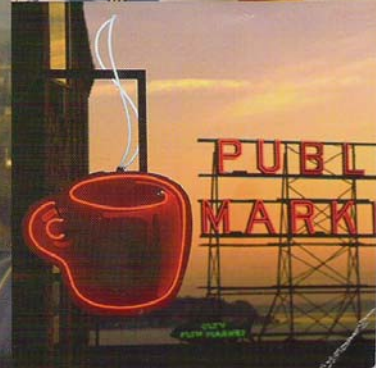


# INSPIRATION CREATIVITY INNOVATION

28th Annual International Conference  
International Association of Culinary Professionals

Washington State Convention and Trade Center  
Seattle, Washington  
March 29 - April 1, 2006

## PROGRAM



# Optional Educational Programs Wednesday, March 29

8:00 a.m. – 6:00 p.m.

## Hospitality Suite

Level 6 - Room 603

### OP-07 Entrepreneurs Section Forum on Wheels

Departs 8:30 a.m. – Returns 6:00 p.m.

Transportation will depart from Convention Place located on Level One of the Washington State Convention and Trade Center. The bus will return attendees to the Sheraton Hotel.

#### International Influences on Seattle's

##### Food Traditions

The Entrepreneurs Section Forum-on-Wheels Seattle 2006 will feature entrepreneurial food businesses that successfully blend components of the cuisines of foreign lands into the traditional food preferences of the Seattle area.

Our first stop will be Caffe Vita, one of Seattle's premier small-batch coffee roasters and cafe. We will learn about coffee roasting and barista training. A well-trained barista is responsible for ensuring that a coffee bar distinguishes itself by presenting its beverages as an expression of art and science. Continuing along the beverage trail, we'll visit with Shuiwen Tai, who will share with us her love for the Colong teas of her native Taiwan. At her traditional teahouse, Floating Leaves, she will demonstrate classic Chinese tea service and offer us a taste of this marvelous class of tea. Next we will visit with Leslie Mackie who operates Macrina, an artisanal bakery. We will tour the bakery and taste three of her fresh-from-the-oven Pacific Northwest breads.

We will have lunch at one of Seattle's truly authentic Vietnamese restaurants. With more of an emphasis on food than décor, our choice for *pho* serves a varied and loyal clientele of regulars in its mixed neighborhood of residents, businesses and visitors.

Ritrovo Italian Regional Foods, LLC is an importer of unique Italian specialties from small-scale producers. Their products have been the recipients of numerous accolades and have garnered notice from both traditional chefs and home cooks. Ilyse Rathet will share with us her love of all things Italian and provide tastes of some of her most unusual discoveries.

Just in time for 'Happy Hour' we'll swing back onto Pike Street and drop in on Elysian Brewing Company, a downtown-Seattle brewery and pub, to learn how they craft their six 'always-flowing-standards' and see what 'seasonal brews' they are offering for Spring 2006.

**Robert J. Heiss**, Cooks Shop Here  
**Kristen Rudolph**, Culinary Adventures of Mexico

### OP-08 Cooking Schools and Teachers

#### Section Forum

8:30 a.m. – Noon

Level 6 - Room 607

#### Beyond the Classroom: How to Expand Your Skill-Set, Maximize Your Potential and Grow Your Business

In this dynamic, first time ever interactive workshop format, the Cooking Schools and Teachers section is taking advantage of the rich resources of the IACP membership! Four speakers will share their expertise with practical and useful ways in which teachers and schools (individuals and businesses) can grow our careers, businesses and income by expanding our skill sets to maximize our potential. Smart ideas and solid information on what we can do for ourselves, *practically and affordably*, will be delivered in a nuts-and-bolts style, ranging from developing entrepreneurial initiatives to expanding your audience through marketing strategies and skillful communicating to various models for publishing a cookbook or recipe collection to capturing the lucrative flow of cultural and culinary tourism (including tours to the United States) to tips on doing your own digital photography for Web site and/or brochure promotion. Following the panel presentation will be in-depth roundtable discussions with the speakers as well as the opportunity to informally network and brainstorm with peer groups.

**Vicki J. Caparulo, CCP**, moderator, Beauty and the Feast, Inc.

**Sarah R. Labensky, CCP**, Culinary Publications Specialist, Favorite Recipes Press

**Patrick Martin**, International Le Cordon Bleu Vice President School Development and Culinary Education

**Dee Munson**, The Food Professionals, Inc.

**Andrew Schloss, CCP**, Culinary Generations, Inc.

### OP-09 Food Writing and Publishing Section Forum

8:30 a.m. – Noon

Level 6 - Room 608

#### Part One: Writing in the Five Senses - Bring Your Copy to Life

Isn't it sometimes frustrating to confine your words to a two-dimensional page when food and wine need to be savored by the senses? With the right techniques, your copy can "come alive" to touch the senses of each reader, consumer, cookbook buyer, or event attendee. Whether you write for magazines, newspapers, corporations, or cookbook publishers, knowing how to make your words sizzle will help your copy—and product or event—sell. Once you've got that sizzling copy, how else can you give it life? Our panel is full of ideas for ways to incorporate

all the senses through poetry, film, video, cooking demonstrations, author readings, and more.

**Judith M. Fertig**, moderator, Judith M. Fertig, Inc.

**Gail A. Bellamy, Ph.D., CCP**,

Restaurant Hospitality Magazine

**Barbara-Jo McIntosh**, Barbara-Jo's Books to Cooks Inc

#### Part Two: The Writer's First Right, The Right to Make Money

For most writers, rights are largely a matter of principle. Few make any effort to exploit their rights for profit. Writers must look beyond their traditional ways of making money, just as newspapers, magazines and book publishers have. This seminar will deal with a whole range of secondary rights, from electronic rights to book compilations to foreign markets. It will identify the fertile areas for writers to make money and it will show them how to negotiate to get it. It will also touch upon other ways for writers to make and keep money (or at least not lose) money such as kill fees, agent contracts and collaborations.

**Sam Gugino**, moderator, Cooking to Beat the Clock

**Christine Ammer**, National Writer's Union

**Todd Pitock**, writer

### OP-10 Nutrition and Food Science Section Forum

8:30 a.m. - Noon

Level 6 - Room 612

#### Culinary and Health Crossroads: Naturally Functional Foods and Beverages

This session will explore the latest scientific development in functional foods with an emphasis on naturally occurring components of foods with health benefits. Learn why some of the most delectable foods are also some of the healthiest. Wine, soy foods, fruits, vegetables and seafood will be examined by leading food scientists and nutritionists who are also dedicated to the enjoyment of foods and beverages. Included will be emerging science related to long- and short-term health benefits of fish oils (omega-3s), plant sterols, antioxidants and other phytochemicals.

**Liz Marr, MS, RD**, moderator, Marr Barr Communications

**Cheryl Forberg, RD**, Food and Nutrition Writer

**Alan Kristal, DrPH**, Fred Hutchinson Cancer Research Center

**Mark Messina, Ph.D.**, Nutrition Matters

**Randy Rice**, Alaska Seafood Marketing Institute

10:00 – 10:30 a.m.

#### Coffee and Conversation Break

Level 6 - Room 605

**12:15 – 1:30 p.m.**

**Luncheon**

Level 6 - Room 6 B

Sponsored by The Soyfoods Council

**OP-11 The Art of Partnership Development: Speed Partnering**

12:30 – 5:00 p.m. (off-site)

Palace Ballroom - 2100 5th Avenue

Everyone has heard the old cliché “two heads are better than one.” In the world of corporate partnering, so are two budgets, two teams of experts and two product lines that complement each other. But how do you meet potential partners? How do you break the ice and make your pitch without sounding pushy? How do you build strategic, effective relationships? This half-day session is targeted to corporate members but all IACP members are invited to participate. The program will begin with a lunch created by famed Seattle Chef Tom Douglas. The session will focus on the art of networking and the creation of strategic alliances that benefit everyone, starting with tips from noted author and speaker Andrea Sittig-Rolf. Then, the speakers will share success stories and break out into a “speed partnering” exercise to find actual partnerships among the attendees. This optional session will take place at the Palace Ballroom, which is a short walk from the Washington State Convention and Trade Center. Transportation is not provided.

**Andrea Sittig-Rolf**, moderator, Sittig Northwest

**Sandra J. Grey**, Cutco Cutlery

**Jim Howard**, California Table Grape Commission

**OP-12 Marketing Communicators Section Forum**

2:00 – 5:30 p.m.

Level 6 - Room 607

**Promotion, Packaging, People: New Twists on Classic Marketing Concepts**

Marketing communicators have moved beyond the traditional news release to utilize high-technology tools such as Podcasting, blogging and real-time news feeds to keep pace with the demands of their profession. Yet, effective programs still depend on understanding the ever-changing consumer, promoting innovative products and creating mind-sticking promotions. How can a contest or sweepstakes grab media and consumer attention? When can packaging make or break a product's success? And, how can studying people's lifestyles - and especially their health habits and personal convictions - lead to new insights into consumer behaviors? In this forum, presenters will share case studies and innovative packaging and branding concepts that marketing communicators can use for personal and

professional inspiration, creativity and innovation while solving business and consumer challenges.

**Amy Barr**, moderator, Marr Barr Communications

**Laurie Demeritt**, The Hartman Group

**Patti Regan**, The Regan Group

**Cal Walters**, Perspective Branding

**OP-13 Food Photographers & Stylists Section Forum**

2:00 – 5:30 p.m.

Level 6 - Room 611

**Where Passion Meets Need: Deliberate Creativity**

This stimulating interactive forum will help participants explore and develop their visual and marketing communication and art skills through learning creative problem-solving techniques. Panelists will present the fundamentals of what it means to be deliberately creative—thinking about and solving problems in innovative ways. These strategies can be practiced and applied to most business situations, but especially to photography. Participants will have the chance to actually put these strategies into action with a series of creative challenges, posed by a team of studio professionals. In tandem with an expert in creative problem solving, they will share better ways to work together to create compelling images that sell great ideas.

**John Carafoli**, moderator, food stylist

**Cindy Lund**, General Mills

**Diane Padys**, L'Image Magick, Inc.

**Russ Schoen**, New & Improved

**OP-14 Master Class: Ten Years Later – Cuisine Then and Now**

Cookery Demonstration and Tasting

2:00 – 4:30 p.m.

Level 6 - Room 6A

Kitchen Equipment Provided by Jenn-Air

This master class will provide attendees with a fresh approach to the diversity of food stuffs as well as an introduction to innovative cooking techniques. Here you will learn not only how to think outside the box with food stuffs that you are familiar with but you will be inspired to jump out of your comfort zone in the kitchen. Chef Charlie Trotter will create unique and diverse dishes using the exact same ingredients in multiple dishes by simply modifying the cooking technique or the preparation of the recipe components. The cooking demonstration and tasting will be accompanied by detailed recipe handouts that will inspire the culinary mind.

**Charlie Trotter**, Charlie Trotter's Restaurant

**OP-15 Master Class: Cookbook Boot Camp**

2:00 – 4:30 p.m.

Level 6 - Room 612

This master class will be of particular interest to cookbook authors, food writers, as well as chefs and restaurateurs who have ambitions to branch out into cookbook writing. In the first part of the session a cookbook author, two editors, an agent, and publicity expert will cover the nuts and bolts of building a cookbook, moving sequentially through its life: concept, structure, proposal, pitching, contracts, writing, testing recipes, the editing process, marketing, sales, off-shoots, and reincarnations. Then attendees will have an opportunity to pitch their book ideas to the panel and receive immediate feedback. Attendees will leave this master class with a realistic perspective on what it takes to create a saleable book proposal and a successful book.

**Andrew Schloss, CCP**, moderator, cookbook author

**Elissa Altman**, Clarkson Potter

**Lisa Ekus**, Lisa Ekus Public Relations Company

**Bill LeBlond**, Chronicle Books

**3:30 – 4:00 p.m.**

**Coffee and Conversation Break**

Level 6 - Room 605

**OP-16 Kids in the Kitchen Workshop**

Depart 3:30 – Return 6:30 p.m.

Transportation will depart from Convention Place located on Level One of the Washington State Convention and Trade Center. The bus will return attendees to the Sheraton Hotel.

This session was developed by the Kids in the Kitchen Committee to introduce children to fundamental culinary skills and enhance their knowledge of wholesome foods and basic nutrition. The Blue Ribbon Culinary Center in Seattle will host the session, and the participating students will be middle and high school age students who are involved with the City of Seattle Parks and Recreation Department Community Centers. The program will include a hands-on cooking class where the students will learn how to make pasta from scratch using just flour and eggs. They'll also learn how to construct a simple salad and make a healthy dressing. As an added treat, farmers from Full Circle Farm will be on hand to teach the students about farming and where their food comes from. IACP Volunteers will help students one-on-one with this culinary experience, interact with the instructors, and share their professional experiences. This is a wonderful opportunity for IACP members to have a lasting impact on the eating habits of future generations. It can also be a valuable learning experience for anyone interested in teaching children.