

THE CULINARY INSTITUTE OF AMERICA
in conjunction with
THE UNIVERSITY OF CALIFORNIA, DAVIS
presents

Third Annual Invitational Leadership Forum
**Flavor, Quality and
American Menus**

*Envisioning the Future and Stimulating Dialogue
Among Chefs, American Foodservice
and U.S. Agriculture*

September 10-13, 2006
Napa Valley and Davis, California

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THE CULINARY INSTITUTE OF AMERICA AT GREYSTONE
in conjunction with
UNIVERSITY OF CALIFORNIA, DAVIS

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September 10-13, 2006
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OVERVIEW

In years past, American farmers produced the nation's food (and envisioned feeding the world), food processors innovated within a narrow range of expectations, professional chefs and home cooks made few demands on producers, and food and flavor trends were slow to emerge. Wine was at most a tangential player at the American table.

Today, commodity agriculture in the West and much of the United States is under pressure as Latin America, China and other Asian countries bring more and more production on-line. Chefs, culinary product developers, cookbook authors and other culinary experts are firing up consumer interest in international flavors, and changing demographics are accelerating this trend. The options for growing, processing and marketing agricultural products are now vast and global, while clarity about *best* options is often muddled by a competitive marketplace sending mixed signals.

Wine is now welcome at the American table, and the California wine industry (along with the rest of the U.S. wine industry) – helped by positive findings on wine consumption and health – has flourished. Now, however, American wine producers face new challenges from other countries, and a shifting landscape of flavors and menu directions that appears to be less wine friendly.

Clearly, for those who value quality and diversity in food, wine and the culinary arts and those invested in the success of American agriculture and value-added processing, now is the time to be working closely together. This is the impetus behind the partnership between The Culinary Institute of America (CIA), a world leader in professional culinary arts education, and University of California at Davis, a world leader in agricultural, food science, viticultural, and enological education and research.

“Flavor, Quality & American Menus,” an annual invitational leadership retreat, and the online journal that inspires, **“American Menus & U.S. Agriculture,”** provides a venue for networking, information- and idea-sharing, and advancing both American agriculture and the food and wine industries that depend on it.

Working in partnership, The Culinary Institute of America – through its Napa Valley, California Greystone campus – and the UC Davis College of Agricultural and Environmental Sciences hope to unite leaders in agriculture, food processing and the culinary arts around a common mission, one that values scientific and technical excellence on the one hand and artistic and aesthetic accomplishment on the other.

This project was successfully inaugurated with our first annual leadership retreat jointly hosted by and located at the CIA at Greystone (Napa Valley) and UC Davis September 12-15, 2004. We continued to build on the success of this first gathering with our second retreat in September, 2005.

Our **Third Annual Flavor, Quality & American Menus Leadership Forum** will continue the tradition September 10-13, 2006 as we welcome, on an invitation-only basis, 30-35 of our nation’s most influential chefs and foodservice industry leaders (with an emphasis on multi-unit and volume foodservice operations: chain restaurants, contract and volume foodservice, hotels and resorts, major college and university foodservice operations, and supermarket foodservice). They will be joined by leaders in U.S agriculture, food processing and manufacturing, wine and distribution – as well as key media, representing both trade and consumer sectors.

OBJECTIVES

What we hope to accomplish over the years through these efforts may be summarized as follows:

1. Stimulate new thinking about the **future of U.S. agriculture** that:
 - Addresses the need to develop new directions in agriculture, food processing, and viticulture and winemaking – directions that emphasize quality and diversity and increased opportunities for specialty, higher-margin agriculture;
 - Takes advantage of a growing consumer willingness to spend money for quality and in the pursuit of culinary adventure;
 - Anticipates changing American demographics and related taste preferences, and the impact that these changes will have on agriculture, food processing and the wine industry;

- Welcomes the contributions of America's new ethnic and immigrant farmers, and the new flavors that they bring to the American table; and
 - Looks for solutions to balance and integrate consumers' growing interest in environmental sustainability with the economic needs and realities of the farm community.
2. Create an **annual forum on menu development** for the foodservice industry that approaches menu R & D from the perspective of flavor, quality and diversity in U.S. agriculture, food processing, viticulture and enology.
 3. **Accelerate health and wellness initiatives within the foodservice industry** through exploring the opportunities for ingredient and supply chain innovation as well as supplier-driven menu development support that focuses on delivering higher standards of flavor and greater flavor diversity.
 4. **Build bridges among leaders in U.S. agriculture, food processing, wine, distribution and chefs and other foodservice leaders** (with an emphasis on multi-unit and volume foodservice operations), and as a result, enhance loyalty towards U.S. agriculture.
 5. **Showcase leaders and innovators** whose successes confirm the viability of a commitment to quality, flavor and diversity.
 6. Grow and develop **an online journal of information, ideas and culinary trend analysis** at www.ciaprochef.com that supports these objectives and captures the best of the annual forum.
 7. **Expand collaboration between The Culinary Institute of America and the UC Davis College of Agricultural and Environmental Sciences** to benefit students of both institutions and thereby advance the fields of the culinary arts, foodservice management, agriculture and food and wine science and technology.

The Culinary Institute of America and UC Davis welcome all retreat participants, and wish everyone a stimulating and enjoyable few days on our two campuses.

SCHEDULE

SUNDAY, SEPTEMBER 10

- 4:30 PM **Registration and Welcome Reception**
Atrium
- 5:00 PM **Introductions and Overview**
All CIA Sessions in the Ecolab Theater
Speakers: **Mark Erickson, CMC**, vice president, CIA (Napa Valley, CA and Hyde Park, NY); **Charles Henning, CHA**, managing director, CIA at Greystone (Napa Valley, CA), **Greg Drescher**, senior director of strategic initiatives, CIA (Napa Valley, CA); and **Charles Bamforth, Ph.D.**, professor and chair, department of food science and technology, UC Davis (Davis, CA)
- 5:10 PM Keynote Presentations
Opportunities to Connect Innovation in American Agriculture and Foodservice
Part I: The View from California: Specialty Agriculture and the Nurturing of New Markets
Presenter: **A. G. Kawamura, M.A.**, secretary of food and agriculture, State of California (Sacramento, CA)
- Part II: Of Chefs, Commodities and Innovation: A Banker's View of Agriculture and American Foodservice**
Presenter: **Ken McCorkle, M.B.A., M.S.**, senior vice president, Wells Fargo Bank, and a leading expert on trends in U.S. agriculture (Visalia, CA)
- 6:00 PM Presentation and Demonstration
Kitchens of the Sun: Eastern Mediterranean Flavors for American Menus
Presenter: **Aglaia Kremezi**, author and Greek culinary expert (Athens and the island of Kea, Greece)
- 6:30 PM Tasting Reception
Celebrating Flavor: From Farm to the Table
Rudd Center for Professional Wine Studies
An opportunity to meet fellow chefs, operators, our sponsors, local farmers and other retreat participants
Sponsored by the California Raisin Marketing Board and Unilever Foodsolutions
- 8:00 PM **Participants have dinner on their own**

MONDAY, SEPTEMBER 11

- 7:30 AM **Light Napa Valley Breakfast**
Teaching Kitchen
Sponsored by Sunkist Growers
- 8:15 AM Presentation
**World Flavors, “Stealth Health” and Produce as Menu Strategy:
The View from the CIA**
Presenter: **Greg Drescher**, senior director of strategic initiatives, CIA
(Napa Valley, CA)
- 8:30 AM Presentation, Demonstrations and Tastings
**Produce and American Menu Innovation: Eastern Mediterranean
Flavors as Inspiration, Part I**
Moderator/Presenter: **Anissa Helou**, author and Mediterranean food
expert (London, U.K.)
Presenter: **Ana Sortun**, chef/owner, Oleana restaurant, and author
(Cambridge, MA)
- 9:15 AM Presentations
**Of Flavor and Quality: New Directions in Agriculture, Food
Production, and Menu Development, Part I**
 - California Raisin Marketing Board
 - Unilever Foodsolutions
 - Ocean Mist Farms
- 9:45 AM **Coffee and Conversation Break**
Sponsored by the California Tree Fruit Agreement
- 10:15 AM Presentation, Demonstrations, and Tastings
**Produce and American Menu Innovation: Eastern Mediterranean
Flavors as Inspiration, Part II**
Moderator: **Aglaia Kremezi** author and Greek culinary expert
(Athens and the island of Kea, Greece)
Presenters: **Jim Botsacos**, executive chef, Molyvos (New York, NY); **Jorge
Chicas**, head chef/restaurant director, Zaytinya (Washington, D.C.)

- 11:00 AM Presentation
The New American Farmer: Faces of Culture, Flavors of Change
 Presenter: **August Schumacher**, W.K. Kellogg Foundation, and former undersecretary of USDA (Washington, D.C.)
- 11:30 AM Presentations
Of Flavor and Quality: New Directions in Agriculture, Food Production and Menu Development, Part II
 - Sartori Foods
 - Dow AgroSciences
 - National Peanut Board
- NOON Morning session ends
- 12:15 PM Lunch
No Sliced Bread Here: Sandwiches, Salads and More from the Eastern Mediterranean and Regional Mexico
 Barrel Room
Sponsored by Sartori Foods and California Strawberry Board
- 1:45 PM Presentations, Demonstrations and Tastings
Re-imagining our Farms, Orchards and Groves: Taking a Long View on Flavor and What's Possible, Part I
 Presenter: **Tom Nassif, J.D.**, president and CEO, Western Growers (Irvine, CA), **David Mas Masumoto, M.S.**, author, columnist and farmer (Del Rey, CA)
- 2:45 PM Presentations
Of Flavor and Quality: New Directions in Agriculture, Food Production and Menu Development, Part III
 - California Walnut Commission
 - California Table Grape Commission
 - Nestlé Foodservice
- 3:15 PM **Coffee and Conversation Break**
Sponsored by Nestlé Foodservice
- 3:45 PM Presentation
Flavor, Innovation and the Mass Market: Incubating New Strategies for Healthy Foods
 Presenter: **Will Rosenzweig**, co-founder/managing director, Great Spirit Ventures (Mill Valley, CA)
- 4:15 PM Presentation/Demonstration
Fresh Ideas from Mexico: Regional Flavors for American Menus
 Presenter: **Roberto Santibañez**, culinary director, Rosa Mexicano restaurants (New York, NY)

- 4:50 PM Break
- 5:15 PM Presentation and Taste Pairings
American Beer, American Appetites: Finding Value in Specialization and Niche Initiatives
 Presenters: **Charles Bamforth, Ph.D.**, UC Davis (Davis, CA), and Jane Killebrew-Galeski, senior director brewing, new products, Anheuser-Busch (St. Louis, MO)
Sponsored by Anheuser-Busch Companies
- 5:45 PM Presentation and Component Tasting
Flavor and the Subconscious: A Case Study in Building Complexity
 Moderator: **Bill Briwa**, chef-instructor, CIA at Greystone (Napa Valley, CA)
 Presenters: **Ana Sortun**, chef/owner, Oleana restaurant, and author (Cambridge, MA); **Roberto Santibañez**, culinary director, Rosa Mexicano restaurants (New York, NY)
Sponsored by the California Raisin Marketing Board
- 6:15 PM Sponsor Exchange & Networking Reception
American Food & Agriculture and World Flavors – Inspiration for Contemporary Menus
 Herb Terrace
 A walk-around gathering featuring our sponsors and highlighting the role they and their products can play in bringing a broader world of flavors to American foodservice menus.
- 8:15 PM **Participants have dinner on their own**

TUESDAY, SEPTEMBER 12

- 6:30 AM **Breakfast at Hotel/On the Bus**
- 7:00 AM Depart Napa Valley by bus for first farm tour, visiting **The Farm on Putah Creek** and the **Center for Land Based Learning**, then onto the **UC Wolfskill Experimental Orchards** near Winters, CA (near the UC Davis campus), one of the University of California's most interesting field stations, which includes extensive plantings of wine grapes, tree fruit, nuts and other fruit varieties
Sponsored by the Produce for Better Health Foundation
- 9:30 AM An Introduction to Wolfskill
On the Menu: Tasting Biodiversity

Speaker: **Vito S. Polito, Ph.D.**, professor of plant sciences, U.C. Davis

- 9:50 AM **Comparative tastings and flavor explorations**, and time to explore the orchards
- 11:30 AM Lunch
A Harvest Lunch
Under the old trees at the Wolfskill Experimental Orchards
Sponsored by the California Walnut Commission and the California Table Grape Commission
- 1:15 PM **Depart for CIA Greystone**
- 2:45 PM **Afternoon Sessions Begin**
Presentation and Tastings
Re-imagining our Farms, Orchards and Groves: Taking a Long View on Flavor and What's Possible, Part II
Presenters: **Bryan Silbermann**, president, Produce Marketing Association (Newark, DE)
- 3:15 PM Presentations
Of Flavor and Quality: New Directions in Agriculture, Food Production, and Menu Development, Part IV
 - ConAgra Food Ingredients
 - California Strawberry Commission
 - National Watermelon Promotion Board
 - USA Rice Federation
- 4:00 PM **Coffee and Conversation Break**
Sponsored by Kikkoman International
- 4:30 PM Forum
In Pursuit of Flavor, Quality and Differentiation: Building Collaboration Between Agriculture and Foodservice
Session leaders: **Greg Drescher**, senior director, CIA, and **James Pond**, editor in chief, Foodservice Director
Panelists: Hays Atkins (Bon Appetit Management); **Adam Baird** (Mimi's Café); **Rita Devers** (Lettuce Entertain You Enterprises); **John Dix** (Compass Group); **Bob Okura** (The Cheesecake Factory); **August Schumacher** (W.K. Kellogg Foundation); **Bryan Silbermann** (Produce Marketing Association); **Rafi Taherian** (Stanford University); **Ken Toong** (University of Massachusetts); **Karen Wittig** (Aramark Corporation)
- 6:00 PM Reception
Variations on a Theme: A Salsa Verde Smackdown and More

The CIA Herb Gardens and the Chuck Williams Flavor Discovery Center
Sponsored by ConAgra Food Ingredients and Ocean Mist Farms

7:00 PM Dinner
Tasting the World, Tasting America
Barrel Room
Sponsored by the USA Rice Federation and Dow AgroSciences

WEDNESDAY, SEPTEMBER 13

7:30 AM **Light Napa Valley Breakfast**
Teaching Kitchen

8:15 AM Hands-On Market Basket Experience in the main teaching kitchens at the CIA at Greystone
Contemporary Flavors and American Agriculture
Led by the faculty of The Culinary Institute of America

Sponsored by the Produce Marketing Association

8:15 AM **Team Challenges, Concept Development, Planning**
Ventura Center for Menu Research and Development

9:15 AM **Teaching Kitchen Orientation and Introduction of Product Selection and World Flavors Pantry**
Third Floor Teaching Kitchen

9:45 AM **Hands-on Team Production**
Third Floor Teaching Kitchen

12:30 PM Lunch
Produce to the Center of the Plate
Ventura Center for Menu R & D
Based in part on the market basket production of the various culinary teams
Sponsored by the National Peanut Board and the National Watermelon Promotion Board

2:00 PM Presentations and Demonstrations
Mediterranean Fast and Fresh: Volume Foodservice Ideas from Greece and Turkey to Lebanon and Beyond
Moderator: **Aglaia Kremezi**, author and Greek culinary expert (Athens and the island of Kea, Greece)

Presenters: **Jim Botsacos**, executive chef, Molyvos (New York, NY); **Anissa Helou**, author and Mediterranean food expert (London, U.K.); **Jorge Chicas**, head chef/restaurant director, Zaytinya (Washington, D.C.); **Ana Sortun**, chef/owner, Oleana restaurant, and author (Cambridge, MA)

4:00 PM **Coffee and Conversation Break**
Sponsored by Norpac Foods, Inc.

4:30 PM Interactive Flavor Discovery Experience
Paint Pots of Flavor: A Deep Dive into 20 Key Flavor Dynamics from the Healthy Latin and Mediterranean Kitchens
Moderator/Presenter: **Ana Sortun**, chef/owner, Oleana restaurant, and author (Cambridge, MA)
Presenters: **Roberto Santibañez** culinary director, Rosa Mexicano restaurants (New York, NY); **Aglaia Kremezi**, author and Greek culinary expert (Athens and the island of Kea, Greece); **Anissa Helou**, author and Mediterranean food expert (London, U.K.)

6:00 PM Final Reception
Harvest Flavors of Wine Country
Sponsored by Ventura Foods

THURSDAY, SEPTEMBER 14

Leadership retreat participants depart

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*The Culinary Institute of America gratefully acknowledges
the generous support of our program sponsors*

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Ventura Foods

CONTRIBUTORS
California Fig Advisory Board
Wells Fargo Bank

CHEF AND FOODSERVICE EXECUTIVE BIOGRAPHIES

KAREN WITTIG is Vice President at ARAMARK Corporation.

ARAMARK Corporation is a world leader in providing award-winning food and facilities management services to health care institutions, universities and school districts, stadiums and arenas, and corporations, as well as providing uniform and career apparel. ARAMARK was ranked number one in its industry in the 2005 FORTUNE 500 survey and was also named one of “America’s Most Admired Companies” by FORTUNE magazine in 2005, consistently ranking since 1998 as one of the top three most admired companies in its industry as evaluated by peers. Headquartered in Philadelphia, ARAMARK has approximately 242,500 employees serving clients in 20 countries.

CHRIS NEALON is the Corporate Chef at the Aruba Beach Café.

Aruba Beach Café, nestled in the swaying palms of the beach at Lauderdale-by-the-Sea, is a reminder of the Caribbean. The café is open seven days a week and features three bars that offer wine, beer, and imaginative tropical cocktails.

HAYS ATKINS is Director of Food and Beverage at the Restaurants at the Guthrie.

Bon Appétit Management Company is an onsite custom restaurant company offering full food service management by providing café and catering service to corporations, colleges and universities, and specialty venues. Bon Appétit serves over 55 million meals per year to over 148 clients in 26 states. Founded in 1987 as a catering company, Bon Appétit’s expertise is in serving fresh food that is prepared from scratch using authentic ingredients, and doing so in a socially responsible manner.

CINNAMON COMBS is Senior Director of Research & Development at Boston Market Corporation.

Boston Market Corporation, based in Golden, CO, is a leader in the fast-casual restaurant category. The company has two distinctly different concepts: Boston Market and Rotisserie Grill. Boston Market restaurants – 630 locations in 28 states – specialize in fresh rotisserie roasted meats, a variety of freshly prepared side items, freshly tossed salads and baguette-style sandwiches. Rotisserie Grill launched in 2003, and features bolder flavors in a warm dining atmosphere.

CALVIN HARRIS, SR. is Senior Director of Innovation at Burger King Corporation.

Burger King operates more than 11,000 restaurants in more than 60 countries and territories worldwide. Approximately 90 percent of Burger King restaurants are owned and operated by independent franchisees, many of them family-owned operations that have been in business for decades. Burger King Holdings Inc., the parent company, is private and independently owned by an equity sponsor group comprised of Texas Pacific Group, Bain Capital, and Goldman Sachs Capital Partners.

SCOTT RANDOLPH is the TGIF Corporate Executive Chef at Carlson Restaurants Worldwide.

Carlson Restaurants Worldwide operates and franchises nearly 750 **T.G.I. Friday's** casual dining restaurants across the US and in about 55 other countries. The chain offers a menu of beef, chicken, and seafood dishes, but is popular for its appetizers and bar-like atmosphere. The first T.G.I. Friday's was opened in 1965 in New York City. Carlson Restaurants also owns Pick Up Stix, a chain of 75 Asian restaurants that serve Americanized Chinese food. The company is a subsidiary of travel and hospitality conglomerate Carlson Companies.

GREGG MALSBAR, C.F.S.P. is Executive Director of Culinary Standards at Centerplate NBSE.

Centerplate is a provider of food and beverage concessions, catering, and merchandise services for sports facilities, convention centers, and other entertainment facilities throughout the U.S. Based on the number of facilities served, the company is one of the largest providers of food and beverage services to a variety of recreational facilities in the U.S. and is the second largest provider to National Football League facilities (10 teams) and the third largest provider to Major League Baseball facilities (six teams).

ROBERT OKURA, C.E.C., C.F.B.E., C.C.E.C., C.M.R.D.P. is the Vice President of Culinary Development and Corporate Executive Chef at the Cheesecake Factory.

The Cheesecake Factory is an upscale casual dining restaurant with more than 200 menu selections, including appetizers, pizza, pasta, seafood, steaks, salads, sandwiches, and more. It also offers 50 varieties of cheesecakes and desserts. Its branches provide late-night dining and Sunday brunch, and its entire menu is available for takeout.

ANDREW JOHNSTONE is Director of Food and Beverage for Chevys Fresh Mex.

Chevys Fresh Mex is a division of Real Mex restaurants and offers innovative cuisine in the free-spirited atmosphere of a border cantina. Each of Chevys' 102 restaurants cooks from scratch and serves its signature food to an average of 600 guests each day with annual sales of 200 million dollars.

AUDREY B. BALDWIN is Senior Food Technologist at CKE Restaurants, Inc.

CKE Restaurants, Inc., through its wholly owned subsidiaries, engages in the development, operation, and franchising of quick-service and fast-casual restaurants in the United States of America. It operates its restaurants primarily under Carl's Jr., Hardee's, La Salsa Fresh Mexican Grill, and Green Burrito brands. The company's menu includes burgers, chicken sandwiches, biscuits, and biscuit breakfast sandwiches, as well as Mexican food items, including tacos, burritos, enchiladas, and salads. As of October 6, 2005, CKE Restaurants operated or franchised approximately 3,159 quick-service restaurants in the United States and 13 other countries. The company is headquartered in Carpinteria, CA.

JOHN DIX is Senior Training & Development Consultant at the Compass Group.

Compass Group is a leader in contract food service and hospitality. By combining fresh ideas with the industry's greatest talent, it continues to set the standards for food and service excellence. It is a \$6.7 billion organization with more than 152,000 associates

throughout the U.S., Latin America, and Canada. Its parent company is UK-based Compass Group PLC, a \$21 billion foodservice company with over 400,000 associates throughout 90 countries worldwide. In 2005, Compass Group PLC was named the world's 12th largest employer by *Fortune* magazine.

RON TREMPER is a Senior Training & Development Consultant at the Compass Group. **Compass Group** is a leader in contract food service and hospitality. By combining fresh ideas with the industry's greatest talent, it continues to set the standards for food and service excellence. It is a \$6.7 billion organization with more than 152,000 associates throughout the U.S., Latin America, and Canada. Its parent company is UK-based Compass Group PLC, a \$21 billion foodservice company with over 400,000 associates throughout 90 countries worldwide. In 2005, Compass Group PLC was named the world's twelfth largest employer by *Fortune* magazine.

KIM MENZIES is the Director of Food and Beverage at Daphne's Greek Café. **Daphne's Greek Cafe** was founded in 1991 and currently has 67 restaurants throughout California and Arizona. These Greek quick casual eateries feature authentic dishes conceived and developed by founder and entrepreneur George Katakaidis. While nursing an injury during his time as a professional soccer player with the San Diego Sockers, he realized the opportunity for high-quality Greek cuisine at reasonable prices. Fifteen years later, Mr. Katakaidis's business is thriving and still features updated versions of his mother's family recipes.

PETER GIBBONS is the Vice President of Product Development at Denny's Corporation. **Denny's** is the most recognized name in family dining. Established more than 50 years ago, there are more than 1,500 Denny's restaurants, located in the U.S., Canada, Costa Rica, Guam, Mexico, New Zealand, and Puerto Rico. Denny's is the largest full-service family restaurant chain the U.S., with systemwide sales of more than \$2 million.

JUDY KOEHN is the Director of Research & Development at Famous Dave's. **Famous Dave's** barbecue restaurants are the result of a quarter-century of barbecue experience. Specializing in a relaxed, down-home experience with the best in barbecue, Famous Dave's has won more than 200 awards, for everything from best ribs to best music.

WILLIAM P. BARUM is Corporate Director of Culinary Procurement and Research & Development at Harrah's Entertainment. **Harrah's Entertainment Inc.** is a nationwide gaming company with 28 casinos in 19 states encompassing 16,000 hotel rooms and 225 multidimensional restaurants and lounges. They serve over 3.5 million covers annually for a combined food and beverage volume of over \$500 million. Harrah's restaurants present a wide range of food offerings, including buffets, casual dining, steakhouses, fine dining, coffee shops, specialty, and ethnic choices.

CARRIE SEEMAN is in Product Development at Jack in the Box. **Jack in the Box**, founded in 1951, is a restaurant company that operates and franchises Jack in the Box restaurants and, through a wholly owned subsidiary, Qdoba Mexican

Grill in a combined 41 states. Qdoba Mexican Grill, which was acquired by Jack in the Box, Inc. in January 2003, is an emerging leader in fast-casual dining – the fastest growing segment in the restaurant industry – with more than 230 restaurants in 35 states. Based in San Diego, Jack in the Box, Inc. has approximately 45,000 employees.

RITA DEVER is the Corporate Chef at Lettuce Entertain You Enterprises, Inc. **Lettuce Entertain You Enterprises, Inc.** (LEYE) was founded by Richard Melman in 1971. LEYE is a privately held restaurant group that owns, manages, or licenses more than 60 locations in Illinois, Minnesota, Arizona, Maryland, Nevada, and Virginia. LEYE has a restaurant for virtually all tastes and budgets, ranging from formal elegance at Tru, Ambria and Everest to casual dining at R.J. Grunts and foodlife.

NICK SABA is Director of Food and Beverage Standards at Marie Callender's. **Marie Callender's**, which began when its namesake sold pies to restaurants in the 1940s, is a restaurant chain that operates over 160 locations in the United States and Mexico. Marie Callender's restaurants developed a significant reputation for offering generous portions, as well as their famous pies. They continue to expand and test new ideas to serve their customers better.

BRIAN KOLODZIEJ is Vice President of Culinary Innovation and Operations at Metromedia Restaurant Group. **Metromedia Restaurant Group** is one of the world's leading multi-concept table-service restaurant groups, with more than 800 Bennigan's, Steak and Ale, Ponderosa Steakhouse, and Bonanza Steakhouse restaurants in the U.S. and abroad. Its restaurants, representing four of the most well-known brands in the restaurant industry, today serve more than 160 million guests a year.

ADAM BAIRD is Corporate Chef at Mimi's Café. **Mimi's Café** is a restaurant chain which prides itself on providing the quality, ambiance, and personal service of a dinner house, with the convenience and great value of a coffee shop. Founded in 1978 in Anaheim, CA, a new Mimi's Café opens almost every month. Vibrant, New Orleans colors, jazzy art, and bold fabrics go together to create visual excitement in each restaurant. And most important, the restaurants are staffed with friendly, smiling people to attend to every need.

DAN KISH is the Director of Product Development at Panera, LLC. **Panera Bread** began in 1981 as Au Bon Pain Co., Inc. Founded by Louis Kane and Ron Shaich, the company prospered along the East Coast of the United States and internationally throughout the 1980s and 1990s, and became the dominant operator within the bakery-café category. Today, there are over 665 Panera Bread bakery-cafes in 35 states delivering fresh, authentic artisan bread on a national scale.

KARL EDLBAUER is the Corporate Executive Chef at the Peabody Hotel Orlando. The **Peabody Orlando** is a custom-built Orlando hotel, catering to the meetings and conventions industry nationwide. Since opening its doors in 1986, the Peabody Orlando has established itself as the Orlando convention hotel of choice for the nation's

professional meeting planners. It is one of only two Mobil Four-Star, AAA Four Diamond hotels in Orlando.

STACEY GALLAGHER is the Corporate Marketing Manager with Phillips Seafood Restaurants.

Phillips Seafood Restaurants is determined to serve the finest quality seafood products in a casual, comfortable, and friendly atmosphere. Anchored in tradition, Phillips is driven by a family style management and staff that is committed to overall guest hospitality and satisfaction. Phillips is determined to remain a leader in both the restaurant and food service industries through synergy between our seafood sources, purveyors, employee strengths, and guest relations.

JOHN KNORR is Director of Operations at Phillips Seafood Restaurants.

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RON EHRHARDT, FMP, DFS is Director of Food Service at Prudential Financial.

Prudential Financial companies serve individual and institutional customers worldwide and include The Prudential Insurance Company of America is one of the largest life insurance companies in the U.S. These companies offer a variety of products and services, including mutual funds, annuities, real estate brokerage franchises, relocation services, and more.

TOM COSTELLO is Corporate Executive Chef at Ray's Restaurants.

Ray's Restaurants was founded in Atlanta in 1984. The venture is chef-driven, and menus are printed twice daily to insure the freshest quality. We currently have three properties in the Atlanta market. The first namesake of Ray Schoenbaum was Ray's on the River, which established itself as one of the city's finest riverfront seafood restaurants. Ray's Killer Creek, in North Atlanta suburbs, fills the void for a premium steakhouse. The most recent addition is Ray's in the City, offering the freshest possible seafood dining experience in downtown Atlanta.

RAY MCCUE is the Executive Chef at R & R Associates.

R & R Associates is a full service restaurant consulting firm serving both fine and casual dining restaurants. Founded in 1993 as a consulting and management training firm, it specializes in restaurant start-ups and profit improvement. Its focus is establishing strength in the marketplace, gaining a competitive advantage, and significantly improving sales and profits.

DON ANTINORE is the Executive Chef for the Rochester Central School District.

The Rochester Central School District is a part of Compass Group, a leader in contract food service and hospitality. By combining fresh ideas with the industry's greatest talent, it continues to set the standards for food and service excellence. It is a \$6.7 billion

organization with more than 152,000 associates throughout the U.S., Latin America, and Canada. Its parent company is UK-based Compass Group PLC, a \$21 billion foodservice company with over 400,000 associates throughout 90 countries worldwide. In 2005, Compass Group PLC was named the world's 12th largest employer by *Fortune* magazine.

JEFF MOOGK is the Executive Chef at Sammy's Woodfired Pizza.

Sammy's Woodfired Pizza is a venture of the Ladeki Restaurant Group, whose projects include 11 Sammy's Woodfired Pizzas in California and Nevada, Roppongi Restaurant and Sushi Bar in La Jolla, Blackhorse Grille in Del Mar, and Fresh Seafood Restaurant & Bar in La Jolla. The first Sammy's Woodfired Pizza opened in La Jolla in 1989. Since that time, Sammy's Woodfired Pizza has grown to nearly 800 employees in 12 locations.

DAVID MILES, S.P.H.R. is Director of Training and Development at Sodexo USA.

Sodexo USA is the leading provider of food and facilities management in the United States, with \$6.3 billion in annual revenue and 110,000+ employees. Sodexo USA offers innovative outsourcing solutions in foodservice, housekeeping, grounds keeping, plant operations and maintenance, asset management, and laundry services to more than 6,000 corporations, health care, long term care and retirement centers, schools, college campuses, military and remote sites in North America.

RAFI TAHERIAN, C.E.C. is Executive Director of Stanford Dining, a division of Residential & Dining Enterprises at Stanford University.

Stanford Dining is a national award-winning program which serves 12,000 meals a day in 32 dining rooms for 4,300 students. Stanford Dining employs 270 staffmembers, and piloted the first on-campus peanut sensitive environment.

KENNETH K. TOONG, M.B.A. is Director of Dining and Retail Food Services at the University of Massachusetts, Amherst.

UMass Dining Services is one of the largest campus dining operations in the country, with over 12,500 on the meal plan and with annual revenue of \$43 million.

KEN BOGGESS is Director of Foodservice at the University of Florida.

The University of Florida is a major, public, comprehensive, land-grant, research university. The state's oldest, largest, and most comprehensive university, Florida is among the nation's most academically diverse public universities. Florida has a long history of established programs in international education, research and service. It is one of only 17 public, land-grant universities that belongs to the Association of American Universities.

ERIC CARTWRIGHT is the Executive Chef of the Campus Dining Services at the University of Missouri – Columbia.

University of Missouri – Columbia Campus Dining Services is a part of the Division of Student Affairs and operates 21 locations on the University of Missouri – Columbia campus. Included are five Residential Dining Facilities, Four convenience stores, and a retail food court. With revenue of \$21 million annually, the department employees over

200 full time employees and 500 part time student employees. Combined operations accounted for over 3.7 million transactions last year.

ADAM M. SACKS, MS, RD, CC is Chief Nutritionist and Food Scientist at Uno Chicago Grill.

Uno Foods began in the basement of a Boston restaurant in 1988 and now produces 66,000 pizzas and related items per day. All of its products are made by hand using the same ingredients as its Uno Chicago Grill restaurants and following the same recipes, including its legendary deep dish pizza. Its foods are served in hotels, stadiums, airports, schools, and movie theaters across the U.S.

JENS DAHLMANN is Chef de Cuisine at Walt Disney World Resorts Food & Beverage. **Walt Disney Parks and Resorts** traces its roots to 1952, when Walt Disney formed what is now known as Walt Disney Imagineering to build Disneyland in Anaheim, California. Today, Walt Disney Parks and Resorts operates or licenses 10 theme parks on three continents with an 11th park currently under construction in Hong Kong, along with 35 resort hotels, two luxury cruise ships, and a wide variety of other entertainment offerings.

LENNY DEGEORGE is Executive Chef at Walt Disney World Resorts Food & Beverage. **Walt Disney Parks and Resorts** traces its roots to 1952, when Walt Disney formed what is now known as Walt Disney Imagineering to build Disneyland in Anaheim, California. Today, Walt Disney Parks and Resorts operates or licenses 10 theme parks on three continents with an 11th park currently under construction in Hong Kong, along with 35 resort hotels, two luxury cruise ships, and a wide variety of other entertainment offerings.

JOHN DOMBO is Manger of the Food Service Division of the Wichita Canteen Company. **Wichita Canteen Company** is a franchise of the Compass Group. Our company offers dining, vending, office coffee, catering, and concession services to our clients. The food service division currently serves approximately 10,000 meals per day to B&I clients, the Good Neighbor Nutrition Program, the Head Start Program, and Corrections Program.

PRESENTER BIOGRAPHIES

CHARLES BAMFORTH, Ph.D., D.Sc. became the first Anheuser-Busch Endowed Professor of Malting and Brewing Sciences at the University of California, Davis in February 1999 and chair of the Department of Food Science and Technology at UC Davis in July 2005. He has over 27 years of experience in the brewing industry. He is a Fellow of the Institute of Brewing and Fellow of the Institute of Biology, and was awarded the Cambridge Prize of the Institute of Brewing in 1984. He is involved with several technical publications and has written a number of books, including *Standards of Brewing*; *Beer: Tap into the Art and Science of Brewing*; and *Beer: Health and Nutrition in 2004 and Food, Fermentation and Micro-Organisms*. (Davis, CA)

JIM BOTSACOS is the executive chef at Molyvos in New York, NY. Chef Botsacos began his cooking career in high school with a three-week apprenticeship at Johnson & Wales in Rhode Island. He later enrolled in the school's two-year study program, and earned his degree in 1987. Career highlights include interning at the 21 Club, New York City. Upon graduation he was hired by Chef Alain Sailhac as saucier. He later worked under Michael Lomonaco, Geoffrey Zakarian, Anne Rosenzweig, Daniel Bruce, and Ken Aretsky. At the age of 24 he became executive chef at the Blue Water Grill. In 1997 he joined Molyvos, which has earned three stars from *The New York Times* and been named to "Best Of" lists by *Esquire* and *New York* magazines. (New York, NY)

JORGE CHICAS is the head chef at Zaytinya in Washington, D.C. Chef Chicas has studied at The Culinary Institute of America and L'Academie de Cuisine and has wide experience in the restaurant business, including working at Neyla Restaurant as chef/partner and executive chef. While at Neyla he trained chefs for all three Neyla locations; he also handled creative management responsibilities as executive chef/partner in Capital Restaurant Concepts of Washington, D.C. He worked in a number of kitchen in Lebanon, and uses that knowledge in Zaytinya, which specializes in the small dishes of Lebanon, Greece, and Turkey. (Washington, D.C.)

GREG DRESCHER is the senior director of strategic initiatives at The Culinary Institute of America (CIA). Previously, for nearly 10 years, Mr. Drescher was the director of education/international studies at the CIA's Greystone campus in Napa Valley, CA. He has overseen the development of the CIA at Greystone's continuing and advanced studies in the culinary arts, including the founding of the college's Worlds of Flavor International Conference & Festival series and other leadership initiatives. In May 2005, Mr. Drescher was inducted into the James Beard Foundation's *Who's Who of Food & Beverage in America*, and in April 2006 was recognized by *Food Arts* magazine with its Silver Spoon Award. Before coming to the CIA, Mr. Drescher was the co-founder of Oldways Preservation & Exchange Trust, and previously, in the 1980s, the associate director of the American Institute of Wine & Food. (Napa Valley, CA)

MARK ERICKSON, C.M.C. is vice president of continuing education for The Culinary Institute of America (CIA). He oversees the continuing education programs of both campuses and oversees intellectual property development and industry consulting services. Chef Erickson is one of only 62 Certified Master Chefs in the country, and has been instrumental in the development of the CIA's programs on nutrition and healthy cooking, as well as the college's innovative www.ciaprochef.com Internet initiative. (Napa Valley, CA and Hyde Park, NY)

ANISSA HELOU is the author of *Mediterranean Street Food*, *Café Morocco*, and *Lebanese Cuisine*, which was a finalist for Britain's prestigious Andre Simon Award and named one of the best cookbooks of 1998 by the *Los Angeles Times*. Born in Lebanon, Ms. Helou currently lives in London, where she appears frequently on British television and radio, and writes regularly about food for the *London Financial Times*. (London, England)

CHARLES HENNING, C.H.A. is managing director of The Culinary Institute of America at Greystone. Mr. Henning is a graduate of the Ecole Hoteliere de Lausanne in Lausanne, Switzerland, and served as a faculty member at the Centre International de Glion in Glion, Switzerland. Mr. Henning relocated to the United States in 1981 and has held various positions in operations including Radisson Hotels, the Amway Grand Plaza, Swisshotel (Boston, MA and Tianjin, China), the Boca Raton Resort Club, the Walt Disney Company (Paris, France and Orlando, FL), the Sonoma Mission Inn, and the Hotel DuPont in Wilmington, DE. (Napa Valley, CA)

A.G. KAWAMURA, M.A. is the secretary of the California Department of Food and Agriculture. A produce grower and shipper from Orange County, Mr. Kawamura began his agricultural career as a beekeeper and later roadside stand operator. He is a founding partner, along with his brother Matthew, of Orange County Produce, LLC, and managed the company's growing and harvesting operations. Long committed to fighting hunger, Mr. Kawamura has received numerous awards for his humanitarian and agricultural works, and in 1991 was named Young Californian of the Year by the California Junior Chamber of Commerce. Mr. Kawamura holds a master's degree in comparative literature from U.C. Berkeley. (Orange County, CA)

AGLAIA KREMEZI is a contributor to Greek, U.S., and British publications, including *Gourmet* magazine, *BBC Good Food* magazine, *Bon Appetit*, *Food & Wine*, *Food Arts*, and others. With her husband and friends she created www.Keartisanal.com and leads groups on trips to experience the cooking and culture of the island of Kea. Among her books are *The Cooking of the Greek Islands* and *The Foods of Greece*, which won the IACP's Julia Child Award for best first cookbook. She is currently working on a book on Mediterranean cooking, to be published in the spring of 2008. (Kea, Greece)

DAVID MAS MASUMOTO, M.S. is an author, columnist, and third-generation farmer. Among Mr. Masumoto's books are *A Harvest of Memories*; *Four Seasons in Five Senses*, *Things Worth Savoring*; *Harvest Son*, *Planting Roots in American Soil*; *Epitaph For A Peach*; and *Four Seasons on My Family Farm*. He has won a number of awards, including the Julia Child Cookbook Award, the San Francisco Review of Books Critics' Choice Award, and a silver medal from the Commonwealth Club of California. He holds a master's

degree in community development from the University of California at Davis, and grows fruit on his family's 80-acre organic farm. (Del Rey, CA)

KEN MCCORKLE, M.B.A., M.S. is senior vice president and manager of the Agricultural Industries Group for Wells Fargo Bank, the largest agricultural lender among U.S. commercial banks. A graduate of the University of California at Davis with B.S. and M.S. degrees in Food Science and Technology, Mr. McCorkle received his MBA from Harvard Business School in 1976. He is also a graduate of the California Agricultural Leadership Program. Mr. McCorkle is currently a member of the University of California President's Commission on Agriculture and Environmental Resources, a member of the UC Davis Dean's Advisory Council for the College of Agricultural and Environmental Sciences, and an officer of UC Davis' Food Science Leadership Board. (Visalia, CA)

ALYSON E. MITCHELL, PH.D. is an assistant professor and food chemist with the Department of Food Science and Technology at the University of California at Davis. Dr. Mitchell specializes in identifying pre- and post-harvest factors that influence fruit and vegetable quality with the goal of improving the nutritional quality of fresh and processed foods. She is a member of the Scientific Advisory Board for the Naked Juice Company, and a former visiting scientist for the TransTasman Project in New Zealand. Dr. Mitchell is a graduate of the University of California at Davis. (Davis, CA)

TOM NASSIF, J.D. is the president and CEO of Western Growers, a 75-year-old trade association representing 90 percent of the fresh fruits, vegetables, and nuts in California and Arizona in February of 2002. Ambassador Nassif was part of the Reagan administration that came from California to Washington in 1981, where he served in a variety of positions, including deputy and chief of protocol for the White House, deputy assistant secretary of state for Near East and South Asian affairs, and ambassador to Morocco. Prior to leaving California, Ambassador Nassif was a partner in the law firm of Gray Cary Ames & Frye, specializing in agricultural labor law. (Irvine, CA)

VITO POLITO, Ph.D. is a professor of plant sciences at the University of California at Davis. After receiving his B.A. in biology from Sonoma State University in 1973, Dr. Polito began teaching botany at UC Davis while continuing his education. He received his master's and doctorate from Davis, and moved to the pomology department. He belongs to several professional organizations, including the International Society for Horticultural Science, whose working group for pollination he chaired. (Davis, CA)

WILLIAM B. ROSENZWEIG is co-founder and managing director of Great Spirit Ventures, the venture capital division of the A.M. Todd Group. The A.M. Todd Group is a 135 year-old firm specializing in food flavors, ingredients, and specialty agriculture. Mr. Rosenzweig was previously co-founder and CEO of the Republic of Tea; senior vice president of Odwalla; vice president of Nakamichi; partner and CEO of Hambrecht Vineyards and Wineries; and chairman of Winetasting.com. Mr. Rosenzweig is on the faculty at the Center for Responsible Business at the Haas School of Business at the University of California at Berkeley, and is the co-author of *The Republic of Tea: How an Idea Becomes a Business*. (Mill Valley, CA)

ROBERTO SANTIBAÑEZ is the culinary director of Rosa Mexicano in New York City, where he combines Mexico's rich cooking traditions with modern elements and approaches. Educated at Le Cordon Bleu in Paris, Chef Santibañez has worked in the kitchens of La Bourgogne in France; the Henbury Estate in Cheshire, England; and the Foreign Affairs Ministry and El Olivo in Mexico City. He was then chef/owner of Mexico City's El Sax, La Circunstancia, and Restobar Salamandra restaurants. In 1997, he moved to Austin, TX to assume the position of executive chef at Fonda San Miguel, where he was named Best Chef by the *Austin Chronicle* and garnered a five-star review from the *Austin American-Statesman*. (Mexico City, Mexico)

AUGUST SCHUMACHER JR. was the U.S. Undersecretary of Agriculture for farm and foreign agriculture service from 1997 to 2001. Mr. Schumacher grew up in a farm family in Lexington, MA, and went on to receive a degree in economics from Harvard College. Prior to serving under President Clinton, he was administrator of the USDA's foreign agricultural service, overseeing programs designed to foster exports of American agricultural, fish, and forest products. Currently he works for the Kellogg Foundation, assisting new refugee and immigrant farmers as they take up farming in the U.S.

BRYAN SILBERMANN is president of Produce Marketing Association (PMA). PMA is the largest worldwide not-for-profit trade association representing companies that market fresh fruits, vegetables, and related products. Mr. Silbermann, who helped launch the 5 A Day program in the U.S., was named in 2003 by *Supermarket News* as one of the top 50 "power players" whose actions drive the food industry. He is currently chairman-elect of the Partnership for Food Safety Education, a national program that unites industry, government, and consumer organizations to teach safe food handling. (Newark, DE)

ANA SORTUN is the chef-owner of Oleana restaurant in Cambridge, MA. She holds a degree from La Varenne Ecole de Cuisine in Paris. After opening Moncef Medeb's Aigo Bistro in Concord, MA, Chef Sortun brought her innovative Mediterranean food to 8 Holyoke in Harvard Square. In January 2001, Chef Sortun opened Oleana, which was nominated for Best New Restaurant in America by the James Beard Foundation. This past spring, Chef Sortun was honored with a James Beard Award for "Best Chef, Northeast." Chef Sortun is also the author of newly released *Spice: Flavors of the Eastern Mediterranean*. (Cambridge MA)

