

THE CULINARY INSTITUTE OF AMERICA
and
THE UNIVERSITY OF CALIFORNIA, DAVIS
present

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

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

September 12-15, 2004
Napa Valley and Davis, California

To be launched in March 2005 at www.ciaprochef.com:

American Menus & U.S. Agriculture
*An Online Journal of Information, Ideas and Culinary Trend Analysis for American
Chefs, Foodservice Operators and U.S. Agriculture*

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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, Australia, China and other 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, now is the time to be working together closely.

This is the impetus behind the new partnership between The Culinary Institute of America (CIA), a world leader in professional culinary arts education, and the University of California at Davis, a world leader in agricultural, food science, viticultural, and enological education and research.

Flavor, Quality and American Menus, an annual invitational leadership retreat, and the online journal that it will inspire, **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 Greystone, its Napa Valley, California, campus – and UC Davis – through its College of Agricultural and Environmental Sciences and Robert Mondavi Institute for Wine and Food Science – 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 will be inaugurated with our first annual leadership retreat jointly hosted by and located at the CIA at Greystone and UC Davis September 12-15, 2004. The retreat welcomes, on an invitation-only basis, a prestigious group of some of our nation's most influential chefs and foodservice industry leaders (with an emphasis on multi-unit restaurant, hotel and volume foodservice operations) and an equal number of leaders in U.S agriculture and food production and marketing.

OBJECTIVES

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

1. Expand collaboration between The Culinary Institute of America and the UC Davis College of Agricultural and Environmental Sciences – including The Robert Mondavi Institute for Wine and Food Science – 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.
2. 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; and
 - Anticipates changing American demographics and related taste preferences, and the impact that these changes will have on agriculture, food processing and the wine industry.

3. Build bridges between leaders in U.S. agriculture and food processing and chefs and foodservice leaders (with an emphasis on multi-unit and volume foodservice operations), and as a result, enhance loyalty towards U.S. agriculture.
4. Create an annual forum on flavor, quality and diversity in U.S. agriculture, food processing, viticulture and enology whose *primary focus* is on these values, with other issues – from nutrition and functional foods to biotechnology, organics and sustainable agriculture (for which many other forums and initiatives exist) – taking a supporting role.
5. Showcase leaders and innovators whose successes confirm the viability of a commitment to quality, flavor and diversity.
6. 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.

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 12

- 6:00 PM Welcome reception and tasting
Celebrating Flavor: From Farm to the Table
Herb Terrace
A walk-around event with an opportunity to meet fellow chefs, operators, our sponsors and other retreat participants
- 7:30 PM Participants have dinner on their own

MONDAY, SEPTEMBER 13

- 7:15 AM **Light Napa Valley Breakfast**
Teaching Kitchen
Sponsored by the California Raisin Marketing Board
- 8:15 AM Welcome, Introductions and Overview
A Challenge for the Foodservice and Agricultural Communities
Ecolab Theater
Speakers: **Greg Drescher**, Senior Director of Strategic Initiatives, CIA; **Mark Erickson**, CMC, Vice President of Continuing Education and Managing Director of CIA at Greystone; and **Charles Shoemaker**, Ph.D., Professor and Chair, Food Science and Technology Department, UC Davis
- 8:30 AM Keynote Presentation
The View from California: Specialty Agriculture and American Foodservice
Speaker: **A.G. Kawamura**, Secretary of Food and Agriculture Department, State of California
- 9:00 AM Presentation
Flavor, Diversity and the Future of American Agriculture: Making New Market Connections
Speaker: **August Schumacher**, W. K. Kellogg Foundation, and former Undersecretary for USDA

- 9:45 AM Presentation
Of Flavor and Quality: New Directions in American Agriculture and Menu Development, Part I
 Speaker: **Karla Stockli**, Vice President of Marketing, California Raisin Marketing Board
- 10:00 AM Break
Berns Area
- 10:30 AM Presentation
Of Flavor and Quality: New Directions in American Agriculture and Menu Development, Part II
 Speaker: **Jeff Gargiulo**, President & CEO, Sunkist Growers, Inc.
- 10:45 AM Presentation/Demonstration and Tasting
Of Rau Ram and Kaffir Lime: Asian Flavors and American Agriculture
 Moderator/Speaker: **Russ Parsons**, author and staff writer, the *Los Angeles Times*
 Guest Chef/Speaker: **Mai Pham**, chef/restaurateur, author and Southeast Asian food expert
- 12:00 Noon Presentation
Wine Vision: How Foodservice Can Help Build a Broader Culture of Wine Drinking in America
 Speaker: **Paul Dolan**, Co-Founder, Wine Vision, and President, Mendocino Wine Company and President, Parducci Wine Estates
- 12:30 PM Presentation
At the Intersection of Flavor, Quality and Sustainability
 Speaker: **Eugene Kahn**, Founder of Cascadian Farms and Vice President for Sustainable Development, General Mills
- 1:00 PM Lunch
Asian Aromatics for American Menus: A Flavor Odyssey
Barrel Room
 Guest chef: **Mai Pham**, chef/restaurateur, author and Southeast Asian food expert
Sponsored by the National Peanut Board

- 2:30 PM Presentations
Of Flavor and Quality: New Directions in American Agriculture and Menu Development, Part III
 Speakers: **Dee Dee Darden**, peanut farmer, and Eminent Past Chairman, National Peanut Board; **Jeff Pigott**, Director, Foodservice Marketing, National Pork Board
- 3:00 PM Presentation
Quality, Flavor and Distribution: Changing What's Possible
 Speaker: **Steve Schimoler**, Corporate Chef, Sysco, and President, the Research Chefs Association
- 3:45 PM Presentations
Of Flavor and Quality: New Directions in American Agriculture and Menu Development, Part IV
 Speakers: **Sandy Hu**, Kikkoman International; and **James Sartori**, President & CEO, Sartori Foods
- 4:15 PM Break with an opportunity to explore the campus
Berns Area
- 5:15 PM Tasting Presentation
Adventure at the Start of the Meal: California Wines, World Cuisines and Small Plates
Ecolab Theater
 Speakers: **Evan Goldstein**, MS, Director of Wine and Hospitality Education, Allied Domecq Wines, and **Adam Busby**, CMC, CIA Chef-Instructor and Director of Education
Sponsored by Allied Domecq Wines
- 6:45 PM **Reception**
Rudd Center for Professional Wine Studies
 With a chance to meet some of our neighbors in local, small scale agriculture
- 7:30 PM Dinner
World Flavors: New Directions for Barbecue and the American Grill
Herb Terrace
Co-sponsored by National Pork Board and Kikkoman

TUESDAY, SEPTEMBER 14

- 7:30 AM **Light Napa Valley Breakfast**
Teaching Kitchen
Sponsored by the California Raisin Marketing Board
- 8:30 AM Presentation
The View from the Farm: What the Perfect Peach has to Tell Us about American Agriculture and Our Choices Ahead
Ecolab Theater
Speaker: **David Mas Masamoto**, peach and grape farmer and author
- 9:00 AM Presentation
The View from New York: Specialty Agriculture and American Foodservice
Speaker: **Rick Zimmerman**, Deputy Secretary, New York Department of Food and Agriculture
- 9:30 AM Presentations
Of Flavor and Quality: New Directions in American Agriculture and Menu Development, Part V
Speakers: **Robin Osterhues**, Director Corporate Marketing, Calavo Growers Inc.; **Ray Meiggs**, potato grower, and Chairman of Domestic Marketing United States Potato Board
- 10:00 AM Break
Berns Area
- 10:30 AM Presentation and Component Tasting
Re-imagining the American Salad Bar: The Mediterranean as Inspiration
Guest Chef/Speaker: **Joyce Goldstein**, chef, author and Mediterranean food expert
- 11:30 AM Presentation
New Consumer Research About Produce in U.S. Foodservice: Opportunities for Healthy Menu Strategies
Speaker: **Brenda Humphreys**, Director of Foodservice, Produce for Better Health Foundation

- 12:15 AM Presentations
Of Flavor and Quality: New Directions in American Agriculture and Menu Development, Part VI
 Speakers: **Clark Raines**, Corporate Chef, Maple Leaf Farms, **Linda Funk**, Executive Director, Soyfoods Council
- 12:45 PM Introduction of Menu R & D session
 Speaker: **Steven Goldstein**, Director, the MenuMasters Center for Menu Research & Development, CIA at Greystone
- 1:00 PM Lunch
The Mediterranean Salad Bar: A Tasting
Herb Terrace
 Guest chef: **Joyce Goldstein**, chef, author and Mediterranean food expert
- 2:30 PM Small Menu R & D Group Sessions
- 3:30 PM **A Latin Flavors Interactive Tasting Experience, with the Wines that Pair (or Might Not Pair) with Them**
 Session Leaders: **Bill Briwa**, Chef-Instructor, CIA at Greystone, **Karen MacNeil**, Chair of the Professional Wine Studies Program, CIA at Greystone, and **Steven Sardo**, Rancho Gordo Napa Valley Specialty Foods
Sponsored by the California Raisin Marketing Board
- 5:00 PM Break
Berns Area
- 5:30 PM Menu R & D Session
Your Client's New Healthy Menu Concept: Fruits & Vegetables, World Flavors and Some Caveats
Ecolab Theater
 Session Leader: **Steven Goldstein**, Director, the MenuMasters Center for Menu Research & Development, CIA at Greystone
- 7:30 PM Reception
Herbs and Aromatics of Wine Country
The Chuck Williams Flavor Discovery Center
- 8:15 PM Dinner
Savoring Wine Country
Barrel Room
Sponsored by Soyfoods Council

WEDNESDAY, SEPTEMBER 15

- 7:00 AM Breakfast at hotel
- 8:00 AM Depart Napa Valley by bus for 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
- 9:30 AM Presentation and discussion
Flavor, Food Security and the Imperative to Preserve Biodiversity
Speakers: **Vito Polito**, Ph.D., Professor and Chair of Pomology, UC Davis, and **Ed Stover**, Curator, USDA Germplasm Repository
- 10:00 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
- 12:45 PM Depart for UC Davis
- 1:30 PM General Session
**Research Perspectives on Flavor & Quality, Part I:
Specialty Agriculture**
UC Davis College of Agriculture and Environmental Sciences
Session Chair: **Charles Shoemaker**, Ph.D., Chair, Food Science and Technology Department
Speakers: **Clare Hasler**, Ph.D., M.B.A., Executive Director, The Robert Mondavi Institute for Wine and Food Science; **Paul Vossen**, UC Cooperative Extension and an olive oil expert; **Vito Polito**, Ph.D., Professor and Chair of Pomology, UC Davis; **John Yoder**, Professor and Chair of Vegetable Crops, UC Davis
- 3:00 PM Break

- 3:30 PM General Session
Research Perspectives on Flavor & Quality, Part II:
Food Processing
UC Davis College of Agriculture and Environmental Sciences
Session Chair: **Sharon Shoemaker**, Ph.D., Executive Director of UC
Davis's California Institute for Food and Agricultural Research (CIFAR)
Speakers: **Charles Bamforth**, Ph.D., Professor of Biochemistry and
brewing specialist, and **Andrew Waterhouse**, John E. Kinsella Chair in
Food, Nutrition and Health, Department of Viticulture; **Marita Cantwell**,
Ph.D., Postharvest Specialist, Vegetable Crops Department
- 5:00 PM UC Davis sessions end, and walk to **Davis Wednesday Evening Farmer's
Market**
- 5:15 PM **Farmer's Market Tastings**, and a chance to interact with area farmers
- 6:15 PM Reception and Dinner
**Frontiers of Flavor: Celebrating Diversity in American Agriculture and
Foodservice**
*Hosted by UC Davis Chancellor **Larry Vanderhoef** at his home*
- 9:00 PM Participants depart by bus for the Napa Valley

THURSDAY, SEPTEMBER 16

Leadership retreat participants depart

CHEF AND FOODSERVICE EXECUTIVE BIOGRAPHIES

BILL BARUM is Corporate Director of Culinary 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. Some operations have as many as 18 different venues within a single property.

SHAUN BEARD is Vice President of the Convention Centers West division of Volume Services.

Volume Services America Holdings, Inc. 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).

NICK CAMODY is Executive Vice President and C.O.O. of Parkhurst Dining Services. **Parkhurst Dining Services**, a contract dining service, was established in 1996 as a division of Eat'n Park Hospitality Group. Parkhurst Dining Services' primary market focus is high-end corporate dining locations along with private medium-size colleges and universities. Parkhurst annualized should exceed \$60 million dollars by the end of the year.

BOB CARLSON is the Senior Director of Product Research and Development and Quality Assurance for Papa John's International.

Papa John's International, Inc. is the third largest pizza chain in the United States, operating and franchising pizza delivery and carry-out restaurants under the Papa John's trademark. The company and its franchisees operated domestically in 49 states, the District of Columbia and 15 international markets, and under the Perfect Pizza trademark in the United Kingdom. It has 2,790 Papa John's restaurants in operation, consisting of 570 company-owned and 2,220 franchised restaurants.

PAUL CARR is Director of Culinary Program Development at the ARAMARK Culinary Center.

ARAMARK is the leader in the Sports & Entertainment industry with over \$1 billion in annual revenues. Key accounts include: Fenway Park, Reliant Stadium, Las Vegas Convention Center, New Orleans Convention Center, Denali National Park, Lake Powell, Wachovia Center and Pepsi Arena. Their menus are as varied as the facilities they manage. This past year ARAMARK was involved in the NFL Super Bowl, the MLB All-Star game, and most recently served a sit-down dinner attended by 12,489 Delta Sigma Theta sorority sisters at Las Vegas Convention Center.

STEPHEN COONEY is National Executive Chef of the Sodexo School Services division at Sodexo USA.

Sodexo School Services provides food and facilities management services to over 480 school districts across the country. Every day Sodexo serves over 2 million school meals as well as provides healthy vending and snack bar options. Innovative school meal programs are tailored to meet the unique taste and nutrition expectations of students from adolescents to teenagers. As a pioneer in childhood nutrition, Sodexo School Services has developed numerous programs, including Breakfast in the Classroom and the Energy Download Zone.

DON CLAWSON is Associate Vice President of Food and Beverage for Classic Residence by Hyatt.

Classic Residence by Hyatt, a nationally recognized leader in the senior living industry, is dedicated to understanding the needs and desires of older adults and to providing its residents with high-quality services, distinctive amenities, enriching programs and compassionate care to complement their lifestyles and enhance their well-being. All food and beverage operations (17 communities with 93 venues) focus on quality, training and strategic operations enhancement.

ERIC CLEVELAND is the New Product Development Manager at Smokey Bones Barbecue and Grill.

Smokey Bones BBQ, a subsidiary of Darden Restaurants, Inc., is a casual dining restaurant that combines American barbecue with a rustic mountain lodge decor. Smokey Bones has enjoyed great success since opening its first restaurant in 1999, with consumers responding well to its mix of genuine, slow-smoked barbecue and fun sports viewing in a warm and lively setting. Named a 2003 "Hot Concept" by *Nation's Restaurant News*, Smokey Bones is Darden's fastest-growing business unit.

SHARON COULSON is Food Services Director for the Associated Students at the University of California at Davis.

UC Davis' Food Services feeds 7,500 customers daily. They employ 250 students under three managers, and prepare all the food, cooking, baking, and serving food made from scratch, with no corporate branding concepts. They achieve \$3.2 million in sales per year.

MICHELE GENDREAU is Dining Services Director at San Jose State University in California.

San Jose State University's Dining Services Spartan Shops operates all auxiliary services at the university. The department has more than 400 employees and 16 managers, including chefs. Food Services feeds the campus of 28,000 students. Most of the food is prepared from scratch.

PAUL GINGERICH is Vice President of Meats, Seafood and Foodservice for Wild Oats Markets, Inc.

Wild Oats Markets, Inc. started in Boulder, Colorado in 1987. It has grown into the nation's second largest natural and organic foods supermarket chains, with a family of more than 100 stores in 24 states and British Columbia, and annual sales of nearly \$970 million. Wild Oats stands on a commitment to provide customers with the best selection of natural foods and health care products in a friendly, informative setting.

KEITH HALFMANN is Corporate Director of Project Management and Food and Beverage for Marcus Hotels & Resorts.

Marcus Hotels and Resorts operates 12 properties in six states with properties in development in two other states. Properties range in size from 160 to 730 rooms. Each hotel has distinctive food and beverage operations which are valued as separate entities with high performance expectations. Most properties have two to four food and beverage operations, and feature 15,000 square feet of meeting and event space.

ROLAND HENIN, C.M.C., is the Corporate Chef for Delaware North Companies. **Delaware North Companies** is one of the world's leading hospitality and food service providers. Delaware North employs over 100 professional chefs, and is involved in the movement towards organic and sustainable cuisine. Its family of companies is one of the largest privately held companies in the United States with \$1.6 billion in annual revenue and 30,000 associates serving millions of customers in the United States, Canada, the UK and the Pacific Rim.

ANDRE MALLIE is Director of Dining Services for CalTech. **Caltech Dining Services** serves the food needs of 900 undergraduates. It has received internationally recognized awards from NACUFS for its retail concepts as well as its catering menu.

VALENTINO (TINO) G. MENNITTO, C.E.C., is Corporate Chef at Seed Restaurant Group, Inc., parent company of Fazoli's Restaurants. **Fazoli's Restaurants** are fast, family-friendly Italian operations in 32 states. Since 1990, Fazoli's has grown from a handful of restaurants in Lexington to more than 400 thriving company owned and franchised Fazoli's Restaurants spanning 32 states and the Philippines. From Florida to California, and Wisconsin to Texas, Fazoli's is serving "Real Italian. Real Fast.®" and doing it at affordable prices. Today, Fazoli's Restaurants employ approximately 8,000 people across the country.

ERIC PETERSON is Director of Product for CKE Restaurants, Inc. CKE Restaurants, Inc., through its subsidiaries, franchisees and licensees, operates some of the most popular U.S. regional brands in quick-service and fast-casual dining, including the Hardee's®, Carl's Jr.®, La Salsa Fresh Mexican Grill® and Green Burrito® restaurant brands. The CKE system includes more than 3,200 locations in 44 states and in 14 countries. CKE is headquartered in Carpinteria, California.

NICK SABA is Director of Food and Beverage Standards for 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.

STEVE SCHIMOLER is General Manager of Culinary Business Development for SYSCO Corporation and is the president of the Research Chefs Association. **SYSCO** is North America's leading foodservice marketer and distributor. The company operates the distribution of food and related products and services to restaurants, nursing homes, hospitals, hotels, motels, schools, colleges, cruise ships, sports parks and summer

campus. From the farm to the fork, SYSCO provides everything to prepare meals away from home. Supported by more than 47,400 employees across North America, SYSCO is helping its customers create healthy, appetite-pleasing menus.

ANDREW SELVAGGIO is Corporate Executive Chef at Quiznos.

Quiznos Sub, headquartered in Denver, Colorado, has more than 2,500 locations worldwide in 48 states and 15 countries. In 2003 *Nation's Restaurant News* named Quiznos as the fastest-growing sandwich chain in the United States. Best known for toasting its signature sub sandwiches, this quick service restaurant is a leader in the upscale sandwich category. Quiznos utilizes the culinary skills of 12 chefs for the creation of each limited time offer sub, which adds up to over 2,500 hours of development and testing time to introduce a new sub.

DAVID SONZOGNI is the Director of Foodservice for H-E-B Central Market.

H-E-B serves families all over Texas with almost 300 grocery stores and 55,000 employees. H-E-B's commitment to excellence has made it one of the nation's largest independently owned food retailers, yet has not changed its commitment to giving the customer exceptional service, low prices and friendly shopping. In 1994 H-E-B opened the first Central Market in Austin, featuring a European bakery, a deli with meats and cheeses from around the globe, and a juice and ice cream bar. Central Market is a destination market, and offers prepped produce and chef-prepared meals.

BRUCE SPRINGER is Director of Research and Menu Development of Boston Market Corporation.

Boston Market Corporation, based in Golden, Colorado, 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. In select markets, Boston Market is testing home delivery and partnering with supermarket chains to give consumers the added convenience of ready-to-heat and ready-to-eat restaurant quality food for the home.

TIMOTHY J. STEIN is Corporate Director of Food and Beverage for Xanterra Quality.

Xanterra Parks & Resorts is the country's largest park & resort management company. They emphasize ecologically sensitive tourism. Xanterra's food and beverage operations range from quick service carts, kiosks and fast food restaurants to full-service casual, specialty, fine dining restaurants and full-service catering. Sustainable cuisine is a priority, and Xanterra is a corporate member of the Chef's Collaborative organization.

RAFI TAHERIAN, 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 staff, and piloted the first on-campus peanut sensitive environment.

JOHN D. TURENNE is ARAMARK's Executive Chef for both Yale University and the *Yale Sustainable Food Project*.

Yale University has an undergraduate enrollment of 6,500 who dine in 12 residential colleges. At one of these dining facilities (Berkeley College, with 400 residents), the *Yale Sustainable Food Project* has been providing a seasonal menu procured from local sources who follow organic or sustainable practices. They are in the process of expanding a portion of this program to the entire university for the 2004-2005 school year.

MARC ZAMMIT is Director of Culinary Support and Development at Bon Appétit Management Company.

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 twenty-six 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.

PRESENTER BIOGRAPHIES

WILLIAM BRIWA is a Chef-Instructor at Greystone. In 1996 he joined the Greystone faculty as a Chef-Instructor and spent a year as the Executive Chef of the CIA's Wine Spectator Greystone Restaurant. Chef Briwa is a 1980 graduate of The Culinary Institute of America. He was awarded the Richard T. Keating Award after being voted most likely to succeed by the students in his graduating class. He has worked in a variety of culinary positions in Northern California, including the French Laundry and Domaine Chandon, and the Hess Collection Winery in Napa. Chef Briwa is a Certified Hospitality Educator (C.H.E.).

ADAM BUSBY, C.M.C., is Director of Education at Greystone. Chef Busby joined the CIA Greystone in 2000, and became the Chairman of the Culinary Arts faculty in 2003. Previously, he was the Director of Culinary Programs at the Dubrulle International Culinary and Hotel Institute of Canada. Chef Busby's career started with an apprenticeship in Canada, after which he moved to France, where he worked in Michelin-starred restaurants for several years. He served as Executive Sous Chef in the five-diamond Sandton Sun Hotel in South Africa for four years before moving to Vancouver. There he owned two restaurants before entering into culinary education. Chef Busby is one of only 62 Certified Master Chefs in the United States, having earned the designation in February of 2004.

DEE DEE DARDEN is a Virginia peanut farmer who cultivates a 600-acre farm with her family. She also owns and operates the Darden Country Store, where they cure the family's signature smoked, long-cut Virginia hams. Ms. Darden has served as Chairman of the National Peanut Board, and been the board's Virginia delegate since 2000. In 2001 she won the State of Virginia Governor's Marketer Award for her promotion and support of Virginia's peanuts and small grains. In addition, she served as President of the Virginia Small Grains Association in 1999-2000 and was Membership Chairman of the National Association of Wheat Growers in 2000.

PAUL DOLAN is a partner in Parducci Wine Cellars and former President of Fetzer Vineyards. He is a fourth-generation winemaker, descended on his mother's side from winemakers at the original Italian-Swiss Colony, and on his father's side from the winemaking Concannon family. His children, now in business with him, add a fifth generation to this winegrowing family. An advocate for sustainability and organic farming, Dolan was named Winemaker of the Year by the *Los Angeles Times*. He holds a master's degree in enology from Fresno State.

JEFFREY D. GARGIULO is the President and CEO of Sunkist Growers, the cooperative owned by more than 6,000 citrus growers in California and Arizona. As CEO of Gargiulo, Inc., he took the company from a local tomato producer to achieving the number one market share in the fresh tomato market. Gargiulo is currently chairman and CEO of Gargiulo Landco, and is also the principal owner in a wine grape vineyard in Napa, California and a wholesaler, importer, and distributor of fine wine in Florida. He also served as Chairman of the Produce Marketing Association and was a participant in both the GATT and NAFTA international trade negotiations.

EVAN GOLDSTEIN is Director of Wine and Hospitality Education for Allied Domecq Wines USA. The son of chef and author Joyce Goldstein, he began his career at age 19; later he joined his mother in opening the San Francisco restaurant Square One. In 1987 he became the eighth American and youngest ever (at the time) to pass the master sommelier examination, and in 1990 was appointed Director of the Sterling Vineyards School of Service and Hospitality in Napa Valley. He's served two terms as Chairman of the American chapter of the Court of Master Sommeliers, and served as advisor to the National Restaurant Association Education Foundation. He's co-authored numerous books, and been nominated three times for James Beard wine and spirits professional of the year.

JOYCE GOLDSTEIN is the Chef-Founder of San Francisco's Square One restaurant, and author of *The Mediterranean Kitchen*, *Cucina Ebraica: Flavors of the Italian Jewish Kitchen*, *Mediterranean the Beautiful Cookbook* (co-author), *Taverna*, *Kitchen Conversations* and the recently published *Saffron Shores*. Ms. Goldstein has taught, addressed conferences, and consulted with the Wine Spectator Greystone Restaurant at The Culinary Institute of America at Greystone.

STEVEN GOLDSTEIN is Director of Research and Development for The Culinary Institute of America, managing the creation of the MenuMasters Center for Menu Research & Development at the CIA's Greystone campus in St. Helena, CA. He also leads the college's industry services department's culinary discovery process that helps the world's leading food and beverage manufacturers develop creative and strategic new product ideas, concepts and protocepts. In addition to his duties with The Culinary Institute of America, Steven serves as President of FOODthinque, which specializes in organizational and product development for the food industry.

CLARE M. HASLER, Ph.D., M.B.A., is the founding Executive Director of the Robert Mondavi Institute for Wine and Food Science at the University of California, Davis. Dr. Hasler leads programming and vision-development efforts, as well as guiding fund-raising activities and serving as the university's primary liaison to the wine and food industries. Dr. Hasler holds a dual doctoral degree in environmental toxicology and human nutrition from Michigan State University and a master's degree in nutrition from the Pennsylvania State University. She also earned a master's degree in business administration from the University of Illinois at Urbana-Champaign. In 1998 she was recognized by *Self* magazine as one of the "Top 25 Food Influentials."

SANDY HU is a consultant for Kikkoman International Inc. Ms. Hu has more than 25 years of experience in food communications – editorially, as a newspaper and magazine food editor, and in public relations, where she has worked on the agency side, client side, and as the head of the national culinary center at Ketchum, a leading food marketing agency. Today she is a senior public relations consultant to numerous clients, including Kikkoman International Inc., with whom she has worked for more than 18 years. Ms. Hu is also a freelance writer for the Associated Press. Her stories on food and chefs are seen in hundreds of newspapers around the country.

BRENDA FRIED HUMPHREYS is the Director of Foodservice for the Produce for Better Health Foundation (PBH), where she oversees all of PBH's foodservice activities. Having worked with several leading consumer packaged goods manufacturers, she carries over 16 years experience

as an executive within the foodservice industry. Her responsibilities at PBH include the development of 5 A Day education and promotional programs with key manufacturers, restaurant chains, schools, and other foodservice segments. In addition, she serves as staff liaison to PBH's Board of Directors Foodservice Committee.

GENE KAHN is Vice President of General Mills and a longtime supporter of sustainability. Kahn began his career as a farmer in the Northern Cascade Mountains, and became the first person to nationally distribute all-organic processed food products. He has served on numerous local, state, and national boards focusing on farming, sustainability, and the environment, and has donated over \$1.2 million worth of environmentally sensitive land to the Nature Conservancy and Skagit Land Trust.

A.G. KAWAMURA is the Secretary of the California Department of Food and Agriculture. A produce grower and shipper from Orange County, 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, 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. Kawamura holds a master's degree in comparative literature from U.C. Berkeley.

KAREN MACNEIL is a wine and food teacher, writer, and consultant, and head of the wine program at the CIA/Greystone. She is the recipient of the 2004 James Beard Award for Outstanding Wine and Spirits Professional. Her articles have been published in more than 50 national magazines and newspapers, including the *New York Times*, *In Style*, and *Food & Wine*. When not teaching at Greystone, she conducts private wine tutorials for individuals and small groups, as well as seminars for corporations; among her clients are American Express, Merrill Lynch, and Time Warner. Ms. MacNeil frequently appears on national television, and is host of the PBS series *The Wine Show with Karen MacNeil*.

DAVID MAS MASUMOTO is a noted author, columnist, and third-generation farmer. Masumoto grows peaches, grapes, and raisins, and works with his 82-year-old father and mother on their organic 80-acre farm south of Fresno, Calif. Among Masumoto's books are *Four Seasons in Five Senses*, *Things Worth Savoring*; *Harvest Son*, *Planting Roots in American Soil*; *Epitaph For A Peach: Four Seasons on My Family Farm*; *Silent Strength*; *Home Bound*; and *Country Voices, The Oral History of a Japanese American Family Farm Community*. He has won several awards, including the Julia Child Cookbook Award, the San Francisco Review of Books Critics' Choice Award, and the James Clavell Japanese-American National Literacy Award.

RAY MEIGGS is the Chairman of the U.S. Potato Board's (USPB) domestic marketing. A potato grower from Camden, North Carolina, Mr. Meiggs is the vice president of marketing and sales for his family farming operation, John E. Ferebee Farming, Inc., a 3000 acre-farm that grows red, Yukon, and white potatoes; field corn; wheat; soybeans; and cabbage. Meiggs attended the University of North Carolina at Chapel Hill, earning a bachelor's of science in biology, and later received a master's in human relations from Ohio State. Prior to farming, Meiggs worked in administration at the University of California, Davis, and the University of Vermont.

PAMELA PARSEGHIAN

RUSS PARSONS is a food columnist at the *Los Angeles Times*. He has been writing about food for 20 years, 10 at the *Times*, where he has been food editor, managing editor, and deputy editor. He is the author of the cookbook *How to Read a French Fry*, which was published in 2001 by Houghton-Mifflin. He has been a finalist for James Beard Awards for food writing eight times, winning three times. He has won the Bert Greene Award for outstanding food journalism from the International Association of Culinary Professionals, and the University of Missouri Lifestyle Journalism Award for consumer writing.

MAI PHAM is the Chef/Owner of Lemon Grass restaurant in Sacramento, and author of *Pleasures of the Vietnamese Table* and *The Best of Vietnamese and Thai Cooking*. A food columnist for the *San Francisco Chronicle* and host of the Food Network special "My Country, My Kitchen: Vietnam," Chef Pham is the winner of the 1998 IACP Bert Greene Award for distinguished journalism. She leads culinary tours of Southeast Asia on behalf of The Culinary Institute of America (her first tour to Vietnam for the school was the subject of a two-part CNN *Travel Now* special), and is a frequent guest instructor at the CIA's Napa Valley campus.

JEFF PIGOTT is Director of Foodservice marketing for the National Pork Board. Mr. Pigott, with his staff of four national marketing managers, is responsible for driving new pork item placement along with promotion of existing pork items on commercial and non-commercial menus. Mr. Pigott came to the NPB staff with nearly 15 years of experience in marketing and advertising with an emphasis in foodservice. Mr. Pigott has served on the board of directors for the Ronald McDonald House of Central Iowa, the Rotary Club of Des Moines AM, and the Ad Pros of Des Moines. His educational background includes an MBA from Vanderbilt University and a bachelor's degree in marketing from the University of Iowa.

VITO POLITO, Ph.D., is the Chair of the Department of Pomology 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 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.

CLARK RAINES is Maple Leaf Farms' Corporate Executive Chef. Chef Raines graduated with honors from the Culinary Institute of America in 1988. In 1993, after 13 years in the restaurant business, he joined the sales staff for Manchester Farms, serving as its corporate chef and director of national accounts. In 1995 Clark joined the sales team at Maple Leaf Farms. Clark was promoted to corporate executive chef in 1999. As Maple Leaf Farms executive chef, Raines uses his years of experience in the food industry to partner with retailers and restaurateurs to develop recipes and menu solutions with Maple Leaf Farms duck products. In 2002 he was promoted to national account sales manager while still representing Maple Leaf Farms as the Corporate Chef.

JIM SARTORI is President and CEO of Sartori Foods, a privately held, family-owned firm. The Plymouth, Wisconsin-based cheese manufacturing and converting company has dramatically expanded and developed beyond traditional Italian cheese products under Mr. Sartori's

direction. He earned his degree from Marquette University and is an active member of the Young President's Organization (YPO), and has served on the board of directors with the International Dairy Foods Association (IDFA) and the National Cheese Institute (NCI).

STEVE SCHIMOLER is General Manager of Culinary Business Development for Sysco Corporation and is in his second term as the president of the Research Chefs Association. Mr. Chimoler was the chef/owner of his first four restaurants by the age of 26, and later became vice president of product development for Cabot Creamery in Vermont. He started a product development consulting company, Right Stuff Enterprises, as well as a several others that followed. He's now chef/owner of the Mist Grill, one of Vermont's most highly acclaimed restaurants. He wrote the book, *The Mist Grill: Rustic Cooking from Vermont*, and has appeared in food shows on both PBS and TVFN.

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, Massachusetts, 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.

CHARLES SHOEMAKER, Ph.D., is the Chair of the Department of Food Science and Technology at the University of California at Davis. Dr. Shoemaker received his B.S. in chemistry from West Virginia University at Morgantown in 1968. The next year he received his M.S. in physical chemistry from the University of Dayton. He began teaching at Virginia Polytechnic Institute and State University while working on his Ph.D. in physical chemistry, which he received in 1974. He continued teaching there until joining the UC Davis staff in 1978. Dr. Shoemaker has authored a number of articles, and is currently a recipient of a research grant from the USA Rice Foundation.

PAUL VOSSEN coordinates an educational and scientific research program that is responsive to the needs of approximately 1,000 farmers in Sonoma and Marin counties—a 10,000-acre tree fruit, berry, and vegetable industry worth \$42 million. He has a certificate in olive oil production from the University of Córdoba in Spain, and in 1998 served as head of the taste panel for the International Olive Oil Council. He also holds a master's degree from UC Davis in horticulture, pomology, and pest management. In 2002 he developed the first olive oil taste panel in the U.S. in cooperation with the International and California Olive Oil councils, which was recognized as one of 43 world panels.

ANDREW L. WATERHOUSE, Ph.D., is a Chancellor's Scholar and the John E. Kinsella Endowed Chair in Food, Nutrition and Health at UC Davis. Dr. Waterhouse earned his doctorate in chemistry from UC Berkeley and investigated natural pesticides in postdoctoral studies there as well. Prior to joining UC Davis' Department of Viticulture and Enology in 1991, he was at Tulane University. His research programs at Davis investigate how vineyard and winery production factors affect the phenolic composition of grapes and wine, and the effects of oak treatment on wine qualities. He has received awards for wine research and has organized several symposia on the subjects of wine flavor and wine and health.

JOHN I. YODER, Ph.D., is Chair of the Department of Vegetable Crops at UC Davis. Dr. Yoder earned his doctorate in genetics from Stanford and was a postdoctoral fellow at the University of Köln's Institute of Genetics. Prior to joining the faculty of UC Davis, he was a visiting scientist at the Academy of Science in the then-Soviet Union. He has had numerous papers published and served on a number of expert panels.

RICK ZIMMERMAN is Deputy Commissioner for Economic Development for the New York State Department of Agriculture and Markets. Under his leadership, Grow New York, Pride of New York, and Agricultural Environmental Management (AEM) help strengthen New York's food and agriculture system through competitive grants, technical assistance, and promotional programs. Mr. Zimmerman hails from a 200-cow, 800-acre dairy farm near Canandaigua, New York, and was principal manager of this family farm following college. He is the 1983 winner of the Ontario County Farm Bureau Outstanding Young Farmer Award.