

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

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

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

September 11-14, 2005
Napa Valley and Davis, California

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THE CULINARY INSTITUTE OF AMERICA AT GREYSTONE
University of California, Davis

Second Annual Invitational Leadership Forum
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September 11-14, 2005
Napa Valley and Davis, California

OVERVIEW

Flavor, Quality and American Menus is being jointly presented by **The Culinary Institute of America at Greystone** and the **University of California at Davis**, one of America's leading schools of agriculture, food science and technology, and viticulture and enology. The retreat will be conducted on both campuses over a three-and-a-half-day period.

Our goal for the retreat is to strengthen collaboration between leaders in the areas of agriculture and foodservice in order to enhance flavor, quality, and diversity in American food production/processing and foodservice menu development on behalf of the customers of both sectors.

The program will welcome, *on an invitation-only basis*, about 30 to 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). You 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.

The impact of the retreat will be carried to the industry as a whole with subsequent coverage of retreat highlights and issues at the CIA's www.ciaprochef.com Web site.

In addition to sparking dialogue among chefs, other foodservice leaders, and leaders in agriculture, the program will be intensely informative about a range of foods and flavors and full of good food, wine, and camaraderie. The program and its objectives are more fully described in the attached document.

The program begins Sunday evening, September 11, with a welcome reception and tasting here at the CIA at Greystone and ends Wednesday evening, September 14, with a special concluding reception and tasting. Among the highlights of this year's retreat:

- Presentations about flavor, quality, and diversity in American agriculture, and opportunities to bridge commodity and specialty agriculture, by such distinguished individuals as **A. G. Kawamura**, Secretary of Food and Agriculture for the State of California; **Nathan Rudgers**, Commissioner, New York State Department of Agriculture and Markets; **August Schumacher, Jr.**, former Undersecretary at USDA and a co-founder of the New American Farmers Initiative; and **Ken McCorkle**, Senior Vice President, Wells Fargo Bank and a leading expert on trends in U.S. agriculture.
- A **spirited forum** on opportunities for leadership within the volume foodservice community **to widen interest in specialty and high-value, high-flavor agriculture.**
- An in-depth exploration of **world salad and sandwich traditions**, and their potential to inspire **menu innovation** that both responds to consumer interest in flavor and health (e.g., think especially **produce and whole grains!**) and helps to grow flavor, quality and diversity in American agriculture and foodservice manufacturing.
- Presentations/tastings will be led by chef and **Mediterranean expert Joyce Goldstein** (author of numerous books); **Mark Furstenberg** (The Breadline, Washington, D.C), an expert on **Mediterranean bread and bread-based food traditions**; chef, cookbook author, and **Latin food expert Susan Feniger** (owner/chef of Border Grill, and Ciudad and host of the Food Network series *Two Hot Tamales*); and chef/author **Mai Pham** (Lemon Grass Restaurant, Sacramento), an expert on **Southeast Asian culinary traditions**. Chef Pham's presentation will include a comprehensive introduction to the **Asian herbs** that have taken root in American agriculture.
- Discussions about **menu formats and strategies** – from **small plates to wine list innovation** – that encourage **culinary adventure** and the acceptance of a greater variety of ingredients and flavors on the part of the American dining public.
- Sponsor Exchange & Networking Reception: **American Food & Agriculture and World Flavors – Inspiration for Contemporary Menus**. 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.
- Experiential sessions in the CIA's newest facilities – our state-of-the-art **Rudd Center for Professional Wine Studies** and the **Williams Flavor Discovery Center** – that will lead retreat participants through an examination of flavor and quality utilizing innovative audience response technology.

- Insights about food, agriculture, and research in the food and wine sciences from **the distinguished faculty of the University of California at Davis**, plus a preview of UC Davis' new **Robert Mondavi Institute for Wine and Food Science** (breaking ground in 2005 and opening in 2007 with a new world-class 127,000 square-foot academic building with classrooms, laboratories, and offices; 20,000 square-foot food science laboratory; and a 40,000 square-foot teaching and research winery).
- Visit to 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 grape, tree fruit, nut, and other fruit varieties – with a delicious harvest lunch in the orchards.
- **Wine Country/California specialty food harvest tastings**, from heirloom tomatoes and late harvest tree fruit to artisanal cheeses, olive oils, Asian herbs and more.
- A memorable final reception: **"Harvest Flavors of Wine Country."** A special tasting at one of Napa Valley's premier wineries, featuring several of Northern California's finest small farm products.
- Presentations by **other top chefs and experts**.

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 11

- 5:00 PM **Registration and Welcome Reception**
Atrium
- 5:30 PM **Welcome, Introductions, and Overview**
All CIA Sessions in the Ecolab Theater
Speakers: **Mark Erickson**, CMC, Vice President, CIA;
Greg Drescher, Senior Director, CIA; **Charles Henning**, Managing Director of
the CIA Greystone; and **Sharon Shoemaker**, Executive Director of the California
Institute of Food and Agricultural Research, UC Davis
- 5:45 PM Keynote Presentations
**Opportunities to Connect Innovation in American Agriculture and
Foodservice**
Part I: The View from California
Speaker: **A. G. Kawamura**, Secretary of Food and Agriculture, State of California
Part II: The View from New York
Speaker: **Nathan Rudgers**, Commissioner, New York State Department of
Agriculture and Markets
- 6:30 PM Welcome reception and tasting
Celebrating Flavor: From Farm to Table
Rudd Center for Professional Wine Studies
An opportunity to meet fellow chefs, operators, our sponsors,
and other retreat participants.
- 8:00 PM **Participants have dinner on their own**

MONDAY, SEPTEMBER 12

- 7:15 AM **Light Napa Valley Breakfast**
Teaching Kitchen
- 8:15 AM Presentation
**Flavors of Change: A Banker's View of Agriculture and
American Foodservice**
Speaker: **Ken McCorkle**, Senior Vice President, Wells Fargo Bank, and a leading
expert on trends in U.S. Agriculture
- 9:00 AM Presentations

Of Flavor and Quality: New Directions in Agriculture, Food Production, and Menu Development, Part I

- California Raisin Marketing Board
- Unilever Foodsolutions
- Sartori Foods

9:30 AM **Coffee and Conversation Break**

10:00 AM Preview of 2006 Initiative

Produce First! American Menus Initiative

Co-presented by The Culinary Institute of America and The Produce for Better Health Foundation

Speakers: **Greg Drescher**, CIA; and **Brenda Humphreys**, Director of Foodservice, Produce for Better Health Foundation

10:05 AM Presentation and Tasting

Mediterranean Flavors for American Salads and Sandwiches – From Spain and North Africa to the Eastern Mediterranean

Speakers: **Joyce Goldstein**, chef, author and Mediterranean food authority; and **Mark Furstenberg**, owner, The Breadline, Washington, D.C. and an expert on breads and bread-based foods of the Mediterranean

11:30 AM Presentations

Of Flavor and Quality: New Directions in Agriculture, Food Production, and Menu Development, Part II

- Ocean Mist Farms
- California Tree Fruit Agreement
- Del Monte Fresh Produce

12:30 PM Lunch

Mediterranean Salads and Sandwiches: A Tasting Odyssey

Barrel Room

Menu created by **Joyce Goldstein** and **Mark Furstenberg**

Co-sponsored by Sartori Foods and Unilever Foodsolutions

2:00 PM Presentation

**Rau Ram, Luffa Squash, Long Beans, and More:
Asian Immigration and the New American Agriculture**

Speaker: **August Schumacher**, W.K. Kellogg Foundation, and former Undersecretary of USDA

2:45 PM Presentations

Of Flavor and Quality: New Directions in Agriculture, Food Production, and Menu Development, Part III

- Mushroom Council
- Kikkoman International, Inc.
- National Peanut Board

- 3:15 PM **Coffee and Conversation Break**
- 3:45 PM Presentation
Fresh from Vietnam and Thailand: Asian Greens, Salads, and Sandwich Ideas for American Menus
 Speaker: **Mai Pham**, chef/owner of Lemon Grass restaurant, Sacramento, journalist, author, and Asian food expert
- 5:15 PM Presentation and Component Tasting
Flavor and the Subconscious: A Case Study in Building Complexity
 Speakers: **Robert Del Grande**, Executive Chef and Partner of Cafe Annie, Houston; and **Adam Busby**, CMC, Director of Education and Chef Instructor, CIA Greystone
Sponsored by The California Raisin Marketing Board
- 6:00 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.
- 8:00 PM **Participants have dinner on their own**

TUESDAY, SEPTEMBER 13

- 7:15 AM **Light Napa Valley Breakfast**
Teaching Kitchen
- 8:15 AM Presentation and Guided Tasting
Eat Your Vegetables! A Sensory Scientist and Chef Team Up on Palate Function and Flavor Strategies
 Speakers: **Hildegarde Heymann**, Professor and Sensory Scientist, Department of Viticulture and Enology, UC Davis; and **Bill Briwa**, Chef Instructor, CIA Greystone
- 9:45 AM **Of Flavor and Quality: New Directions in Agriculture, Food Production, and Menu Development, Part IV**
 - The Perfect Purée of Napa Valley
 - Walnut Marketing Board
 - Sunkist Growers, Inc.
- 10:15 AM **Coffee and Conversation Break**

- 10:45 AM Presentation
Fresh from Mexico, the Caribbean and South America: Salad and Sandwich Ideas for American Menus
 Speaker: **Susan Feniger**, chef/owner of Border Grill and Ciudad, Los Angeles, cookbook author, and television personality
- 12:15 PM **Of Flavor and Quality: New Directions in Agriculture, Food Production, and Menu Development, Part V**
 - California Table Grape Commission
 - Earthbound Farm
 - Prairie Grove Farms
 - Norpac Foods, Inc.
- 12:55 PM Lunch
Salads and Sandwiches: Southeast Asia and Latin America As Inspiration
Herb Terrace
 Menu created by guest chefs **Mai Pham** and **Susan Feniger**
Co-sponsored by National Peanut Board and Prairie Grove Farms
- 2:30 PM Presentation/Forum
Re-Imagining What's Possible: The Way Ahead for Agriculture-Foodservice Connections

On Seasonal/Regional Flavors and Sustainability
 Speakers: **Marc Zammit**, Bon Appétit; **John Turenne**, Sustainable Food Systems, formerly, Yale University

On Produce, Health and Wellness, and Value-Added Processing
 Speaker: **Dan Coudreaut**, McDonald's

 Panelists: **William Barum**, Harrah's Entertainment, Inc.; **Chris Martone**, Subway Restaurants; **Rafi Taherian**, Stanford University

 Co-moderators: **Mark Erickson**, CMC, Vice President, CIA; and **Steven Goldstein**, Director of the CIA's Center for Menu R & D
- 4:15 PM **Coffee and Conversation Break**
- 4:45 PM **Of Flavor and Quality: New Directions in Agriculture, Food Production, and Menu Development, Part VI**
 - USA Rice Federation
 - A. Duda & Sons
 - Dow AgroSciences

- 5:15 PM **A Taste Exploration**
Wine Strategies for Global Flavors – Tasting the Future
Speakers: **Mark de Vere**, Master of Wine, Icon Estates; and **Traci Dutton**,
Sommelier/ Beverage Manager, CIA Greystone
- 6:30 PM Reception
World Flavors for American Menus
The Chuck Williams Flavor Discovery Center
- 7:30 PM Dinner
The Global Table: Flavors From Asia, the Mediterranean, and Latin America
Teaching Kitchens
Co-sponsored by USA Rice Federation and Dow AgroSciences

WEDNESDAY, SEPTEMBER 14

- 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
On the Menu: Tasting Biodiversity
Speakers: **Vito Polito**, Chairman, Pomology Department,
UC Davis; and **Ed Stover**, Research Leader, National Clonal Germplasm
Repository – Tree Fruits, Nut Crops, and Grapes
- 10:00 AM **Comparative tastings and flavor explorations**, and time to explore the orchards
- 11:30 AM Lunch
A Late Summer Harvest Lunch
Under the old trees at the Wolfskill Experimental Orchards
Sponsored by Walnut Marketing Board
- 1:00 PM **Depart for UC Davis**
- 1:30 PM **Afternoon Sessions Begin On-Campus**
- Presentations
**Frontiers of Flavor and Quality in American Agriculture:
Three Case Studies on the Leading Edge of Research**
Session Chair: **John Yoder**, Professor and Chair, Department of

Vegetable Crops, UC Davis

Plant Flavonoids and Health

Speaker: **Alyson Mitchell**, Assistant Professor, Department of Food Science and Technology

Post Harvest Technology of Melons

Speaker: **Marita Cantwell**, Postharvest Education Specialist, Department of Vegetable Crops, UC Davis

Tomato Germplasm Resources

Speaker: **Roger Chetelat**, Associate Agronomist and Director, C.M. Rick Tomato Genetics Resource Center

2:45 PM **Coffee and Conversation Break**

3:10 PM Presentations

Beer and the American Table

Session Chair: **Sharon Shoemaker**, Executive Director, California Institute of Food and Agricultural Research, UC Davis

3:15 PM Presentation

Of Flavor and Quality: New Directions in Agriculture, Food Production, and Menu Development, Part VII

- Anheuser-Busch Companies

3:25 PM Presentation

I'll Have a Beer! Of World Flavors, Changing Demographics, and the Frontiers of Brewing Science

Speaker: **Charles Bamforth**, Anheuser-Busch Endowed Professor of Brewing Science and Chair, Department of Food Science and Technology, UC Davis

4:00 PM Concluding Forum

Flavors of the Earth, Flavors of the World: Building on Opportunities that Will Sell

Panelists: **Julie Reid**, Ruby Tuesday; **Stephen Cooney**, Sodexo; **John Taylor**, Panera; **Edwin Wronski**, Walt Disney World Resorts; **Jim Broussalian**, Jack in the Box

Co-moderators: **Greg Drescher**, CIA; **Steven Goldstein**, CIA

5:00 PM **Buses Depart for the Napa Valley**

7:00 PM Final Reception

Savoring Wine Country

A special concluding reception and tasting at Mumm Napa Valley,
one of Napa Valley's premier wineries, featuring several of Northern California's
finest small food producers

THURSDAY, SEPTEMBER 15

Leadership retreat participants depart

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UNIVERSITY OF CALIFORNIA, DAVIS**

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

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Mushroom Council

Norpac Foods, Inc.

Ocean Mist Farms

The Perfect Purée of Napa Valley

Sunkist Growers, Inc.

CONTRIBUTORS

Icon Estates

Mumm Napa Valley

Wells Fargo Bank

CHEF AND FOODSERVICE EXECUTIVE BIOGRAPHIES

ADAM BAIRD is Corporate Chef for 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 your every need.

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.

RICHARD BERLIN III is Director of Campus Dining for the Massachusetts Institute of Technology (MIT).

MIT Campus Dining has one of the most diverse dining operations in the nation, with 20 locations on campus and two restaurants off campus. Because how students incorporate food into their busy schedules is a matter of personal choice, MIT Campus Dining is committed to providing diverse flavors, locations, and services that respect their time and nutritional demands. MIT Campus Dining strives to present students with exciting and nutritious menu choices at a great value.

JIM BROUSSALIAN is Director of Menu Innovation and 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.

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.

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.

STEVE COONEY is National Executive Chef for the School Services Division of Sodexo USA. **Sodexo School Services** provides food and facilities management services to over 480 school districts across the country. Every day Sodexo serves over two million school meals as well and 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.

DAN COUDREAUT is Director of Culinary Innovation at McDonald's Corporation. **McDonald's** is the world's number one fast-food company by sales, with more than 30,000 of its flagship restaurants serving burgers and fries in more than 100 countries. Most of the company's eateries are free-standing units, with some quick-service kiosk units. Each unit gets its food and packaging from approved suppliers and uses standardized procedures to ensure consistency. McDonald's also owns the Boston Market and Chipotle Mexican Grill fast-casual chains.

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 from scratch, with no corporate branding concepts. They achieve \$3.2 million in sales per year.

RICK CROSSLAND is Senior Vice President of Culinary and Beverage Development at Bahama Breeze, Darden Restaurants. **Bahama Breeze** is the nation's leading Caribbean-inspired restaurant company. It serves guests chef-prepared, made-from-scratch Caribbean cuisine and hand-crafted drinks in a relaxed island atmosphere. **Darden Restaurants, Inc.** is the world's largest casual dining restaurant company (based on market share, sales, and number of company-owned and operated restaurants), operating more than 1,300 restaurants in North America, employing more than 140,000 people who serve 300 million meals annually.

MARK DIERKHISING is Executive Chef of Sonoma State University in California. **Sonoma State University** occupies 269 acres in the beautiful wine country of Sonoma County, in Northern California. The relatively small campus of slightly over 8,000 full-time students serves about 1,400 meals a day in meal plans. Currently, campus housing accommodates 2,431 students in both apartment and residential suite style facilities. Its dining facilities range from fine dining to pubs.

JOHN DIX is Senior Training & Development Consultant for 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.

AL FERRONE is Vice President of Food & Beverage for Hilton.

Hilton is the flagship brand of Hilton Hotels Corporation, and the most recognized name in the global lodging industry. Conrad Hilton purchased his first hotel in Cisco, TX, back in 1919. Since that time the company has grown to over 500 hotels in cities all over the world.

HEATHER GARDEA is the Vice President Food and Beverage, Executive Chef of the Catalina Restaurant Group.

Catalina Restaurant Group operates two separate brands: Carrows, a 200 unit family dining restaurant and Coco's, a 189 unit bakery restaurant. Both concepts serve breakfast, lunch, dinner, and dessert. Almost all stores are company owned, with new stores opening each year.

ANDRE HALSTON is Vice President of 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.

ROLAND HENIN, CMC, is 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.

BOB KARISNY is Vice President of Research and Development of 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.

JOHN KNORR is Director of Operations for 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.

JAY MARSHALL is Executive Chef for Spartan Shops 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, and most of the food is prepared from scratch.

CHRIS MARTONE is Executive Chef at Subway Restaurants. **Subway** is the largest submarine sandwich franchise, with more than 21,000 locations in 73 countries, including more than 500 restaurants throughout Europe. Subway also the second largest fast-food chain in the world and has surpassed McDonald's in number of locations in the United States and Canada.

TED MAYER, FMP, is Executive Director of Dining Services at Harvard University. **Harvard University Dining Services** is the oldest collegiate foodservice in America and is a self-sustaining department of Harvard University under the Vice President for Administration. With nearly \$50 million in annual foodservice revenue, Harvard University Dining Services ranks third among self-operated college foodservice departments in the country. It serves an average of 25,000 meals a day during the academic year and 5 million meals annually, with a staff of 650.

JASON MILANESE is Chef at Legal Sea Foods in Peabody, MA. **Legal Sea Foods** began as a simple fish market in 1950, but today owns and operates more than 30 restaurants in seven states along the East Coast, plus mail order and catering divisions. Legal serves 20,000 meals daily, 365 days per year, and is the only HACCP-licensed restaurant operation in the Northeast. Legal offers more than 40 varieties of fresh fish and processes six million pounds of fresh fish and 25,000 bushels of shellfish (oysters, cherrystones, clams, mussels, etc.) annually.

BRIAN OKADA is Vice President of Culinary Development at Romano's Macaroni Grill. **Romano's Macaroni Grill**, which operates more than 220 restaurants in 40 states and five countries, is part of Brinker International. Based in Dallas, TX, Brinker owns, operates, franchises, or is involved in the ownership of more than 1,500 restaurants in 24 countries. Other Brinker brands include Chili's Grill & Bar, On The Border Mexican Grill & Cantina, Maggiano's Little Italy, Corner Bakery Cafe, Big Bowl Asian Kitchen, and Rockfish Seafood Grill.

JEFF PENTE is Senior Director of Culinary Development for the Campus Services Division of Sodexo USA. **Sodexo Campus Services** believes dining should be fun. Adventurous. Delectable. Most of all, customized. Its residential dining programs focus on providing restaurant-quality food customized to meet the individual needs of each and every customer. Its innovative Ultimate Dining concept features platform dining destinations where the food is prepared in front of the customer – hot, fresh, and made to order. Sodexo Campus Services offers a menu mix focused on variety and authenticity, including vegan and vegetarian items.

SUSAN RALSTON is Director of Research & Development at Rock Bottom Restaurants, Inc. **Rock Bottom Restaurants Inc.** built its foundation on a tradition of fresh, handcrafted beers and a diverse menu. Rock Bottom is the place where food, beer, great service, and a convivial atmosphere all come together for the ideal gathering spot with friends and family. Each of its 29 locations is home to a friendly atmosphere and most locations offer banquet facilities perfect for any occasion.

JULIE REID is Vice President of Culinary Operations at Ruby Tuesday, Inc. **Ruby Tuesday, Inc.** is a publicly-owned company that is traded on the New York Stock Exchange. There are over 700 company-owned and franchised restaurants with 30,000 team members in operations throughout the United States and around the world. Ruby Tuesday's menu features popular choices and a wide variety, including the signature salad bar, sensational sandwiches and burgers, and plentiful platters. Its new Smart Eating Menu addresses the health concerns of guests with low carb and low fat choices.

GEORGE RHODE is Corporate Chef of New Concepts for Outback Steakhouse. **Outback Steakhouse, Inc.** headquartered in Tampa, FL, was founded in 1988 with a belief in hospitality, sharing, quality, being courageous, and having fun. Outback Steakhouse Inc. owns and operates Outback Steakhouse units throughout the U.S., as well as Carrabba's Italian Grill, Lee Roy Selmon's, Cheeseburger in Paradise, Bonefish Grill, and Paul Lee's Chinese Kitchen. Outback Steakhouse, Inc. also has a joint venture development relationship with Roy Yamaguchi, the chef and creator of Roy's Restaurants, located in Hawaii and Japan.

BOB SANTILLI is Senior QA Director 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.

JIM SCHAEFFER is Operations Director of Food Preparation at Wegmans Food Markets. **Wegmans** is a privately held, family-owned company, founded in 1916 by the Wegman family. On *Forbes'* annual list of the "Largest Private Companies in the U.S.," Wegmans ranks among the top 50 companies. Wegmans operates 66 stores: Fifty-one in New York State, 10 in Pennsylvania, four in New Jersey, and one in Virginia. The company has also announced plans for a store in Maryland. Wegmans employs over 32,000 people.

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, and emphasizes 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, CEC, 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.

JOHN TAYLOR is the Director of Product Development for Panera, LLC.

The **Panera Bread** legacy 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.

JAMES J. VERNERE is Manager of Dining Services and Facilities at Rutgers University.

The **Rutgers University** Division of Dining Services, listed as the third largest student dining operation in the country, operates five student dining facilities serving over 2,800,000 meals and 11 cash facilities serving over 370,000 meals yearly, as well as providing catering for over 4,000 University events. The division is self-operated and provides service to the New Brunswick/Piscataway campus.

EDWIN WRONSKI is Corporate Chef at Walt Disney World Resorts.

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.

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 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.

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 at 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*.

MARITA CANTWELL DE TREJO, Ph.D., is a Postharvest Specialist with the Department of Vegetable Crops at the University of California at Davis. Dr. Cantwell received both her master's and doctorate from UC Davis. A member of numerous professional organizations, Dr. Cantwell's position involves statewide responsibilities divided equally between applied research and extension teaching in postharvest handling of vegetables. She also coordinates and teaches the annual Fresh-Cut Workshop at Davis, teaches at the school's annual Postharvest Technology Short Course and Fruit Ripening Workshop, and contributes to the UC Davis Postharvest Outreach Program.

ROGER CHETELAT, Ph.D., is Director and Curator of the C.M. Rick Tomato Genetics Resource Center (TGRC) at U.C. Davis. The TGRC's rich collection of tomato mutants, wild relatives, and other genetic stocks is an important resource used by researchers worldwide. Dr. Chetelat oversees the activities of the center, as well as leading a research program focused on tomato genetics and biodiversity.

ROBERT DEL GRANDE is Executive Chef and Owner of Cafe Annie and partner in the Schiller-Del Grande Restaurant Group. He received his undergraduate degree in Biology and Chemistry from the University of San Francisco and his Ph.D. in Biochemistry from the University of California at Riverside. Chef Del Grande joined Cafe Annie in 1981 and was instrumental in the development of Southwest cooking in America. He has received a James Beard Award for Best Chef in the Southwest, and been inducted into the Who's Who in American Cooking. Cafe Annie has been featured in many national publications, including *Food & Wine*, *Gourmet*, and *Bon Appétit*.

MARK DE VERE is Icon Estates' Master of Wine. A native of Oxford, England, Mr. de Vere began his early interest in wine while studying history at Oxford University. While working for Oddbins, a retail and wholesale wine company specializing in an international selection of wines, he studied for the Wine & Spirit Education Trust, successfully completing his certificate, higher certificate, and diploma examinations. In 1994 Mark became a candidate for the Institute of Masters of Wine, recognized as the most prestigious international wine education organization in the world. He is one of only 21 Masters of Wine residing in the U.S.

MARK ERICKSON, CMC, is Vice President of Continuing Education for The Culinary Institute of America at the college's New York and California campuses. Chef Erickson is one of only 62 Certified Master Chefs in America, and has been instrumental in the development of the college's programs on nutrition and healthy cooking. In recent years he has overseen the creation of the CIA at Greystone's new Rudd Center for Professional Wine Studies, as well as its new Williams Center for Flavor Discovery and MenuMasters Center for Menu Research & Development. Chef Erickson paired his knowledge of the culinary field with extensive previous expertise in the technology sector in guiding the development of the CIA's innovative www.ciaprochef.com Internet initiative.

SUSAN FENIGER, with partner Mary Sue Milliken, is known to most people as the "Too Hot Tamales." The pair are chef/owners of the Border Grill in Santa Monica, the Border Grill at Mandalay Bay Resort in Las Vegas, and Ciudad Restaurant in Los Angeles. Their television shows, "Too Hot Tamales" and "Tamales World Tour," were shown on the Food Network, and they were also featured with Julia Child on her PBS series, "Cooking with Master Chefs." They have authored five cookbooks: *City Cuisine*, *Mesa Mexicana*, *Cantina*, *Cooking with the Too Hot Tamales*, and *Mexican Cooking for Dummies*. A 1976 graduate of the CIA, Chef Feniger met Chef Millikin at Le Perroquet in Chicago, where they were the first women to break into that prestigious all-male kitchen.

MARK FURSTENBERG is the Founder and Owner of the Bread Line in Washington, DC, which specializes in hearth breads and the bread-based foods of many cultures. He previously owned Marvelous Markets and is credited with pioneering artisan bread in Washington, DC. Mr. Furstenberg was instrumental in organizing the bread-baking program at the CIA at Greystone, where he is a regular visiting instructor. He is currently the consultant to the French Laundry's bakeries in Yountville, CA and New York City.

VICTOR GIELISSE, CMC, D.B.A, M.B.A., is Associate Vice President of the Industry Solutions Group at The Culinary Institute of America. Prior to joining the CIA administration in 1998, he was the chef/owner of the Ivy Award-winning restaurant Actuelle in Dallas, TX, and president of the consulting firm CFT/Culinary Fast-Trac and Associates Inc. He is the author of *Cuisine Actuelle* and *In Good Taste, A Contemporary Approach to Cooking*. Chef Gielisse was manager of the CIA's culinary team that won three gold medals and a silver award at Hotelympia 2000 in England. In 1999, Chef Gielisse was named one of "The 50 New Taste Makers" in the United States hospitality industry by *Nation's Restaurant News*, and named "Best Seafood Chef in America" by *Restaurant and Business Magazine*.

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*. Chef 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. 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."

HILDEGARDE HEYMANN, Ph.D., is a Professor of Sensory Science at the University of California at Davis. After earning her doctorate in Agricultural and Environmental Chemistry, Dr. Heymann joined the faculty at the University of Missouri. There she wrote about 70 manuscripts on sensory evaluation of food and other products. She co-authored a widely used textbook, *Sensory Evaluation of Food: Principles and Practices*, with Dr. Harry Lawless of Cornell University. Dr. Heymann was selected to receive the prestigious University of Missouri Faculty-Alumni Award in 2000. She accepted a faculty position in the Department of Viticulture and Enology at UC Davis in January 2003.

BRENDA 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.

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.

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.

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.

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 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.

NATHAN L. RUDGERS is Commissioner of Agriculture and Markets for the State of New York. Since his confirmation in 1999, Commissioner Rudgers has focused on three major initiatives: agricultural economic development, environmental stewardship, and food safety and security. He co-chairs the New York's Interactive Task Force on Food Safety and Security, which focuses on the state's capacity to prevent, detect, or respond to an attack the food and agriculture industry, and is developing the New York State Cattle Health Assurance Program, which develops farm-specific herd health plans to improve herd health while assuring food safety.

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.

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.

SHARON SHOEMAKER Ph.D., is founder and Executive Director of the California Institute of Food and Agricultural Research (CIFAR) at the University of California at Davis. As director of a National Science Foundation Center of Advanced Processing and Packaging Studies for the past 10 years, Dr. Shoemaker has administered and managed new technology development,

deployment, and consumer studies. Working with California's food processors, Dr. Shoemaker recently completed a road map for the future of California's food processing Industry with particular focus on energy, water, and environmental issues.

ED STOVER Ph.D., is Curator and Research Leader of the National Clonal Germplasm Repository at Davis, CA. Dr. Stover was on the Cornell faculty for four years at the Hudson Valley Laboratory where he worked on problems and opportunities relating to fruit quality in the New York apple industry. For seven years, Dr. Stover worked at the University of Florida's Indian River Research and Education Center in Fort Pierce, where he focused on horticultural issues affecting the Florida citrus industry, and for four years served as statewide team leader for citrus extension. He has been active in several professional organizations, and is currently the vice-president of the American Pomological Society.

JOHN TURENNE operates Sustainable Food Systems, LLC, a company whose mission is to help organizations and institutions consider social, ecological, and delicious differences in their business through the way they think about food. He has been recognized for his leadership approach as a chef and a senior manager in a culinary career that has encompassed over 25 years. In his most recent role as executive chef at Yale University, his accomplishments included designing, developing, and implementing the nationally recognized Yale Sustainable Food Project.

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.