



The Culinary Institute of America
Harvard School of Public Health – Department of Nutrition
Saw Swee Hock School of Public Health, National University of Singapore
and
Health Promotion Board, Singapore
present

Worlds of Healthy Flavors ASIA®

*2nd Annual Invitational Leadership Conference
and Educational Initiative for Foodservice Leaders*

www.WorldsofHealthyFlavorsAsia.com

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Raffles City Convention Centre, Singapore

PRESENTER BIOGRAPHIES

Aziza Ali is the Managing Director of Aziza International. Aziza is one of the pioneers of the restaurant scene in Singapore. In 1978, she started what was then the first Malay upscale restaurant in the city on Emerald Hill. With dedication and perseverance, she managed it for 25 years winning numerous restaurant, culinary and tourism awards. Besides managing her food consultancy, Aziza is also a chef, author, special event organizer and 'food and kitchen' fine artist. (Singapore)

Amber Bastian is a manager with the Health Promotion Board's Centre of Excellence (Nutrition). She supports the centre's work through the translation of research evidence on nutrition and health into the development of local nutrition policies and programmes. Amber holds a Masters in Nutrition and Dietetics and a Doctorate in Public Health. She has extensive experience in the field of public health nutrition having worked for a range of government and non-government organizations within Australia and the United Kingdom. The primary focus of her work has been to increase access to healthier foods for low income or disadvantaged groups. Prior to working in public health nutrition, Amber worked in the clinical setting as a Dietician. She is also an associate editor for the journal Nutrition and Dietetics. (Singapore)

Jeff Cheong is Vice President of Tribal Worldwide Asia. A brilliant designer with an unerring finger on the pulse of creative instinct, Jeff is driven by an insatiably restless curiosity, a passion to do good work, and a determination to do what is right – in his work in design and beyond. That combination of curiosity, passion and sheer determination (some call it sheer stubbornness) has led him to many places and far greater heights than many have achieved in terms of design excellence. In his career wearing multiple hats as Chief Digital Officer of the DDB Group Singapore, Managing Director of Tribal Worldwide Singapore and Executive Creative Director of Tribal World Singapore and most recently, Vice President of Tribal Worldwide Asia, Jeff has led his teams to clinch highly-coveted accounts and projects such as Unilever, Fonterra, Volkswagen, Starhub, McDonalds and DBS Bank, to name a few. He has also grown the local team from a 4- crew to a 100-strong team in just five years. Over the years the accolades have come thick and fast. Under Jeff's rudder Tribal Worldwide Singapore has been steered to the top of its game. It has ranked among Singapore's top Digital agencies, by both Campaign Asia Pacific and Marketing Magazine, in the last three years. His work has been recognized at Cannes (2011, 2004), the Forester Groundswell Awards in Boston (2011), the Digital Media Awards (2011, 2008), the Creative Circle Awards (2007, 2005, 2004) among many others. (Singapore)

Robert Danhi, '91, is a Southeast Asian Specialist, James Beard Finalist, and Award Winning Author of Gourmand's Best Asian Cookbook in the USA in 2009 for his first book *Southeast Asian Flavors* where Robert demystifies the cuisines of Thailand, Vietnam, Malaysia and Singapore. His most recent book *Easy Thai Cooking - 75 Family-Style Dishes You Can Prepare at Home in Minutes* showcases simple recipes that result in the genuine flavors of Thailand. He worked his way up in restaurants for a decade then moved into education for eight years including being a Chef-instructor at his alma mater, The Culinary Institute of America. Now Robert leads Chef Danhi & Co, a full service agency whose expertise resides in menu and product R&D, sales and marketing support, and educational and training programs for restaurants, food manufacturers, marketing associations and educational organizations. Robert splits his time between his R&D Centers and homes in Los Angeles and Malaysia where he has been recruited as the Associate Program Director to create and launch Taylor's University Asian Food Centre in Kuala Lumpur, Malaysia, a venue to explore, share, and learn about the culinary heritage of Southeast Asia. This fits perfectly with his newest endeavor – beginning the journey to attain a PhD in Southeast Asian Food Studies with an interdisciplinary approach blending Social Anthropology, Sensory Science and Visual Media. (Los Angeles, CA and Malaysia)

Greg Drescher is Vice President of Strategic Initiatives & Industry Leadership at The Culinary Institute of America (CIA), where he oversees leadership initiatives for the foodservice industry, including conferences, invitational leadership retreats, digital media, and strategic partnerships. He is the creator of the college's Worlds of Flavor® International Conference & Festival (now in its 16th year); the annual Worlds of Healthy Flavors (California and Singapore) and the new Menus of Change initiative, which are presented in partnership with the Harvard School of Public Health; and numerous other CIA "think tank" initiatives. Dubbed the "Flavor Hunter" by *Bon Appétit*, Mr. Drescher was inducted into the James Beard Foundation's Who's Who

of Food & Beverage in America in 2005, was honored with *Food Arts'* Silver Spoon Award in 2006, and received two James Beard awards for the CIA's *Savoring the Best of World Flavors* DVD and webcast series. In 2008, he was appointed by the President of the National Academy of Sciences' Institute of Medicine to its Committee on Strategies to Reduce Sodium Intake. Mr. Drescher serves on the James Beard Foundation Awards Board and advisory boards for UC Davis' Agricultural Sustainability Institute and Olive Center. In 2011, he was inducted as a member of the Academia dei Georgofili, Europe's oldest agricultural academy. (Sacramento, CA)

Eve Felder, CEC, '88, is the Managing Director of The Culinary Institute of America (CIA), Singapore. She assumed this role in 2010, as the CIA, Singapore campus prepared to open. Before that, she served as associate professor, associate dean for curriculum and instruction for culinary arts, associate dean for new culinary faculty and special programs, and associate dean for production and scheduling, all at the college's Hyde Park, New York campus. A Certified Executive Chef, Chef Felder graduated with honors from the CIA in 1988. A native of Charleston, South Carolina, after completing her CIA degree she earned a Bachelor of Science degree from the College of Charleston and a Master of Science from the Rochester Institute of Technology. Prior to returning to the CIA in 1994 as a faculty member, Chef Felder was chef at Chez Panisse Café in Berkeley, California, where she worked closely with Alice Waters. Throughout her career at the CIA Chef Felder has played an integral role in growing the presence of organizations such as Women Chefs & Restaurateurs (WCR) and the Women's Foodservice Forum (WFF) on the CIA campus. In addition to supporting the role of women in the hospitality industry, Chef Felder also has a strong interest in sustainable agriculture. In 2011 she was honored by the Women's Venture Fund with the organization's Highest Leaf Award. The Highest Leaf Award is presented to women who are role models and leaders in their field who demonstrate how women can influence the business world through innovative strategies and creative ideas. In 2007, Chef Felder received the first Educator of the Year Award from Women Chefs & Restaurateurs. (Singapore)

Gypsy Gifford, '99, is a lecturing instructor of culinary arts at The Culinary Institute of America (CIA), Singapore, where she teaches various culinary arts courses in the college's bachelor's degree programs, including Contemporary Restaurant Cooking and Formal Restaurant Cooking at The Top Table Restaurant at the CIA's Singapore campus. A 1999 CIA graduate, Chef Gifford returned to her alma mater as a faculty member in 2013. Before that, she was a corporate chef with Disney Studios in Burbank, CA, where she focused on sustainability and modernizing Disney's corporate dining locations. Earlier in her career, Chef Gifford worked in New York City, Los Angeles, CA and Chambery, France. (Singapore)

Frank Hu, MD, PhD, is Professor of Nutrition and Epidemiology and co-director of the program in obesity epidemiology and prevention at the Harvard School of Public Health and professor of medicine at the Harvard Medical School and Brigham and Women's Hospital, Boston. He is the principal investigator of the diabetes component of the Nurses' Health Study. After obtaining his medical training in China, Dr. Hu received his PhD in epidemiology in Chicago and completed a

postdoctoral fellowship in nutritional epidemiology at Harvard. Over the past decade, Dr. Hu's research group has conducted detailed examinations of the associations between dietary and lifestyle factors (including sugar-sweetened beverages, moderate-intensity physical activity, sedentary behaviors, and short sleep duration) and risk of obesity, diabetes, and cardiovascular disease. These findings have contributed to current public health recommendations for chronic disease prevention. Dr. Hu is collaborating with researchers from China and India in diabetes epidemiologic and intervention studies. His efforts have brought attention to the growing epidemics of obesity and diabetes and have influenced global public health strategies. Dr. Hu has published more than 400 original papers and reviews. He serves on the editorial board of *Diabetes Care* and on the Expert Panel on Obesity Treatment and Prevention Guidelines of the NIH. He is the author of the textbook *Obesity Epidemiology* (Oxford University Press, 2008). Dr. Hu received the Kelly West Award for Outstanding Achievement in Diabetes Epidemiology by the American Diabetes Association in 2010. (Boston, MA)

Cathy Jörin, MBA, is Director of Special Projects and Planning for Strategic Initiatives for The Culinary Institute of America (CIA), a position she has held since 2008. In this role she led planning for the CIA's 13th Annual Worlds of Flavor Conference, *Japan: Flavors of Culture*, which took place at the CIA at Greystone (Napa Valley) campus in November 2010. In addition to various U.S. based project responsibilities in areas of project planning and fundraising, Cathy serves as the primary liaison and project leader for Strategic Initiatives and associated business development in Asia. She is currently leads development of the Asia version of Worlds of Healthy Flavors, one of the CIA's most influential leadership programs that started in the U.S. in 2004. From 2006 to 2008 Cathy was Vice President of Sales and Marketing at The Perfect Puree of Napa Valley where she led the sales team, conducted business analyses, and developed long term strategic plans in sales and marketing for the continued strong growth of the company. Prior to joining The Perfect Puree, Cathy worked for the CIA in various positions for 10 years, most recently as the Director of Business Analysis for the Continuing Education Division. In that role, she developed and managed the departmental finances and contracts with a multi-million dollar annual budget encompassing multiple business areas. Cathy earned her MBA at the University of San Francisco, a BA from the University of California, Irvine and an Associate Degree in Culinary Arts from the California Culinary Academy. Cathy is a member of Women Chefs & Restaurateurs (WCR), the Women's Foodservice Forum, Les Dames d'Escoffier, and the Sonoma County Culinary Guild. (Santa Rosa, CA)

Robert Jörin, CMB, CEPC, CCE, CHE, is Team Leader, Baking and Pastry Arts Degree Programs and Baking Instructor at The Culinary Institute of America at Greystone (CIA). Robert brings experience as both owner and pastry chef of a highly successful bakery in Northern California and credentials as a culinary and hospitality educator in the baking and pastry arts to his role as the team leader of the Baking and Pastry Arts Degree Program and baking and pastry instructor at The Culinary Institute of America at Greystone. Robert joined the Institute in 1996 and was part of the three-member Team USA that won the prestigious Coupe du Monde de la Boulangerie in February 1999, which was widely covered by the international

media. Since then he has been a judge at various major baking and pastry competitions, including the Bread Bakers Guild's national baking competitions to select the U.S. Baking Team for the 2005 and 2008 Coupe du Monde de la Boulangerie in Paris. Robert is a leading contributor to The Culinary Institute of America's international studies programs, having taught baking classes in Japan, Vietnam, Thailand and China, as well as having instructed numerous Asian professional baking delegations to the CIA's California campus. From 1990 until 1996 Robert operated the Upscale Downtown Bakery (Petaluma, CA), while teaching in the pastry program at Santa Rosa Junior College, in Santa Rosa, CA. From 1983 until 1990, Robert was lead chef and pastry chef instructor at the California Culinary Academy in San Francisco. He completed an apprenticeship as baker and pastry chef in his native Switzerland in 1972, after which he held various pastry chef positions around the world, including the bakery in Davos, Switzerland, which has been in his family for over 60 years. Robert is certified by the American Culinary Federation as an Executive Pastry Chef and Certified Culinary Educator. He is also a Certified Master Baker and a Certified Hospitality Educator. (Napa Valley, CA)

Tod Kawachi, CHE, is a Chef-Instructor at The Culinary Institute of America at Greystone. Tod was raised around the rich cultural food influences of his mixed Japanese and Chinese heritage. His extensive cooking experience began in his hometown at a Seattle culinary school, leading him to Napa Valley's Domaine Chandon, Los Angeles with Checkers Hotel, Hotel Bel-Air and the Peninsula Beverly Hills. Tod then became Executive Chef at the award winning, island favorite, Roy's Kahana Bar & Grill on Maui. Tod has been featured in the PBS series, *The Great Chefs of Hawaii*, *Gourmet* magazine, Bay Café TV show, at the James Beard House, as well as in The San Francisco Examiner Magazine, which voted Kawachi one of the Bay Area's Top Ten Up and Coming Chefs in 1998. Prior to joining the CIA Tod worked as Constellation Wines U.S. winery chef creating refined wine and food paired meals designed to showcase the portfolio of impressive wines. (Napa Valley, CA)

Annie Ling, PhD, is the Director of the Adult Health Division at the Health Promotion Board. She is responsible for policy development and program management related to the four pillars of healthy lifestyle promotion i.e. nutrition, physical activity, mental health and substance abuse prevention and control. Annie is also a public health nutritionist by training. She is the main driver to the formulation of national dietary and nutrient standards, development of food and nutrient information systems and national strategies to promote healthy eating. Prior to the current portfolio, Annie was Director of the Research and Strategic Planning Division of the Health Promotion Board where she drove research, evaluation and surveillance activities in HPB. (Singapore)

Kyung Soo Moon is the Executive Chef of Mikuni Restaurant at the Fairmont, Singapore. Born and raised in Korea, Chef Moon developed an early love for the clean, pure flavors and unparalleled care taken in each handcrafted element of Japanese cooking. He has since devoted 18 years of his life to mastering the art of Japanese cuisine and developing a repertoire of traditional and modern cooking techniques from some of the very best Japanese kitchens in Japan, Korea and the United Arab Emirates. With his wealth of international experience, Chef Moon

oversees and consults on the culinary direction of the restaurant's stunning teppanyaki, robatayaki and sushi stations as Mikuni's Executive Chef. He also leads Mikuni's main kitchen and serves up his very own brand of Japanese cuisine where traditional meets modern Japanese cookery, presenting modern kaiseki creations with his uniquely inventive touch and attention to detail. (Singapore)

Amy Myrdal Miller, MS, RDN, is a farmer's daughter, award-winning dietitian, published author, and Senior Director of Programs and Culinary Nutrition for The Culinary Institute of America. A registered dietitian with a master's degree in nutrition communication from Tufts University School of Nutrition Science and Policy, Amy has focused her career on nutrition research, education, and communications with a focus on promoting the health, flavor, and culinary benefits of whole foods. Prior to joining the CIA, Amy led domestic marketing and health research efforts for the California Walnut Commission, directed nutrition education and nutrition marketing programs for Dole Food Company, and conducted cardiovascular health research studies at the Rippe Lifestyle Institute in Shrewsbury, Massachusetts. Amy was the 2013 recipient of the California Dietetic Association "Excellence in Research" award for her work, in collaboration with Dr. Jean Xavier-Guinard of UC Davis, in determining the culinary techniques and flavor development strategies that improve consumer liking of health-promoting foods. In 2003 she received the Produce for Better Health Foundation's *Diamond Crystal Award* for her leadership in developing an online children's nutrition education program. Amy is the co-author of *The Healthy Heart Cookbook for Dummies* and the executive editor of the *Dole 5 A Day Kids Cookbook*. Amy is a member of the Academy of Nutrition and Dietetics, a past chair of the Food & Culinary Professionals Dietetic Practice Group, and a member of the Academy of Nutrition and Dietetics Research Committee. (Sacramento, CA)

Jeremy Nguee is the chef-owner of Preparazzi. He is crazy about food but more importantly he's mad about living life to the fullest, fulfilling his passion and helping others do the same. His love affair with food has seen him play cook show instructor, temporary hawker and now creative caterer to luxury brands and MNC corporations, ministers, ambassadors, C-suites, and busy mothers with hungry children. His inventive approach to Singapore cuisine has taken him as far as Russia and Paris. He's a familiar face with the media and has garnered features in International trend spotting magazine *Monocle*, *Singapore's The Sunday Times*, *The Business Times*, *Her World Magazine*, *Simply Her*, *August Man*, *The Peak*, *Style Magazine*, and *Nanyou*. He's also no stranger to television having been featured on Mediacorp's Channel 8, Channel News Asia, Channel U and Okto. Jeremy also shares his musings on fatherhood and cooking for kids in a regular column in *Today Parents* magazine. In 2001 he was the winner of the Martell VSOP Ultimate Start-up Space. (Singapore)

Alexander Ong is a consulting chef based in the San Francisco Bay Area. From 2002 to 2013 he was the Chef and Managing Partner of Betelnut Pejiu Wu in San Francisco. Chef Ong was born and raised in Malaysia. He apprenticed at the Shangri La Hotel in Kuala Lumpur for four years before moving to the United States. Recruited by the Ritz-Carlton Buckhead in Georgia, he traveled throughout the U.S. working on assignments for the company. In 1995 Alexander moved to San

Francisco, where he worked with Chef Jeremiah Tower at Stars for three years. Though he was trained in classical French cooking, he decided to return to his Asian roots and opened Le Colonial's kitchen and then Xanadu in Berkeley, where in 2000 he was named a "Rising Star Chef" by the *San Francisco Chronicle*. Alexander serves on the Advisory Board for Asia Society of Northern California. (San Francisco, CA)

Yu Yu Ong is an analyst at Euromonitor International Ltd. Based in Malaysia, Yu Yu spearheads the research and management of a team of country analysts. Yu Yu's expertise spans across numerous industries, ranging from packaged foods and health & wellness to consumer foodservice and retailing. Yu Yu is intimately familiar with the Singapore and Malaysia FMCG consumer markets and has forged close relationships with leading manufacturers and retailers. She has also contributed her opinions to regional trade press such as *Retail Asia* as part of the Retail Asia-Pacific Top 500 rankings. Yu Yu received her Bachelor of Business Administration degree from National University of Singapore. Her passion lies in market research and she enjoys uncovering new key industry trends, as well as analyzing them to develop strategic marketing insights. (Kuala Lumpur, Malaysia)

An PAN, PhD, Assistant Professor at the National University of Singapore, is a dedicated researcher in the field of nutritional epidemiology. He has done many studies relating nutrition and dietary pattern with obesity, diabetes and cardiovascular disease. He has many years of research experiences in mainland China, US and now in Singapore on various populations and different study projects. Dr. Pan has published more than 60 peer-reviewed papers in international leading biomedical journals, like the *New England Journal of Medicine*, *JAMA*, *Diabetes Care* and *the American Journal of Clinical Nutrition*, etc. He is now focusing on the role of diet and lifestyle on the development of diabetes and cardiovascular disease in the Asian population. (Singapore)

Mai Pham is the Chef/Owner of Lemon Grass Restaurant and Lemon Grass Asian Grill and Noodle Bar in Sacramento, and at the Sacramento International Airport—the first Vietnamese-Thai concept located inside a U.S. airport. She is the author of *Pleasures of the Vietnamese Table*, *The Best of Vietnamese and Thai Cooking*, and *The Flavors of Asia*. A food columnist for the *San Francisco Chronicle* and host of the Food Network special *My Country, My Kitchen: Vietnam*, Mai is the winner of the IACP Bert Greene Award for distinguished journalism. She is the creator of Lemon Grass Kitchen, a line of Asian soups and sauces for foodservice. Her new retail collection was recently launched at Whole Foods and other grocery chains. In early 2011 Mai opened Star Ginger in Sacramento and on the UC Berkeley campus. Mai is a member of The Culinary Institute of America's Asian Cuisines Advisory Council. (Sacramento, CA)

Devagi Sanungam is the Owner of Epicurean World, a culinary services providing company based in Singapore and one of Singapore's most dynamic and talented food personalities. Known widely as the 'Spice Queen' of Singapore, the cookbook author has 19 cookbooks under her belt. Besides conducting numerous workshops and master classes, creating menus, developing and standardizing recipes, Devagi also guides clients on detailed food product specifications, ingredient amounts,

portion sizes, detailed production methods and procedures to ensure test kitchen consistency. She has worked with over 150 food and beverage related clients in the last few years. She travels widely to many countries on invitation to share her Asian cuisine expertise and has appeared on TV cooking programs in the UK, Australia, Malaysia, US, Europe, India, Japan and Hong Kong. Currently she is working on a project in the Middle East. Visit: www.epicureanworld.com.sg (Singapore)

Tricia Siwajek, MBA, RD, is the Global Nutrition Health and Wellness Champion for Nestle Professional, which provides food and beverage solutions to the out of home industry. She is a registered dietitian and holds a MBA degree from Purdue University in the US. She has been working in the food industry for more than 25 years, with nearly 15 years in product development for nutritionally controlled products. Currently she is leading the nutrition and wellness strategy for Nestle Professional, driving nutrition in products, services and culture. She is also the creator of the *Nutripro* magazines, websites and nutrition education training tools for foodservice operators. She is currently living in Switzerland and has a passion for cooking, nutrition and running. (Vevey, Switzerland)

Rob M. van Dam, PhD, is an Associate Professor in the Saw Swee Hock School of Public Health and the Department of Medicine, Yong Loo Lin School of Medicine, National University of Singapore and an Adjunct Associate Professor at the Harvard School of Public Health. His research is primarily focused on identifying dietary determinants of obesity, type 2 diabetes, and cardiovascular diseases. He is also interested in the development of population interventions to improve dietary intakes. He was trained at Wageningen University (M.Sc. Nutrition Science) and the Vrije Universiteit Amsterdam (Ph.D. Epidemiology) in the Netherlands. (Singapore)