Hello, IACP Members, and welcome to the “preview” of our 35th Annual Conference!

We are releasing this preview in order to give everyone ample time to review descriptions, days, and times of events and classes, so that you’ll be ready for action when official registration begins sometime the week of January 21. We will give plenty of warning once the exact date is determined.

Please note a few important things about this preview:
• First, the scheduled days of the week are different from past years: conference begins on Saturday, April 6 and ends the night of Tuesday, April 9. Please check your calendar carefully as you make your plans. You will find an at-a-glance schedule on the following page.
• This draft program lists the Saturday optional tours and classes plus all educational sessions and major events throughout the rest of the conference. Optional dinners, however, are not yet included; descriptions of the optional dinners will be published as soon as they become final.
• Prices for optional tours and classes will be published with the final program.
• The final program from which you will register may include minor changes from this draft.

Conference Pricing:
Early Bird Registration   $750
Regular Registration    $950

Day Pass pricing will be published after the Early Bird period ends.
Schedule-at-a-Glance

Saturday, April 6
Optional Tours and Optional Cooking Classes, all day
Networking Mixer, 6:00 – 7:30 pm, Hyatt Embarcadero

Sunday, April 7
CST Breakfast Meeting, 7:30 – 8:30
Plenary Session, 8:30 – 10:00 am
Networking Break, 10:00 – 10:30 am
Morning Sessions, 10:30 – noon
Book and Blog Festival/Culinary Expo (The Concourse), 12:30 – 4:30 pm
Host City Party (The Ferry Terminal Building), 5:30 – 8:30 pm

Monday, April 8
Business Meeting, 8:00 – 8:30 am
Plenary Session, 8:30 – 10:00 am
Networking Break, 10:00 – 10:30 am
Morning Sessions, 10:30 – noon
Networking Lunch at the hotel, Noon – 1:30
Afternoon Sessions I, 1:30 – 3:00
Networking Break, 3:00 – 3:30 pm
Afternoon Sessions II, 3:30 – 5:00 pm
Section Meetings, 5:00 – 6:00 pm (all except Food Writers Editors Publishers)

Tuesday, April 9
Section Meeting, Food Writers Editors Publishers, 7:308:30 am
Plenary Session, 8:30 – 10:00 am
Networking Break, 10:00 – 10:30 am
Morning Sessions, 10:30 – noon
Lunch (on your own), noon – 1:30
Afternoon Sessions, 1:30 – 3:00
Awards Ceremony and After-Party (Hyatt Embarcadero), 6:00 – 10:00 pm
OPTIONAL TOURS OF THE REGION
Saturday, April 6

_thread: Please note that each tour has its own departure time and duration, so note the hours carefully._

_thread: Prices for tours will be available when registration opens._

Sustainable Fish Market Tour and Chirashi Breakfast
7:45 – 10:30 a.m.
Put on your walking boots, jacket, and a warm hat and get ready for an early morning tour of San Francisco’s ABS Seafood fish market with owner/partner Henry Ichinose and Tim Archuleta, sushi chef/owner of cult favorite Ichibashi Sushi. Located on historic San Francisco’s Fisherman’s Wharf at Pier 45, ABS is the only Bay Area seafood company that is an importer, processor, and distributor; attendees will have a first-hand opportunity to talk about our oceans, fisheries, and fish farming, as well the relationship between the fisherman and his distributor. Tim and Henry will discuss how the worldwide fish community is a part of this important fifteen-year friendship between sushi chef and his purveyor and how sustainability is at the center of this important connection. All attendees will end the morning with chef’s choice sashimi chirashi bowl on-site and a piping hot cup of green tea. Come prepared for a lovely 20-minute walk to the market.
Tour Hosts: Henry Ichinose, Tim Archuleta

Mushrooms, Tofu, and Kombucha: New Cultures in the East Bay
8:30 a.m. – 3:00 p.m.
We’ll start the day at the Berkeley Farmers’ Market, which the New York Times described as “the real, deal market, run by actual farmers, with a workingman’s vibe.” While there, you can peruse the stalls, and then sit and drink artisan coffee and eat homemade baked goods such as gluten-free macarons, vegan chocolate chip cookies, or Bakesale Betty’s to-die-for scones. From there we’ll tour The Cultured Pickle Shop where owner Alex Hozven will treat us to tastes of her wares: from kombucha in wild seasonal flavors to tsukemono (traditional Japanese pickles) to sauerkraut, traditional and not, and whatever other goodies she’s been fermenting. We’ll then head to Hodo Soy Beanery in Oakland, where owner Minh Tsai will tell us about his path to making, and promoting, artisan tofu and yuba (tofu skin). We will sample six types of tofu before heading to our last stop: Back to the Roots Ventures, which is located next door. Back to the Roots Ventures grew out of a 2009 class project at nearby UC Berkeley. Alejandro Velez and Nikhil Arora discovered that you can grow gourmet mushrooms on used coffee grounds. They started producing mushroom kits from Peet’s coffee grounds and the rest is history. We will tour their facility, see the mushroom kits, see growing mushrooms and get to taste some of the cooked mushrooms.
Tour Host: Jill Nussinow
Oakland Rising: Taste the Food and Meet the Chefs Who Defined the East Bay Food Revolution
8:30 a.m. – 2:00 p.m.
The day will begin with a visit to Blue Bottle Coffee’s world headquarters, where we’ll tour the roaster and enjoy a cup of some of the finest third-wave coffee. From there, we’ll make our way to the historic Housewives’ Market where Chez Panisse alumna Dominica Rice will treat us to a Mexican breakfast at her Cosecha Café. The next stop will be the 25th Street Collective home of Oakland’s Two Mile Wines. We’ll taste some of the local juice and get an up-close look at one of the Bay Area’s most exciting artist’s collective. Then we’ll head over to City Slicker Farms, where we’ll have a look around one of the urban farming education center’s community market farms. Our tour will end at the Linden Street Brewery, where Adam Lamoreaux will give us a behind-the-scenes look at his beer production facility. Several local chefs, including Daniel Patterson (Plum, Haven), Sam White (Ramen Shop), Paul Canales (Duende), Shelley Lindgren (A16 Rockridge), James Syhabout (Commis, Hawker Fare), Mani Niall (Sweet Bar), Russell Moore (Camino) and Charlie Hallowell (Pizzaiolo, Boot and Shoe Service) will join us for a beer and a conversation about the elements contributing to Oakland’s rise as one of the country’s most exciting food cities.
Tour Host: Jan Newberry

Downtown Napa: An Insiders’ Tour of the Oxbow Public Market
8:30 a.m. – 6:00 p.m.
In recent years, the town of Napa has become a major destination, and its top spot for food enthusiasts is the Oxbow Public Market. This tour will let you experience it through the eyes of two local experts, Janet Fletcher, cookbook author and cheese columnist for the San Francisco Chronicle, and Julie Logue-Riordan, CCP, a prominent Napa Valley cooking teacher. Janet and Julie will introduce you to some of the vendors they love most: Model Bakery, where you’ll start your tour with coffee and pastry; Whole Spice, where you’ll hear about current spice trends and have the chance to re-stock your pantry with vadouvan, Marash chilies, and other seasoning essentials; Oxbow Cheese Merchant, for a sit-down guided tasting of California cheeses; and Fatted Calf, a charcuterie specialist, where you will get a behind-the-scenes tour, demo, and a grand charcuterie lunch including the store’s famous porchetta with a glass of wine or beer from Oxbow Wine Merchant. Afterward, you’ll have time to grab a coffee at Ritual Roasters and shop the market, a trove of culinary antiques, fine California olive oils, locally made chocolates, and more.
Tour Hosts: Julie Logue-Riordan, Janet Fletcher
Culinary Gardens of the Napa Valley
9:00 a.m. – 4:00 p.m.
We’ll start in Yountville, where the first stop will be a tour of Chef Thomas Keller’s culinary garden, located directly across from his famed Michelin 3-star restaurant, The French Laundry. Next stop is at the impressive organic gardens at the Frog’s Leap winery in Rutherford, one of the Valley’s oldest and most storied vineyards, which will include a wine tasting. We’ll finish up at the Napa Chef’s Cooperative Garden in the city of Napa, located on the former site of Copia. After the center’s closure, a group of Napa chefs banded together to reclaim the gardens and operate them as a source of seasonal produce for their restaurants. Two of the projects leaders – Tyler Rodde and Curtis DiFede, Chef/Owners of Oenotri – will give a garden tour and then prepare lunch for the group at the garden’s beautiful Harvest Table situated adjacent to the Napa River.
Tour Host: Bertram Whitman

Sonoma County Bounty: From Executive to Farmer – McEvoy Olive Oil, Tara Firma Farms, and Coturri Vineyards in Sonoma County
9:00 a.m. – 4:15 p.m.
We’ll cross the Golden Gate Bridge and head north to the 550-acre McEvoy Olive Ranch, where we will visit one of the orchards and learn about their certified organic practices. Tour ends in the frantoio, or olive milling room, with a sensory evaluation and tasting. The next stop will be in gorgeous Sonoma County at Tara Firma Farms, a CSA oasis in Petaluma, started by Tara Smith after reading Omnivore’s Dilemma. We will have a farm tour and hear Tara’s humorous story of transitioning from an executive to farm gal. We will enjoy a delicious organic lunch with organic wine tasting from third-generation winemaking family Coturri & Sons.
Tour Host: Lynne M. Bennett

Heart of the Mission: Traditional and Cult Purveyors on the 24th Street Corridor
9:30 a.m. – 1:30 p.m.
Meet the talented chefs and shopkeepers who share a commitment to authentic, high-quality food in this corridor, which has been a local shopping district long before the Mission District became hip. We will visit a range of purveyors and meet the owners to learn about their business model and how they got started. We’ll also visit the Precita Eyes Mural Arts Center, home to more than 80 colorful murals that celebrate the Mission District’s cultural heritage in an eight-block span. We’ll tour Balmé Alley with a muralist and docent from Precita Eyes. A local epicurean concierge will lead the IACP group to unique places including: Mission Minis, home of the mini cinnamon horchata cupcake, with owner, Brandon Arnowick; Salumeria (part of the Flour + Water group) for house cured meats, local cheeses, and pickles with chef-partner, Thomas McNaughton; Venezuelan food as good as the hype at Mr.Pollo with chef Manny Gimenez; Humphry Slocombe for fresh, original ice cream such as Secret Breakfast, Boccalone Prosciutto, and Blue Bottle Vietnamese Coffee with owners Jake Godby and Sean Vahey; Mexican delicacies from El Farolito (taco) and La Palma Foods; and housemade pastrami sandwiches at Wise Sons Deli with owner, Leo Beckerman.
Tour Host: Lisa Ragovin, Edible Excursions
The Mission: 18th Street and Valencia, San Francisco’s Food Mecca
9:30 a.m. – 1:30 p.m.
Home to some of the busiest and buzziest food ventures in this hipster haven, this part of the Mission is the one you’ve read about in the national press and more. Go behind the scenes with the chefs, storeowners, and restaurant employees as they share the stories behind their creative, critically acclaimed, and award-winning cuisine. Muralist and docent, Patricia Rose from Precita Eyes will explain the importance of The Women’s Building mural, in an enclave known for its artistic vibe. Stops to include: Tartine Bakery for a surprise baked treat; Delfina Pizzeria for a taste of their thin, crispy, and chewy pizza with Executive Chef Brandon Wells; seasonal produce tasting at Bi-Rite Market, organic ice cream at Bi-Rite Creamery, and a glass of wine and cheese pairing at 18 Reasons with owner, Sam Mogannam; al pastor taco at Tacolicious with owner Joe Hargrave; treats with William Werner at Craftsman and Wolves, the poshest bakery in town; and a chocolate tasting with chocolate maker Todd Masonis at Dandelion Chocolates.
Tour Host: Lisa Ragovin, Edible Excursions

California’s Culinary History at Sunset Magazine
9:30 a.m. – 4:30 p.m.
Launched in 1898, Sunset magazine published its first enchilada recipe in 1922 and one for pesto in 1946, decades before that now-familiar sauce became mainstream. Having covered everything from Native American potlatches and ranch cooking to the renaissance of farmers’ markets and the rise of the Korean taco, Sunset is the leading expert on eating in the West. To begin the tour, a Sunset food editor will show you around the 7½-acre gardens, the test kitchen, and the vintage wine cellar at the iconic headquarters. We'll break for coffee and snacks, and then gather for an absorbing talk about the history of California cuisine, featuring a panel of top speakers moderated by food editor Margo True and featuring rarely seen articles from the magazine's century-old archives, among other materials gathered from around the state. Afterward, we'll sit down to an edible timeline: a lunch of choice dishes from California's past and present.
Tour Host: Margo True

Rockridge Market Hall and Oakland’s Food Artisans
9:30 a.m. – 4:30 p.m.
You’ll start at Rockridge Market Hall in Rockridge, now celebrating 25 years as the Bay Area’s first European-style food market. We’ll begin with a guided tasting of Northern California artisan cheese producers, led by the Pasta Shop Cheese Director and educator Juliana Uruburu. The tasting will be complemented by pairings with artisan jams, marmalades, fruits, and nuts, from Northern California, as well as products and tastings from other merchants throughout the hall. We’ll take a coffee break with a cupping at Highwire Coffee Roasters and enjoy pastries from Market Hall Bakery. Then we’ll head over to Old Oakland via Lake Merritt for a tasting at Dashe Cellars and JC Cellars wineries. After this, we head over to industrial West Oakland for a kimchi demo and lunch at FuseBox, described by one local reviewer as a distant kin of Momofuku.
Tour Hosts: Roberta Klugman, Juliana Uruburu
A Personal View of Chinatown with Joyce Jue
9:30 a.m. – 2:00 p.m.
This walking tour is a story of growing up in the largest Chinese community outside of China, and how Chinese cuisine is embraced by the Chinese community members. You will wander iconic streets such as the “15-cent hair cut” street or “the street of colorful balconies” and meander through mysterious 150-year old alleys packed with infamous history. We’ll visit a 4th-floor walk up that leads to the oldest Buddhist/Taoist temple in San Francisco, and then stop at one of the last “shop-houses” – a multi-generation family-run fortune cookie factory to sample fortune cookies fresh out of the oven. We visit a joss paper shop, selling paraphernalia to ward off evil spirits and to celebrate holidays and festivals. You’ll learn why the Chinese burn joss paper replicas of luxurious cars, iPads, clothing, and other significant symbolic items such as BBQ ducks, dim sum trays, and shark fin. We’ll stroll along Stockton Street where the locals complete daily shopping for fresh produce, live “wiggling” seafood, unusual cuts of fresh meat, and live game birds. Ever wonder why Chinese shops have glazed ducks, chickens, and sticky slabs of BBQ pork hanging in the storefront windows? You’ll find out why. Do you need a “proper wok fitting”? We’ll stop at a Chinese home kitchen supply shop to find gadgets and cookware specifically for the Asian kitchen – and for your personal “wok fitting” that suits your lifestyle. We’ll do a fine Chinese tea workshop with a local tea master and to complete the Chinatown experience, we’ll do as the Chinese do and “yum cha”, literally translated to drink tea and savor a traditional dim sum lunch.
Tour Host: Joyce Jue

A Field-to-Fork Lunch in Sonoma County
9:30 a.m. – 5:00 p.m.
Join Mateo Granados, award-winning chef of Mateo’s Cocina Latina in Healdsburg, as he leads you through an intimate cooking demo at Petrichor Vineyards, high on a hill in Western Sonoma. Mateo is committed to working with a team of valued farmers and purveyors and will create a meal on the spot with whatever seasonal fish, sustainable protein, and local produce he receives from them that day—he’s favorite way to cook. Lunch will be paired with hard-to-get wines from local vintners, some of whom will be there to share their insight and knowledge, along with some of the featured growers and farmers. Lunch will be served in the vineyard, or in the winery kitchen in case of rain.
Tour Host: Margaret Bradley-Foley

Rancho Gordo and Napa Valley Heirloom Foods
10:00 a.m. – 4:30 p.m.
Rancho Gordo started in Steve Sando’s Napa living room 11 years ago, and the company is now the standard for heirloom beans, corn, and chiles. On this tour, you will visit their facility in downtown Napa and enjoy a comparative tasting and lunch dish featuring their incredibly popular beans. Steve Sando will share his unconventional startup story and highly effective use of social media “before we even knew what social media was,” as he says. There will also be presentations and tastings by Napa food artisans Fatted Calf charcuterie, forager Connie Green of Wine Forest Mushrooms, and Marge Caldwell of Napa Cakes, who will share her panforte. Wines by a local vintner will be poured.
Tour Host: Steve Sando
**Small Town Sausalito with Joanne Weir**  
*10:15 a.m. – 5:00 p.m.*

Jump on the ferry across San Francisco Bay for a taste of Sausalito. Opposite the dock, you’ll visit Copita Tequileria y Comida for café de olla, seasonal fruit agua frescas, or margaritas accompanied by a cooking demo, sampling of seasonal Mexican food and discussion with co-owner and Maestra de Cocina, Joanne Weir, about Mexican home-style cooking. Also hear from Copita’s new Executive Chef, Gonzalo Rivera, about the menu. Walk it off on a tour through downtown Sausalito and up the hidden staircases to the restaurant’s hidden organic gardens, which are fed by a natural spring, and whose water was used to help put out the fires after the Great Quake of 1906. There Dilisa Lugo, Copita’s sous chef, head gardener, and a trained horticulturist, will discuss how the ingredients are grown and used both at Copita and its Italian sister restaurant Poggio. Walk back through downtown Sausalito for a second course at Poggio, accompanied with local wines and a discussion with Chef Peter McNee about local sources for buffalo milk ricotta and young lamb. Catch the 3:50 pm ferry back to San Francisco and enjoy sweets and desserts from Murray Circle’s esteemed pastry chef, Ethan Howard, on board. Involves walking and steep stairs.  
**Tour Host: Joanne Weir**

**Discover Dogpatch**  
*10:30 a.m. – 2:00 p.m.*

Take a stroll through San Francisco’s Dogpatch, an under-the-radar neighborhood with a commanding food scene on the city’s eastern waterfront. Chocolatiers, bakers, brewers, and other food establishments are setting down roots in this half industrial and half residential area and we’ll check out the latest offerings such as: whole beast butchery at Olivier’s Butchery; savory and sweet treats with Michael Rechiutti at his new Chocolate Lab; handmade organic ice cream with Mr. & Mrs. Miscellaneous at their eponymous shop. BBQ, whiskey, and beer at Magnolia’s Dogpatch Brewery; and wine flight at Dig, with Owner Wayne Garcia.  
**Tour Host: Lisa Ragovin, Edible Excursions**

**San Francisco’s Hidden Gem: Japantown**  
*10:30 a.m. – 2:00 p.m.*

Find out firsthand about one of San Francisco’s most culturally rich and historic food communities, which includes “hidden” restaurants and markets and start-up food businesses. Japantown is filled with wonderful little shops serving authentic ingredients and prepared food in a relaxed and casual atmosphere. You’ll visit a food market, shops, and restaurants and learn about the history of these businesses. On this tasting tour of seven businesses, you’ll grow to appreciate and understand why this neighborhood is such an important place to San Franciscans. Tastings and talks may include: cooking demo and tasting of *okonomiyaki* (Japanese frittata); traditional Japanese tea ceremony and tasting; savory salads in a Japanese market; behind-the-scenes mochi making with one of the last remaining manufacturers. South Indian food, cocktails, and conversation with Anjan Mitra, owner of DOSA Fillmore; and/or onigiri making with Koji Kanematsu, owner of Onigilly.  
**Tour Host: Lisa Ragovin, Edible Excursions**
Sweet Pop-ups, Proxies, and Non-Profits in Hayes Valley
12:30 – 4:30 p.m.
Join as we walk Hayes Valley to explore the sweet businesses that have made this neighborhood what it is. We will meet in the afternoon (be sure to skip dessert after lunch!) at the Proxy Project, a pioneering complex of shipping containers that have been converted to commercial spaces. We'll have coffee at San Francisco's Ritual Coffee Roaster and experience the frozen-to-order ice cream from Smitten. Across the street from Proxy is Miette, the city's most charming bakery. Back up Hayes Street, we'll take you behind the scenes at Executive Pastry Chef Bill Corbett's kitchen, serving Absinthe, Boxing Room, Arlequin Cafe, and Comstock Saloon. Our last stop on foot is the recently opened Hayes Valley Bakeworks, a non-profit "social enterprise," providing employment and training for people with disabilities who are homeless or at risk. The end of the tour takes us to San Francisco Cooking School for a demo and tasting of Bill’s modern creations.

Tour Hosts: Jodi Liano and Laiko Bahrs

Craft Beer Crawl
12:45 – 5:00 p.m.
San Francisco’s gastronomic culture doesn’t stop at food and wine. The City by the Bay has been at the forefront of American craft beer for decades. Join us as we taste our way through the diverse and delicious spectrum of ales and lagers from three of the city’s top brewers. We’ll start with a beer-paired lunch at the award-winning, organic ThirstyBear Brewery. ThirstyBear chef Laurance Gordon and brewmaster Ron Silberstein focus on pairing Spanish cuisine with unique, food-friendly, social beers. After a post-lunch tour at ThirstyBear, we head to the Magnolia Pub & Brewery’s new Dogpatch location. There, brewmaster Dave McLean creates everything from abbey-inspired Belgians to bold American ales, and classic English session beers. Then we’ll sample beer at the Prohibition-inspired Speakeasy Ales & Lagers, which balances innovative small batch ales with classic West Coast-style pale ales. Whether you’re an avowed beer nerd seeking out the city’s finest or a casual but curious beer drinker, you’ll be handed beers that any palate would love.

Tour Host: Matt Allyn

San Francisco Mixology 101: Cocktail Trends from The Barbary Coast to Today at The Boothby Center for the Beverage Arts
3:00 – 6:30 p.m.
We will visit the Cocktail Bill Boothby Center for the Beverage Arts, the beverage education and event center for The Barbary Coast Conservancy of the American Cocktail, coordinating organization for San Francisco Cocktail Week. There, we'll participate in a specially tailored, hands-on seminar featuring the history and current state-of-the-art of mixology, San Francisco-style. We'll take part in hands-on mixing while learning about local origins of classic American cocktails, regional distillers, and contemporary cocktail trends. We'll learn bartenders' tips and techniques from some of the city's best, led by award winning H. Joseph Ehrmann of Elixir. We'll depart brimming with recipes, ideas, and inspiration.

Tour Host: Pamela Elder
OPTIONAL COOKING CLASSES

Saturday April 6

Class times, locations, and prices will be available when registration opens.

Baking to Solve Two Problems with One Method
Learn how to marry traditional and modern baking methods using nut and seed flours. The gluten-free, starch-free, sugar-free, no glycemic-load results are not only delicious but a way of controlling blood sugar and getting off of insulin. The class will include method and underlying principles, demonstration (including how to make your own nut and seed flours), and tasting samples.
Peter Reinhart, baker, author, instructor
Denene Wallace, expert in baking with alternative flours, co-founder of ProSeed

The Baker’s Pantry
The best bakers know that whether you’re making holiday cookies, a rustic tart, or the fanciest bake-shop cake, you need to start with the best -- and most appropriate -- ingredients. Baking and pastry icons Jim Dodge and Flo Braker explain the important differences in the most essential elements in the baker's pantry, including flour, butter, cream, eggs, sugar, and chocolate. And you'll also learn that quality begins with production methods: good farming practices and humane treatment of animals.
Jim Dodge, baker, teacher, author of The American Baker, and Baking with Jim Dodge, entrepreneur, Director of Specialty Culinary Programs at Bon Appétit Management Company
Flo Braker, baking teacher, author of The Perfect Art of Simple Baking, Sweet Miniatures and Baking For All Occasions, Past President of IACP, co-founder of the Bakers Dozen.

Cooking in the Rich Tradition of La Cucina Povera
La cucina povera refers to southern Italian peasant cooking but has a more universal meaning: to make great food with robust flavors using humble, farm-driven ingredients. In this hands-on class, you'll explore the techniques and ingredients of this cuisine with award-winning chef Cathy Whims and farmer/author Anthony Boutard. They’ll demonstrate classic heritage cooking, including slow-food inspired techniques such as cooking with frikeh; terra cotta heirloom bean cookery; and preparing flint corn polenta.
Cathy Whims, chef/owner Nostrana, Portland, Oregon
Anthony Boutard, owner Ayers Creek Farm, Gaston, Oregon
**Build Your Own Bitters**

Bitters are to cocktails what salt is to food, heightening and balancing flavor, and revealing the authentic character of each creation. Take a look under the hood of the cocktail’s most important ingredient. Learn how to make them, how to use them, and how to communicate about them. In this hand-on class, you'll explore the characteristics and history of bitters, and you'll taste through two dozen aromatic roots, barks, spices, fruits, and herbs, and then concoct your own bottle of bitters to use at home.

*Mark Bitterman, co-owner The Meadow, selmelier, author of Salted.*

**Cook It, Shoot It**

So much new media involves merging cooking and photography, whether for blogs, self-publishing, or other photographic projects where the photographer is also the cook and stylist. In this hands-on workshop, you'll explore the tricks and techniques that allow you to do your best work. After a short lecture, you'll document the process of cooking a simple dish, under the guidance of one of the most creative bloggers in that space.

**Bonus**: Final class photos will be compiled into a gallery to be shared with all conference attendees.

*Erin Gleeson, photographer, author, blogger at Theforestfeast.com*

**Tasting Burma**

Experience the culture of this once-hidden country through a talk, slide show, and Q&A by this intrepid photographer/author. Duguid has spent years getting to know the people and the food of Burma, which she presents in her recently published book (a copy of which was reportedly read by Aung San Suu Kyi!) You'll sample dishes that characterize the richness of this country that is just now emerging from years of oppression.

*Naomi Duguid, author, photographer, culinary anthropologist*

**Asian Tofu Magic Tricks**

In this hands-on cooking class, award-winning author and Asian food expert Andrea Nguyen will showcase the versatility of soybeans and tofu through a guided tasting of the many forms of tofu, such as tofu skin, fermented tofu, and/or pressed tofu. She'll also walk you through making soy milk and tofu pudding (think: soy panna cotta).

*Andrea Nguyen, author Asian Tofu: Discover the Best, Make Your Own, and Cook it at Home*

**Networking Mixer**

New to IACP? A veteran but ready to improve your networking skills? Unwind, enjoy some superb California wine, and learn to get the most out of networking during the conference. You’ll explore important etiquette do's and don'ts and make some new friends in the process. The event will include a presentation by cookbook author Rebecca Lang; Anne Cain, Senior Editor of MyRecipes.com; and renowned etiquette expert Syndi Seid. This presentation will be followed by activities designed to practice your new networking skills. Don’t miss this fun and engaging event. Be sure to bring your business cards!
CONFERENCE SESSIONS

Sunday April 7: SECTION BREAKFAST
Cooking School Teachers Roundtable Breakfast
7:30 – 8:30 a.m.
Grab your breakfast and join the Cooking School Teachers at a roundtable discussion.

Sunday April 7: BUSINESS MEETING
IACP Business Meeting
8:00 – 8:30 a.m.

Sunday April 7: PLENARY SESSION
8:30 – 10:00 am

Plenary: Examining the Divide Between “Dirt” and “Digital”
Kick off the 2013 San Francisco conference with an exploration of the creative tension between tradition and innovation, the hand-stitched and the digitally-aided, the burnished copper pot and the sous-vide circulator. Are these really two different philosophies of cooking? Does the new seek to throw out the old? Or are we simply looking at different expressions on a continuum of shared values? Hear chefs from both sides expound on why they cook as they do, what they value, what they believe has enduring merit.

NETWORKING BREAK
10:00 – 10:30 a.m.

Sunday, April 7: GENERAL SESSIONS
10:30 am – 12:00 pm

Pin with Us! Food and the Power of Pinterest
Magazine editors, bloggers, home cooks, and food enthusiasts everywhere agree: Pinterest is more than a fleeting social media platform worthy of our addiction in the short term. In the last 12 months, Pinterest has quickly risen as a powerful and engaging tool for telling food stories and inspiring cooks. Its high level of engagement—4000% growth in one year of reporting—reveals insights into trends, real-time conversations around food, and serves as a terrific test market for new ideas. In this session, a Pinterest representative will present an overview of the social media platform, and four participants—three representing national brands, plus one prolific blogger—come together from their diverse experiences to reveal 12 best practices, including insights, trends, and a peek inside their strategies to show how Pinterest has quickly taken reign over the likes of Facebook and Twitter. They’ll share valuable tips about
what works, what doesn’t, and most importantly, how anyone can make this a meaningful social extension for their brand.

Enid Hwang, Community Manager, Pinterest
Irvin Lin, blogger, EatTheLove.com
Allison Long Lowery, Editor, CookingLight.com
Katie Parker, Senior Digital Food Editor, Meredith/Better Homes and Gardens Representative (TBD) from Allrecipes.com

The Food Revolution vs. the Obesity Crisis
Obesity is called a national epidemic with huge economic consequences, but the topic falls prey to lazy and wishful thinking, class assumptions, lots of blame language, and rampant finger-pointing. This panel, led by Cooking Light Editor Scott Mowbray will explore the myths to discover some facts about this issue of great importance to all elements of the food industry.

David Allison, Director, Nutrition Obesity Research Center, University of Alabama, Birmingham
Jane Black, food journalist
Debra Eschmeyer, Co-founder, Food Corps
Scott Mowbray, Editor, Cooking Light

What the Crowds Tell Us About Trends in Cooking
Nothing shows a trend curve better than the behavior of millions of home cooks around the world. With insights and data shared from 15 years of research, the world’s largest digital food brand, Allrecipes.com, will join Publicis/MLSGROUP Americas to present an in-depth overview of trends in American kitchens, and what they mean for our work in publishing, restaurants, retail, food policy, and more.

Steve Bryant, Director, Food & Beverage, Publicis/MSLGROUP Americas
Esmee Williams, Vice President, Brand Marketing, Allrecipes.com

Telling Stories on Radio
Radio is experiencing a renaissance, making it both an old medium and a very new one. Learn how one of our oldest mass communication technologies has become the hot new thing, and what that means for you. Talk with leaders in the space about the intersection of food and radio, and explore the joyous possibilities and how to work with them.

Kathy Gunst, resident chef, Here and Now (WBUR); author, Notes from a Maine Kitchen
Evan Kleiman, chef; host, Good Food (KCRW)
Davia Nelson, radio producer, The Kitchen Sisters
John Rudolph, Executive Producer Feet in Two Worlds
Nikki Silva, radio producer, The Kitchen Sisters
100 Years of California Chardonnay
Are you a member of the ABC Club (Anything But Chardonnay)? Perhaps you’ll change your mind after hearing from original pioneers as well as new mavericks about this significant grape. Taste your way through traditional and innovative styles the iconic white wine has adopted through its history on the West Coast. Learn the real reasons Chardonnay became the most popular wine in the country in the first place, and discover the exciting directions it is now taking in both California and in Oregon.

Ross Cobb, owner and winemaker, Cobb Wines
Eric Hamacher, owner and winemaker, Hamacher Wines
Sara Schneider, wine editor, Sunset magazine
Karl Wente, fifth-generation winemaker, Wente Vineyards

Two Tastes of Mexican Cuisine in California Today
Mexican cooking in California today takes a range of delicious forms, from tacos served from a food truck to more cheffy creations served at white tablecloth restaurants. In this demo-lecture, you will sample two approaches cooked by two chefs working in high-profile restaurants today: a Mexican-born chef who works in San Francisco at Nopalito and is now cooking his traditional Mexican fare; and an American-born chef of Mexican descent who worked for Michael Mina for years, most recently in Mexico City. He has returned to California to cook a synthesis of both cultures at Joanne Weir’s new restaurant, Copita. She moderates as the two chefs discuss their influences and methods.

Gonzalo Guzman, chef, Nopalito restaurant, San Francisco
Gonzalo Rivera, chef, Copita, Sausalito
Joanne Weir, chef, restaurateur, author, and TV host

CULINARY EXPO AND BOOK AND BLOG FESTIVAL
(San Francisco Design Center, 635 Eighth St.; transportation from hotel to Design Center will be provided)
12:30 - 4:30 p.m.

HOST CITY PARTY
(2 blocks walk from conference hotel)
5:30 – 8:30 p.m.

Monday April 8: PLENARY
8:30 – 10:00 am
The Future of Food
What does our food future look like? Will it be DIY or digital? Fast or slow? Local or global? Or a happy convergence of extremes? In this fast-paced session, we’ll challenge the culinary industry’s brightest minds to predict how we’ll be producing, distributing, eating, teaching and learning about food in 2020 and beyond.
Monday April 8: GENERAL SESSIONS
10:30 am – 12:00 pm

Re-Routing Farm to Fork
We know the trends – locally produced, hand crafted, farm branded – underscored by deeper concerns about nutrition, food safety, climate change, and local economies. Shifting demographics, combined with unprecedented access to information, are increasing the demand for transparent, local and sustainably produced ingredients – at the grocery store, in restaurants, in schools and universities. Join the panel for a conversation about new business models and technologies that are reinventing food production and distribution to meet this demand – and the opportunities and challenges they present in transforming the farm-to-fork supply chain.

Erika Block, Founder and CEO, Local Orbit
Thomas Nelson, Co-founder and President, Capay Valley Farmshop
Matt Rothe, Fellow, Hasso Plattner Institute of Design at Stanford, Food Systems Laboratory

San Francisco Sourdough: Is Our Iconic Bread a Myth?
Explore what sourdough means today in the city that made it famous. You’ll discover the history of this distinctly “sour” style, born during the Gold Rush in the 1840s, and follow its rise to fame in San Francisco and the greater Bay Area. You’ll also delve into exactly what makes San Francisco sourdough sour, and whether those properties are dependent on location. How strong are the biochemical links between bread and place? And what, exactly, is San Francisco sourdough today, roughly 150 years after its birth? Includes a tasting of 10 to12 Bay Area sourdoughs (some baked by the presenters, who will briefly explain their approaches) and a slideshow of historical photos.

Dr. Dusty Dowse, bread biologist, University of Maine
Chad Robertson, Tartine Bakery
Steve Sullivan, Acme Bread Company
Margo True, Food Editor, Sunset magazine

Hi-Tech/Lo-Tech in the Kitchen
Among avid cooks today, the Luddites strive for authentic purity, baking loaves of hand-ground spelt in wood-fired ovens, while the gastronomists boldly venture into the uncharted frontiers of food and science. But old or new, it's all technology. Some has the weight of tradition; some shocks and delights us with its novelty and efficiency. In this panel discussion, we’ll look at practical criteria for choosing our technology in a world where pickling crocks can share counter space with sous-vide machines.

Ken Albala, Professor of History, University of the Pacific
Maxime Bilet, chef; lecturer; former Director of R&D at The Cooking Lab; co-author Modernist Cuisine
Sandor Katz, DIY food activist and “fermentation revivalist”
Anne McBride, Director Experimental Cuisine Collective; Program Director Culinary Institute of America
Michael Ruhlman, blogger; author Twenty

What Makes a Successful Photograph?
Much of what a professional photographer does when creating a composition is intuitive. But what about the viewer? In order to compose a great image it’s important to first understand what the viewer sees -- how the eye and brain work together to read a two-dimensional image. In this lecture/slide show, we will explore compositional devices that lead the eye through a work of art and learn what makes the difference between an image that flows and one that’s stilted and tense. Through analyzing food images, both historical and contemporary, we’ll deconstruct the many ways artists and photographers create beautiful compositions, which will be revelatory for both experienced and novice photographers.
Mary Valentin, food stylist

Full Circle: A Pastry Chef’s Search for Simplicity through Science
Is it possible for today’s cook to create a personal style that honors tradition and preserves “lost arts” while also offers something new? A leading pastry chef examines his success and failures in the pastry kitchen, sharing tastings that highlight these personal discoveries, including browned milk solids, roasted white chocolate, pâte à choux, and more.
Michael Laiskonis, Creative Director, Institute of Culinary Education; former Executive Pastry Chef, Le Bernardin

Monday April 8: EXPERTS ARE IN SESSIONS
10:30 am – 12:00 pm

Round Robin: Modern Book Tour
You wrote your book and got it published –yay! But now you need to promote it. Experts in this session will cover how to sculpt the modern book tour, to respond to both the challenges (no budgets!) and opportunities (social media!). These authors, some first-time and other seasoned, multi-book, will get to the nitty gritty of a successful book tour including: coping with financial constraints; identifying the best way to reach your book's demographic; crafting your message to suit the platform (TV, print, in real life); reaching media (TV, print, online, etc); and the pros/cons of an online book tour versus a more traditional, location-based tour.
Gaby Dalkin, food writer; blogger, WhatsGabyCooking.com); author, upcoming Absolutely Avocados (2013)
Aida Mollenkamp, food writer; Cooking Channel host; author, Keys to the Kitchen
Joe Yonan, food editor, *The Washington Post*; author
Catherine McCord, blogger, Weelicious.com; author Weelicious
Virginia Willis, author, *Bon Appétit*, Y’all and Basic to Brilliant, Y’all

**Strategies for Expats**
Living and working in a country other than your homeland can give you an automatic “expat advantage” – you stand out because you’re different. But straddling two cultures can be challenging. In this discussion, an American living in Nantes, France shares her experiences on making it work, including targeting an audience in your host country or your home country and the right way to “sell” your culture — as myth, dream, fantasy… the reality? Explore issues and also find out how to make it happen for you.

Jamie Schler, writer; blogger, LifesAFeast.com; teacher
Ilve Beretta, photographer

**What the Internet Wants to Eat**
Hear from an expert who spends her days publishing food content online and then analyzing how the audience responds. She’ll share tools, tips, and best practices for creating food content that the internet will love and will help you learn to tailor your content to reach a larger online audience.

Faith Durand, Executive Editor, *TheKitchn.com*

**How to Start a Conference**
Face-to-face gatherings are taking on ever more importance in our virtually-connected world. Learn what it takes to start a local or regional food conference, including: why do it? how to find your workforce? how to budget, find speakers, create partnerships, and of course market and sell the event.

Jason Horn, Co-founder, *FoodBlogSouth*
John Craig, organizer, International Biscuit Festival

**NETWORKING LUNCH AT THE HOTEL**
12:00 – 1:30 p.m.
Monday April 8: GENERAL SESSIONS
1:30 – 3:00 pm

Makin’ Bacon with Words
Traditional journalism outlets continue to shrink, competition for the remunerative writing or shooting assignment grows tighter, and yet the demand for food content continues to grow. As food media pros, we refuse to throw in the towel! The world needs good writing and shooting, and we need to find a way to continue the work we all love. The key is figuring out how to monetize our work, what the timeline for that is, and how to become a player in the new world. The panelists present their experiments in new food journalism designed to capture the next wave. They’ll share how they developed the ideas, how they’re moving them forward, how they’re doing, and what they’ve learned.

Corie Brown, author; Co-founder and General Manager, Zester Daily
David Ellner, Founder, Pannacooking.com
Molly O’Neill, author: writing teacher; Founder Cook ‘n’ Scribble and Long House Salons

The Real Dirt on Real Food: Farmers, Technology and Change
More than just a shift in marketing and social media practices, the information revolution has reshaped how food is grown and raised. Technology has radically altered practices down on the farm: the ways farms and ranches are managed; the communication methods and strategies employed; and ultimately how new social networks impact marketing and promotion. Join a panel of farmers and ranchers from small to large operations, from old to young, as they explore the real dirt on technology.

Myra Goodman, Founder, Earthbound Farms
Marcy Masumoto, educator; partner, Masumoto Family Farm
Mas Masumoto, author; Founder, Masumoto Family Farm
Nikiko Masumoto, artist; farmer, Masumoto Family Farm
Craig McNamura, Sierra Orchards; Founder, Center for Land Based Learning
Nicolette Hahn Niman, livestock rancher, author

Olive Oil: New Techniques for an Ancient Treasure
Extra-virgin olive oil is so valued by cooks around the world (and recently by nutrition-minded eaters as well) that you might think of it as “liquid gold.” But as with all prized substances, olive oil comes with its own set of risks and misunderstandings. In this session you will hear about the latest efforts in combating fraud, the challenges of enforcement, and success in certification. You’ll experience how traditional foodways and modern agricultural come together to produce vastly improved extra-virgin olive oils in California and around the world. You will taste several 2012 harvest oils -- paired with food -- to learn how to leverage flavor characteristics.

Fran Gage, author; baker; olive oil taste panelist, California Olive Oil Council and University of California at Davis Olive Center
Jane Goldman, Vice President and General Manager, CHOW.com; founder, Chow magazine
Sandy Sonnenfelt, prepared foods coordinator, The Market Hall; olive oil taste panelist, California Olive Oil Council and University of California at Davis Olive Center

Keeping Your Heritage Cuisine Real and Relevant
How do you keep your food traditions alive in the modern world without turning them into museum pieces? Must a cuisine repeat history in order to keep true to its roots? Or do all cuisines need to evolve along with the people who cook and eat them? Learn how to preserve a culinary heritage without making it a relic that is hauled out only for holidays with the elders. Three chefs steeped in culinary tradition share their food and strategies for keeping their food cultures alive with new cooks and diners.

Francisco Castro, Director of Culinary Arts, The Panama International Hotel School
Amod Chopra, Chef/Owner, Vik’s Chaat Corner, Berkeley
Tanya Holland, Executive Chef/Owner, Brown Sugar Kitchen and B-Side BBQ, Oakland, CA
Elena Hernandez, President, Panama Gastronomica
Margo True, Food Editor, Sunset magazine

The Fountain of Vermouth
Traditionally, vermouth has been imported from the old world, particularly France and Italy, and as far as American drinkers were concerned, it was meant as a small component to a cocktail. But “New World“ vermouths have been coming to market at a fast clip of late, a number of these from the West Coast, and bartenders and drinkers alike are waking up to vermouth as a spirit that stands on its own merits. Panelists will discuss vermouth’s friendliness to and the rising trend in aperitif cocktails. You’ll participate in a "new vs. old" taste-off and vote for the vermouth victor.

Neil Kopplin, bartender, Beaker & Flask, Portland; partner, Imbue Vermouth
Kara Newman, Spirits Editor, Wine Enthusiast magazine
Andrew Quady, creator, Vya Vermouth
Carl Sutton, creator Sutton Cellars Vermouth

The Next Big Things in Nutrition
Take a look at three hot subjects in nutrition that will soon have an impact on all of our lives and businesses: new developments in gluten-free; “FODMAPS,” a tool for determining food sensitivities; and the growth of the diabetic public and what that means for foodservice, food producers, and food writers. Leading experts present the key issues along with information on phosphorus and new regulations; what is fact vs. fad; and how we need to prepare for the coming changes.

Marlisa Brown MS, RD, CDE, CDN, registered dietitian; certified diabetes educator; chef; author, Gluten-Free Hassle-Free and Easy, Gluten-free
Patsy Catsos, MS, RD, LD, registered and licensed dietitian; certified LEAP therapist; low-FODMAP recipe developer; author, IBS Free at Last!
MONDAY APRIL 8: EXPERTS ARE IN SESSIONS
1:30 – 3:00 pm

The Disclosure Dilemma
Disclosure of potential conflicts of interest is a topic that many chefs, dietitians and food bloggers don’t understand, neither the intent nor actual ethical requirements. But being a paid consultant, spokesperson, a recipient of press trip, review products or any other material relationship may undermine your credibility if you are not fully open about the situation. In this session, an expert dietitian will uncover some of the common pitfalls, dispel the myths, and most importantly, give participants a set of guidelines to use in their own business.
Regan Jones RD, dietitian; Founder, RDs4disclosure.com

Finding Success through the "Oops" Moments
If you’re not making mistakes, you’re not trying hard enough, many entrepreneurs would say, including this successful CEO of a culinary events company, now in four cities. Join her in a dynamic discussion about the risks and rewards of starting and running successful foodservice companies. She’ll share her insights on raising capital, forming partnerships, creating a business plan, hiring, firing, and creating a corporate culture where employees thrive. Anyone can learn from her “oops” moment, especially those in the cooking school or culinary event world.
Bibby Gignilliat, Founder and CEO, Parties That Cook

Nine Strategies to Keep Ahead of the Curve
Whether you’re a writer, cooking teacher, PR professional, photographer -- or all of the above -- your workplace keeps changing, and to stay successful, you must change with it. How do we keep ourselves employable and motivated, rather than stymied by change? In this session, you’ll explore some tools to not just keep up with change, but thrive on it.
Dianne Jacob, editor; coach; author, Will Work for Food

Round Robin: Pitch Perfect
Are you a writer looking for the right way to make the right pitch to the editor of a national or regional food magazine or major newspaper? Are you a PR pro who struggles to get a sense of what pitches work and which editor needs what? Are you a brand manager trying to get a handle on how to pitch a multi-platform brand to win a single hardworking story? Do you want to pitch a column or blog to a digital editor but don’t know where to begin? This session is for you!

You’ll learn key moves for pitching winning stories, hear the latest on the in’s and out’s of pitching, how and when to follow up, when to pitch and what to say, lines of loyalty, how to discuss ownership, refusal, timelines, budgets, and more.
BONUS: What’s more, following the conference, the coaches will be willing to take a pitch from you, so you can try out your learnings from the session.

Nancy Wall Hopkins, Senior Deputy Food and Entertaining Editor, Better Homes and Gardens
Kitty Morgan, Editor-in-Chief, Sunset magazine
Joe Yonan, Food and Travel Editor, The Washington Post
David Hawk, Publicity Manager, Food & Drink, Chronicle Books
Chadwick Boyd, Owner-President, L + D Enterprises, brand communications consulting
Faith Durand, Executive Editor, The Kitchn.com (shouldn’t this be the same as
NETWORKING BREAK
3:00 – 3:30

Monday April 8: GENERAL SESSIONS
3:30 – 5:00 pm

Forget the Bank: Finding New Ways to Fund Your Inspiration
The old way to describe a good idea was “You can take that to the bank!” Now, you need to impress your peers rather than the loan officer with your ingenuity and smart business plan. Social media has opened a new universe of financing options, and even traditional VC types are getting on the new bandwagon. Learn about your options for financing your projects, products, or dreams, with case studies to illustrate, plus observations on what types of projects match what type of funding.
Ryan Caldbeck, Founder and CEO, CircleUp
Andy Donner, Partner, Physic Ventures, venture capital
Iso Rabins, Founder, ForageSF

Wean Yourself from Wikipedia!
Stop cutting and pasting from second-hand sources and learn to do meaningful research into culinary subjects. Give your writing required gravitas or simply inspire your cooking and thinking about food by going to the source and forsaking tired hand-me-down myths and tropes. Learn to access fascinating and useful troves of information that you can use in all types of writing, menu, cocktail, and recipe development, and product research.
Ken Albala, Professor of History, University of the Pacific
Paul Clarke, Contributing Editor, Imbibe; blogger, CocktailChronicles.com
Mark Hall, Manager, San Francisco Public Library
Hanna Raskin, Food Critic, Seattle Weekly
Build A Cookbook Collection
Here’s your chance to justify all those books! Learn to turn your obsession into an actual valuable collection to use for home cooking, inspiration, analysis, academia and pleasure. You’ll discover why a cookbook collection often looks a lot like the collector, learn about the basic pillars and guidelines for building it, and explore the many ways a collection is actually used.

**BONUS:** Before conference, IACP members will submit their ideas for an “IACP Ultimate Cookbook Collection.” Panelists will edit, offer commentary, and share the final list with full conference attendees.

*Jonathan Milder, research librarian, Food Network*
*Celia Sack, Owner, Omnivore Books, San Francisco*
*Marvin Taylor, Director, Fales Library and Special Collections, New York University; co-editor, 101 Classic Cookbooks: 501 Classic Recipes*
*Clark Wolf, President and Founder, Clark Wolf Company, restaurant consultants; co-editor, 101 Classic Cookbooks: 501 Classic Recipes*

Wild Foods: The Stone Age Meets Sous Vide
Wild food has been a sexy topic in the American food world for the last three years, but rather than being a frothy "foam like" trend, wild food is settling into its rightful place as a treasured building block in the American cuisine-of-the-future as it has been in our distant past. And more chefs themselves are becoming foragers. Treasured foods such as chanterelles, clams, elderberries, wild pig, and porcini are shining stars in kitchens yet are little understood by most chefs and cooks. The panel will educate, weed out old wives’ tales, and demystify these most mysterious of foods. And you’ll taste some samples of the wild bounty.

*Connie Green, Wine Forest Wild Foods; co-author The Wild Table*
*Hank Shaw, author of Hunt, Gather, Cook and Finding the Forgotten Feast*
*Tama Matsuoka Wong, forager for Restaurant Daniel, co-author of Foraged Flavor*

Greek Wines: Ripe for Discovery
As the rest of the world discovers the incredible quality and versatility of modern Greek wines, the Greeks themselves are discovering ancient varietals in their own backyards – literally – and are vinifying them with great success. Still magical in its treasure of indigenous wild plants, the focus on these antique varietals is completely at one with Greek food culture, where the tastes, diversity, and health-value of wild foods make them the most appreciated foods of all. In this tasting you will learn about and taste two new foraged wines propagated from two single vines on the brink of extinction: Malagousia, which was rescued through the efforts of Evangelo Gerovassiliou, and a yet unidentified wine thought to date from Phoenician times from Biblia Chora. You will also learn about and sample wines made from named Greek and international varietals, and blends of both.

*Rosemary Barron, author, journalist, food researcher*
*Leslie Sbrocco, wine expert; journalist; author; host, Check Please Bay Area (KQED)*
*George Spiliadis, wine importer; restaurateur; President, Cava Spiliadis*
*Annegret Stamos, oenologist, Biblia Chora Winery*
In the Age of Yelp, What Is a Restaurant Review?
Now that everyone can be a restaurant reviewer, how has restaurant criticism changed? Does the opinion of the crowd out-weight that of the seasoned critic? This panel will look at various forms of online reviewing -- from Yelpers and Chowhounds to online publications such as Tasting Table -- as well as restaurant critics who review for print publications.

Jessica Battilana, senior editor at Tasting Table, author
Jonathan Kauffman, San Francisco editor at Tasting Table, former staff restaurant critic in San Francisco and Seattle
Dave Pistrang, community manager for Chowhound
Besha Rodell, restaurant critic for L.A. Weekly

Monday April 8: EXPERTS ARE IN SESSIONS
3:30 – 5:00 pm

Can Video + Cookbook = Profit?
Videos seem to be a natural extension of books and blogs these days, but how to know whether investing in a video is right for you? And what should you expect from the effort? This experienced writer-producer team will discuss how to understand your brand, and the tips and tricks for getting your videos seen while profiting from them, both online and offline. Be inspired to develop a plan and get started.
Catherine McCord, blogger, weelicious.com; author, Weelicious
C.J. Bruce, video producer; President, New Antics

Ten Tips for Upping Your OnLine Game
Join this fast-paced session and be prepared to ask questions and take copious notes as this marketing industry veteran presents ideas to up your game and make your online presence more powerful. Ideas will include easy design improvement, SEO insights, maximizing social media, and finding a daily five-minute marketing focus.
Patti Londre, Founder, The Londre Company; trainer; blogger; Founder, Camp Blogaway

Profiting from Non-Profits
More non-profit organizations have food as part of their mission – think hunger-relief organizations, local food activists, entrepreneurial incubators -- and yet most have no food expertise. But you do. Through a case-study approach, and Q&A, you'll learn how you can put your knowledge and skills in food service, nutrition, food writing, or marketing to good use, both for supporting important social goals and your own financial goals.
Dave McIntyre, culinary and food systems consultant
**How to Really Get Into a Restaurant**
This session will explore the countless facets of coordinating a project with a restaurant: making initial contact; creating compelling interview questions; doing the research; building and maintaining trust and a lasting relationship; developing recipes and translating them into methods for the home cook; finding the right photographer for the job; coordinating photo shoots; and integrating the restaurants into the promotional side of the project. (added semi-colons for readability) There are so many aspects to consider when working with a restaurant and this session will provide you with the building blocks for a productive, engaging, and worthwhile experience for everyone involved.

**Jody Eddy, author, *Come In, We're Closed: An Invitation to Staff Meals at the World's Best Restaurants*; former Executive Editor, *Art Culinaire* magazine**

**Bringing Your Pickles to Market**
There’s a big difference between putting up a few quarts of organic piccalilli and actually bringing that relish to market. Here’s your chance to find out what really goes into making and selling a gourmet food product. This successful multi-product entrepreneur will talk about costing ingredients, figuring out which ones have to go on the label, how to make decisions about whether to be kosher, organic, gluten-free, or all of the above. And what do those “best used by” dates really mean? If you’ve been contemplating selling your product beyond your restaurant, home kitchen, or farmers market, this is your chance to learn what you’re getting into.

**Dave Hirschkop, Founder, Dave’s Gourmet**

**Become a Freelance Mix Master: How to Spin One Idea 10 Ways**
Work through real examples with Dana Bowen, as she shares her experience as a magazine editor and writer, newspaper reporter, guidebook writer, website editor, cookbook author, and recipe developer to help you spin a single idea or trip into several specific and sellable stories. You’ll discuss the many different genres of food stories, from round-ups to trend pieces to long-form narratives, and ask her advice on the best ways to pitch and produce them.

**Dana Bowen, Executive Editor, *Every Day with Rachael Ray***

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**Monday April 9: SECTION MEETINGS**

**Chefs Restaurateurs and Sommeliers Interest Section Meeting**
5:00 – 6:00 p.m.

**Cooking School Interest Section Meeting**
5:00 – 6:00 p.m.

**Culinary Tourism Interest Section Meeting**
5:00 – 6:00 p.m.

**Food History Interest Section Meeting**
5:00 – 6:00 p.m.
Food Photographers & Stylists Interest Section Meeting
5:00 – 6:00 p.m.

Food Policy Interest Section Meeting
5:00 – 6:00 p.m.

Kids in the Kitchen Interest Section Meeting
5:00 – 6:00 p.m.

Marketing Communicators Interest Section Meeting
5:00 – 6:00 p.m.

Digital Media Interest Section Meeting
5:00 – 6:00 p.m.

Test Kitchen Professional Interest Section Meeting
5:00 – 6:00 p.m.

Nutrition & Food Science Interest Section Meeting
5:00 – 6:00 p.m.

EVENING ACTIVITIES ON YOUR OWN
OPTIONAL DINNERS TO BE ANNOUNCED

Tuesday April 9: SECTION MEETING
Food Writers Editors Publishers Interest Section Meeting
7:30 – 8:30 a.m.

Tuesday April 9: PLENARY SESSION
8:30 – 10:00 am

How California Changed the World of Food, and Still Does
On our final day in San Francisco, we hear from key members in California’s food revolution, both those who began the charge four decades ago and those who stand on their shoulders today. Hear from the “originals” how it all happened, what it looks like from today’s vantage point, and then hear how the members of the new front line are continuing to push the movement forward.

NETWORKING BREAK
10:00 – 10:30 a.m.
KIDS IN THE KITCHEN SPECIAL EVENT
10:00 a.m. – 2:00 p.m.
(activities and demonstrations throughout the day)
Flash, Crackle, Pop: Kids Teach Cooking in The Culinary Trust’s Pop-Up Kitchen
Location: Ferry Plaza Farmers Market
Facilitators: Hollie Greene, Melissa Graham and Julie Negrin, IACP; and Elianna Friedman, CUESA Market Chef

Meet, mingle, cook and eat with kids at a pop-up kitchen created by Kids In The Kitchen interest section members in partnership with San Francisco’s Center for Urban Education about Sustainable Agriculture (CUESA). Learn how to set up a cooking demonstration with a minimum of equipment, how to work with kids of all ages, and how to identify kid-friendly dishes that can be easily prepared at community or school events. Food writers and bloggers will have the opportunity to interview local youth about their adventures in the kitchen and their food philosophy. Recipes demonstrated will be plant-based and prepared in less than 15 minutes.

While at The Culinary Trust’s Pop-Up Kitchen, you can experience the food stories of kids from around the country with Kids In The Kitchen’s “Heirloom to High Tech” project in the Story Salon. Kids In The Kitchen members will be spending time with kids prior to conference as they delve into food sources and choices, the "hows" and "whys" of food, and digitally chronicle their culinary adventures – from school and community gardens, local farms/markets to DIY food crafting, cooking, regional and family traditions.

Tuesday April 9: GENERAL SESSIONS
10:30 am – 12:00 pm

The New World of Web TV
Digital media has rocked the food-writing world with blogs, e-books and apps. Now it’s rocking the television, too. Veteran leaders in food television are making the move from traditional networks to create innovative new programming online. And content partnership programs on sites like YouTube are opening the door for self-produced content to actually make money. Explore the landscape of this new frontier and discover ways to access the one media channel that just might be making some money. We will look at the playing field, format, and opportunities and learn how to get a toehold in the web TV space.

Greg Drummond, video producer; Founder, Drummond Culinary Media
Jane Goldman, Vice-President and General Manager, CHOW.com; Founder, Chow magazine
Lia Huber, food writer; recipe developer; Founder, Nourish Network
Bruce Seidel, CEO, Hungry food channel, YouTube
Jamie Tiampo, Founder and President, SeeFood Media
The Revolution in Local Grains
Growing and milling grains locally began with a handful of experimenting farmers and co-ops to become a much bigger trend, with implications for local food systems and serious bakers and pastry chefs. What’s at the root of the movement, is it sustainable or just a fad, and is the flour really better or more nutritious? Explore this latest frontier of the locavore movement.

Tom Hunton, Co-owner, Camas Country Mill, Eugene, Oregon
Elaine Johnson, Associate Food Editor, Sunset magazine
Stephen Jones, Director, NW Washington Research Center, Washington State University, Mount Vernon
Bob Klein, Founder, Community Grains, Oakland, California
Craig Ponsford, Owner, Ponsford's Place Bakery, San Rafael, California

Hacking Our Way to Solutions
The notion of a hackathon – a multi-day work marathon where everyone collaborates on solving specific problems – began in the computer programming world, but has spread to areas that intersect with the tech sector, including the food world. Discover the power of collaboration by learning about this new tech-social tool and seeing some recent results. Hackathons are a brilliant way to team unfettered creativity with intense focus, as well as to bring thinkers from various disciplines together to solve problems. Learn how you can access the power of a hackathon by hearing from some participants and evaluating the solutions they devised.

Matt Wise, Founder, FounderLY.com and CoSemble.com; Co-Founder, Food Start Ups
Semi-finalists of the Food Start Up Hackathon to be held the prior week

Forget Single Varietals – Blended Wines Are Greater Than the Sum of Their Parts
Here in the U.S., most winemakers produce single varietal wines – for example, Cabernet or Syrah, but winemakers in places such as the Rhone River Valley in France blend Syrah, Grenache, and Mourvedre to create the wines of Chateauneuf du Pape. Not so long ago in the U.S., blended wines were considered inferior, comprised mostly of left-over odds and ends. But increasingly, American winemakers are blending to create some of the most desirable and sought-after wines. During this session we’ll taste individual varietals, and then learn to blend to accentuate different characteristics such as body, texture, tannins, or mouth-feel. You’ll build your own blend, as well as taste several finished white blends and red blends from top producers to fully experience the beauty of blended wines.

John Lancaster, Co-Wine Director, Boulevard(the restaurant?); Partner, Skylark Wines, Rhone Ranger winemakers
Feast and Hunger: A Two-Part Approach to Writing the World Through Food
(Part 1)
As more writers focus on food, individual voice and perspective grow more vital. In this unique afternoon workshop, you’ll experience two different approaches to finding your story and clarifying your voice and honing a voice in food writing. In the first segment, “Deep Feast,” visionary writer and teacher Crescent Dragonwagon will focus on methods to integrate the outer (ingredients, trends, issues, recipes) with your unique inward gaze. Uncover what you, and only you, can tell. Unearth the material with your name on it via directed writing practices, discussion, and a little improv. Is your vision personal, sensual, historical, ecological, national, regional? Is your voice funny, thoughtful, provocative, soothing? What’s your story? Surprise yourself as you infuse recipe-craft with personal narrative, viewpoint, story, and voice. Help reinvent and enlarge our field. The goal of both sessions is to push you to rethink your methodology, to think beyond your comfortable space and elevate your work to another level. Bring notepaper, pen and an open mind. You may register for a single part or both parts of this workshop.
Crescent Dragonwagon, author, teacher

TUESDAY APRIL 9: EXPERTS ARE IN SESSIONS
10:30 am – 12:00 pm

Permission to Pin
Explore the confusing world of recipe permission: How to properly reprint or modify someone’s recipe for your book or blog, how to protect your own recipes, and all the many murky waters that surround recipe ownership, inspiration, and rights. In this session, you’ll hear how letting others reprint your recipe verbatim on your site can harm both of your online rankings, how to properly credit restaurateurs, chefs, authors and other bloggers when you borrow ideas or whole recipes, and discuss smart strategies for owning your own content.
Sarah Copeland, Food Director, Real Simple magazine; author, The Newlywed Cookbook

Help Me Pack My Digital Toolkit
Photographer, blogger, and social media community builder are just a few of the roles the writer must play these days, all via a dizzying array of programs and apps with which to engage their audience and share information. In this session, an experienced blogger and social media expert will help you figure out how to assemble a technology toolbox that will truly provide value and efficiency instead of simply cluttering your laptop and your mind.
Natanya Anderson, Senior Social Media Program Manager and President, Austin Food Bloggers Alliance
Teaching At-Risk Students to Cook
Teaching the culinary arts to students in lower socio-economic strata presents different issues to the instructor than the teaching of recreational classes or students enrolled in a college-level professional program. Yet the rewards can be great for both teacher and student alike. Hear about some of the challenges and successful tactics that are being used to address them.
Sheila Crye, Chef/Instructor, Young Chefs
Adam Weiner, CFSE, Culinary Arts Instructor, JobTrain

LUNCH ON YOUR OWN
12:00 – 1:30 p.m.

Tuesday April 9: GENERAL SESSIONS
1:30 – 3:00 pm

Beyond Takeout: Stories and Strategies for Changing How America Eats and Cooks Chinese Food
Listen to the stories of women who seeded, cultivated, and harvested their passions for Chinese culinary traditions from the ground up. In this moderated discussion, these women share personal stories and enduring life lessons that anyone can connect with. Learn how their efforts have helped redirect and shape how America savors and develops a palate for Chinese cuisine.
Linda Anusasananan, former Food Editor, Sunset magazine; author, The Hakka Cookbook
Tane Chan, proprietor, Wok Shop, San Francisco
Cecilia Chiang, restaurateur; author, The Seventh Daughter: My Culinary Journey from Beijing to San Francisco
Andrea Nguyen, blogger; author, Asian Tofu: Discover the Best, Make Your Own, and Cook It at Home
Grace Young, teacher; author, Stir-Frying to the Sky’s Edge

Designing Content for Cross-Platform Use
Look behind the curtain at how some of the most dynamic media houses are strategizing cross-channel food content and repackaging it to suit multiple uses in the digital landscape, from videos to online to Pinterest and apps. Whether you’re an editor, writer, or blogger – or all of the above – whether you’re independent or on staff, you’ll learn to become a more savvy navigator in this brave new world.
Laurie Buckle, Editorial Director for Food, Better Homes and Gardens
Rux Martin, Senior Executive Editor, Houghton Mifflin Harcourt
Raquel Pelzel, Senior Food Editor, Tasting Table; blogger; author
Tanya Steele, Editor-in-Chief, Epicurious.com
What Goes Best with Cheese? A Wine vs. Beer Smackdown!
Wine and cheese may be an iconic pairing, and it’s certainly an expected one, but who says wine is always the best partner? Craft beer offers a world of nuances that can partner with food just as well or better than wine. In this panel you’ll learn about the affinities of various California cheeses for both local wines and local beers, and then you’ll participate in a smackdown to see which beverage does the best job.

Christian deBenedetti, beer journalist; author, Great American Ale Trail
Steve Jones, cheese monger; Owner, Cheese Bar, Portland, Oregon
Josh Wesson, wine consultant; Founder, Joshua Wesson Wine and Food

Techniques from TV Pros for Producing Top Quality Food Video
Learn how to produce high-quality video content for YouTube, blogs, and websites without breaking the bank. Panelists will cover the process from start to finish, including how to choose recipes, how to break down recipes into manageable steps, and how to stage non-recipe driven content, plus fundamental technical pointers for shooting and lighting, prop-styling, writing scripts and outlines, and editing with iMovie.

Greta Anthony, Producer, Martha Stewart Living Omnimedia
Todd and Diane Cru-Porter, bloggers, WhiteOnRice.com
Ben Fink, photographer/videographer
Libbie Summers, former culinary director for Paula Deen
Virginia Willis, author, former producer

Feast and Hunger: A Two-Part Approach to Writing the World Through Food (Part 2)
PART TWO: New York Times best-selling author Kathleen Flinn will lead a spirited 90-minute segment from her popular “Hungry for Words” food writing workshops. In a rousing series of examples and hands-on exercises, you’ll get some nuts-and-bolts examples on how to take your unique voice and apply it to your writing. In some cases rethinking how you write and the ways in which you engage with readers by looking at techniques used by best-selling novelists, filmmakers and journalists.

The goal of both sessions is to push you to rethink your methodology, to think beyond your comfortable space and elevate your work to another level. Bring notepaper, pen and an open mind. You may register for a single part or both parts of this workshop.
Kathleen Flinn, teacher; author, The Kitchen Counter Cooking School

TUESDAY APRIL 9: EXPERTS ARE IN SESSIONS
1:30 – 3:00 pm

One Baker’s Perspective on the World of Bread in 2013
It’s no longer a question of “baguette or boule.” The baking world is exploding with new discoveries, new talents, marketing opportunities, and perception challenges. This expert baker and leading baking industry authority will share his insights and answer
your questions on anything from no-knead to sprouted grain to poolish, levain, autolyse, or gluten-free…not to mention whether “punch down” really means punch!

Jeffrey Hamelman, Certified Master Baker; author; instructor; blogger; Director, King Arthur Bakery

Hanging Out with Google+
Google+ Hangout is a new online space that’s potentially ripe for opportunities for food writers, bloggers, and teachers, or for anyone who wants to build a community around food by taking advantage of video sharing. This speaker is the community manager for food bloggers and will be available to explain how to get started with Google + Hangout and the many ways in which you could apply it to your professional activities.

Greg Wright, Food Bloggers Community Manager, Google+

AWARDS CEREMONY AND GALA
6:00 – 10:00 p.m.

END