



## LEADERSHIP CONFERENCE INFORMATION

### Costs

\$399 by May 1, 2010, which includes a Master Class, Welcome Reception, two breakfasts, one lunch, refreshment breaks and all educational materials used throughout the workshop. Transportation to/from the hotel and the culinary center on Friday afternoon will be provided. After May 1, 2010, the price of the conference is \$450. 10% discount for multiple attendees from the same school. \$360 for the second attendee before May 1 and \$405 after that date. CAFÉ is happy to handle your payment via credit card. Purchase orders are acceptable.

### Leadership Award

The Idaho Potato Commission Leadership Initiative Award for Excellence in Foodservice Education will be awarded to an individual or a program from a postsecondary institution that exhibits innovation/initiatives and proven results in culinary/baking/pastry education. Winner will receive a \$1,000 cash prize as well as \$500 toward travel expenses in addition to complimentary registration to the Leadership Conference. Second- and third-place winners receive complimentary registrations to the conference and \$500 each toward travel expenses. More information may be found at [www.CafeMeetingPlace.com](http://www.CafeMeetingPlace.com) Deadline for submission is April 1, 2010. Past winners have included initiatives in sustainable curriculum, lessons in leadership, an international work program and community partnerships. Winners must be present at the Leadership Conference.

### Hotel

Hotel costs are separate and are the responsibility of the attendee. CAFÉ has blocked rooms at SpringHill Suites by Marriott a half block away from Baltimore International College's Bay Atlantic Club. Room rate: \$155 + taxes per night for a king or double

room. Rooms are also blocked at the Residence Inn by Marriott approximately 2½ blocks from the Bay Atlantic Club. Room rate: \$135 + taxes single/double. Hotel information is on the Web site and will also be sent to you with your registration confirmation. There is a limited room block; however, if you have difficulty securing a room, call the CAFÉ office for assistance. The cut-off for both hotels is May 14. Call SpringHill Suites at (888) 245-1965. Call Residence Inn by Marriott at (888) 236-2427. Ask for the CAFÉ rate at both hotels.

### Continuing Education Units (CEUs)

CEUs are available for the conference weekend. They are awarded by Johnson & Wales University at the rate of one (1) CEU for each 10 hours of instruction. Cost is \$20 total and may be paid to CAFÉ at the conference or with the registration form. There is no additional work required to earn CEUs, only proof of attendance at the event, which CAFÉ maintains for each attendee.

### Continuing Education Hours (CEHs)

The American Culinary Federation (ACF) recognizes CAFÉ events and awards 15 continuing-education hours per event. This award is noted on each attendee's certificate of attendance and is included in the registration fee. ACF continuing-education hours are used toward earning and renewing ACF certification.

### Guests

You may bring guests to the opening-night reception.

### Dress Code

Business casual throughout the weekend. Attendees participating in a hands-on Master Class must wear a chef's jacket (please bring with you) and suitable kitchen footwear.

## INDUSTRY PARTNERS



# REGIONAL CAFÉ WORKSHOPS

Visit the “Events” tab at [www.CafeMeetingPlace.com](http://www.CafeMeetingPlace.com) for agenda, fees, registration and hotel information.



## Front of the House National Symposium

March 5-7, 2010

Hosted by Le Cordon Bleu College of Culinary Arts,  
Las Vegas

For the past two years, CAFÉ has offered events for FOH instructors and for 2010, we will be kicking it up a notch! The challenges for instructors in the areas of beverage and dining room management and operations have been that they are often teaching students who want nothing to do with that side of the business.

The Las Vegas event is meant to establish networks of communication, hear from successful problem solvers and innovators, as well as to tour one of the most incredible facilities in the country.

Attendees will have presentations from industry leaders as well as educators on the topics of dining room management and related studies. There will also be a tour of the new state-of-the-art City Center's Aria.



## French Cuisine: from Classic to Contemporary

June 18-20, 2010

Hosted by L'Academie de Cuisine, Gaithersburg, Md.

It is safe to say that French Cuisine has been the gold standard for culinary arts education for a long time...certainly while most of us trained and certainly how most of us were judged as culinarians.

However, more emphasis now is on global cuisines and fusion cuisines and healthy cuisines and regional cuisines...and rarely do we see how we can convert classic French dishes into contemporary foodservice operations.

This workshop will help the attendees look at specific menu items, understand how they may be converted to applications that might be more appropriate for different outlets (catering, fast casual, fine dining, on-site) as well as become more cost effective using (some) quality convenience items. There will be demonstrations and hands on practice each day by a team of chefs from the celebrated L'Academie de Cuisine led by Francois Dionot, one of the finest French chefs in the United States.

The workshop will begin with an exercise and tasting on Friday evening and continue all day on Saturday and Sunday.



## The Healthy Menu

July 23-25, 2010

Hosted by The School of Culinary Arts at Kendall College, Chicago

Let's make a connection between nutrition and good taste! Join your fellow culinarians as we discuss and apply classroom practices that go beyond low fat and low salt adjustments to the menu.

This workshop will explore the science aspects of healthy cooking as well as looking at eating through the ages. Allergies and intolerances will be discussed along with menu writing activities.

But most of all, we want to go back to the enjoyment of eating! We'll work on projects which will help you bring the nutrition side of our culinary knowledge together with the goal of good (for you) food and good taste.

The workshop will begin with a presentation and reception on Friday afternoon and continue through all day Saturday and Sunday. Come prepared to be surprised that many of the assumptions you have about food may prove to be challenged!



## The Latin Event

October 22-24, 2010

Hosted by Johnson & Wales University,  
North Miami, Fla.

Join us to explore the wealth of flavors, ingredients and cooking methods that make Latin & Caribbean food so exciting. Attendees will enjoy master presenters as well as time in the kitchen creating dishes with Latin & Caribbean ingredients and flavors. As an added bonus, there is a tour planned to the Fruit & Spice Park in Redlands, one of the not-to-be-missed culinary sites in South Florida. In addition, Culinary Team USA manager Steve Jilleba, CMC, will present a hands-on workshop from his experiences in Peru and Brazil—hot new trends in the foodservice world!

- Event registration fees are \$299 plus \$75 materials fee if registered by May 1. (Note: The FOH National Symposium has a deadline of January 29 for the lower registration fee.)
- ACF Continuing Education Hours are awarded to attendees at all CAFÉ events.
- CEUs are available for an additional cost of \$20.
- Professional Development Units (PDU's) are available for credentialing for CSFE.
- Discounts are available for multiple attendees from the same school.
- Scholarships are offered for instructors.
- Hotel blocks have been identified for all events.

Go to [www.CafeMeetingPlace.com](http://www.CafeMeetingPlace.com) for more information about CAFÉ events and scholarships.



The Center for the Advancement  
of Foodservice Education  
cordially invites you and your colleagues  
to attend  
up to five professional-development  
events in 2010

Front-of-House Symposium  
March 5-7, 2010  
Hosted by Le Cordon Bleu College of  
Culinary Arts, Las Vegas

6th-Annual CAFÉ Leadership  
Conference  
"Inspiration and Innovation"  
June 25-27, 2010  
Hosted by Baltimore International  
College, Baltimore, Md.

The Healthy Menu  
July 23-25, 2010  
Hosted by The School of Culinary Arts  
at Kendall College, Chicago

French Cuisine: from Classic  
to Contemporary  
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Dara Bunjon



Charles Carroll



Paul DeVries



Steve Jilleba



Christopher Koetke



## 6TH-ANNUAL CAFÉ LEADERSHIP CONFERENCE



BALTIMORE  
INTERNATIONAL  
COLLEGE

### AGENDA

(Note three campus locations: the Culinary Center, the Bay Atlantic Club and the Commerce Exchange Building. Visit [www.bic.edu](http://www.bic.edu) for descriptions.)

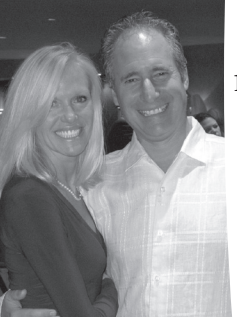


### FRIDAY, June 25

**12-1 p.m.** Registration in lobby of Bay Atlantic Club

**12:30-12:45 p.m.** Transportation to the Culinary Center

**1-4 p.m.** Master Classes at the Culinary Center, Little Italy



#### Latin Cuisine

Participants will work with the flavors and foods of Peru and Brazil—two emerging international cuisines currently wooing U.S. diners—by preparing classical dishes of these countries.

*Class led by Steve Jilleba, CMC, AAC  
Sponsored by Unilever Foodsolutions*



#### Ancient Grain for Today's Global Cuisine

No grain in history is as prominent in cuisines around the world as rice. This workshop explores many varieties of U.S.-grown short-, medium- and long-grain rice—from white to whole-grain brown, aromatic and specialty varieties, focusing on the characteristics of different types, as well as preparation methods and cooking techniques essential in preparing the most famous international rice dishes, from pilafs to jambalaya, risotto, paella, sushi and more.

*Sponsored by the USA Rice Federation and the California Rice Commission*



#### Deliver 2010's Top Menu Trends with American Lamb

Arm your students with fresh ways to meet the hottest food trends head on. This Master Class will address the leading menu trends this year—small delicious plates, street foods migrating indoors, comfort-with-a-twist and exotic ethnic on the cusp of mainstream. Throughout instruction, the biggest menu trend of 2010 will be emphasized: using fresh, local ingredients.

*Class led by Frank Terranova, MCFE, Johnson & Wales University  
Sponsored by the American Lamb Board*

#### Fruit Pairings by Dole

Attendees of this Master Class will be introduced to a way to look at food industry trends and menu innovations using fruit. Dole has created the 2010 Fruit Pairings—ten fruit-forward and flavorful combinations that can transform fruit into profitable menu signatures. The class will focus on sets of flavor profiles, offering a selection of sweet and savory recipes that showcase added value and inspire menu creativity. (Think Fruit & Tea, Fruit & Smoke, Pineapple & Soy Sauce and more!)

**6-8 p.m.** Welcome Reception (bring your family!) at The Commerce Building

Announcing recipients of the 2010 Idaho Potato Commission Leadership Award and the CAFÉ/Kendall College Green Award. Signature dish stations; entertainment.

### SATURDAY, June 26

**7:30 a.m.** Registration open

**8-10:15 a.m.** Breakfast, Bay Atlantic Club, with keynote, "Inspiration and Innovation." (Breakfast service until 9 a.m.)

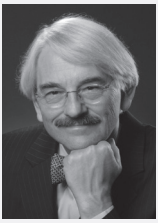
**10:15-10:30 a.m.** Refreshment Break

**10:45-11:30 a.m.** Presentation by Linda Vogler, culinary-arts coordinator of DC Central Kitchen and recipient of Women Chefs & Restaurateurs' 2009 Community Service Award

**11:30 a.m.-12:30 p.m.** Info Fair

**12:30-2 p.m.** Crab Luncheon and Demonstration  
*Sponsored by Phillips Foods*

**2:30-4 p.m.** Breakout Sessions at The Commerce Exchange



Fred Mayo



Michael McGreal



Linda Schaumann Reese



Frank Terranova



Linda Vogler



**“Successful (High School) Student Competitions”**

Led by *Faith Jenetta, CEPC, culinary, pastry-arts and hospitality-management-program coordinator at the Technology Center of DuPage, Addison, Ill.*

**“Why New Leaders Fail”**

Led by *Dr. Linda Schaumann Reese, principal, Leader OnBoarding*

**“Reaching Digital Millennials”**

Led by *Paul DeVries, professor, Johnson & Wales University, Charlotte*

**“Using Case Studies to Bridge the Gap between Classroom and Industry”**

Led by *Dr. Peter Szende, Boston University, and author, Case Scenarios in Hospitality Supervision (Delmar, Cengage Learning 2010)*

**4:15-5:30 p.m. Happy Hour and Discussion Roundtables at The Bay Atlantic Club**

Here is a chance to enjoy some refreshment and informally exchange new ideas with your peers and discussion leaders. Roundtable topics include:

- A contextual culinary math resource package of print and electronic teaching and learning tools, led by Michael J. McGreal, CEC, CHE, CCE, CHA, FMP, MCFE, department chair, Joliet Junior College, Joliet, Ill.
- ACF accreditation and certification updates, led by Candice Childers, ACFE assistant director, American Culinary Federation
- Are you interested in a Virtual Chef Program? Led by Dr. Michael Riggs, CEC, Bowling Green (Ky.) Technical College, who has been successful in linking industry with education
- Advising your students on financing options for their higher education, led by Bruce Ozga, CEC, CCE, dean of culinary, Johnson & Wales University, N. Miami
- Doing more for your program with less, led by Dr. Fred Mayo, New York University

**5:30 p.m.** Free evening. Things to do! Our hotels and events are located within walking distance of the Inner Harbor, home of wonderful restaurants, boat tours and shops. In addition, you can visit the National Aquarium, The Science Center, Fort McHenry and world-famous Camden Yards!

**SUNDAY, June 27**

**8-9 a.m.** Breakfast at the Bay Atlantic Club

At breakfast, experience the Silver Bullets of Greatness presented by award-winning author and Olympic Gold Medalist Chef Charles Carroll. Discover Chef Carroll’s secrets to success. Don’t miss this presentation; it could change the way you look at the world around you, achieving a more fulfilling and meaningful life.

**9-10:15 a.m.** Panel, “Media Chefs: Their Influence and Inspiration”

**10:15-10:30 a.m.** Refreshment Break

**10:45 a.m.-noon** Breakout Sessions at the Commerce Exchange Building

**“Green Applications for Your Program”**  
Led by *Chris Koetke, CEC, CCE, dean, The School of Culinary Arts at Kendall College, Chicago; Chris Moyer, project manager, the National Restaurant Association’s environmental initiative, Conserve: Solutions for Sustainability, Washington, D.C.; and Melissa Kogut, executive director, Chefs Collaborative*

**“Social Networks: What Your Students Know that You Might Not!”**  
Led by *Dara Bunjon, Dara Does It!, Baltimore, and Doug Stuchel, Johnson & Wales University, Providence*

**“Innovative Curriculum Changes”**  
Led by *Dr. Fred Mayo, New York University*

**12 p.m.** Leadership Conference concludes



# REGISTRATION for 6th-Annual CAFÉ Leadership Conference

**Mail to:** CAFÉ, 959 Melvin Road, Annapolis, MD 21403

**Fax to:** (410) 263-3110

**Register online at:** [www.CafeMeetingPlace.com](http://www.CafeMeetingPlace.com)

You will receive a confirmation and, if applicable, an invoice within 10 days. Please contact the CAFÉ office if you do not receive your confirmation at (410) 268-5542

Name \_\_\_\_\_

School \_\_\_\_\_

Title \_\_\_\_\_

School Mailing Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Home Mailing Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

School Phone # \_\_\_\_\_ Home Phone # \_\_\_\_\_

Fax # \_\_\_\_\_ Email \_\_\_\_\_

## Master Classes

Friday, June 25 from 1 to 4 p.m. Choose 1.

*Limited to 15 in each kitchen lab.*

- Latin Cuisines sponsored by Unilever Foodsolutions
- Ancient Grain for Today's Global Cuisine sponsored by the USA Rice Federation
- Deliver 2010's Top Menu Trends with American Lamb sponsored by the American Lamb Board
- Fruit Pairings by Dole

## Welcome Reception, Friday, June 25

# guests \_\_\_\_\_

## Breakout Sessions

*Choose one per session.*

### Session I, Saturday, June 26

- Successful (High School) Student Competitions
- Why New Leaders Fail
- Reaching Digital Millennials
- Using Case Studies to Bridge the Gap between Classroom and Industry

### Session II, Sunday, June 27

- Green Applications for Your Program
- How to Use Social Networks in Your Program
- Innovations in Curriculum

## Payment

ACF Continuing Education Hours are included in registration fee.

By May 1, 2010

\$399 Registration Fee (\$360 for each add'l from same school) \$ \_\_\_\_\_

After May 1, 2010

\$450 registration fee (\$405 for each add'l from same school) \$ \_\_\_\_\_

JWU CEUs (@\$20) \$ \_\_\_\_\_

**Total** \$ \_\_\_\_\_

## Check one method of payment

(Note: lower registration fee may be guaranteed at your time of registration if confirmed by a purchase order or credit card)

- Check enclosed
- Purchase order enclosed
- MC
- Visa
- Bill me

Card # \_\_\_\_\_

Expiration \_\_\_\_\_ Security code \_\_\_\_\_

Signature \_\_\_\_\_

Card billing address \_\_\_\_\_

\_\_\_\_\_