



Linking the  
Foodservice Industry  
and the Foodservice  
Classroom

**2014**  
Registration,  
Agenda  
& Lodging

**10th-Annual  
Leadership Conference**  
≈ June 19-21  
≈ Salt Lake City, Utah  
[www.CafeMeetingPlace.com](http://www.CafeMeetingPlace.com)



## Be Part of the “Power of 10” Buzz in the Beehive State in June!

CAFÉ is proud to celebrate its 10th year of “building better foodservice educators” with the 2014 Leadership Conference in Salt Lake City, June 19-21.



Join your colleagues from across the nation and beyond for two activities-packed days of programming specifically designed for foodservice/hospitality instructors and program leaders at both the secondary and postsecondary levels.

Event and programming highlights include ...

- ☞ Gala opening-night reception at the Utah State Capitol featuring on-trend food and drink stations, where Idaho Potato Commission 2014 Innovation Awards and the 2014 CAFÉ/Kendall College Green Award will be presented
- ☞ Leading keynote presentations
- ☞ Full day of Educational Best Practices at Salt Lake Community College, with intriguing, valuable breakout sessions
- ☞ Industry Connections Day delivering insights of well-known chefs and other foodservice professionals
- ☞ InfoFair offering a wealth of educational resources from CAFÉ partners
- ☞ Popular 20-minute Trends Updates from eminent foodservice commodity and trade groups
- ☞ Scholarship Auction with distinctive, exciting products and gift cards. (100% of auction revenues is disbursed to educators toward professional development at future CAFÉ events)
- ☞ FREE American Culinary Federation continuing-education hours (CEHs) toward certification and certification renewal

### Registration

\$399 per person includes entrance to scheduled programming, the Welcome Reception, two breakfasts, two lunches, bus transportation to/from the Utah State Capitol and Salt Lake Community College, conference handouts and a certificate of attendance.

Continuing-education units (CEUs) for educators who require credits from accredited universities are provided by Johnson & Wales University for a cost of \$20.

See the registration form on the last page of this flier.

### Lodging

Two hotel properties across the street from each other offer a special CAFÉ rate.

**BOTH PROPERTIES ARE NEAR CAPACITY!** Reserve asap.

CAFÉ's special group rate is offered up to three days prior to and up to three days past the Leadership Conference dates.

To reserve at either property, call (800) 437-5288 and request the CAFÉ rate.

#### **The Little America Hotel**

555 South Main Street  
Salt Lake City, UT 84101  
\$99/night + tax  
(only Garden Rooms remain)  
Complimentary self parking  
[www.saltlake.littleamerica.com](http://www.saltlake.littleamerica.com)

#### **The Grand America Hotel**

500 South Main Street  
Salt Lake City, UT 84101  
\$179/night + tax, double  
occupancy (two beds) only  
\$18/night self parking  
[www.grandamerica.com](http://www.grandamerica.com)

Amenities at both properties include:

- Complimentary use of fitness center and indoor/outdoor pool
- Complimentary Internet access in guest rooms
- Complimentary light-rail transportation servicing downtown

### Ground Transportation

Both hotel properties are approximately 7 miles from Salt Lake City International Airport (SLC)

Taxi fare from the airport is approximately \$18 one way.

Light rail transit (TRAX) is \$2.50 one way. Visit the Utah Transit Authority at [www.rideuta.com](http://www.rideuta.com) to purchase a Farepay card online or plan your trip from/to the airport.

CAFÉ is dedicated to addressing the unique needs of highly specialized professionals who wear two hats as culinarians and teachers. You won't want to miss the 2014 CAFÉ Leadership Conference in Salt Lake City this summer!



Cover:  
Albion  
Basin in the  
heart of the  
central Wasatch  
Range. Photo by  
Adam Barker, courtesy  
of Visit Salt Lake.



## WHY SALT LAKE CITY FOR CAFÉ'S 2014 LEADERSHIP CONFERENCE?

For starters, CAFÉ has an ideal education partner in Salt Lake Community College. Thanks to its faculty and administration, along with our esteemed presenters and partners, we guarantee a valuable, enriching professional-development experience for foodservice educators.

Salt Lake is not only Utah's capital and a contemporary, international city, it's also a gateway to stunning nature, and a vibrant downtown with great shopping, restaurants and performing-arts venues.

When in Salt Lake, make sure to spend a few days visiting museums and historic Mormon Temple Square, shopping at City Creek and Gateway, and hiking, biking, horseback riding or camping in nearby mountains. Salt Lake City is known as the crossroads of the West, with access to 11 national parks in Utah and neighboring states.

What's your eating pleasure? Salt Lake City supports a diverse and energetic restaurant community. From great American classics to dining options from every corner of the world, you will find exactly what your taste buds crave.

Eat hearty to keep up your energy! As the city lights come up each night, the city's many clubs and night spots keep things lively with a wide range of entertainment options. Choose from intimate piano clubs, bohemian music scenes and high-end cocktail bars. Try country-western line dancing, groove to the smooth sounds of jazz and blues, or rock 'n' roll the night away. Or just relax with a friendly game of pool or a big-screen sporting event and a beer.

Yes, you can get a drink in Salt Lake City! If you've heard things about the state's liquor laws, you might be surprised to discover it's as easy to get a drink in Utah as just about anywhere else—if you're of legal drinking age.

We encourage you to arrive in Salt Lake a day or more early or plan to stay a few days later to explore all that is in the area—from the Great Salt Lake to the Mormon Tabernacle to the Wasatch mountain range to nearby Park City, home of the 2002 Olympics. Or bring your family and use CAFÉ's 2014 Leadership Conference as a launch to explore Utah ... heading south to see more of this beautiful state (and Nevada—after all, Las Vegas is a mere five hours' drive) or north to southern Idaho.

Visit [www.visitsaltlake.com](http://www.visitsaltlake.com) or [www.utah.com/saltlake](http://www.utah.com/saltlake) to plan your Salt Lake City experience!

Photos courtesy of Visit Salt Lake. Photographers: 1, Eric Schramm; 2, Adam Barker; 3, Douglas Pulsipher; 4, Ben Crosby



## AGENDA 2014 CAFÉ Leadership Conference

### Thursday, June 19

**6:15 pm** Buses depart from The Little America Hotel for the 2014 Welcome Reception in the East Building of the Utah State Capitol

**6:30 pm** Welcome Reception and Awards Ceremony

- Idaho Potato Commission Innovation Awards
- CAFÉ/Kendall College Green Award
- Recognition of IPC and CAFÉ Scholarship recipients
- Sign-up for Friday's breakout sessions

**8:30 pm** Buses return to The Little America Hotel

### Friday, June 20

#### EDUCATIONAL BEST PRACTICES DAY

**6:30 am** Power Walk, sponsored by Dole Foods International (optional; meet at The Little America Hotel) Enjoy a brisk walk in the early-morning coolness followed by a delicious, rejuvenating parfait.

**8:00 am** Buses depart The Little America Hotel for Salt Lake Community College, Miller Campus, Sandy

**8:30 am** Breakfast and announcements

**9:30 am** General Session: "Ten Insights about Students, Social Media and Student Retention"  
*Presenter: Dr. Fred Mayo, Mayo Consulting Services*

**10:30 am** Networking Break (Silent Auction opens)

**11:00 am** Breakout Sessions (choose one)

- Blended Learning  
*Presenter: Michael Carmel, CEC, CCE, Culinary Institute of Charleston, Trident Technical College*
- The Flipped Classroom in Hospitality Education: Practices and Pitfalls  
*Presenter: Louis Woods, CEC, CCA, Anne Arundel Community College*
- Historical vs. Contemporary Food Presentation Styles: The Art and Science of Plating to Optimize the Dining Experience  
*Presenter: Elaine Sikorski, CEC, CCE, Kendall College School of Culinary Arts*

**12:00 pm** Luncheon with Education Roundtable Discussions  
**Topics include ...**

- Deliberate Practice and the Quantification of Technical Skills  
*Led by Alison Cossio, El Centro College*
- Genetically Engineered Organisms: A Web Quest for Students  
*Led by Ana Plana, MAST Academy*
- How to Plan Effective Faculty Inservice  
*Led by Dr. Frank Costantino, CEC, CCE, AAC, Monroe College*
- Teaching Life Skills to Culinary Students  
*Led by Adam Weiner, CFSE, JobTrain*
- Teaching Seafood Sustainability  
*Led by Elaine Sikorski, CEC, CCE, Kendall College School of Culinary Arts*

Silent Auction closes, bids tallied

**1:30 pm** Breakout Sessions (choose one)

- Throw Out the Recipes: Teaching

Culinary Arts Through Ratios  
*Presenters: John Reiss, Milwaukee Area Technical College, and Alisa Malavenda, The Art Institute of Wisconsin*

• Teaching Culinary Math  
*Presenter: Cathy Scruggs, American Technical Publishers*

• One Potato, Two Potato: Introducing Sensory Science to Culinary Students with a Potato Lab  
*Presenter: Dr. Anne Rogan, RD, CDN, State University of New York at Cobleskill*

**2:30 pm** Networking Break

**3:00 pm** Breakout Sessions (choose one)

- Backward by Design: Curriculum Innovation  
*Presenter: Roger Ruch, Johnson & Wales University, N. Miami campus*
- Encouraging Creativity among Students  
*Presenter: Dr. Fred Mayo, Mayo Consulting Services*
- Teaching Techniques Using Collaborative Approaches  
*Presenter: Daryl Nosek, FMP, Westchester Community College*

**4:00 pm** Wrap-up Q&A with All Presenters  
*Led by Dr. Fred Mayo, Mayo Consulting Services*

**4:45 pm** Buses depart for The Little America Hotel (Free evening)

### Saturday, June 21

#### INDUSTRY OUTREACH DAY—MEET THE PIONEERS!

**6:30 am** Power Walk, sponsored by Dole Foods International (optional; meet at The Little America Hotel)

**8:00 am** Buses depart The Little America Hotel for Salt Lake Community College

**8:30 am** Breakfast and announcements

**9:30 am** Keynote Address  
*Presenter: Colton Soelberg, Heirloom Restaurant Group*

**10:15 am** Networking Break and Industry InfoFair

**11:45 am** Industry Panel: The Pioneer Spirit in Utah  
*Moderator: Peter Sproul, CEC, Utah Valley University*  
*Panelists: Bowman Brown, Forage; David Perkins, High West Distillery & Saloon; Seth Winterton, Utah's Own and Utah Department of Agriculture and Food; and Colleen Worthington, Kneaders Bakery & Cafe*

**12:45 pm** Lunch

**2:00 pm** Foodservice trends presented by the Alaska Seafood Marketing Institute

**2:30 pm** Foodservice trends presented by the National Pork Board

**3:10 pm** Foodservice trends presented by the National Mango Board

**3:40 pm** Foodservice trends presented by the National Aquaculture Association

**4:10 pm** End of Conference  
*Submit evaluations, receive certificates of attendance*



**Fax and Mail-in  
REGISTRATION FORM  
10th-Annual Leadership Conference  
June 19-21, 2014  
Salt Lake City, Utah**



Print out this page of the flier, complete it in its entirety, and ...

- Fax to (410) 263-3110
- Mail to:  
CAFÉ  
502 Chester Avenue  
Annapolis, MD 21403
- Or register online at [www.CafeMeetingPlace.com](http://www.CafeMeetingPlace.com) under CAFÉ Events ([click here](#))

Name \_\_\_\_\_

Title \_\_\_\_\_

Organization \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_ ZIP \_\_\_\_\_

Country (if outside the United States) \_\_\_\_\_

Home/Mailing Address (include city, state, zip) \_\_\_\_\_

Business tel. # \_\_\_\_\_ Mobile tel. # \_\_\_\_\_

E-mail \_\_\_\_\_

**Payment**

Registration fee @ \$399	\$ _____
JWU CEUs (optional) @ \$20	\$ _____
Total	\$ _____

**Check one method of payment**

Check enclosed    Purchase order enclosed    MasterCard    VISA    American Express  
 Bill me (payment in full due no later than June 13, 2014)

Name (as it appears on credit card) \_\_\_\_\_

Credit-card # \_\_\_\_\_

Expiration (mm/yy) \_\_\_\_\_

3-digit CVV code \_\_\_\_\_

Billing address \_\_\_\_\_

Signature \_\_\_\_\_

**QUESTIONS?**  
Contact **Mary Petersen**  
CAFÉ founder and executive director  
(410) 268-5542  
[marypetersen@prodigy.net](mailto:marypetersen@prodigy.net)