



AN EDUCATED PALATE:



Teaching.

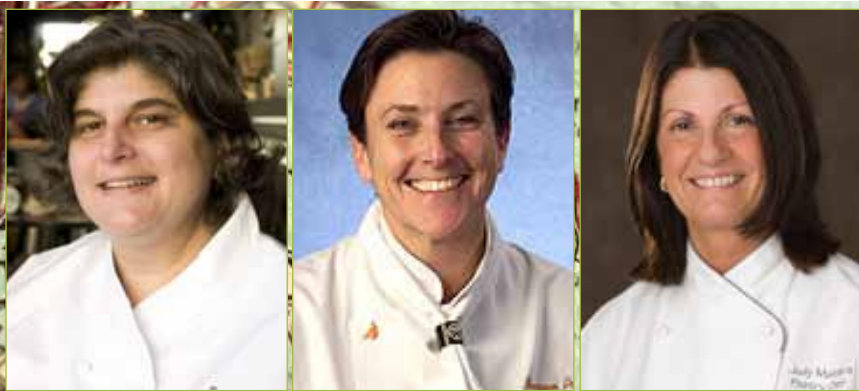


Tasting.



**NOVEMBER 5-7
HYATT REGENCY
CAMBRIDGE**

Trading Stories



INVITATION

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2011 Conference Planning Committee

Conference Co-Chair
Judy Mattera, Sweet Solutions

Conference Co-Chair
Maureen Pothier,
 Johnson & Wales University

Conference Chef
Guida Ponte, Verrill Farm

Dine Around
Ellie O'Keefe, Nestlé Waters

Donated Product
Lisa Caldwell, Healthy Eating Specialist, Whole Foods Market Wellesley, MA
Rachel Gianotti, Accardi Foods

Programming
Sally Ekus, The Lisa Ekus Group, LLC
Suzanne Fass, Epstein and Fass Associates
Brent Frei, Frei & Associates
Sue McWilliams, Paint Branch High School

Public Relations
Marlo Fogleman, Marlo Marketing / Communications

Tours
Beth Berardi, Ivy West Insurance Agency

We invite you to join us in Boston / Cambridge, MA for the 2011 Women Chefs & Restaurateurs National Conference November 5 – 7 at the Hyatt Regency Cambridge. This year's conference theme—"An Educated Palate: Teaching, Tasting, Trading Stories"—will take full advantage of the rich tapestry of food and hospitality history unique to the Boston area and surrounding New England. We invite all culinarians and hospitality professionals—representing every industry segment and role—to join us as we share the experiences and knowledge that have the power to enrich and edify us all.

Our conference begins Saturday with an array of optional culinary tours from which to choose, offering you your first taste of the Boston area. Later that evening, join us at the kick-off reception, where you'll see old friends and welcome new members and first time attendees. The evening doesn't stop there. Choose one of the member restaurants from our Dine Around list and enjoy a meal created just for WCR members!

Sunday begins with our opening general session, An Educated Palate: Barbara Haber on Women, Food, and When They Meet in Academia. The general session will be followed by two sets of concurrent master class sessions and our high-energy InfoFair and luncheon, featuring our conference sponsors showcasing their latest products and innovations. The day wraps up with our elegant and exciting Women Who Inspire Awards Dinner and Gala, at which we will honor women who are leaders in our industry and our communities.

Monday offers another full day, beginning with breakfast, followed by two sets of master classes, lunch and our second general session, The Art of the Story, featuring Barbara Lynch, Susan Samson and Lydia Shire.

This year, the conference closes with the President's Inaugural Reception, a celebration at which the President's Gavel will be passed to the incoming president, Rochelle Huppin. Please join us for a final toast with friends, old and new, and in welcoming Rochelle to the helm.

We hope you will join us for this incredible three days of high level educational classes, exciting networking events, great food and lots of fun! We look forward to seeing you there!

Jamie Leeds
Jamie Leeds
 WCR President

Maureen Pothier
Maureen Pothier
 WCR Conference Co-Chair

Judy Mattera
Judy Mattera
 WCR Conference Co-Chair

AGENDA AT A GLANCE

FRIDAY NOVEMBER 4

2:00p.m. – 7:00p.m.
Registration &
Information Desk

6:30a.m. – 10:00p.m.
Board of Directors /
Local Exchange
Coordinators Dinner

SATURDAY, NOVEMBER 5

7:00a.m. – 6:00p.m.
Registration &
Information Desk

TOURS

(Optional Events: Additional cost for participation)

10:00a.m. – 1:00p.m.
Boston's NORTH END "Little Italy"
MARKET TOUR

10:00a.m. – 3:00p.m.
Food Truck Walking Tour Through
Back Bay

1:00p.m. – 4:00p.m.
Chinatown Food
Walking Tour

1:45p.m. – 4:15p.m.
Harvard Square
Chocolate Walking Tour

5:00p.m. – 6:00p.m.
New Member / First Time Attendee
Reception

5:30p.m. – 7:00p.m.
Kick-Off Reception

7:30p.m.
Restaurant Dine Around
(Optional Event: Additional cost for participation)

SUNDAY, NOVEMBER 6

7:30a.m. – 5:00p.m.
Registration &
Information Desk

8:00a.m. – 9:00a.m.
Breakfast

9:00a.m. – 10:30a.m.
OPENING KEYNOTE

An Educated Palate: Barbara Haber
on Women, Food, and When They
Meet In Academia

*Sponsored by Southern New
Hampshire University*

10:30a.m. – 11:00a.m.
Networking Break

11:15a.m. – 12:45p.m.
Master Class Sessions
(Sessions will be presented concurrently)

**Changing Children's Tastes – One
Salad Bar at a Time**

Cheese, Glorious Cheese (tasting)

The Art of Tea (tasting)

**The Natural Solution for Hot Flashes –
It's in Your Kitchen**

12:45p.m. – 2:45p.m.
InfoFair Tradeshow & Lunch

1:30p.m. – 11:00a.m.
Networking Break
*Sponsored by Cabot Creamery
Cooperative*

3:00p.m. – 4:30p.m.
Master Class Sessions
(Sessions will be presented concurrently)

Beyond the White Table Cloth

Chefs Move To Schools

Educating Your Wine Palate

Going Whole Hog for Heritage Breeds

6:00p.m. – 7:00p.m.
**Women Who Inspire
Awards Reception**
Sponsored by FOOD ARTS

7:15p.m. – 9:30p.m.
**Women Who Inspire Awards Dinner
and Gala**
*Sponsored by FOOD ARTS, Idaho Potato
Commission, National Honey Board*

MONDAY, NOVEMBER 7

8:00a.m. – 2:00p.m.
Registration &
Information Desk

8:00a.m. – 9:00a.m.
Local Exchange
Coordinators Meeting

9:00a.m. – 10:00am
Breakfast

10:15a.m. – 11:45a.m.
Master Class Sessions
(Sessions will be presented concurrently)

**Appreciation for the Art of Butchery
(demonstration)**

**Baking for Health & Wellness - How
to Update Your Formulas for the New
Needs of Your Customer (tasting)**

eMarketing in the Real World

**Thinking Outside the Same Old Box:
Getting Back to Square One**

11:45a.m. – 1:00p.m.
Lunch

1:00p.m. – 2:30p.m.
Master Class Sessions
(Sessions will be presented concurrently)

**Opening a Restaurant in Hard
Economic Times**

**The Craft of the Italian Cocktail
(tasting)**

**The New England Seafood Table
(tasting)**

**"Waiter, There's a Bikini in My
Barleywine" Marketing Beer as a
Cuisine to Modern Women's Palates**

2:45p.m. – 4:00p.m.
Closing General Session
The Art of the Story

4:15p.m. – 6:00p.m.
President's Inaugural
Reception



DINE AROUND AND TOURS

DINE AROUND (optional)

WCR members have the option of participating in dinner at one of Boston's finest restaurants. Participants are organized in groups of 8-12 people, with each group hosted by a member of the WCR Board of Directors or the Conference Planning Committee. Dinner includes an appetizer, entrée, dessert and wine and prices include tax and gratuity. Cocktails or additional wine will be billed separately to the individual.

Pricing for Dine Around restaurants does not include transportation. However, WCR will organize cab sharing. One week prior to the conference, Dine Around participants will receive electronic confirmation stating the following:

- Departure location in hotel
- Departure time
- List of co-diners
- Address of restaurant destination

Please note, changes will not be allowed after October 21, 2011.

\$95 Level

- Aura / Seaport**, Chef Rachel Kline
- Bina**, Chef Azita Bina-Seibel
- Grill 23**, Chef Molly Hanson & Jay Murray
- Harvest**, Chef Mary Dumont
- No. 9 Park**, Chef Barbara Lynch
- Oleana**, Chef Ana Soturn (4 person max)
- Rialto**, Chef Jody Adams
- Upstairs on the Square**, Owners Mary Catherine Deibel & Deborah Hughes

\$75 Level

- Artu - Beacon Hill**, Owner Nancy Pelczar
- Artu - North End**, Owner Nancy Pelczar
- Hungry Mother**, Chef Rachel Miller Munzer
- Myers and Chang**, Chef Joann Chang
- Post 390**, Chef Molly Hanson & Eric Brennan
- The Beehive**, Chef Rebecca Newell Butters
- Sam's**, Owner Esti Parson
- Sweet Cheeks**, Chef Tiffani Fasion



BOSTON'S NORTH END "LITTLE ITALY" MARKET TOUR

Follow your guide, WCR member Michele Topor, on this award-winning walking tour into the food traditions and marketplaces of the most authentic "Little Italy" remaining in America. It has been said that the Mediterranean food culture is one of the healthiest in the world. Learn how Italians eat and how their food traditions were adapted to this country; glean insider cooking tips and gain resources on how to identify and where to buy the very best ingredients. At nearly every stop, you'll enjoy small tastes of specific Italian food ingredients so that you may experience benchmark flavors to incorporate into your own cooking and dining adventures. You'll discover the pasticceria, the greengrocer, the deli, an enoteca, and spice and confection store that stock the *ingredienti* that can make your meals memorable. As you will see, *gli ingredienti veraci* - authentic ingredients - are the key to *la bellissima cucina italiana*. Along the way you will experience the colorful sights, chaotic sounds, and the tantalizing aromas as you get an 'insider's view' of one of the premier food neighborhoods in the country. It's like visiting Italy - no passport required!

Lunch is not included, but most attendees prefer to revisit shops and restaurants following the tour.



FOOD TRUCK WALKING TOUR THROUGH BACK BAY

Join WCR Boston member, Beth Berardi, for a walking tour of Boston's historic Back Bay and its hottest new food trucks. You'll have the opportunity to speak with food truck owners and managers about the challenges and success of this trendy initiative. Sample items from Grill Cheese Nation, The Dining Car, Staff Meal and Bon Me. And don't worry, if you're looking for something healthy, keep in mind that the Boston food trucks were required to put at least one healthy food option — no fried foods, trans-fats, or high-fructose corn syrup — on the menu. The healthy food item also has to include three items from the following list: fruits, vegetables, whole grains, low-fat dairy and reduced fat or lean meats that are baked, boiled, or grilled.

The tour includes transportation to and from the Back Bay meeting spot and a tasting at each truck.



HARVARD SQUARE CHOCOLATE WALKING TOUR

This two hour walking tour highlights a bustling center of activity, Harvard Square that embodies all that is Cambridge. This historic area is rich in culture, architecture – and of course, fine chocolate. Learn the history and life of chocolate, how luxury chocolates are created, and much more. We can think of no more fun way to spend a Sunday afternoon among friends where students and academics mix with tourists and locals to crowd the sidewalks and restaurants learning about and enjoying chocolate.

If you've never taken a decadent chocolate walking tour, you're in for a treat (lots of them actually). A friendly, outgoing expert guide will whisk you off into a world of exotic imports, closely guarded recipes and intimate tastings. The destinations are always carefully selected from the very finest each city has to offer – artisan chocolatiers, celebrated restaurants and more.

No matter how much you already love chocolate, you'll appreciate it more deeply than ever after indulging in this one-of-a-kind experience.



CHINATOWN FOOD WALKING TOUR



Are you wild about Asian food, but easily confused by the huge variety of unfamiliar ingredients in the markets? If so, this tour is your key to unlocking the mysteries that lie beyond the Chinatown Gate. Follow as your guide leads you through this vibrant, energetic "village." Learn the differences between the many regional cuisines of China. Find out where to buy and how to select the finest authentic ingredients.

- Discover a bakery offering the best Chinese sweets, and learn the origin of Chinese moon cakes.
- Visit a barbecue shop and savor the tastes and smells of traditional Cantonese roasted meats.
- Slip into an authentic Chinese herbal pharmacy, and explore the concept of Yin and Yang.
- Experience the phenomenon known as "bubble tea."
- Tour a market with exotic produce, fabulous seafood, and an endless array of spices.
- Complete your stroll with a delicious dim sum luncheon, hosted by your guide. Learn the ins and outs of ordering from the roaming carts and stationary stalls, and the unique rules of dim sum etiquette.

THE OVERALL EXPERIENCE

Step through the Chinatown Gate and join us as you enjoy the fantastic sights, and experience the culinary and cultural traditions in this little sliver of Hong Kong right here in Boston. Take a walking tour that is like a cooking class on foot: Learn the regional differences of the many regional cuisines of China; glean insider cooking tips; gain resources and knowledge on how to identify and where to buy the very best and authentic ingredients. The tour concludes with a dim sum lunch during which your guide explains the unique rules of dim sum etiquette as you sip tea and feast on an assortment of traditional delicacies.

FOOD TASTINGS

As you visit various markets you will enjoy small tastes of sweets, Chinese barbecue and bubble tea. The tour concludes with a dim sum lunch hosted by your guide.

TOUR INCLUDES:

A two-and-a-half hour tour of the Chinatown markets

- Dim sum lunch at beginning of tour
- Tips on purchasing, cooking, and storing foods
- Tastings of several Chinese delicacies on tour
- A handout describing the best stores and favorite restaurants
- Historical insights into the Chinatown community

7:00a.m. - 6:00p.m.

Registration & Information Desk

TOURS

(Optional Events: Additional cost for participation)

10:00a.m. - 1:00pm.

Boston's NORTH END "Little Italy" MARKET TOUR

Limited Number of Attendees: 15

Cost: \$65

1:00p.m. - 4:00p.m.

Chinatown Food Walking Tour

Limited Number of Attendees: 10

Cost: \$90

10:00a.m. - 3:00p.m.

Food Truck Walking Tour through Back Bay

Limited Number of Attendees: 10

Cost: \$60

1:45p.m. - 4:15p.m.

Harvard Square Chocolate Walking Tour in Boston

Limited Number of Attendees: 15

Cost: \$55

5:00p.m. - 6:00p.m.

New Member / First Time Attendee Reception

You may be a rookie, but we'll make you feel like a seasoned veteran. New members and first-time attendees will not only have a chance to meet and greet one another but also be welcomed to the WCR family by the Board of Directors, as well as past presidents and committee members. National officers and committee chairs will be on hand to answer questions and share how members can become actively involved in the association.

5:30p.m. - 7:00p.m.

Kick-Off Reception

Join us for a proper kick-off of the 2011 National Conference! Enjoy a drink while catching up with old friends, networking with industry leaders or making new acquaintances.

7:30p.m. Til

DINE AROUND *(optional)*

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\$95 Level

Aura / Seaport, Chef Rachel Kline

Bina, Chef Azita Bina-Seibel

Grill 23, Chef Molly Hanson & Jay Murray

Harvest, Chef Mary Dumont

No. 9 Park, Chef Barbara Lynch

Oleana, Chef Ana Soturn (4 person max)

Rialto, Chef Jody Adams

Upstairs on the Square, Owners Mary Catherine Deibel & Deborah Hughes

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Artu - North End, Owner Nancy Pelczar

Hungry Mother, Chef Rachel Miller Munzer

Myers and Chang, Chef Joann Chang

Post 390, Chef Molly Hanson & Eric Brennan

The Beehive, Chef Rebecca Newell Butters

Sam's, Owner Esti Parson

Sweet Cheeks, Chef Tiffani Fasion



SUNDAY, NOVEMBER 6

7:30a.m. - 5:00p.m.

Registration & Information Desk

8:00a.m. - 9:00a.m.

Breakfast

9:00a.m. - 9:15a.m.

Presidents Welcome

Jamie Leeds, WCR President

9:15a.m. - 10:30a.m.

Opening General Session

An Educated Palate: Barbara Haber on Women, Food, and When They Meet in Academia

Sponsored by Southern New Hampshire University

As Curator of Books at the Schlesinger Library at the Radcliffe Institute for Advanced Study, super-taster Barbara Haber was a master at educating the world about two powerful forces—women’s history and food—and their intersections. Since her retirement she has remained at the forefront as a writer, editor, and speaker. “There is nothing like a cookbook to show us how we live,” she has said. Join us for this intimate interview in which Barbara will educate—and entertain—us with her stories of culinary history, cooks and cookbooks, the “Boston food mafia,” and other tasty topics.

10:30a.m. - 11:00a.m.

Networking Break

Sponsored by Cabot Creamery Cooperative

11:15a.m. - 12:45p.m.

Master Class Sessions

(Sessions will be conducted concurrently)

Changing Children’s Tastes – One Salad Bar at a Time

Ann Cooper, Founder, Food Family Farming Foundation & Director of Food Services, Boulder Valley School District
Beth Collins, Executive Director, Food Family Farming Foundation & School Food Systems Consultant, Lunch Lessons LLC

Join Ann and Beth for a presentation featuring information from their Lunch Box: Healthy Tools for All Schools (thelunchbox.org) and Let’s Move Salad Bars to Schools (www.saladbars2schools.org). They will lead a discussion about changing children’s relationship

to food and why they believe that salad bars in every school are an important part of this process. They will showcase their Eat the Rainbow program. Finally they will discuss their collaboration with Michelle Obama’s Let’s Move Initiative and how you can grow a small idea into a national campaign.

Cheese, Glorious Cheese (tasting)

Paula Lambert (moderator), Cheesemaker, Cookbook Author, Entrepreneur, Mozzarella Company
Allison Hooper, Cheesemaker, Cookbook Author, Entrepreneur, Vermont Creamery
Robin Schemp, Research Chef, Trend watcher based on market research, Right Stuff

Join these pioneers and industry leaders for a tasting of cheeses paired with interesting and unusual foods and beverages. The panel will lead an in-depth discussion on what the future holds for the cheese industry based on current trends.

The Art of Tea (tasting)

Cynthia Gold, Tea Sommelier, The Boston Park Plaza Hotel

Join Cynthia Gold, Chef and Tea Sommelier, for a discussion of the parallels between pairing food and wine and pairing food and tea. Cynthia will discuss how to pair tea for balance; how to pair tea to tease out or highlight aspects of a dish; and how to taste to examine flavors, textures, aromas and tannin levels when choosing ideal tea pairings.

The Natural Solution for Hot Flashes – It’s in Your Kitchen

Robin Pruitt, Certified Health Coach, Nutrition Educator, Healthy Food Consultant

Is there something besides the oven generating heat in your kitchen? Do you find yourself suddenly experiencing your own personal summer no matter what the weather? Never fear, the solution is close at hand. Find out how you can control hot flashes and other meddling mid-life symptoms with food, not drugs or hormones.

After adopting dietary changes to address her husband’s health concerns, Robin realized that her menopause symptoms had disappeared! Join us as Robin shares her personal story along with cutting-edge nutrition information and practical tips for incorporating hormone-balancing dietary changes into your busy lifestyle. This session is for anyone interested in learning more about nutrition, hormonal health and the healing properties of food.





12:45p.m. - 2:45p.m.

Lunch and InfoFair Tradeshow

An energetic forum for information, education and networking, the InfoFair provides a unique opportunity to sample food and beverage products and discover new technology, merchandise and services available from WCR's Corporate and Small Business members.

3:00p.m. - 4:30p.m.

Master Class Sessions

(Sessions will be conducted concurrently)

Chefs Move to Schools Workshop

Carlin Breinig, Owner, Home Cooking Personal Chef Service

This workshop will feature panelists who have experienced great success with their Chefs Move To Schools initiatives. Each panelist will share how they have implemented this program in their communities, what has worked for them and their greatest challenges. This session will include a Q&A / breakout workshop session offering one-on-one guidance to help you move forward with the program in your own community.

Educating Your Wine Palate

Karen Page (moderator) and Andrew Dornenberg, Co-authors, *The Flavor Bible, What to Drink with What You Eat* and *The Food Lover's Guide to Wine*

Cat Sillrie, Wine Director, Barbara Lynch Gruppo

This panel discussion will address the importance of wine at the table -- along with the challenges inherent in our contemporary culture's "fear of wine" -- while offering strategies for simplifying the topic for both employees and customers in order to maximize mastery and pleasure.

Beyond the White Table Cloth

Chrissy Bank, Manager, Baking & Pastry Program,

Promise Culinary School

Leslie Nyambasora, Kitchen Manager, A Better World Café

Pearl Thompson, Director Culinary Program, Promise Culinary School

Rachel Weston, Café Manager / Chef, A Better World Café

A Better World Café in Highland Park, NJ is a unique community café that is a living, breathing model of sustainability and empowerment of community through food. Operated by Elijah's Promise, a leading NJ nonprofit focused on food security, the café is run by graduates of Promise Culinary School. Current baking and pastry and culinary program students produce all the bread, desserts and numerous menu specials for this seasonal, sustainable café. Beyond the three staffers, the café is run by

volunteers. We believe good quality food should be available to people regardless of their means. We provide guests options of a complimentary item every day, the opportunity to volunteer in exchange for a meal and the opportunity to pay a fair price for their meals. We provide real world restaurant experience for current students, community members interested in gaining experience in the kitchen and front of house. Several of our volunteers have moved on to begin small food businesses and pursue job opportunities after working in the café. By making our process as transparent as possible, we invite the community to understand clearly the path their food took from farm to table, sharing information on vendors, recipes, methods of preparation and food memories. Our session will cover concept, implementation, financials and success of working within this new trend in sustainable dining.

Going Whole Hog for Heritage Breeds

Leigh Balenger (moderator), Program Director, Chefs Collaborative

Mary Dumont, Executive Chef, Harvest Restaurant

Jennifer Hashley, Farmer, Pete and Jen's Backyard Birds and Farmyard

Ana Sortun, Chef / Owner, Oleana Restaurant

Chefs Collaborative will present a panel discussion on using heritage breed animals in the restaurant. Two chefs will discuss the fundamentals of buying and cooking with heritage breeds: evaluating carcasses, buying and utilizing whole animals, maintaining food costs, and communicating to staff and customers about what you're doing. A livestock producer specializing in raising heritage breed animals on pasture will discuss how her work - from breed genetics to feed and pasture rotation to processing - all contribute to higher-quality meat for chefs and consumers. A comparative tasting will conclude the session.

6:00p.m. - 7:00p.m.

Women Who Inspire Awards Reception

Sponsored by FOOD ARTS

7:15p.m. - 9:30p.m.

Women Who Inspire Awards Dinner and Gala

Sponsored by FOOD ARTS, Idaho Potato Commission,

National Honey Board

Join us as we honor a select group of professional women who are inspiring a new generation of women chefs and restaurateurs through their passion, service and dedication. Held annually, the *Women Who Inspire Awards* are always a highlight of the conference.

8:00a.m. - 2:00p.m.

Registration & Information Desk

8:00a.m. - 9:00a.m.

Local Exchange Coordinators Meeting

Laurie Bell, Great Falls Tea Garden, Local Exchange Chair

9:00a.m. - 10:00a.m.

Breakfast

10:15a.m. - 11:45a.m.

Master Class Sessions

(Sessions will be conducted concurrently)

Appreciation for the Art of Butchery (demonstration)

Kari Underly, Principal of Range, Inc., Author, Consultant

Kari Underly, third generation butcher and journeyman meat cutter, will discuss trends related to the resurgence of butchers and the art of butchery, including farm-to-table, sustainability, food prices and whole animal utilization. She will discuss key considerations for sourcing product that can impact the guest experience and your bottom line (animal husbandry, muscle profiling and aging). Kari will demonstrate how cutting techniques can add value and variety to your menu and will share menu ideas that feature value cuts and other alternatives.

Baking for Health & Wellness - How to Update Your Formulas for the New Needs of your Customer (tasting)

Paula Figoni, Associate Professor and Food Scientist, Johnson & Wales University

This presentation will begin with a brief summary of the dietary guidelines for a healthful diet. It will focus on explaining key strategies for systematically converting recipes/formulas to more healthful versions of these same products. The application of these general strategies will be demonstrated as a common pastry/baked good is converted into a more healthful version. Samples of the "before" and "after" products will be presented for tasting. By the end of the presentation, attendees will feel confident that they can apply these same principles for converting any recipe/formula to meet the changing needs of their customers.

Thinking Outside the Same Old Box: Getting Back to Square One

Katie Adams, Business Development, Mercer Cutlery
Christine Poland, VP of Operations, Irinox USA
Lauren Haas, Chef Instructor, Johnson and Wales University

This session experiments with new flavor techniques and innovative equipment to help you rethink the ways we traditionally incorporate and preserve flavor to maximize ingredients. This is accomplished through inventive applications not traditionally found in a pastry chef's tool kit, such as cold smoking, incorporating essential oils and playing with textures on the plate, while approaching cooking from a holistic approach. From prep to service, learn how to get the most out of your ingredients via revolutionary equipment such as sous-vide and blast chillers that not only help preserve taste, texture, shelf life and flavor, but make the customer say "wow!" and come back for more - all while improving your bottom line.

eMarketing in the Real World

Anna Brenner, Marketing Director, Flying Fish
Christine Keff, Chef & Owner, Flying Fish
Mikala Brennan, Owner, Hula Girl Truck
Moderator, TBD

Are you on Facebook? Have you tweeted today? If you're not and you haven't then you're way behind! It doesn't matter if you're an independent, free-standing restaurant or a four-wheeled food truck - you must be connected at all times. This panel will share how they have developed and effectively used an e-marketing plan.

11:45a.m. - 1:00p.m.

Lunch

1:00p.m. - 2:30p.m.

Master Class Sessions

(Sessions will be conducted concurrently)

The Craft of the Italian Cocktail (tasting)

Sue McWilliams, Moderator, Paint Branch High School Culinary Arts
Gina Chersevani, Mixologist, PS 7's
Megan Coyle, Mixologist, Hank's Oyster Bar and Lounge
Misty Kalkofen, Mixologist, Drink and No.9 Park; LUPEC



Negrini, grappa, prosecco, limoncello and a few little-known elixirs of Italy come together for an inspiring afternoon of *aperitivi* and *digestivi*. Starting a meal with something to “open up” the stomach and stimulate the appetite is as desirable as closing a meal with something to help everything settle ... along with *una passagiata*. The mixture of fruits, vegetables, roots, spices and herbs in these concoctions have useful properties and offer an entire new palette to build a well-rounded cocktail. Ancient recipes and methods create a respected craft and traditions that carry on throughout small villages along the entire length of Italy. We'll take a brief look at how dry *aperitivi* are used to flavor foods and sweet ones are used in desserts. We will also add a few dashes of history and new twists on old standards. Finally, we'll toast our gathering with tastings and nibbles inspired by the enticing and well-crafted distillations and fermentations of Italy. You'll be taking this story back home with you!

“Waiter, There’s a Bikini in My Barleywine” Marketing Beer as a Cuisine to Modern Women’s Palates

Megan O’Leary Parisi, Founder and Head Brewster, Cambridge Brewing Company

Jennifer Pereira (moderator), Associate Instructor, Johnson & Wales University

Lucy Saunders, Author, Best of American Beer and Food
Carolyn Smagalski, Beer Writer and Educator, The Beer Fox, <http://beer.bellaonline.com>

Jodi Stoudf, Owner and Head Brewster, Stoudf’s Brewery

Beer is no longer just fizzy yellow stuff for old boys and football games. The diversity and complexity of today’s modern brews are bringing beer back to its rightful place at the finest tables. Despite this evolution, marketing of beer and beer cuisine to women still faces obstacles, such as palate stereotypes and dumbed-down advertising. Join our expert beer mavens for a panel discussion of how women are transforming the traditionally male-oriented beer industry to reflect more gender equity and appeal to the ever-increasing female beer market.

Opening a Restaurant in Hard Economic Times

Beth Berardi, Restaurant Insurance Specialist, Ivy West Insurance Agency, Inc. Panel, TBD

Times are tough, but does that mean putting your business dreams on hold? Hear from industry experts what you can do to keep moving forward. What’s your recipe for success and who do you need in your corner? Business broker? Construction professional? Legal consultant?

Insurance agent? This in-depth discussion will offer insight to help you develop a realistic and successful plan.

The New England Seafood Table (tasting)

Martha W. Murphy, Chef and Culinary Author, *A New England Fish Tale*
Captain John Williamson, Sea Keeper Fisheries

What makes seafood sustainable? How do we keep it on the menu? Explore New England’s vast seafood industry while looking closely at the latest news and information on a complex and vulnerable subject. The 8-foot, 300-lb. cod are all gone! Gathered at our seafood table will be experts from various perspectives offering a lively discussion: current sustainable seafood choices, responsible aquaculture practices, social economic and environmental issues and how to educate staff and customers. Use this session to inspire a new look at your own seafood sourcing and promoting.

2:45p.m. – 4:00p.m.

Closing General Session

The Art of the Story

Barbara Lynch, Chef / Owner, Barbara Lynch Gruppo

Susan Samson, Owner, Sakonnet Vineyards

Lydia Shire, Towne Stove & Spirits, Scampo at The Liberty Hotel

Storytelling in foodservice and hospitality is emerging as a powerful way to build your business. What’s the back story of that dish, beverage or ingredient? Of your operation or service? Or your own story of trial by fire culminating in personal success? Stories can enhance creativity and problem solving among staff and colleagues while fostering individual and organizational learning. Even more important, strong storytelling can facilitate meaningful connections with your clientele, inspiring people to view things in a different way and take action. But what are the elements of a compelling story? In this General Session panel presentation, learn from accomplished women entrepreneurs how to craft and market rich, meaningful stories to build staff morale and rapport, elicit media interest and attract and keep customers—all while propelling your unique brand.

4:15p.m. – 6:00p.m.

President’s Inaugural Reception

Don’t miss this exciting networking event celebrating the Northeast Table while welcoming to the podium WCR’s incoming president Rochelle Huppin, Founder and Owner of Chefwear, Inc.



REGISTRATION

CONFERENCE INFORMATION

CONFERENCE FEE

The conference registration fee includes the cost of attendance at all general sessions, master class educational sessions, social functions and planned meals. Tours and the Dine Around are offered at an additional cost. For the appropriate fee structure, please refer to the website www.womenchefs.org/displayconvention.cfm. If you have any questions regarding the registration process, please call WCR headquarters at 877/ 927-7787.

COMPLIMENTARY GIFT

Each full conference registrant will receive a complimentary tote bag filled with an assortment of sponsored gift items.

REGISTRATION PAYMENT

No registration will be processed without proper payment made at time of online registration or accompanying the mailed form. In order to qualify for the EARLY registration rates, registration forms must be completed online or postmarked and received at WCR Headquarters no later than September 23, 2011. No extensions to this deadline will be given. Registrations postmarked after that date will process at the LATE registration rate. Registrations must be received no later than October 21, 2011.

Remember, registration for master classes, optional tours and dine around are confirmed on a first-come, first-served basis, so online registration is the quickest way to get what you want!

DAY PASS REGISTRATION

If your schedule does not allow you to attend the entire conference, a day pass may be purchased for either of the two full conference days – Sunday / Monday. Please see the website for details.

REGISTRATION FEES:

Member Early Bird Full Conference \$445.00
Non-Member Early Bird Full Conference \$725.00
Member Late Full Conference \$525.00
Non-Member Late Full Conference \$795.00
Day Pass Member Sunday w/ Gala \$345.00
Day Pass Member Sunday w/o Gala \$245.00
Day Pass Non-Member Sunday w/ Gala \$525.00
Day Pass Non-Member Sunday w/o Gala \$425.00
Day Pass Member Monday \$275.00
Day Pass Non-Member Monday \$475.00

GALA TICKETS:

Full Registration Guest Ticket \$135.00
Public Ticket \$150.00

TOURS AND DINE AROUND

The tours and dine around are considered optional events. For detailed descriptions and pricing, please visit the website.

GUEST FEES

For a fee, guests may participate in the social functions and planned meals during the confer-

ence. Reservations must be made in advance for each function, and the appropriate charges should be included in the remittance that accompanies your registration either online or through the mail. Guest fees cover attendance at social functions and planned meals only and are offered as an accommodation for guests accompanying fully registered conference participants. If a spouse or guest wishes to attend the general sessions or educational seminars, they must purchase a full conference registration at the appropriate member or non-member rate.

GUEST TICKETS FOR PLANNED MEALS & FUNCTIONS:

Saturday, November 5 Welcome Reception \$50.00
Sunday, November 6 Planned Meals \$250.00 (includes Gala)
Monday, November 7 Planned Meals \$125.00

CANCELLATION POLICY

Cancellations submitted in writing to WCR by October 25, 2011, will be refunded, less a \$125.00 processing fee. There will be no refunds for cancellations received after this date. All refunds will be processed after November 20, 2011.

HOTEL & TRANSPORTATION

WCR CONFERENCE HOTEL RESERVATIONS

Hyatt Regency Cambridge, 575 Memorial Drive, Cambridge, MA 02139

WCR's negotiated rate for a standard room is \$189.00 plus tax. In room internet service included. Hotel reservations will be accepted both online and by telephone. To book online visit www.womenchefs.org. The rates shown will start with upgraded rates, so scroll down to see the \$189 rate.

To book by telephone call (617) 492-1234 and ask for the group rate for Women Chefs & Restaurateurs.

TRANSPORTATION

Hyatt Regency Cambridge Complimentary Shuttle Schedule

Our hotel provides a complimentary shuttle service to select destinations within Cambridge, whether business or pleasure.

The two new 12 passenger shuttle van service will take guests from Harvard Square to the Cambridge Side Galleria Mall. For guests who would like to get into the city of Boston, the shuttle will stop at Kendall Square T Stop (Red Line) or the Boston University T-Stop (Green Line).

Hours of Operation:

Sunday - Thursday 7:00a.m. - 6:30p.m.
Friday & Saturday 7:00a.m. - 9:00p.m.

General Shuttle Information:

Traffic conditions may change pick-up times, forcing the shuttle off schedule, especially during rush hour and inclement weather. The Hyatt shuttle is for registered guests only. If requested, please

show your room key to driver as identification. T-Stop schedules are available at the Guest Services desk. The Hyatt Regency Cambridge, MA shuttle schedule is subject to change without notice.

MBTA Bus Stop:

MBTA Bus Stop is located outside the hotel entrance on Amesbury Street. MBTA Subway is 1.5 miles from hotel.

Airport Transportation via Taxi:

Taxi transportation from airport to hotel and hotel to airport.

Airport Transportation via Subway:

Subway (7 stops): 1.5 miles from hotel (taxi available)
Above Ground: BU Central (Green Line), 7 Stops
Underground: Harvard Square or Kendall Square Red Line.

Amtrak:

Bay Station is located 3 miles from the hotel, approximately 10-15 minutes away. Amtrak also stops at South Station in the Financial District, which is approximately 5 miles, 20-30 minutes from the hotel. Taxi is available to and from hotel near Logan airport.

GENERAL CONFERENCE ATTIRE

Casual clothing is appropriate for the educational sessions and most social functions. The *Women Who Inspire* Dinner on Sunday evening is dressy, not cocktail or formal. All conference events are located within The Hyatt Regency Cambridge, however, if you plan to go out (optional tours / Dine Around) bring appropriate outerwear and an umbrella in case it rains. For an up-to-date forecast, check the weather at www.weather.com prior to packing!

DISTRIBUTION OF PUBLICATIONS AND PROMOTIONAL MATERIALS

Distribution of brochures, fact sheets, advertising, industry publications and promotional materials is not allowed during the conference except for companies participating in the official conference sponsorship program. Distribution of these materials by sponsors is allowed within the guidelines of the sponsor program.

SCHEDULING NON-WCR FUNCTIONS

Events that conflict with officially sponsored WCR events or educational programming are not allowed during the conference. This includes hospitality suites, special breakfasts, focus groups or similar events.

If you have questions or need assistance, please contact WCR Headquarters at (877) 927-7787 or admin@womenchefs.org.



2011 WCR NATIONAL CONFERENCE SPONSORS

These industry leaders have committed their support to the 2011 WCR National Conference.
(as of September 1, 2011)

PLATINUM / AWARDS

FOOD ARTS
AT THE RESTAURANT AND HOTEL FOREFRONT



SILVER



BRONZE



For more information on available sponsorship opportunities year-round, contact Liann O'Brien, Executive Director, at (877)927-7787 or admin@womenschefs.org