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## A MESSAGE FROM YOUR PRESIDENT

# Keeping You Connected is Key in Year Ahead



I'm not sure what I expected when the calendar turned the page from June 30 to July 1 and I officially stepped from IACP Vice President into Doug Duda's hard-to-fill Presidential shoes. My heart certainly skipped a beat (being Pres is a big and

exciting role, which I take very seriously). But otherwise my first day on the job came and went as it normally does, with a steady buzz of IACP conference calls and emails.

I attribute this relative quietude to a few things: a stronger-than-ever sense of shared vision among our leadership team; a sharp focus on [three key strategic priorities](#); and a management group, ably led by Meredith Deeds, that understands, quite profoundly, our core issues as culinary professionals and the challenges posed by our fiercely dynamic industry. Thank you to everyone – Immediate Past President Doug Duda, the Board of Directors, staff, volunteers, and members – for working so diligently this past year to fortify the IACP foundation. Our balance sheet has been cleared of long term debt; our membership renewals are tracking ahead of last year; and we're entering a period of unprecedented stability that provides opportunity, for the first time in my history on the Board, to build both member benefits and necessary cash reserves.

But stability does not equal stasis! Oh, no! Expect to see continued change this year. (If you don't know me yet, you soon will – I'm not one who likes to sit still!)

First and foremost, I'll be working closely with Meredith and the Board of Directors to tune our roles and responsibilities and to flatten our organizational structure for maximum responsiveness and efficiency. If you've got a great idea, I want you to confidently bring it forward, trusting that it will get our attention and come to fruition faster than ever. To this end, we've been strengthening our section/committee chair and Board liaison relationships – by reinstating quarterly leadership [meetings and reporting](#), among other things – to ensure that the good ideas get into the pipeline and speedily make their way through approval processes. We also recently launched a special events task force, spearheaded by Board member David Bonom, whose charter is to quickly streamline approval procedures surrounding regional and grassroots events.

In addition to shortened response times, our Board and staff need to move more nimbly from concepts and plans to real, measurable results that deliver to members' expressed needs. Thanks to your candid feedback in our last member survey and over the years, the Board's directives are pretty darn clear: we need to offer more affordable ways for our members, all around the globe, to connect, learn, and network 365 days of the year. Though annual conference has been career- (even life-) changing for some, it's simply not enough for all. I'm pleased to report: we're already making strides in extending year-round value through our just-launched [IACP Connect](#) program, our international [culinary experiences](#), and a rapidly expanding list of

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## NEW PROGRAM LAUNCH

# Get Ready to Connect!

In these days of pervasive social media, we're all probably more "connected" in our lives than we've ever been, with our many friends, followers, subscribers, fans, viewers, circles, networks.

And yet many of us are still looking to connect with fellow food professionals in a more meaningful way. We hear this over and over from members, through our recent member survey, through letters, conversations, and in person at this year's conference in San Francisco.

Imagine knowing a fellow IACP member who is already an expert in an area in which you're hoping to grow, someone who has been down the path you'd like to travel, who can share their experience, knowledge and

advice to help you build your own skills. Someone you can be open with, call on, use as a sounding board, trust. Sounds great, right?

Even better: imagine that you can be that person to another member. You've spent a good chunk of your career gaining in-depth knowledge and skill, much of it hard-won. Wouldn't it be great to work with another member to help them achieve their own goals?

This is what our new program, **IACP Connect**, is all about. Spearheaded by new members Gaby Dalkin and Aida Mollenkamp, with assistance from Board Member Glenn Mack, IACP Connect is a way to bring together

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Your IACP Connect Team: Aida Mollenkamp, Board member Glenn Mack, and Gaby Dalkin

## > A MESSAGE FROM YOUR PRESIDENT [cont'd]

proposed regional events for this year. (FYI: There are five or six such events now in the hopper! First up, a collaboration between our Cooking Schools & Teachers interest section and the Atlanta Food Expo, slated for October!) We've also budgeted to expand our video assets to allow those who can't attend events to still reap the rewards online.

Lastly, let's talk "transparency." IACP is only ever as strong as the volunteers who love it and work to improve our collective experience year after year. I want you to know about our inner workings, both our victories and our challenges; I want you to know how to get involved; and, most important, I want your IACP volunteer experiences to be fun and infinitely rewarding. I encourage you to visit our new [business and leadership area](#) on our site to stay up to date on everything that's happening organizationally.

I'm also throwing open my doors to ongoing dialogue about how to enhance your IACP membership (just email me!). Beware, you may find a little messiness inside those doors, particularly as I get my bearings in my new role, but you will always find me there, expectant, willing, and happy to answer your questions, be your IACP guide, and serve you in the best way I can.

Cheers! Here's to a productive new fiscal year!

Sincerely,

**Julia M. Usher, IACP President**  
[sweetlife@iacp.com](mailto:sweetlife@iacp.com)  
 314-960-2712

## Can Chicago Beat San Francisco? It's Up to You.

We've heard a lot of feedback from members who thought the San Francisco conference was one of the best ever, which sounds like a compliment, but also like a challenge! Let's make the 2014 conference in Chicago even better!

And the best way to do that is to submit a fantastic idea for a panel. What is happening at the cutting edge in your field of expertise? What challenges are you and your colleagues struggling with? What lessons have you learned the hard way and would like to share? And of course, what should we be eating and drinking?

**You'll be sharing your ideas with the 2014 Program Committee:**



**Cathy Cochran-Lewis, Committee Chair** – Global Marketing Programs Coordinator, Whole Foods Market, president of the Austin Foods & Wine Alliance; Co-Founder, Austin Les Dames d'Escoffier chapter and current vice-president. Cathy lives in Austin, Texas.

**Lesley Tellez** – former newspaper journalist, food writer, culinary tourism company/Eat Mexico, food blog: The Mija Chronicles. Lesley lives in New York City.

**David McIntyre** – Board Trustee of the Culinary

Trust, co-chair of IACP's Food Policy Section, culinary and food systems consultant, Associate Regional Coordinator for Prepared Foods for the Pacific Northwest at Whole Foods Market. David lives in Portland.

**Sher Hackwell** – culinary marketing consultant who has coordinated Vancouver's premier food and wine event, and has creative promotions and programming experience. Sher lives in Vancouver.

**Raquel Pelzel** – senior food editor, Tasting Table.com, who is a native Chicagoan and now lives in New York City.

**Amelia Levin** – author, Chicago Chef's Table, freelance food writer/editor, chef, and chair of the IACP Food Writers, Editors & Publishers section. Amelia lives in Chicago.

**Natanya Anderson** – Founding president, Austin Food Bloggers Alliance, Natanya is a blogger as well as director of social media and digital strategy, Whole Foods Market. Natanya lives in Austin, Texas.

**Scott Givot** – Past President of IACP (2009 – 2010), author, chef, educator and culinary consultant. Scott, who grew up in Chicago, lives in Oslo, Norway. Although Scott will be an ongoing advisor to the committee.

Get more details on how to submit [here](#), and get moving – **the deadline for submission is Monday July 29.**

### > GET READY TO CONNECT! [cont'd]

members in a peer-to-peer situation, where the goal is sharing, supporting, and growing.

**The program is launching this week! Here's how it will work:**

You'll receive an email from us with a link to a SurveyMonkey questionnaire. You fill out the questionnaire noting the areas in which you'd like help AND in which you could offer help (it's okay to only respond to one of those areas).

HQ staff will code the responses so that your names are hidden, and then the Connect committee members will start the matching process, based on your selections and stated career goals. Once you've been paired, we'll "re-identify" you, and send you and your partner each other's information.

From there, it's up to you! Send some emails, have some conversations, maybe even get together in person. You define the frequency and manner in which you connect.

We will check in quarterly to see how it's going. We all know that chemistry is important in any relationship, so if for some reason, the chemistry isn't working, just let us know and we'll re-match you.

As the program develops, we'll be sharing the learnings, insights, and successes that grow from your experiences. Our association at its heart is about connecting, so we're excited that we can put that spirit to work in such an active way.

*Note: if you don't receive the SurveyMonkey questionnaire but would like to, please write Martha Holmberg at [Martha@iacp.com](mailto:Martha@iacp.com) and she'll send you a link.*

## FROM THE CULINARY TRUST

# Snapshots of 2013 Scholarship, Grant and Internship Awardees

BY ALEXA VAN DE WALLE, TCT BOARD SECRETARY

The Culinary Trust has awarded nearly \$1,500,000 in scholarships and study grants to more than 500 individuals and has recently expanded the program, which was started by Julia Child in 1984, with the addition of nine internships for food professionals.

A truly international initiative, among this year's winners are a food blogger from Bombay, India, an Australian cupcake entrepreneur, a baker from Detroit, a pig farmer from Belfast, Ireland, an American Christian missionary working in East Asia, and a Yale University English Major from Manhattan.

A total of 10 of scholarships were awarded. For this issue we're featuring four of our recipients:

### Le Cordon Bleu Paris Intermediate Cuisine Certificate

Shaheen Peerbhai, who is known in 58 countries as the Purple Foodie, is from Bombay, India. She came to culinary arts somewhat by accident as a food blogger in 2007 and hasn't looked back since. According to Shaheen, PurpleFoodie.com is India's most popular food blog with 1.5 million readers, and she has been picked up by international press including magazines such as *Vogue*. Shaheen was the recipient of the Le Cordon Bleu London Basic Patisserie in 2011 and conducts baking classes at home. You can follow her 12-week program at LCB Paris, which started at the end of June, on Twitter [@PurpleFoodie](#) or via her blog. You can learn more about the LCB Paris program [here](#).

### Le Cordon Bleu London Patisserie Program

Rojina McDonald is from South Australian. At only 23, she's spent several years in the wine business at Chalk Hill before starting Cupcakes by Rojina McDonald. Last



TCT scholarship recipient Rojina McDonald was featured in her hometown newspaper in South Australia.

year, she earned a business management certification and is excited to receive the scholarship. In her application she wrote, "to complete a basic patisserie course would be the start of truly something magnificent." It would be "my passport to the culinary world." You can learn more about the LCB London program [here](#).

### International Culinary Center – Pastry Arts

Christina Niarhos is from Detroit and has been ready to take the leap from a medical career to follow her "true calling and passion" in pastry arts for a while. She started [Wicked Good Desserts](#) out of her kitchen to raise funds for culinary school and has been booked solid throughout her first year. So far, she has taught herself how to cook from YouTube and taken a few classes. Professional school will give her the boost she's looking

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# What's Growing in Your World?

As food professionals (and food fanatics), IACP members have a lot in common. But while we all share a respect for the crafts of cooking, winemaking, cocktail-making, baking, farming, and many other *-ing* activities that result in delicious food and drink, one thing we don't share is our location.

IACP members are spread across the globe, and while the heavy majority live in the U.S. and Canada, we currently have members in 16 countries...and given that we're in renewal season, that number is sure to grow!

A visible representation of our global reach can be found in our gardens, fields, and markets. Most IACP members

are experiencing high summer right now, which of course means that our dozen or so Southern Hemisphere members are smack in the middle of winter.

In an effort to enhance the "I" in IACP, we're inviting members from all countries to share photos of what's growing where you are. Send us snaps of your local scenes and we'll include them on IACP's Facebook page and blog. Send to [communications@iacp.com](mailto:communications@iacp.com), be sure to tell us where the photo was taken and what we're looking at.

To get us started, here are some summer scenes from the Pacific Northwest of the U.S.:



## > THE CULINARY TRUST [cont'd]

for, although Christina is already well-known in her community for her pumpkin cheesecake recipe and her version of "Detroit Bumpy Cake," a chocolate and buttercream tradition. You can learn more about the International Culinary Center's courses [here](#).

### Cook Street School of Culinary Arts (Denver)

Casey Bell from Missouri is changing careers from a Church Planting Missionary in East Asia to become a social entrepreneur in the culinary arts. While living in Taiwan, Casey discovered his calling somewhat by accident when he found himself cooking healthy and affordable meals for expats who didn't have time to shop and cook. His plans after his courses at Cook Street include starting a social enterprise that sells ready-to-eat meals. You can learn more about Cook Street [here](#).

Every year, two Julia Child grants are awarded: one is the **Julia Child, The Boston Foundation Grant** and the other is **Julia Child, The Culinary Trust Grant**. This year's recipient for the Julia Child, The Boston Foundation Independent Study Grant is Julia Bailey.

Julia is a pig farmer and partner in Pheasant Hill Farm in N. Ireland. She also caters events and weddings and sells the farms products at the Farmers Market in Belfast. As the winner of the Julia Child grant, Julia Bailey will spend six months in France learning about French charcuterie techniques in order to make delicious value added products from the heritage pigs on the farm. She will research four key product

development areas: raw sausage production (Lyon), and air dried production of sausage (Arles), ham (Bayonne), cured pork loin and pork shoulder (Corsica).

TCT's Internship program grew from five internships in 2012 to nine internships in 2013. One of these professional development internships was awarded for:

### Spoons Across America Internship

Hallie Meyer is from Manhattan and studying English at Yale University. No stranger to the food business, Hallie has worked on farms in Connecticut and Italy, helped start a rooftop garden for a hotel/restaurant, taught nutrition in low-income neighborhoods, and has a thriving sustainable baking and catering company with a business partner at Yale. Her goal is to help lower income families cook and feed themselves with affordable, sustainable and delicious food. Learn more about Spoons Across America [here](#).

The Culinary Trust, IACP's philanthropic partner for close to 30 years, solicits, manages and distributes funds for educational and charitable programs that provide culinary professionals with the tools and opportunities to learn and act on critical issues in the world of food. The trust depends on donations from members, fundraising events, sponsorships and culinary schools.

To DONATE to The Culinary Trust, [click here](#). If you would like to learn about partnership opportunities with TCT, please contact Laura Atkinson at [laura@theculinarytrust.org](mailto:laura@theculinarytrust.org) or 347-284-6415.

## Renewal Reminder, Complete with Limerick

It's renewal season, meaning the time of year when IACP asks that you pay your dues again in order to stay an active member. Yes, I know we're all paying our dues every day, but here we're talking monetary ones. If you renew before August 1, you'll have no interruption of benefits, but starting August 1, those who haven't renewed will no longer have access to the member directory, to the Speaker Series archives, to the new IACP Connect program, to conference attendance, to *Frontburner*, to the new glamorous digital magazine to be published this fall (more on that later), to member-to-member discounts ... and to the good feeling that comes with knowing you're right at the heart of the most diverse, welcoming, and supportive professional culinary association. [So renew now, here.](#)

And to help drive home the point in the most ridiculous manner, here is an IACP limerick, presumably the first ever:

*There once was a writer named Jewel  
Who thought she would skip her renewal  
"Why not save a few pennies? But wait ...  
no more bennies?  
Changed my mind – dropping out just ain't  
cool!"*

## NEW MEMBER PROFILE

### IACP is ... Lizzie Caston and Brett Burmeister



New IACP members Brett Burmeister and Lizzy Caston own [Food Carts Portland.com](#) documenting Portland, Oregon's thriving street-food scene. Food Carts Portland has grown since 2007 to attract over 2 million unique website visitors per year and over 46,000 fans on Facebook. With a combined 30-plus years experience in marketing, PR, high-tech, media, culinary tourism, and specialty food product development, Lizzy and Brett are well rounded culinary professionals who have consulted with businesses, cities, and organizations all over the country. Brett recently spoke at the [World Street Food Congress](#) in Singapore showcasing Portland's unique food cart model. Lizzy recently moved back to Portland, Oregon from a three-year stint in New Orleans, where she launched [Nolafoodtrucks.com](#), managed the first-ever New Orleans food truck festival, and co-authored the [Rather guidebook to New Orleans.](#)

Brett and Lizzy (along with a third partner) launched [Roam Mobile Food Conference](#) in April, the first North American-wide conference serving those in the growing mobile food industry. Roam will be held in Portland, Oregon September 13 through 15, 2013, and provides education, support, and networking opportunities from leading experts for those in, interested in, or who serve the mobile food community. Roam's Start-up Boot Camp on Friday September 13, will also feature a crash course in mobile vending and food business 101 for those interested in starting their own food trucks, carts, trailers, and more. For more information visit [www.roamconference.com](#)

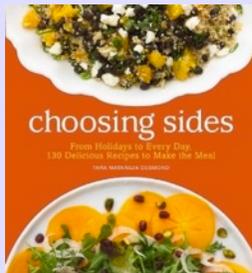


## Member News and Notes

**Orly Ziv** – nutritionist, cooking instructor, and culinary tour guide – is pleased to announce the release of her first cookbook, ***Cook in Israel: Home Cooking Inspiration with Orly Ziv***. The 100 kosher, mostly vegetarian recipes are accompanied by color photographs, including many step-by-step illustrations. Through her company, [Cook in Israel](#), Orly welcomes people from around the world into her city and her home to get to know her culture through food and cooking.

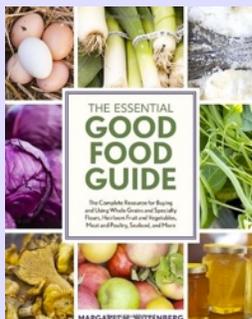


**Tara Mataraza Desmond's** book ***Choosing Sides: From Holidays to Every Day, 130 Delicious Recipes to Make the Meal***



will be released by Andrews McMeel on September 10, 2013. The cookbook's recipes for side dishes complement any entrée and complete meals for every occasion.

**Sharon Sanders, CCP**, is hosting "SimpleItaly Adventure in Tuscany Tour: A Celebration of the Senses," April 5 through 12, 2014. Like the richness of a Sassicaia Super-Tuscan vino rosso, the tour is a unique combination of off-site adventures, on-site experiences, guest experts, authors, and the luxury of free time to inspire participants to look at life in a fresh way. Learn more about the tour [here](#).



**Margaret M. Wittenberg's** new book, ***The Essential Good Food Guide*** (Ten Speed Press), was released July 9. Check out excerpts of the book [here](#).

**Laura Atkinson** has taken a full-time position as Executive Director of [The Culinary Trust](#). For the last year, Laura has divided her time between TCT and IACP, where she's been our Communications Manager. She will continue to maintain close ties between the two organizations, including providing support for TCT-affiliated interest sections Food History, Food Policy, and Kids in the Kitchen. You can contact her at [laura@theculinarytrust.org](mailto:laura@theculinarytrust.org).



### IACP PARTNERS

Maximize your exposure to our growing membership! Learn about our many partnership opportunities on our [website](#) – for more information, contact Diane Laster, IACP Director of Partner Programs, at [diane@iacp.com](mailto:diane@iacp.com).

### ABOUT FRONTBURNER

Frontburner is the bi-monthly e-zine of the International Association of Culinary Professionals (IACP). IACP assumes no responsibility for statements and opinions expressed by contributors to Frontburner. Views advanced in the articles are those of the contributors and do not necessarily represent the official position of IACP. Send your questions and comments to us at [communications@iacp.com](mailto:communications@iacp.com).

To contribute to Frontburner, contact your section Chair with your ideas or email [communications@iacp.com](mailto:communications@iacp.com).

**FRONTBURNER** Editor:  
Martha Holmberg, Director of Communications and Content

**FRONTBURNER** Designer:  
Laura Atkinson, Communications Manager