

Featured Speakers

Gathering from all corners of the globe and representing all disciplines of the culinary profession, this year's featured speakers are sure to engage us as they explore The New Culinary Order.



Andrew Dornenburg
Chef, author

Co-author of "The Flavor Bible" and "Becoming a Chef," among other titles written with wife Karen Page.



Brad Farmerie
Executive chef

Chef known for his creative, global approach to food at restaurants including PUBLIC, which was awarded a coveted star in the Michelin 2009 "Red Guide."



Madhur Jaffrey
Author and actress extraordinaire, Indian and vegetarian cuisines

Author of "An Invitation to Indian Cooking," "A Taste of the Far East," and dozens more. Television series host for "Madhur Jaffrey's Flavours of India."



Judith Jones
Senior editor and vice president, Alfred A. Knopf, Inc.

Author of "The Pleasures of Cooking for One," and editor to some of the world's greatest cooks, including Julia Child and Portland's own James Beard.



Kamal Mouzawak
Food and travel writer, founder of Souk el Tayeb market

Founder of the first farmers' market in Beirut, which has revived Lebanese culinary traditions and the culture of sustainable agriculture.



Mario Navarrete, Jr.
Chef and restaurateur, MNJr Group

Lima native who has brought a sophisticated 'nuevo latino' flavor to Montreal with restaurants Raza, Madre on Masson, el taller, and la boutique.



Karen Page

Co-author of "The Flavor Bible" and "Becoming a Chef," among other titles written with husband Andrew Dornenburg.



Ruth Reichl
Author, editor, VIP foodie

Prolific writer and editor whose resume includes editor in chief of *Gourmet*, food critic at the *New York Times* and *Los Angeles Times*, author of "Tender at the Bone: Growing Up at the Table" and "Gourmet Today," among many other titles.



Michael Ruhlman
Author, journalist, cook

Author of "The Making of a Chef," "Ratio: The Simple Codes Behind the Craft of Everyday Cooking," and "Ad Hoc at Home," among other titles.



Kim Severson
Food writer, The New York Times

Reporter on food, nutrition, and cultural trends. Author of forthcoming "Spoon Fed: How Eight Cooks Saved My Life," among others.

Read more about our featured speakers at www.iacp.com/conference.



International Association
of Culinary Professionals

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INTERNATIONAL ASSOCIATION OF CULINARY PROFESSIONALS

IACP

The New Culinary Order

The 32nd Annual Conference of
the International Association of
Culinary Professionals

April 21-24, 2010
Portland, Oregon

Register online today at
www.iacp.com/conference

Purveyor at Portland Farmers' Market
Photo by Brian Roche

IACP

The New Culinary Order

IACP invites you to experience The New Culinary Order
this April in Portland, Oregon.



Our conference committees have designed an event unlike any other in IACP's history. Together we'll explore and redefine the new culinary landscape, through educational sessions and intimate social events. We will connect with the people and ideas that

inspire, and we'll be sure to get a genuine taste of Portland.

Our conference host city lies in the heart of Cascadia, an expanse of verdant forested coast, fertile river valleys and high desert encompassing Oregon, Washington and British Columbia.

From its street-side food carts and secret supper clubs to its expansive outdoor markets, the region represents a burgeoning global gastronomical movement built upon experiences so redolent of place that they could not possibly be replicated.

The city of Portland exemplifies the explosive growth of talented culinary entrepreneurs who are dedicating themselves to the ancient traditions of artisanal food and beverage. You'll feel right at home during your visit, alongside IACP members and among the markets, craft breweries and distilleries, bakeries and restaurants that have put Portland on the culinary map.

Portland is a food lovers' paradise.

— Diane Morgan, cookbook author

2010 Committee Chairs



Educational Program Committee Chair
Ken Rubin, CCP, Director
The International Culinary School,
Art Institute of Portland



Portland Host City Committee Chair
Mike Thelin, Writer
Bolted Services, LLC

“I’m eager for the culinary world to come here and experience our indie-epicurean lifestyle.”

— Andrea Stonecker, *journalist*

“This is where brilliant culinary concepts incubate, blossom and thrive.”

— Host City Committee Vice Chair Heather Jones,
Heather Jones Consulting



Inspiring Sessions and Events



Learn first-hand from the world’s foremost leaders in the culinary industry on topics such as:

Food Writing - Digital Food Photography - Terroir in the Northern Willamette Valley - South American Wine - Eating Clean - Wild Salmon - Culinary Medicine - Building Online Portfolios - Online Social Media - Oregon Truffles - Craft Distilleries and Breweries - Artisan Salt - Pacific Seafood - The Global Consumer - Pitching Articles - Chocolate Trends - James Beard’s Portland - The Death of Recipes - Turning Food Passion into a Business - Artisan Beef - Redefining Soul Food - Food Books: From Proposal to Promotion - Oolong Tea - Marketing with Online Video - Urban Food and Farms - Trends in Baking and Breadmaking - Blogs and Beyond - Commercializing Food Products - Butchery and Charcuterie - Culinary Instruction, Innovation, and Inspiration – And much more!

The Experts Are In

Three “Experts Are In” sessions are being offered this year for a more dynamic, interactive experience with leading pros in marketing, publishing, new media, and more. Guerilla marketing, recipe testing for corporate clients, career strategies, culinary tours, your personal brand, and social media are just some of the topics that will be discussed at these in-depth sessions.

Night Owl Sessions

These intimate, after-dinner sessions will offer a chance to gain insight from some of IACP’s most respected members, including Laurie Buckle, Dianne Jacob, Lisa Ekus-Saffer, Martha Holmberg, Andrew Schloss, Joanne Weir, Anne Willan, Virginia Willis, and Joe Yonan.

Culinary Expo and Cookbook Signing Event

Alongside our partners and exhibitors at the Expo (formerly the Culinary Showcase), a new Chef’s Pavilion will highlight innovative cooking demonstrations. This year’s Cookbook Signing will feature a rotating line-up of authors and will be open to the public.

Chef’s Pavilion Cooking Demos

Dave Zino, The Beef Checkoff
Brad Farmerie
Mario Navarrete, Jr.
Judith Jones and Madhur Jaffrey

For more information on exhibiting at the 2010 Culinary Expo or participating in the cookbook signing, visit www.iacp.com/conference or contact IACP headquarters.



Gala Awards

Join us as we applaud the finalists and winners of the 2010 IACP Cookbook Awards, Bert Greene Awards, Awards of Excellence, and Special Recognition Awards. Sponsored by Le Cordon Bleu, in cooperation with Erath Wines.



Experience Portland

Enjoy the unique conference venues within walking distance from the headquarters hotel, as well as offsite optional tours and events priced to fit any budget.

Optional Tours

Alternative Diets and Natural Foods - Pork and Pinot - From Land to Sea: Seafood Tour - Discover Oregon Craft Brewing - Urban Bike and Bite Tour - Behind the Food Business Scene - Experience Portland Street Food - Early Morning Bakery Tours - Oregon’s Pioneering Winemakers - Experience Urban Distilling

Optional Evening Events

Robert Reynolds Chef Studio Dinner - Wild and Rare 2.0 at the Heathman Hotel - Farm Dinner at Luce - On the Rim at Saucebox - Olympic Provisions Charcuterie Dinner - “The End of the Line” documentary film screening



Special Events

Opening Reception at The Nines

Portland’s top culinary professionals will showcase the very best of the city’s food and libations for us at the Nines, a remarkable hotel which rests atop the landmark Meier & Frank Building in Pioneer Square. Sponsored by Whole Foods.

A Culinary Duet to benefit The Culinary Trust

Experience an exceptional family-style meal to benefit The Culinary Trust, the philanthropic arm of the IACP. Producers and chefs, including Naomi Pomeroy, will collaborate to create a memorable evening inspired by Oregon’s culinary heritage.

Willamette Week Eat Mobile Food Cart Festival

Early VIP entrance to Saturday’s trend-setting showcase of the city’s food carts is available for purchase.

Headquarters Hotel

Hilton Portland & Executive Tower
921 SW Sixth Avenue
Portland, OR 97204 USA
Phone: (503) 226-1611

Stay Where the Action Is

Located in the heart of Portland’s financial and entertainment districts, the **Hilton** will be this year’s hub for IACP conference activities. We’ll be central to great shopping and restaurants, and just two blocks from the MAX Light Rail system.

Make your reservations early (and identify yourself as an IACP conference attendee) to secure the discounted rate of \$155 for single/double occupancy, applicable April 17-25 on a space-available basis.

Questions? Contact IACP

Headquarters by phone at toll free (800) 928-4227, (404) 252-3663, or by e-mail at info@iacp.com.

Full Conference Pass

	Early Bird Registration Through March 1	Standard Registration After March 1	Registration After April 9
Member	\$645	\$695	\$745
Non member*	\$830	\$880	\$930

Conference Day Pass

	Early Bird Registration Through March 1	Standard Registration After March 1	Registration After April 9
Wednesday Day Pass			
Member	\$250	\$300	\$350
Non member	\$350	\$400	\$450
Thursday Day Pass			
Member	\$385	\$435	\$485
Non member	\$485	\$535	\$585
Friday Day Pass			
Member	\$135	\$185	\$235
Non member	\$235	\$285	\$335
Saturday Day Pass			
Member	\$85	\$135	\$185
Non member	\$185	\$235	\$285

* Includes a one-year individual Professional IACP membership

Register online at www.iacp.com/conference

Register by March 1 for the best rates!

Registration is being offered exclusively online. It’s fast, easy and provides an immediate confirmation of your registration. Browse the full conference program prior to registering online, and note which sessions and optional events you would like to sign up for.

Then follow the “register” links online to complete the registration process, from session selection to payment.

Your guests may purchase tickets to certain social functions, optional tours, and dinners. Visit Web site for details.

2010 IACP Partners

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