



JOIN US AT THE TABLE...

EAT  
DRINK  
LEAD

WCR NATIONAL CONFERENCE  
MAY 6-8, 2017 SEATTLE



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womenchefs.org



Front of the House® (FOH®, Inc.), a woman owned business and certified member of the Women’s Business Enterprise National Council (WBENC), is extremely proud for the third year in a row to be the **Presenting Partner** at the **2017 WCR National Conference**. There is no other event or organization in the food, & beverage industry that celebrates the individual and combined successes of women the way WCR does. And each year we look forward to creating new relationships, to nurturing and growing relationships previously established at other WCR events, and to just enjoying overall spirit, empowering message, and positive energy that radiates throughout this conference.

Founded in 2002 by Simone Mayer and Mayda Perez, FOH®, Inc. is a leading authority on tabletop and presentation trends. Committed to inspiring creativity with stylish designs and commercial grade tableware and serve-ware, FOH®, Inc’s product collection is a favorite used by many chefs, caterers, restaurants, and hotels worldwide. Our dedication to creativity, extraordinary quality, and integrity allows us to treat each of our customers as if they are family.

WCR is well aligned with our own FOH® corporate mission as we understand the importance and need for gender equality in the food, beverage, and hospitality industries. We respect and appreciate that WCR gives women a voice and a platform to grow professionally as well as allows them to be recognized for their outstanding career achievements.

Cheers to you!

# WCR

WOMEN CHEFS &  
RESTAURATEURS

JOIN US AT THE TABLE...  
**EAT, DRINK, LEAD**

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## TABLE OF CONTENTS

Welcome from Alicia Boada.....	4
Conference At A Glance.....	5
Sunday, May 7 Events.....	7
Monday, May 8 Events.....	9
WCR Conference Sponsors.....	13
2016 National Conference Highlights.....	20
Upcoming WCR Events.....	22

## THANK YOU TO OUR SEATTLE NATIONAL CONFERENCE COMMITTEE, PARTNERS + VOLUNTEERS

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**Nina Curtis • WCR Board Member, Ranch at Live Oak Malibu**  
**Kathrine Kehrli • and the team from Seattle Central Culinary Academy**  
**Thomas Keslinke, Frans van der Lee • and the team from Chef's Roll**  
**Theary So**

WELCOME FROM

## Alicia Boada, President, Women Chefs & Restaurateurs



On behalf of Women Chefs and Restaurateurs, we invite you to **Join Us At The Table. Eat, Drink, Lead** at our 24th Annual WCR National Conference in Seattle, May 6-8, 2017.

Seattle, known as a coastal jewel in the culinary world boasts dynamic food, diverse culinary backgrounds, all surrounding some of the best artisan markets in the country. Home to over a dozen James Beard Award winners, Seattle explodes with leadership of women in food and beverage. Prepare to visit fine restaurants, local wineries, caffeine trails and endless libraries of microbreweries fusing bold and enterprising flavors that epitomize the hearty spirit and ingredients of the Pacific Northwest. Where else would you get coffee served in a wine glass?

Seattle hosts a small group of intimately connected chefs, restaurant owners, wine makers, baristas and farmers who all represent a local food culture that many cities envy. It is loaded with diversity, culture and unity in culinary spirit. So let's come together, as ONE.

Please join us at the knowledgeable table of camaraderie, inspiration, talent, motivation and culinary friendship. Through food, the beauty of the moments you will experience, memories and friendships created will last a lifetime.

Alicia Boada  
President, WCR  
West Coast Technical Advisor, Barry Callebaut North America

**CONNECT WITH US VIA INSTAGRAM, FACEBOOK OR TWITTER  
WE HAVE OVER 18,000 FOLLOWERS AND GROWING!**

INSTAGRAM & TWITTER [@wcrwomenchefs](#)  
FACEBOOK [wcrwomenchefs](#)

**IF YOU WOULD LIKE TO HOST A PLUG-IN, CONTACT HEADQUARTERS AT [ADMIN@WOMENCHEFS.ORG](mailto:ADMIN@WOMENCHEFS.ORG)  
ANYTIME FOR YOUR REQUEST. WE WILL DO OUR BEST TO CONNECT YOU WITH THE RIGHT PEOPLE  
TO MAKE IT A SUCCESS!**

**#wcrSEATTLE2017 #wcrchefs #joinusatthetableLEAD**

# CONFERENCE AT A GLANCE

## SATURDAY, MAY 6 - W HOTEL

TIME	EVENT	LOCATION
Noon to 5:00pm	Registration	Strategy Room • 3rd Floor

## SUNDAY, MAY 7 - W HOTEL

7:30 - 8:30am	Registration	Prefunction Great Room • 2nd Floor
8:00 - 9:00am	Breakfast	Prefunction Great Room • 2nd Floor
9:00 - 9:15am	WCR President's Welcome - Alicia Boada	Great Room Ballroom • 2nd Floor
9:15 - 9:40am	Opening Keynote - Chef Maria Hines	Great Room Ballroom • 2nd Floor
9:45-11:30am	Complimentary Professional Headshots <i>sponsored by Chef's Roll</i>	

### GENERAL SESSION *presented by* FRONT OF THE HOUSE

9:40 - 10:05am	From Home Cooks to Leaders	Great Room Ballroom • 2nd Floor
10:05 - 10:45am	The Green Tureen	Great Room Ballroom • 2nd Floor
10:45 - 11:00am	Making an Impact on Gender Equality	Great Room Ballroom • 2nd Floor
11:00 - 11:30am	Morning Break <i>sponsored by Sysco Corporation</i>	Prefunction Great Room • 2nd Floor

11:30 - 12:30pm	Food Games	Great Room Ballroom • 2nd Floor
12:30 - 1:30pm	Lunch by ProjectFeast.org <i>sponsored by Mann's Fresh Vegetables</i>	Great Room Ballroom • 2nd Floor
1:00 - 4:00pm	Complimentary Professional Headshots <i>sponsored by Chef's Roll</i>	

### TALENT TALKS/SPEAKING PANELS *presented by* FRONT OF THE HOUSE

2:00 - 2:25pm	Now More Than Ever: Creating Spaces for Community Conversations in Times of Crisis	Great Room Ballroom • 2nd Floor
2:35 - 3:00pm	Top 5 Evolving Employment Law Issues Impacting our Industry Today - Fisher Phillips	Great Room Ballroom • 2nd Floor
3:00 - 3:45pm	How to be an Effective, Emotional Leader	Great Room Ballroom • 2nd Floor
3:45 - 4:15pm	Break <i>sponsored by Callebaut</i>	Prefunction Great Room • 2nd Floor
4:15 - 4:35pm	Setting the Table for Transformation: Lessons on Women and Leadership from Taking the Heat	Great Room Ballroom • 2nd Floor
4:45 - 6:00pm	Screening of documentary <i>Hungry</i>	

### EVENING EVENT

7:00 - 10:00pm	Opening Night Kick Off Party <i>presented by Callebaut</i> "Pacific Northwest Chefs Meet Woodinville Wines"	Great Room Ballroom • 2nd Floor
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# CONFERENCE AT A GLANCE

## MONDAY, MAY 8

TIME	EVENT	LOCATION
8:00 - 9:00am	Breakfast	Prefunction Great Room • 2nd Floor

### OFF SITE CULINARY & KNOWLEDGE SESSIONS - SEATTLE CENTRAL CULINARY ACADEMY

9:00 - 9:45am	Harnessing Technology to Create Balance - Dawn Fitzgerald	Fishbowl Classroom
	Lobster 101 - Michael-Ann Rowe	Demonstration Kitchen
	Legal Open Negotiations In the Workplace - Wendy McGuire Coats	Private Dining Room
	The Wonderful World of Swiss (and Swiss Style) Cheese - Emmi Roth	One World Dining Room
	Trust Your Source - S. Pellegrino	Classroom 2121

10:00-10:45am	Creating A Legacy, Building A Brand - Ti Martin of Commander's Palace	Private Dining Room
	Issues Panel - Tipping Policies and Kitchen Staffing Shortages	One World Dining Room
	Lights, Camera, COOK! A Beginner's Guide to Starting Your Social Media Cooking Show & Recipe Videos	Classroom 2121
	Shellfish and Sustainability: The Women of a Fifth-Generation Shellfish Company	Demonstration Kitchen
	Modern Solutions: Perfect Idaho® Potato Pairings with Spices and Healthy Flavors	Main Kitchen

11:00-11:45am	Sipping Social Trends with Mixologist Kathy Casey	One World Dining Room
	Dessert Demo - Style Rebellion	Demonstration Kitchen
	Vegetables at the Center of the Plate - Chef Nina Curtis	Main Kitchen
	Workshop: To Publish, or Not to Publish? How to Navigate the Realm of Traditional Publishing	Fishbowl Classroom

### CITY TOURS/MENTOR SESSIONS

12:00 - 4:00 pm	Tour 1: Pike Place Market	W Hotel • Studios 4 & 5 • 3rd Floor
	Tour 2: Woodinville Wine Country	
	Tour 3: Modernist Cuisine's Cooking Lab	
	Mentor Sessions	

### EVENING OFF-SITE EVENT

7:00 - 10:00pm	Conference Closing Celebration "SEATTLE to Table"	Seattle Aquarium
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JOIN US AT THE TABLE...

# EAT, DRINK, LEAD

## SATURDAY, MAY 6

**Registration** 12:00 - 5:00pm  
W Hotel • Strategy Room • 3rd Floor

## SUNDAY, MAY 7

**Registration** 7:30 - 8:30am  
W Hotel • Prefunction Great Room • 2nd Floor

**Breakfast 8:00 - 9:00am**  
W Hotel • Prefunction Great Room • 2nd Floor



**Featured Chefs/Restaurateurs:**  
Madeline McCathern - Corporate Chef, Lecoq Cuisine  
Kim Smith - South Seattle Culinary Arts  
Leslie Mackie - Macrina Bakery  
Lisa Nakamura - Gnocchi Bar  
Tammi Johnston - Shorecrest High School Culinary Arts  
Phebe Rossi - Nufloors, a gluten free bakery  
Verve Coffee Roasters

**Breakfast Sponsors:** Front of the House, Callebaut, Idaho Potato Commission, Williams Sonoma, Lecoq Cuisine

## GENERAL SESSION

All sessions take place in the Great Room Ballroom • 2nd Floor  
*Sponsored by Front of the House*



**WCR President's Welcome** 9:00 - 9:15am  
WCR President Alicia Boada

**Opening Keynote** 9:15 - 9:40am  
Chef Maria Hines

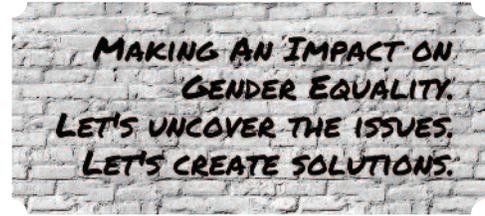
**Complimentary Professional Headshots** 9:45 - 11:30am  
*Sponsored by Chef's Roll*

All conference attendees will have the opportunity to sit for a FREE professional headshot.

**Welcome Speakers** 9:40 - 11:00am

**From Home Cooks to Leaders** 9:40 - 10:05am  
*Speaker:* Veena Prasad  
Project Feast's model to engage and empower refugees and immigrants

**The Green Tureen** 10:05 - 10:45am  
*Speaker:* Ana Kinkaid  
The little known story how courageous women fought for human rights through the food they cooked and served.



**Making An Impact on Gender Equality** 10:45 - 11:00am  
**Let's uncover the issues. Let's create solutions.**

*Speaker:* Pam Bevilacqua  
Gender inequality in the workplace is affecting women across the globe, in many forms and many industries. In this session, we will leverage data to uncover the issues that impact women in their careers in the foodservice space. In support of Planet 50-50 by 2030, a UN Women's campaign established to end gender inequality by 2030, we will bring forth actionable solutions and measurable goals to impact what affects us most.

This session will include:

**The Issues:** We will provide a summary of key findings from our research conducted in collaboration with Datassential, a leading food research company, on the impact of gender equality in the industry

**The Solutions:** We will propose partnerships and solution ideas for open discussion that empower women to advance in the industry

**The Action:** We will look to create an ongoing platform to make a difference in the advancement of women in the food-service industry

**Sponsored Break from Sysco** 11:00 - 11:30am  
Prefunction Great Room • 2nd Floor

**Food Games with Elizabeth Falkner** 11:30 - 12:30pm  
Great Room Ballroom • 2nd Floor  
*Lead Sponsor:* Sysco

*Sponsors:* Front of the House, Callebaut, Koerner, S. Pellegrino, Idaho Potato Commission, Boiron Freres, Cuisinart, Lindsay Olives, Nielsen-Massey Vanillas Inc., McIlhenny Company, TABASCO, Soom Foods-Tahini, Taylor Shellfish Farms, Emmi Roth USA, Sandra Harvey Chef Apparel, Mann's Fresh Vegetables, Wusthof, Holland America Lines

Three teams, three celebrity chef coaches and three judges, emceed by WCR Past President Elizabeth Falkner and Maria Hines, the head-to-head battle will take place live.

**Food Games Celebrity Coaches:**

Rachel Yang  
Holly Smith  
Meeru Dhalwala

**Food Games Judges:**

Kathy Casey  
Nina Buty  
Leslie Mackie

**Food Games Emcees:**

Maria Hines  
Elizabeth Falkner



**Lunch 12:30 - 1:30pm**

Great Room Ballroom • 2nd Floor  
Boxed lunches provided by ProjectFeast.org  
*Sponsored by Mann's Fresh Vegetables*

**Complimentary Professional Headshots 1:00 - 4:00pm**

*Sponsored by Chef's Roll*

All conference attendees will have the opportunity to sit for a FREE professional headshot.

**TALENT TALKS/  
SPEAKING PANELS 2:00 - 6:00pm**

*Sponsored by Front of the House*

**Now More Than Ever: Creating Spaces for  
Community Conversations in Times of Crisis 2:00 - 2:25pm**

In times of critical change, individuals and communities seek solace in spaces that offer comfort and seclusion from shifting social norms. Often these "spaces" revolve around food and social food rituals. Restaurants, cafes, bars, and markets become safe spaces for conversations and planning that help individuals and communities to accept, vision, and formulate action for social change. This panel investigates how and where these communities of change form, and how the food service community helps in fostering the growth and sustenance of spaces for social change, and community building.

*Speaker:* J. Claire Menck, Ph.D.

*Panelists:* Carol Bentel, Ph.D., Bentel & Bentel Architects  
Carrie Frye – Carrie Frye Interiors

**Top 5 Evolving Employment Law Issues  
Impacting Our Industry Today 2:35 - 3:00pm**

Running a restaurant is tough business and today's rapidly changing hot button employment law issues immediately impact the food and beverage industry. Change seems to come from all directions, state law, federal law, regulatory agencies, and even executive orders. Almost at every turn, today's news headlines hit close to home for those working hard to survive and thrive in our world of hospitality. We'll hit on five big ticket, top of mind, employment law issues to monitor as 2017 plays out.

*Speaker:* Wendy McGuire Coats – Fisher Phillips

**How to be an Effective, Emotional Leader 3:00 - 3:45pm**

In the restaurant world, there is an outdated notion that all chefs are screamers and all managers threaten their teams. In truth, your ability to channel your emotions is very powerful leadership tool. In this session Kate will lead her panelists in a discussion on how to acknowledge your emotions, harness what you feel and uphold your standards effectively with your team.

*Speaker:* Kate Edwards – Kate Edwards Consulting

*Panelists:* Violet Grgich – Grgich Hills Estate  
Pascale Meulemeester – VP Global Gourmet Marketing,  
Barry Callebaut  
Kim Bartmann – VP WCR & Chef/Owner, Biltwell  
Restaurant Group  
Jill Kinney – Restaurateur, Copine, Seattle



**Sponsored Break from Callebaut**

**3:45 - 4:15pm**

Prefunction Great Room • 2nd Floor

**Setting the Table for Transformation:  
Lessons on Women and Leadership from Taking the Heat 4:15 - 4:35pm**

For years, writers, journalists, and chefs themselves have been talking about the "woman problem" in the culinary world. Women currently represent only 20% of executive and head chefs leading restaurant kitchens. This fact seems incredible considering the large numbers of women who cook in the home every day and increasing numbers of women attending culinary school. In this talk, I cite findings from a multi-year project on the experiences of women chefs and provide suggestions to help women increase their prominence and success in the culinary industry. This discussion will be strengths-focused and present ways women chefs can draw from their skills and talents to help transform the industry from the inside out.

*Speaker:* Deborah Harris, Author, *Taking the Heat*

**Screening of documentary Hungry 4:45 - 6:00pm**

**Opening Night Kick-Off Party  
Pacific Northwest Chefs Meet Woodinville Wines 7:00 - 10:00pm**

Great Room Ballroom • 2nd Floor  
*Lead Sponsor:* Callebaut

To kick-off 2017 Seattle Conference, celebrate, mingle and just cut loose, WCR is hosting Opening Night Kick-Off Party Sunday Night. Dine amongst notable Pacific NW Chefs as they pair their small bites with the incredible Winemakers of Woodinville Country.



**Featured Chefs/Restaurateurs:**

- Julie Tall - Capitol Cider | Owner*
- Alissa Leinonen - Gourmondo Catering*
- Abby McCune - Blu Sardinia*
- Thoa Nguyen - Chinoise Sushi Bar & Asian Grill*
- Kären Jurgensen - Seattle Central Culinary Academy*
- Corry Hart Clayville/Jeanie Inglis - Circadia | Owners*
- Carolynn Spence - Shaker + Spear*
- Carrie Mashaney - Mamnoon*
- Kimberley Cosway - Heartwood Provisions*
- Tana Mielke - Pomegranate Bistro*

**Pastry Chefs**

- Jennifer Shea - Trophy Cupcakes*
- Pamela & Ann Wanous - Whimsy Chocolates/ Battle Ground, WA.*
- Cheryl Wakerhauser - Pix Patisserie | Portland, OR*
- Annie Portlock - Annie Pies | Portland, OR*
- Alina Muratova - Washington State Convention Center | Seattle*
- Brittany Bardeleben - Dahlia Bakery | Seattle*
- Colin Buchanan - Salt & Iron/ Edmonds, WA.*
- Karen Neugebauer - Forte Chocolates | Mount Vernon, WA.*
- Kim Malek - Salt & Straw | Founder & President*

**Wineries**

- Baer Winery*
- Damsel Cellars*
- Des Voigne Cellars*
- Goose Ridge Estate Winery and Vineyards*
- Kasia Winery*
- Domaine Ste. Michelle*
- O Wines*
- Three of Cups*
- Two Vintners*
- William Church Winery*

# MONDAY, MAY 8

## Breakfast 8:00 - 9:00am

W Hotel • Prefunction Great Room • 2nd Floor

### Featured Chefs/Restaurateurs:

- Pranee Halvorsen - I Love Thai Cooking
- Kim Smith - South Seattle Culinary Arts
- Clare Gordon - General Porpoise Doughnuts, Bateau
- Monica Dimas - Neon Taco
- Amanda Bedell - Nufloours, a gluten free bakery
- Adrienne & Danielle Jeffrey - Sweet Iron Waffles
- Verve Coffee Roasters

Breakfast Sponsors: Front of the House, King Arthur Flour, Rosie's Goods/Fuller Industries

## CULINARY + KNOWLEDGE SESSIONS

### SEATTLE CENTRAL CULINARY ACADEMY 9:00 - 11:45am

1701 Broadway, Seattle 98122

Shuttle transportation departs Hotel promptly at 8:45am

#### 9:00 - 9:45am

- Harnessing Technology to Create Balance
- Lobster 101 with Michael-Ann Rowe
- Legal Open Negotiations In the Workplace
- The Wonderful World of Swiss (and Swiss Style) Cheese from Emmi Roth
- Trust Your Source

#### 10:00 - 10:45am

- Creating a Legacy, Building a Brand
- Issues Panel - Tipping Policies and Kitchen Staffing Shortages!
- Lights, Camera, COOK! A Beginner's Guide to Starting Your Social Media Cooking Show & Recipe Videos
- Shellfish and Sustainability: The Women of a 5th Generation Shellfish Co.
- Modern Solutions: Perfect Idaho® Potato Pairings with Spices and Healthy Flavors

#### 11:00 - 11:45am

- Sipping Social Trends with Mixologist Kathy Casey
- Dessert Demo: Style Rebellion
- Vegetables at the Center of the Plate
- Workshop: To Publish, or Not to Publish? How to Navigate the Realm of Traditional Publishing

### Harnessing Technology to Create Balance 9:00 - 9:45am

Fishbowl Classroom

Sponsored by Sysco



Opening and running a restaurant has traditionally been one of the riskiest business endeavors out there not to mention a time consuming undertaking wreaking havoc on even the best of restaurateurs work/life balance. However, as technology is

becoming more prevalent in the restaurant industry the risk factor is improving as owners and managers are getting smarter about using technology to make better decisions. Furthermore, many brands and operators are thinking outside the box, adding innovative technologies in the kitchen and at the front counter to help drive profits, smooth operations, and create a top-notch customer experience. Cutting-edge technologies can help a restaurant not only save money, but also create a more efficient business. More efficiency = more time, leading to a better work/life balance in an industry that demands so much of the people who

work in it. Join Dawn Fitzgerald, Senior Director, Marketing Services, Sysco Corporation, as she shares the latest technology trends that are not only important to our industry but important to those who work in the industry - after all who wouldn't appreciate a little more balance and some time back in their life?

Speaker: Dawn Fitzgerald

### Lobster 101 with Michael-Ann Rowe 9:00 - 9:45am

Demonstration Kitchen

Join us for a unique seafood demonstration as Emmy™ Award winner Michael-Ann Rowe, the Fishionista™, shares her engaging "Lobster 101" with WCR. Her presentation will cover 'everything lobster', from the anatomy and life cycle of these crustaceans, to the selection, preparation and serving of homarus americanus. She'll demonstrate how to cook lobster the Maritime way, guaranteed to serve a succulent and tender lobster every time. Michael-Ann will share tips & tricks for maximizing the meat yield of a lobster, beyond just the paws, claws, and tails—and making use of the shell! She'll review innovative lobster products and cover the pros and cons between new and hard-shell lobster. This demonstration will be interspersed with clips from her award-winning PBS program, *Off the Beaten Palate*, and her upcoming series, *Put Your Best Fish Forward*. The event will culminate with an "Ask the Fishionista™" Q & A session, including ideas on how you can conduct a lobster and other seafood pop-up events in your own establishments. Attendees can expect a tasting of lobster during the demonstration.

### Legal Open Negotiations In the Workplace 9:00 - 9:45am

Private Dining Room

Sponsored by Fisher Phillips

Do you think to yourself, "I'm a negotiator." When you think about negotiating do you think, "Yes! I want to do more of that." Or when you think about negotiators and negotiating, do you think, "Nope, not me." Does the idea of negotiating feeling like something "you have to do" or "need to do" but "don't like to do?" What if negotiating could feel natural and routine? What if it actually felt fun? Negotiating Your Next Step is designed to unlock your inner negotiator without changing who you are or turning you into some- one you don't recognize. Instead, in this breakout session we will reveal how successful negotiating is a skill you likely already possess. We will then equip you with specific resources aimed to help you intentionally and routinely negotiate in all aspects of your life. With a career-focused mindset, if you're wanting to play big or get more, the first step in moving forward is to ask for what you want and then be willing to negotiate, to listen and have a conversation.

Speaker: Wendy McGuire Coats - Fisher Phillips

### The Wonderful World of Swiss (and Swiss Style) Cheese From Emmi Roth 9:00 - 9:45am

One World Dining Room

Sponsored by Emmi Roth USA



Enjoy cheeses from the mountains of Switzerland and rolling hills of Wisconsin, both made and aged by the masters honoring hundreds of years of tradition and experience. Taste the difference between Appenzeller, Emmentaler, Gruyere and obtain a basic understanding of terms like cave aged, washed rind and alpine style. The workshop focuses on the range of Swiss style cheeses from Switzerland's leading dairy cooperative, Emmi and world cheese championship winner Roth Cheese of Wisconsin, along with contemporary food and beverage pairings. We will finish the class with a demonstration of fondue and raclette.

**Trust Your Source - S. Pellegrino****9:00 - 9:45am**

Classroom 2121

*Sponsored by S. Pellegrino*

In food, the source indicates quality, evokes craftsmanship and tradition. The source reinforces the connection we have to each other, and to the world. Perhaps more than any other ingredient, this adage holds most true for water. But, not all water is created equally. Join us for an educational discussion about the world's most precious resource... water. We'll also explore the many types of water from municipal to mineral to sparkling and how the terroir, minerality and carbonation can not only impact the taste of the water, but the taste of the food we eat as well. You'll learn why water is so important and the history of its distribution in ancient Italy. To show you just how crucial water can be as a complement to a fine dining or a casual experience we'll host an interactive demonstration featuring different types of waters paired with a variety of regional and international wines. Join us, as we take you through a time-tested sequence of water and wine harmonization and learn for yourself why great chefs and sommeliers choose Acqua Panna and S.Pellegrino to achieve an unforgettable experience.

**Creating a Legacy, Building a Brand with Ti Martin of Commander's Palace****10:00 - 10:45am**

Private Dining Room

Ti Adelaide Martin, co-proprietor of New Orleans landmark Commander's Palace, has been involved in the family restaurant business for 30 years, serving at the helm of Commander's Palace for 20. Building on the legacy of her mother, legendary restaurateur Ella Brennan, Martin collaborates with the talented chefs and front of house team at Commander's to deliver the unrivaled Creole fine dining experience that has earned six James Beard Awards, and Zagat's Most Popular Restaurant Award for 18 years in a row. In her seminar, Martin will explore how Ella Brennan elevated Commander's Palace to a nationally-recognized dining destination and forward-thinking proponent for authentic, locally-inspired cuisine, touching upon Brennan's recently released memoir, *Miss Ella of Commander's Palace*, and new documentary, *Ella Brennan: Commanding the Table*. Focusing on the restaurant's relationship with the New Orleans community, its innovative approach to Creole and Cajun traditions, and heavy emphasis on impeccable service, she will lay out how her own generation has kept the restaurant relevant to the American dining landscape across the decades, maintaining its must-visit status in New Orleans' highly competitive restaurant scene.

**Issues Panel - Tipping Policies and Kitchen Staffing Shortages!****10:00 - 10:45am**

One World Dining Room

**Moderator:**

Angela Stowell - CEO, Ethan Stowell Restaurants

**Panelists:**

Karen Neugebauer - Forte Chocolates  
Amanda Cohen - Dirt Candy  
Jessica Largey - Simone

**Lights, Camera, COOK!****10:00 - 10:45am****A Beginner's Guide to Starting Your Social Media Cooking Show & Recipe Videos**

Classroom 2121

*Sponsored by Cuisinart*

Join GiGi Dubois and Tara Redfield, hosts and creators of the YouTube cooking series "Book To Plate," for a crash course in online culinary content production! These new media hosts and social media savvy food bloggers will guide you through the ins and outs of creating original web-based cooking show content, hosting live cooking demos and sharing video content via YouTube, Instagram, Facebook and Snapchat.

*Speakers:* GiGi Dubois, Tara Redfield**Shellfish and Sustainability:****10:00 - 10:45am****The Women of a Fifth-Generation Shellfish Company**

Demonstration Kitchen

*Sponsored by Taylor Shellfish Farms*

Learn how to prepare and cook a geoduck, the world's largest burrowing clam, and other Pacific Northwest shellfish with Chef Xinh Dwelley and Diani Taylor of Taylor Shellfish Farms. Xinh, famously of Xinh's Clam & Oyster House, is known for her incredible devotion to feeding the world fresh shellfish and to serving her community. Xinh will demonstrate how to prepare a variety of favorite shellfish dishes while Diani Taylor shares a bit of history on the role of women leaders, like Xinh, in the success of her family business, Taylor Shellfish Farms, and the company's efforts to ensure a sustainable future for generations to come.

**Modern Solutions: Perfect Idaho® Potato Pairings with Spices and Healthy Flavors****10:00 - 10:45am**

Main Kitchen

*Sponsored by Idaho Potato Commission*

Idaho® baked potatoes with butter and sour cream served at a steakhouse, French fries and ketchup, mashed potatoes and brown gravy are traditional match-ups... but what's around the next corner? Listen to menu ideations come to life as Chef Natasha MacAller collaborates with the Idaho potato team (Don Odiorne aka Dr. Potato and Jamie Bowen) and shares her knowledge of beautifully spice-infused recipes inspired by her new book, *Spice Health Heroes*. Watch as she creates healthy twists on classic pairings and offers solutions to bringing America's favorite vegetable to the center stage.

**Sipping Social Trends****11:00 - 11:45am****with Mixologist Kathy Casey**

One World Dining Room

*Sponsored by Koerner*

What makes a beverage hot? How do trends from the kitchen make their way to the bar? Join Liquid Kitchen's Kathy Casey - the Original Bar Chef - as she explores buzz-worthy beverage ideas and shares the top 20 beverage trends, organically gathered through social media, blogs, newsletters, and articles. Hear, see, and taste what's hot and trending in the world of beverage from over the top presentations to drinking your veggies with booze. Celebrated as one of the Top 10 most Influential Bar people in the past 25 years, Casey will also highlight in her presentation the importance of leveraging beverage within your concept and how a great bar program becomes #Instagramable. During the presentation, sample a unique cocktail incorporating some of these hot trends. Add to the conversation pre-conference:

Tag #SippingSocialTrends on Twitter and Instagram and share what you see as new and exciting with all things sippable.

*Speaker:* Kathy Casey

## Dessert Demo: Style Rebellion

11:00 - 11:45am

Demonstration Kitchen  
Sponsored by Callebaut

As an artisan chef, you know how important it is to feel the pulse of what will attract consumer attention, and continuously create new and original food designs. That's why Callebaut® works closely together with trend watchers to bring you the inside scoop on the "in-things" of the foreseeable future. One of those trends for the next five years will be Style Rebellion: a counterculture movement that decidedly breaks with contemporary notions of beauty, and redefines style by uniting crazy, unconventional textures, colors and flavors into a deliciously fresh interpretation of creativity. Creations inspired by Style Rebellion will definitely stand out and invite consumers to try your sweet treats. Join Chef Natasha Capper and Chef Eleanor Chow Waterfall in a tag-team demo where they will show you how easy it is to apply this new trend to desserts! Tasting samples of the desserts will be provided for attendees.

### Featured Chefs:

Natasha Capper  
Eleanor Chow Waterfall

## Vegetables at the Center of the Plate

11:00 - 11:45am

Main Kitchen  
Sponsored by Mann's Fresh Vegetables

Food-industry consulting firm Technomic reports that two-thirds of today's Americans think a plant-based meal can be as satisfying as one with meat. *Food Business News* published an article naming "veg-centric dining" as the next big culinary trend, and *Vogue* magazine went so far as to ask "Are Vegetables the New Meat?" Ben McKean writes in the *Observer*, millennials are a key driver of the veg-centric shift. Food companies adapt to meet the needs of their customers, and millennials have consistently demonstrated that they care about food, which also means caring about health, the environment, sustainability, and community. Vegetables are clearly moving to the center of the plate, and it won't be long before they become the core of the American diet. Join Chef Nina Curtis as she shares her passion for cooking plant-based cuisine. She will demonstrate how to place vegetables at the center of the plate with flavor, texture, taste and visual appeal. Nina will share with you some of her favorite plant-based dishes (think lasagna, enchiladas, and pizza) that she prepares at the Ranch at Live Oak Malibu, for guests who typically do not eat a veg-centric diet and how she wins them over. This demonstration will surely whet your appetite!

Featured Chef/Restaurateur: Nina Curtis

## Workshop: To Publish, or Not to Publish?

11:00 - 11:45am

How to Navigate the Realm of Traditional Publishing  
Fishbowl Classroom

An inside look at the many facets of the book publishing process. Have you been approached by a publisher and don't know what to do next? Have your customers been asking for a cookbook but you don't know where to begin? Do thoughts of working the line, raising a family, and writing recipes all at one time keep you up during those few hours you should be sleeping each night? Is there money in cookbooks? Do you have something different to share on the crowded shelf? In this workshop you will hear from one of the leading cookbook agents who will walk you through what your options are, how to craft a pitch and proposal, and how to build a team to make it all happen. Come away with a practical understanding of how the publishing process works and if it is the right path for you. And yes, we will talk \$\$\$\$. Come with your ideas because the last 15 minutes will be for pitching and direct feedback!

Speaker: Sally Ekus

## CITY TOURS

12:00 - 4:00pm

Shuttle transportation provided, departing from Seattle Central Culinary Academy

### Tour 1: Pike Place Market

A Self-Guided Walking Tour:

Explore the popular public market overlooking the Elliott Bay waterfront. Taste what's in season at a farm stand. Follow the scent of baking bread down the cobblestones to a European bakery. Take time to wander. The Market will amaze, delight and inspire you. The World Spice Market will host an educational session at 3 pm at World Spice Market. Transportation is provided to and from Pike Place Market.



### Tour 2: Woodinville Wine Country



Enjoy the small, scenic valley where the fruit of Eastern Washington meets the vintners, chefs and flavors of Pacific Northwest. Explore the beautiful Woodinville Wine Country with WCR.

This tour includes complimentary transportation and boxed lunches. We take you there. Now enjoy!

### Tour 3: Modernist Cuisine's Cooking Lab

Experience a once-in-a-lifetime opportunity to visit The Cooking Lab, Nathan Myhrvold's innovative food laboratory in Bellevue, WA, just outside Seattle. The Cooking Lab, typically closed to the public, is



home to a state-of-the-art research kitchen, laboratory, and publishing house where Modernist Cuisine, Modernist Cuisine at Home, The Photography of Modernist Cuisine and the forthcoming Modernist Bread are created. Guests will receive a lab tour and talk with some of the Modernist Cuisine chefs, scientists, and team. This tour includes a small tasting and boxed lunches. Transportation is provided to and from destination.

## MENTOR SESSIONS

12:00 - 4:00pm

Shuttle transportation provided, departing from Seattle Central Culinary Academy

W Hotel • Studios 4 & 5 • 3rd Floor



An afternoon of individual and group mentorship as some of Seattle's and WCR's most influential, talented, renowned and knowledgeable women in food share their experience, insights and advice.

Boxed lunches will be provided.

**Moderator:** Molly Wizenberg - Orangette

**Mentors** Pam Bevilacqua - Project 50/50 by 2030  
Leslie Mackie - Macrina Bakery, Seattle  
Sal Howell - River Cafe and Deane House, Calgary  
Jesse Cool - Cool EatZ, Flea St. Cafe, Cantor Arts @ Stanford, Northern California  
Mary Wagstaff - Wagstaff Worldwide  
Lisa Carlson - Chef Shack Group, Minneapolis  
Wendy McGuire Coats - Fisher Phillips, San Francisco

## CONFERENCE CLOSING CELEBRATION

**SEattle to Table**

7:00 - 10:00pm

Seattle Aquarium

Lead Sponsor: Front of the House



Calling all Food Connoisseurs! WCR presents **SEattle to Table** at the oceanfront Seattle Aquarium. Women Chefs and Restaurateurs will showcase the epicurean talents of 20 female Pacific Northwest Chefs and Pastry chefs as attendees relish in the cuisine that encompasses Seattle Food and Wine.

**Cocktail Attire**

**Savory Chefs**

Leslie Mackie - Macrina Bakery  
Julie Tall - Capitol Cider | Owner  
Tamara Murphy - Terra Plata  
Michelle Quisenberry - Volterra  
Zoi Antonitsas - JarrBar  
Emme Ribeiro - Chef Emme Catering Co.  
Deb Taylor - Staple & Fancy  
Kim Smith - South Seattle Culinary Arts  
Robin Posey - Toulouse Petit Kitchen  
Elizabeth (Betsy) Davidson - Seattle Aquarium

**Pastry Chefs**

Maria Coassin - Gelatiamo  
Nancy Donier - Kaspars Events & Catering  
Cheryl Wakerhauser - Pix Pâtisserie | Portland, OR  
Jody Hall - Cupcake Royale  
Dionne Himmelfarb - Ethan Stowell | Seattle  
Autumn Martin - Hot Cakes | Seattle  
Kyra Bussanich - Kyra's Bakeshop | Portland, OR  
Jean Thompson - Seattle Chocolates | Seattle  
Susan Walukiewicz - Brugge Chocolates  
Jennifer Shea - Trophy Cupcakes

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This event is included in the Monday Day pass and All Access WCR National Conference badge.

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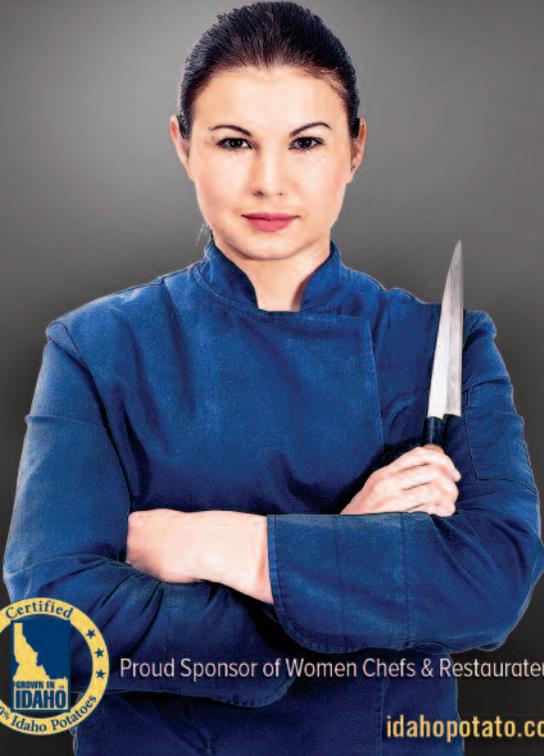
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**SATURDAY, SEPTEMBER 16, 2017**

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