

Recipe for Success

American Personal Chef Association
Summit 2004



Registration Information

August 26-28

Hyatt Regency Minneapolis

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SUMMIT AT A GLANCE

Thursday, August 26

8:00 a.m. – 5:00 p.m.
Registration

8:30 a.m. – 5:00 p.m.
**APCA New Member Seminar:
The Business of Doing Business
as a Personal Chef**

8:30 a.m. – 5:00 p.m.
**Getting Out, Being Out, and
Staying Out: Building and
Maintaining your Energy as
you Promote Yourself and
Your Services**

9:00 a.m. – 4:00 p.m.
**Learn To Close The Deal
Every Time**

9:15 a.m. – 2:00 p.m.
**Eichten's Hidden Acres Cheese
& Bison Tour**

11:30 a.m. – 1:30 p.m.
Lunch for Optional Sessions

3:00 p.m. – 3:30 p.m.
Afternoon Break

6:30 p.m. – 8:30 p.m.
Welcome Reception

Friday, August 27

7:30 a.m. – 4:00 p.m.
Registration

7:30 a.m. – 5:00 p.m.
**"Mixing Bowl"
Hospitality Suite**

8:00 a.m. – 8:30 a.m.
Continental Breakfast

8:45 a.m. – 9:00 a.m.
Opening General Session

9:00 a.m. – 10:00 a.m.
**Keynote
Listening and Loving:
Coaching Yourself to Care
for Yourself**

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

10:45 a.m. – 12:15 p.m.
Educational Workshops

12:15 p.m. – 3:15 p.m.
Lunch / Trade Show

3:30 p.m. – 5:00 p.m.
Educational Workshops

OPEN EVENING

Saturday, August 28

7:30 a.m. – Noon
Registration

7:30 a.m. – 5:00 p.m.
**"Mixing Bowl"
Hospitality Suite**

8:00 a.m. – 8:30 a.m.
Continental Breakfast

8:45 a.m. – 10:15 a.m.
Educational Workshops

10:30 a.m. – 12:00 p.m.
Educational Workshops

12:00 p.m. – 1:30 p.m.
Lunch

1:30 p.m. – 3:00 p.m.
Educational Workshops

3:00 p.m. – 3:30 p.m.
Networking Break

3:30 p.m. – 5:00 p.m.
Educational Workshops

5:15 p.m. – 5:45 p.m.
**Closing General Session
& Awards**

6:30 p.m. – 8:00 p.m.
Closing Reception

Sunday, August 29

8:30 a.m. – 12:00 p.m.
Knife Skills

8:30 a.m. – 4 p.m.
**ServeSafe® Certification
Course & Exam**

9:00 a.m. – 12:00 p.m.
**Regional Manager
Breakfast/Meeting**

1:00 p.m. – 4:30 p.m.
Sauces & Soups

1:00 p.m. – 4:30 p.m.
Meats



KEYNOTE SPEAKER



**Fred Mayo,
Ph.D., Mayo
Consulting
Services, Inc.**

Dr. Mayo operates a full-time training, consulting and coaching practice specializing in program development and management, faculty education, and personal and professional growth. Recent clients include The Culinary Institute of America, the Federation of Dining Room Professionals, and the French Culinary Institute. Formerly Dean of Academic Initiatives, Dean of Liberal and Management Studies, and Associate Vice President for Degree Programs at The Culinary Institute of America, Dr. Mayo holds a Diploma from the Institute for Educational Management at Harvard University, an MBA in Management from Syracuse University and a PhD in Education from The Johns Hopkins University. He is a Certified Hospitality Educator and one of a small group of professionals qualified to deliver the CHE program to other faculty members. Dr. Mayo currently serves as the Immediate Past President of International CHRIE, the global leader in hospitality and tourism education and research, the President of the Phillis Bridge Farm Project, Inc and the Vice President of HEMAR.

AGENDA

Some APCA events have been organized into two segments for better clarification. The colored box above each event title indicates these designations. Their descriptions are listed below.

Optional Events (OP): Events that require an additional cost not included in the summit registration fee. These events must be registered for separately.

Educational Workshops (WS): These workshops are presented concurrently and are included in the summit registration fee.

Thursday, August 26

8:00 a.m. – 5:00 p.m.

Registration

8:30 a.m. – 5:00 p.m.

OP-01 (Additional cost for participation)

APCA New Member Seminar: The Business of Doing Business as a Personal Chef

Candy Wallace, APCA

This one-day intensive seminar is the backbone you need to start a successful personal chef business and is being taught by Candy Wallace, founder of APCA. If you are serious about becoming a personal chef, this seminar will supply the information, systems, technology and support that you need for a successful start-up.

8:30 am – 5:00 am

OP-02 (Additional cost for participation)

Getting Out, Being Out, and Staying Out: Building and Maintaining your Energy as you Promote Yourself and Your Services

Dr. Fred Mayo, Ph.D., Mayo Consulting Services, Inc.

Since spreading the word about what you do and how you do it will always be a full-time job, how can you manage your energy and excitement to do this work? In this one day, interactive seminar, we will review our professional and personal goals, examine our own rhythms, find ways to use our energy to our advantage, and expand the strategies we use to grow our business. You will have a chance to work with others while learning the skills to manage yourself, and there will be some time to share your stories, hear other stories, and write plans aimed at where you want to go with your

business and your life. Come celebrate how far you have come and build a plan to keep going and enjoy it more fully!

9:00 a.m. – 4:00 p.m.

OP-03 (Additional cost for participation)

Learn to Close the Deal Every Time: Fearless Client Interview Clinic

Nicole Aloni, In Food We Trust Productions

Jim Davis, The Really Good Food Company

Are you intimidated by the idea of meeting new clients face-to-face? In this interactive seminar, master sales professionals Jim Davis and Nicole Aloni will share insider techniques and strategies to make selling as natural to you as your cooking. Learn to hone your skills so you leave every client assessment with a signed contract, a cook date on the calendar and a check. This session also offers the exceptional opportunity to improve your sales techniques via role-playing, which will be videotaped and reviewed.

9:15 a.m. – 2:00 p.m.

OP-04 (Additional cost for participation)

Eichten's Hidden Acres Cheese & Bison Tour

Travel to Center City, Minnesota to visit Eichten's Hidden Acres Cheese and Bison Farm. This family-owned company has been making award-winning Dutch cheese since 1976. After viewing this hands-on cheesemaking process, you will be invited to sample a variety of cheeses. Following the tour, you will enjoy a specially prepared lunch at their Bistro featuring bison and cheese fresh from the farm. Because we are visiting a farm, please dress accordingly, especially appropriate footwear.



11:30 a.m. – 1:30 p.m.
Lunch for Optional Sessions

3:00 p.m. – 3:30 p.m.
Afternoon Break

6:30 p.m. – 8:30 p.m.
Welcome Reception

Join us at the opening cocktail reception, which will highlight cuisine prepared by APCA members from the Chicago chapter and the mid-west area.

Friday, August 27

7:30 a.m. – 4:00 p.m.
Registration

7:30 a.m. – 5:00 p.m.
"Mixing Bowl" Hospitality Suite

8:00 a.m. – 8:30 a.m.
Continental Breakfast

8:45 a.m. – 9:00 a.m.
Opening General Session Remarks

9:00 a.m. – 10:00 a.m.
Keynote Address: Listening and Loving: Coaching Yourself to Care for Yourself

Dr. Fred Mayo, Ph.D., Mayo Consulting Services, Inc.

Caring for ourselves means recognizing what we want and need in our lives and finding ways to make it happen. As independent business owners, we can easily lose track of the balance in our lives and ways we nurture ourselves while we focus on nurturing others. Let's learn how we can help ourselves find balance through coaching ourselves to live the lives we want and can.

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

10:45 a.m. – 12:15 a.m.
Educational Workshops

(Workshops will be presented concurrently)

WS-01
Six Degrees of Connectivity: Speed Network Your Way To A Successful Conference and Beyond!

Jackie Gordon, Divalicious™
Barbara Gulino, Cooking From Camp Chaos®, Maine

Love it or loathe it, it has to be done! Hone your skills by actually networking

with your colleagues! Learn how to network and follow up effectively. Develop your elevator speech: a 20 second, self-introduction that gives people a brief overview of you and your business. Apply these techniques as you "speed network." Pair off, exchange business cards, and spend 5 minutes talking one-to-one. Find a connection, and then make a date for later. Once the whistle blows, move on to a new prospect. It's fast! It's fun! And, it works! Whether you're new to APCA or an old hand, this workshop helps you maximize the networking opportunities offered at the conference and develop invaluable networking skills to grow your business. Make sure you bring lots of business cards!

WS-02
Financial Planning for the Personal Chef Entrepreneur
Shellie Kark, Cook Street School of Fine Cooking

Why is it important to plan for one's future when beginning a new career? What is a financial planner? What should they be doing for you? Our speaker, who is a chef and CPA, gives a perspective on the concept and effect of compounding, as well as a simplified overview and explanation of a diversified portfolio.

12:15 p.m. – 3:15 p.m.
Lunch / Trade Show

The latest trends will be on display at the APCA tradeshow. Enjoy lunch and be sure to visit each of our exhibitors to maximize the unique opportunity provided by the event.

3:30 p.m. – 5:00 p.m.
Educational Workshops
 (Workshops will be presented concurrently)

WS-03

The Evolution of a Career

Irena Chalmers, Chalmers Food Publications, Inc.

To make a successful career change, we need to evaluate the unique knowledge and life experiences each one of us has acquired, and use them as a springboard for diving into a satisfying and rewarding new job. Surprisingly, the most difficult thing to do is to identify which path to take among so many. Once you know what you want to do, you must ask for it. Don't expect anyone to read your mind. This workshop will identify the right questions to ask to get you started on finding a new route to get you to your destination.

WS-04

The Commercial Kitchen

Alternative – A Case Study: Let's Go Bistro, One Year Later (Part 2)

Mike Sodaro, Let's Go Bistro

After four years of running Pinch of Thyme Personal Chefs Inc., Mike and Liz Sodaro decided to take their personal chef business to another level and open a commercial establishment of their own. This is a must hear story for anyone who is entertaining the idea of building their own commercial kitchen. Mike and Liz will share their experience to date in detail and have tons of advice to share with you — many things they wish someone would have shared with them before they started their project. They will cover topics ranging from working with architects and contractors, to purchasing equipment and leasing retail space.

Open Evening

APCA's open evening is intended to provide conference attendees an opportunity to get together with colleagues and enjoy a taste of Minneapolis. For your convenience, we have provided a list of suggested restaurants along with their phone numbers and Web address.

Auriga

Phone: 612/871-0777
www.aurigarestaurant.com

D'Amico Cucina

Phone: 612/338-2401
www.damico.com

Fhima's

Phone: 651/287-0784
www.fhimas.com

Goodfellows

Phone: 612/332-4800
www.goodfellowsrestaurant.com

Jax Cafe

Phone: 612/789-7297
www.jaxcafe.com

Lucia's Restaurant

Phone: 612/825-1572
www.lucias.com

Manny's Steak House

Phone: 612/339-9900
www.minneapolis.hyatt.com

MPLS Cafe

Phone: 612/672-9100
www.mplscafe.com

Murray's Restaurant

Phone: 612/339-0909
www.murraysrestaurant.com

Oceanaire Seafood Room

Phone: 612/333-2277
www.minneapolis.hyatt.com

Tejas

Phone: 952/926-0800
www.tejasrestaurant.com

Saturday, August 28

7:30 a.m. – Noon

Registration

7:30 a.m. – 5:00 p.m.

"Mixing Bowl" Hospitality Suite

8:00 a.m. – 8:30 a.m.

Continental Breakfast

8:45 a.m. – 10:15 a.m.

Educational Workshops

(Workshops will be presented concurrently)

WS-05

Special Diets and Needs

Lise Battaglia, Healing Meals: The Gourmet Prescription

Terry Riesterer, Paragon Chef

This presentation will focus on the basic theory and philosophy behind such diets as Dr. Dean Ornish's "South

Beach Diet," as well as cooking for the "Gastro-Intestinal by-pass" patient both pre and post-op. Discussion will include information on recipes, preparation, packaging, profit and marketing these services.

WS-06

A Creative Growth Strategy for Your Personal Chef Business

Evan Lewis, Evan's Supper Club

This session presents an interesting and different approach to growing your personal chef business. Chef Evan Lewis takes participants through the steps for building a successful Supper Club business, including establishing pricing, evaluating and selecting the site, identifying kitchen requirements and tips for achieving successful vendor/supplier relationships. Participants will also learn the potential barriers to success and strategies for overcoming those hurdles. Workshop attendees will view a sample Supper Club class layout and will receive ideas of sample menus.

10:30 a.m. – 12:00 p.m.

Educational Workshops

(Workshops will be presented concurrently)

WS-07

From One Dish, Many: Building from Base Recipes (DEMO)

**Meredith Ericksen, Whisk for Hire
Dane Mechlin, Nadine and Dane's
Personal Chef Service**

Do you struggle with providing creative new entrees and side dishes? Two experienced personal chefs share the secret of using sauces, seasonings and flavorings to create a myriad of dishes from one basic recipe. We'll explain how we build menu choices from client assessments and give some tips on tweaking recipes to fit different client needs. Learn how to turn a basic building block recipe into an arsenal of menu options.

WS-08**Packaging Options: Demos & Discussions of Latest Products**

The makers of FoodSaver vacuum packaging appliances will explain why these great counter-top devices are the perfect tool for personal chefs by demonstrating the many ways they can help cut food costs and simplify the job.

12:00 p.m. – 1:30 p.m.

Lunch

1:30 p.m. – 3:00 p.m.

Educational Workshops

(Workshops will be presented concurrently)

WS-09**Seafood 101 – A Chef's Insight**

Nicole Aloni, In Food We Trust Productions

Chef Nicole Aloni will share tips for perfect fish preparation as she demonstrates some exciting and easy recipes and gives an update on today's fish industry. What's the scoop about wild versus farmed salmon? What do your clients need to know about Omega-3's? What kind of farmed (read available and affordable) fish can we expect to see in the near future??

WS-10**Get the Most out of your APCA****Web site and Links**

Dennis Wallace, APCA

Mamoon Rashid, APCA

Your APCA Webmasters will be introducing and explaining the latest APCA Web site benefits, and showing you how to maximize your internet exposure through the APCA site.

3:00 p.m. – 3:30 p.m.

Networking Break

3:30 p.m. – 5:00 p.m.

Educational Workshops

(Workshops will be presented concurrently)

WS-11**Title TBD**

Sara Hill, Classic Provisions

We are in the midst of a cheese revolution in this country! Americans are seeking to try dozens of wonderful cheeses available from Europe and American Artisan Cheese producers. This course will familiarize you with the world of specialty cheese, and add an array of "cheesy ideas" to your offerings that will impress your clients and their guests. From condiment and specialty cracker suggestions to perfect pairings with other foods and wines, your expertise will be honed to a level of professionalism that your clients will enjoy for years to come.

WS-12**Don't be Afraid, Its Only Wine**

Michael A. Schaefer, King Estate Winery

Many people do not become regular wine consumers, due to the perceived mystique and fear of not appearing sensitive enough to discern the differences in smell and taste. To them, wine is a foreign object. By using more familiar foods, with their own subtle differences, and then turning to examples of wine with slight differences of their own, we can prove to the "average" consumer, that they can indeed appreciate wine in all its different variations.

5:15 p.m. – 5:45 p.m.

Closing General Session & Awards

6:30 p.m. – 8:00 p.m.

Closing Reception**Sunday, August 29**

8:30 a.m. – 12:00 p.m.

OP-05 (Additional cost for participation)

Knife Skills

This skill-polishing course is presented in conjunction with The Art Institutes International Minnesota.

8:30 a.m. – 4:00 p.m.

OP-06 (Additional cost for participation)

ServeSafe® Certification Course & Exam

Presented here is a comprehensive science-based food safety system that allows food service operators to continuously monitor their establishments and reduce the risk of food-borne illnesses. It is the most comprehensive, trusted food safety-training program available. Most state laws require that all foodservice establishments have at least one person who is certified to handle food. This nationally standardized course will include the study guide, the course AND the exam. So you will be certified at the end of the day!

9:00 a.m. – 12:00 p.m.

Regional Manager Breakfast/ Meeting

1:00 p.m. – 4:30 p.m.

OP-07 (Additional cost for participation)

Sauces & Soups

This skill-polishing course is presented in conjunction with The Art Institutes International Minnesota.

OP-08 (Additional cost for participation)

Meats

This skill-polishing course is presented in conjunction with The Art Institutes International Minnesota.

SUMMIT INFORMATION

Summit Fee

The summit registration fee includes the cost of attendance at all general sessions, workshops, social functions and planned meals. The events labeled optional are offered at an additional cost and should be registered for individually. Please refer to the enclosed form for the appropriate fee structure. If you have any questions regarding the registration process, please call APCA Headquarters at 800/644-8389.

Spouse/Partner Fees

For a fee, spouses and partners may participate in the educational sessions, social functions and planned meals during the summit. Reservations must be made in advance for each function and the appropriate charges should be included in the remittance that accompanies your registration form. If a spouse or partner wishes to attend the optional events, they must purchase this separately.

Optional Events

We are pleased to offer a tour and workshops during the summit. All optional events require a cost not included in the summit registration fee. Please refer to the enclosed registration forms for descriptions and fees pertaining to optional events.

Advance Registration

No registration will be processed without proper payment accompanying the form. In order to qualify for the EARLY BIRD rate, registration must be postmarked no later than July 16. Registrations postmarked after that date will be processed at the LATE registration rate.

Cancellation Policy

Cancellations submitted in writing to APCA by August 13 will be refunded, less a \$50 processing fee. There will be no refunds for cancellations received after this date. All refunds will be processed after August 30.

Dress Code

The dress code for the summit is chef coats and/or casual.

Minneapolis Weather

In August, the average daily temperature is 71 degrees. August temperature can be as high as 80 degrees and as low as 61 degrees.



Distribution of Publications and Promotional Materials

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

Scheduling Non-APCA Functions

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

Hotel Reservations

Hotel reservations are not included with the registration fee. Hotel reservations for the Hyatt Regency Minneapolis may be made by faxing the enclosed reservation form by July 25 to 612/370-1232. Reservations may also be made by phoning the national Hyatt reservation line at 800/233-1234. Please identify the hotel you need, the Hyatt Regency Minneapolis, as well as identifying yourself as an attendee of the American Personal Chef Summit. Reservations may also be made on the Web at www.minneapolis.hyatt.com/groupbooking/8chf.

Our special conference rate is \$110.00. The cut-off date for hotel reservations at the conference rate is July 28, 2004. After that date, the Hyatt will honor reservations on a space and rate availability basis. Reservation cancellation policies may apply.

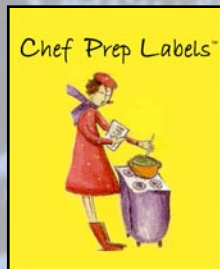
Official Airline

Northwest and Continental Airlines are offering a percentage discount on their already low fares for air travel to and from the summit. You or your travel agent may call the Northwest/Continental Airlines Group and Meetings Reservations at 800/328-1111 and reference the assigned I.D. Code, NM434. Sales agents are available Monday through Friday 7:00 am to 7:00 pm (Central Time).

Airport/Transportation

Ground transportation from the airport to the Hyatt Regency Minneapolis is available in two forms. A cab ride is an approximate 25-30 minute drive from the airport and fares run between \$25 and \$30. The Super Shuttle, at a cost of \$14/person, is also available and takes approximately 35-40 minutes to arrive at the Hyatt. The shuttle service runs every 10-15 minutes and operates between Humphrey Terminal, Lindbergh Terminal and the Econolot 24 hours/day.

2004 Personal Chef Summit Sponsors



American Personal Chef Association Headquarters

4572 Delaware Street
San Diego, CA 92116
800/644-8389 or 619/294-2436
Fax: 619/294-2823
E-mail: contact@personalchef.com
www.personalchef.com

Sponsorship Director Ellen McKnight

304 West Liberty Street, Suite 201
Louisville, KY 40202
502/583-3783
Fax: 502/589-3602
emcknight@hqtrs.com