CULINARY ARTS
CAREER CONFERENCE
2016

PROGRAM
A DAY OF CULINARY CAREER INSPIRATION FOR CENTRAL TEXAS HIGH SCHOOL STUDENTS

Presented by the Austin Food & Wine Alliance
January 20, 2016 | Palmer Events Center | Austin, TX

#AFWACACC
Welcome! Students, Teachers, Culinary Professionals & Our Esteemed Speakers.

The Austin Food and Wine Alliance is thrilled to host our Third annual CACC for Central Texas High School Students at the Palmer Events Center. We will be offering a bevy of seminars from experts in a wide range of culinary professions to share their food experiences, backgrounds, dreams and realities in this crazy industry that we are proud to be a part.

The culinary industry has a bond like no other. It is a community where you speak a different language, work odd hours, have a passion for the finest details of service, support your colleagues as if you are siblings and have a common goal—satisfying your customer to the best of your ability. CACC is a stepping stone for you to hone your skills, expand your knowledge, get answers to your questions, network with employers + colleagues and explore your options. Each and every one of the speakers, vendors, volunteers, teachers, board members are available to you!

Ask questions: What is your job? Where do you work? Where did you go to school? Do you have a job for me?

We are very proud to have Aaron Franklin, Franklin Barbecue, as our keynote speaker. It has been an incredible year for Aaron, his wife and partner Stacy and their Austin restaurant. With a 2015 James Beard award—Aaron was the first barbecue cook to ever win a Best Chef award from the esteemed James Beard Foundation. This year, the Franklin’s also launched their KRLU TV series, BBQ with Franklin, and, Aaron’s first book, “Franklin Barbecue,” debuted on the New York Times’ bestseller list. Aaron & Stacy are a perfect example of Central Texans that had a passion for their craft, worked hard and persevered to manifest their dreams.

AFWA hopes to inspire, inform, educate and connect you to the culinary folks that might help you to fulfill your culinary aspirations. Enjoy your day that your teachers, school districts, volunteers and community have provided for you.

It’s a privilege to have you and our culinary professionals together sharing experiences, tips, notes and a love of food.

Enjoy your day!

Gina Burchenal
President, Austin Food & Wine Alliance
## Schedule

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## Keynote Speaker

**Aaron Franklin | Franklin Barbecue - Austin, TX**

You can say that brisket is in Aaron Franklin’s blood. His parents owned a barbecue stand in his native Bryan, Texas. But barbecue runs thick in the veins of every Texan, and when Aaron began experimenting with brisket and a backyard smoker a decade ago, it just so happened that with him it ran thicker than most.

With the encouragement of friends, Aaron and his wife Stacy debuted Franklin Barbecue in late 2009 on an empty East Austin parking lot. Here, early patrons noticed that from a walk-up window of a travel trailer turned brisket stand, the Franklins were selling some of the best barbecue they’d ever tried. By February, the line snaked around the block. In less than two years, the duo could count contributors from *Bon Appetit*, *The Washington Post*, *Texas Monthly*, and the *Cooking Channel* among a growing chorus hailing Franklin among the American BBQ elite—mentioned in the same breath as Smitty’s, Kreuz’s and other stalwart temples to the holy craft of smoked meat that line the Central Texas brisket belt.

Aaron and Stacy quickly outgrew their trailer, now parked behind their brick-and-mortar restaurant a few blocks south. Despite the new digs and every reasonable effort to increase production, Franklin Barbecue’s line is still as long as ever. And in 2015, Aaron won the coveted James Beard award for Best Chef Southwest. Line up early folks, the restaurant has sold out of brisket every day of its existence.

**Best Career Advice:** Follow your heart and let your skills guide you. There’s no point to a “successful” career, if you’re not happy!
Bits and Bytes: Food Meets Tech  (Meeting Room 1)
Food delivery, coupons, recipes, careers – all are accessible to us on almost any screen – but who’s coming up with them and how did they get there? If you’ve ever had an idea that connects food to the foodies or are looking to combine your love of food with your love of clever hashtags – this is your panel!

Moderator: Amy Carpenter – Global Director, Media & Partnerships, Whole Foods Market
Panelists: Alice Cheng – Founder & CEO, Culinary Agents
Edward Lanchantin – President, MasterCook (owned by ValuSoft Cosm)
Chad Shepler – General Manager, Instacart

Kitchen Confidential: ELM Restaurant Group Case Study  (Meeting Room 2)
What goes into making a restaurant idea come to life? From concept to opening night discover the different careers that help make a restaurant successful.

Moderator: Patricia Sharpe – Food Editor, Texas Monthly
Panelists: Andrew Curren – Executive Chef & Partner, ELM Restaurant Group
Craig Collins – Group Beverage Director & Master Sommelier, ELM Restaurant Group
Lindsey McCalmon – Director of Operations, ELM Restaurant Group
Mark Sayre – Service Director, ELM Restaurant Group
Vince Ashwill – Group Partner, ELM Restaurant Group

Farm to Table: The Life Cycle of Food  (Meeting Room 3)
Join us on a journey from farm to table and all the steps in between. Meet the connectors in the community who have made supporting local and sustainable food practices a career. How many stops does a forager make in a day? How does a farmer balance serving local chefs and their community? How does a chef plan their seasonal menu? How do restaurants combat wastefulness? And how could YOU find a career that serves a special purpose in the life cycle of food?

Moderator: Valerie Broussard – Owner, V. Broussard Consulting
Panelists: Glenn Foore – Co-Owner & Farmer, Springdale Farm
Kate Payne – Co-Owner, Salud! Bitters
Jen Sembera, M.Ed. – Recycling and Composting Coordinator, Texas Disposal Systems

Odd Jobs in the Food World  (Meeting Room 4)
Chefs often grab the limelight for top culinary careers, but there are many more jobs in the food world that are so unique (or just plain amazing) that you may have never known they exist! Learn from panelists who have taken a different path to a career in the food business – jobs that may not have been an option until they made it one. Who knows? You might be inspired to create your own odd job.

Moderator: Tara Chapman – Owner & Founder, Two Hives Honey
Panelists: Rachel Dunlap – Culinary & Production Manager, 365 by Whole Foods Market
Kristina Wolter – Commercial Food Stylist
George Milton – Co-founder, Yellowbird Sauce

Periodic (Kitchen) Table: Beaker to Bistro  (Meeting Room 5)
What do food and science have in common? Every thing! Join a few mad-scientists-turned-foodists who know how to put those periodic table skills to use in the kitchen. From liquid-nitrogen ice cream to in-house fermentation, you’ll get the insider’s view of science gone tasty.

Moderator: Cathy Cochran-Lewis – Global Marketing Coordinator, Whole Foods Market
Panelists: Ashley Cheng – Co-Owner & Marketing Manager, SPUN Ice Cream
Kevin Fink – Chef & Owner, Emmer & Rye
Sandee Gyawali – Owner/Head Baker, Miche Bread

Starting Your Own Food Business: Straight Talk from Entrepreneurs  (Exhibit Hall 1.5)
Do you have that next great idea in food? Hear from some of Austin’s most spirited and successful food entrepreneurs on what it takes to make a big idea happen. You’ll hear about the challenges and rewards of pursuing your dream and learn from the best practices (and even mistakes) of the industry experts. Students who attend this panel may just find Founder, President, or CEO on their future business card.

Moderator: Mason Arnold – Veggie Nerd, Veggie Noodle Co./Greenling
Panelists: Patrick Terry – Founder & Owner, P. Terry’s
Anish Sheth – President & Founder, World Peas
Liz Huffstutler – Head Chef & Co-Owner, Urban Picnic

Mobile Munchies: Food Truck Panel  (Exhibit Hall 2)
Want to create your own kitchen on wheels? The street-food sensation continues to entice culinary entrepreneurs with mobile fare ranging from fried chicken and tacos to cupcakes and lobster rolls. Learn what it takes to own and operate a mobile food business with successful food truck owners and restaurateurs who will share their insights as you explore taking your culinary skills to the streets.

Moderator: Michael Aaron Bepko – Global Community Manager, Whole Foods Market
Panelists: Eric Silverstein – Founder & Owner, The Peached Tortilla
Carol Huntsberger – Owner, Quality Seafood
Jae Kim – Founder & Server, Chi’Lantro BBQ
What is the best career advice you have received?

Aaron Franklin
“Follow your heart and let your skills guide you. There’s no point to a ‘successful’ career, if you’re not happy!”

Amy Carpenter
“Don’t forget it’s often more about the people than it is about the work.”

Andrew Curren
“Don’t fear failure!”

Anish Sheth
“Listen first. Talk later.”

Alice Cheng
“Pick a few people who have the job you want, find out how they got there and map out your own path. If you fail to plan then you plan to fail.”

Ashley Cheng
“You spend the majority of your waking life at work. Find something you’re excited to wake up for every day.”

Craig Collins
“Do what you say you are going to do.”

Eric Silverstein
“Do what you love & love what you do.”

George Milton
“Everything that happens to you is neither good nor bad. Everything is an opportunity and is only as valuable as you make it.”

Jae Kim
“It’s good to fail a lot when you are young. Just Do It.”

Kristina Wolter
“Make sure you have a strong foundation of the skills you’ll need in your chosen field. From there, anything is possible.”

Lindsey McCalmont
“Be someone people can count on to ‘do what you say you’re going to do,’ and you will be heads and shoulders above everyone else.”

Liz Huffstutler
“Business is business.”

Mark Sayre
“Never lose sight of what is right in front of you, but always be preparing for what is next.”

Mason Arnold
“Persistence is the key to everything. If you really want it, don’t give up.”

Rachel Dunlap
“No task related to your job, or one that is part of the daily routine of those you manage, is beneath you. People you work with will respect and trust you more if they know you see the value in what they do and are willing to help whenever needed.”

Tara Chapman
“Approach everyone you meet with grace, respect, and humility. You never know who you meet today may be your employee, client, or supervisor tomorrow.”

Vince Ashwill
“There’s no substitute for experience.”
EXHIBITORS

Ace Mart Restaurant Supply
acemart.com

American Lamb Board
americanlamb.com

Amy’s Ice Creams
amysicecreams.com

AT&T Executive Education & Conference Center
meetatx.com

Auguste Escoffier School of Culinary Arts
essoifery.edu

Austin Community College
austincc.edu

Con Ollo Oils & Vinegars
conolios.com

Culinary Agents
culinaryagents.com

The Culinary Institute of America
ciachef.edu

FreshPoint
freshpoint.com

Girl Gone Grits Food Styling
girlgonegritsfoodstyling.com

Johnson & Wales University
jwu.edu

MasterCook
mastercook.com

Miche Bread
michebread.com

Natural Epicurean Academy of Culinary Arts
naturalepicurean.com

Quality Seafood
qualityseafoodmarket.com

R Bank
rbankeastexas.com

SPUN Ice Cream
spunicecream.com

Texas Beef Council
txbeef.org

Two Hives Honey
twohiveshoney.com

Urban Roots
urbanrootsatx.org

Whole Foods Market
wholefoodsmarket.com

World Peas
worldpeassnacks.com

Yellow Bird Sauce
yellowbirdsauce.com

CULINARY COMPETITION

Presented by Auguste Escoffier School of Culinary Arts

A special thanks to Robyn McArthur, Rob McDonald, and Marcus McMellon of Auguste Escoffier School of Culinary Arts for organizing the competition this year!

Mystery Basket
Ninja Knife Skills
The Perfect Omelette
Cheesecake Decorating
Fruit Carving

Master of Ceremonies:
Marcus McMellon of Auguste Escoffier School of Culinary Arts

Prizes provided by:
The Austin Food & Wine Alliance is a nonprofit organization dedicated to fostering awareness and innovation in the Central Texas culinary community through grants, educational programming and events. Guided by an all-volunteer board of directors and committees made up of culinary-and-community-minded professionals, the Alliance’s commitment is to promote Texas food, wine, spirits and craft brews and to increase appreciation of Texas’ culinary impact.

Thank you to the schools and teachers participating today!

A&M Consolidated High School
Kayla Poe
Burnet High School
Mike Erickson
Byron Steele High School
Celeste Windham
Cedar Park High School
Olivia Rodriguez
Cedar Ridge High School
Reid Johnson & Jenna Rasmussen
College Station High School
Catherine Parsi
Del Valle High School
Gail Calder
East View High School
Emily Jimenez
Floresville High School
Lauren Tharp
Hutto High School
Said Farraje
Lanier High School
Lydia Mrzlak
Leon High School
Cynthia Hoople
Liberty Hill High School
Kathy Becker
Manor High School
Ashton Howell & Linda Tejchma
Marshall High School
Becky Salter
Navarro High School
Beth Gerhardt
Rouse High School
Megan Wolske
Samuel Clemens High School
Amanda Tharp
San Marcos High School
Daniel Reinhard
Somerset High School
Billie Radske
Taft High School
William Barker
Taylor High School
Candice Martin
Temple High School
Margaret Fyffe & Susan Crossno

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Jeff Christner
Cathy Cochran-Lewis

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Rachel Malish
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Tom Sunstrom
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Lora Null – Volunteer
Jerome Chladil – Wine & Spirits
Michael Coleman - Wine & Spirits
Jon Gerber – Wine & Spirits
Lisa Nuccio – Wine & Spirits

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Aaron Bates – Design Director
Lillian Sonnenberg – Programs Coordinator

The Culinary Arts Career Conference is made possible through fundraising events and donations to the Austin Food & Wine Alliance. Today’s conference was provided with no cost to students, schools or school districts.

Thanks to the Culinary Arts Career Conference committee:
Rachel Malish • Dawn Watson • Paul Mims • Misty Pennock • Sophie Duvall
Lillian Sonnenberg • Linda Bebee • Mari Soto • Alaura Rice
KEVIN FINK

Kevin Fink, Chef/Owner at Emmer & Rye in Austin, TX, shares his career timeline and words of advice for up-and-coming professionals.

“As cooks we have a responsibility to the product we serve. That means utilizing the whole animal, finding uses for byproducts, and avoiding the trash can. Someone worked really hard to get you that product, work just as hard not to waste it.”

EXPERIENCE

August 2015 - Present
Chef/Owner
Emmer & Rye - Austin, TX

2015
Chef de Partie
Olamaie - Austin, TX

2006 - 2014
Chef/Partner/Busboy
Zona 78 Enoteca - Tucson, AZ

2013
Consultant
Fresh - Tucson, AZ

2013
Stagier
Noma & Noma Test Kitchen - Copenhagen, Denmark

2011
Stagier
The French Laundry - Yountville, CA

2007 - 2008
Beverage Manager
Marriott Corporation, Copley Square - Boston, MA

2005 - 2006
Fine Beer Ambassador
Little Guy Distributing - Flagstaff, AZ

2005
Secondi Piatti
13 Gobbi - Florence, Italy

2000 - 2003
Dishwasher/Expeditor
The Grill at Hacienda Del Sol - Tucson, AZ

EDUCATION

2005 - 2006
School of Hotel and Restaurant Management
Northern Arizona University
Flagstaff, AZ

2003 - 2004
School of Hotel and Restaurant Management
Cornell University
Ithaca, NY