



CHEF to CHEF

A CLUB & RESORT BUSINESS CONFERENCE
MARCH 7-9 — PALM BEACH, FLORIDA



2010 AGENDA For Club Chefs By Club Chefs

Sunday, March 7

12 p.m. to 6 p.m. Arrival/Registration

6 p.m. **Opening Cocktail Reception** featuring dishes from the Chef to Chef Recipe Contest and other passed *hors d'oeuvres*.

Monday, March 8

7:00 a.m. to 8:00 a.m.
Registration and Continental Breakfast

8:00 a.m. to 8:15 a.m. Welcoming remarks
Dan Ramella, President, C&RB



Walter Scheib

8:15 a.m. to 9:15 a.m.

Keynote address:

The Next Big Opportunities for Club Cuisine

Presented by Walter Scheib, White House Executive Chef from 1994 through 2005, and author of "White House Chef: Eleven Years, Two Presidents, One Kitchen"

9:15 a.m. to 10:15 a.m.
Leadership Lessons From a

Chef will offer proven wisdom, practical tools and ideas to motivate and develop an effective team environment among kitchen staffs.

Presented by Charles M. Carroll, CEC, AAC, Executive Chef, River Oaks Country Club, Houston, Tex.



Charles M. Carroll

10:15 a.m. to 10:30 a.m. Break

10:30 a.m. to 11:00 a.m.

Innovations in Club Dining will present a preview of findings and trends from a new, survey-based report on Innovations in Club Dining that McMahon Group will be releasing in March 2010.



William P. McMahon, Sr.

Presented by William P. McMahon, Sr., AIA, OAA, Chairman, McMahon Group, Inc., St. Louis, Mo.

11:00 a.m. to 12 p.m.

New Spins on Old Classics will feature live cooking demonstrations to show how to bring exciting new life to even the most tired of club-menu standards.

Presented by Vincent Horville, Executive Chef, The Metropolitan Club of Washington, D.C.



Vincent Horville

12:00 p.m. to 1:00 p.m.

Lunch prepared by the award-winning culinary team at the Four Seasons Resort

1:00 p.m. to 2:00 p.m. **Good Food + Proper Nutrition = Healthful (and Profitable)**

Dining will focus on proven techniques for portion control and new alternatives for spices, sauces, dressings, and toppings.

Presented by Patrick Wilson, PC-III, WCC, CCA, CEC, ACE, FMP, Executive Chef and House Manager, The Saint Andrew's Golf Club, Hastings On Hudson, N.Y.



Patrick Wilson

2:00 p.m. to 4:00 p.m. **"Chef to Chef Live"**

A "live" version of *Club & Resort Business'* popular "Chef to Chef" feature, during which **Jerry Schreck, Executive Chef of Merion Golf Club, Ardmore, Pa.**, will interview 2010 Chef to Chef Conference presenters, in a format that will emphasize audience participation and questions, to generate candid and practical exchanges about the hands-on subjects facing every club and resort property.



Jerry Schreck

6 p.m. **Chef to Chef Dine-Around Reception**

Selected club and resort chefs will prepare small plates at live demonstration stations. There will also be passed *hors d'oeuvres*, desserts, an open bar, and special sponsor displays.

Tuesday, March 9

7:30 a.m. to 8:30 a.m.
Registration and Continental Breakfast

8:30 a.m. to 9:30 a.m.

The Chef's Expanded Role
A current Executive Chef who has helped to raise his club's profile along with his own will join with a former chef who is now a General Manager leading one of the country's most prestigious golf clubs through a major expansion program, to discuss why, and how, chefs must be involved in critical areas of club operations that extend well beyond the kitchen.
Presented by Kevin Cottle, Executive Chef, The Country Club of Farmington, Farmington, Conn., and Matt Murphy, Clubhouse Manager, Hazeltine National Golf Club, Chaska, Minn.



Kevin Cottle



Matt Murphy

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Four Seasons Resort, Palm Beach, Fla.

9:30 a.m. to 10:30 a.m.

Kitchen Equipment/Design

will provide insights into both the creation of new kitchens and the retrofitting or reorganization of existing ones.

Presented by Brad Cornwall, Executive Chef, Blackrock Country Club, Hingham, Mass., and Kevin Cromwell, formerly Executive Chef of Charles River Country Club, Newton, Mass.



Brad Cornwall



Kevin Cromwell

10:30 a.m. to 10:45 a.m.

Break

10:45 a.m. to 11:45 a.m.

Buy vs. Make will explore techniques for weighing food costs/labor options. It will cover how to properly test the quality of "ready-made" ingredients, how to determine when it's right to bring in a pastry chef, and how to make the best use of one once you do.

Presented by Robert Wysong,

Executive Chef at The Sanctuary at Kiawah Island (S.C.) Golf Resort.



Robert Wysong

11:45 a.m. to 12:45 p.m.

Wine/Spirits Pairings

will explore how to fully tap the potential of beverage sales, both as stand-alone purchases and as an integral part of all dining occasions. The session will explore how to develop real wine expertise on your staff, how to make the most of by-the-glass sales, and how to boost revenues through private wine-room dinners and from a fully stocked wine cellar.



Clive Smith



Randa Warren

Presented by Clive Smith, Clubhouse Manager, Merion Golf Club, Ardmore, Pa., with Randa Warren, Master Sommelier.

12:45 p.m. to 2:00 p.m. Lunch prepared by the award-winning culinary team at the Four Seasons Resort

2:00 p.m. to 3:00 p.m. **Revving Up Takeout/Fast Casual Revenues** will provide insights into this fast-growing extension of club and resort food-and-beverage programs.

Presented by Christopher Ropp, Executive Chef, Kenwood Country Club, Cincinnati, Ohio.



Chris Ropp

3:00 p.m. to 4:00 p.m.

Making Catering Events Special will draw from one chef's experiences in building up a \$6 million operation through a variety of special events, to help suggest new ways to inject excitement and innovation—and greater profitability—into all aspects of the all-important catering side of the business.

Presented by Gerald Schmidt, Executive Chef and Director of Culinary for Linger Longer Communities (including Reynolds Plantation), Greensboro, Ga.



Gerald Schmidt

4:00 p.m. to 4:15 p.m. Closing Remarks and Presentation of Certificates (*registrants attending the 2010 Chef to Chef Conference will qualify for accreditation credits from the American Culinary Federation and the Club Managers Association of America*)

For complete speaker bios and additional details on their presentations, go to www.CheftoChefConference.com and click on 2010 Chef to Chef Agenda.

Register @ www.CheftoChefConference.com

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