

# CHEF TO CHEF

A CLUB & RESORT BUSINESS  
CONFERENCE

March 4-6, 2012

The Royal Sonesta Hotel

New Orleans

For Club Chefs By Club Chefs





# About the Conference

- The 2012 Conference will feature even more **live demonstration sessions**, and will focus on topics such as **regional cuisine, molecular gastronomy, buffet and catering enhancements, chef's tables** and **wine/beer pairings**
- Attendance qualifies for **Club Managers Association of America** and **American Culinary Federation** certification credits.

A growing number of clubs and resorts—from modest daily-fees to the most exclusive and upscale operations—are using strong F&B programs to position themselves as go-to locations, whether or not activities such as golf, tennis or swimming might also be part of the appeal. And as these properties continue to elevate their food-and-beverage programs far beyond “loss leader” status, they are fast becoming one of the most profitable parts of an operation.

To properly understand, and meet, the challenges of club and resort F&B programs in all aspects—from menu engineering, pastry and food costs, through sustainability, event planning and casual dining—there is no substitute for the value of learning from the successes and proven ideas of experienced club chefs and F&B directors.

## Who Should Attend

Representatives from the food and beverage management teams at private, semi-private and daily-fee clubs, resorts, golf courses and city, dining and yacht clubs, including:

- Executive Chefs, Chefs de Cuisine and Sous Chefs
- General Managers
- F&B Directors/Managers
- Clubhouse Directors/Managers

## Register Now

The registration fee is \$2,200\* for qualified registrants and includes:

- All Conference sessions
- Lodging at The Royal Sonesta Hotel
- New Orleans, for March 4th & 5th
- Opening Sunday Reception & Monday Cocktail reception
- Breakfast & Lunch daily

To register, go to

[www.CheftoChefConference.com](http://www.CheftoChefConference.com)

\*Discounts available for early registration (before 12/31/10), participants from previous Conferences, and multiple registrants from same property.



# AGENDA

For Club Chefs  
By Club Chefs

(For **program updates**, including speakers, go to [www.CheftoChefConference.com](http://www.CheftoChefConference.com))

## Sunday, March 4

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

6 p.m. Opening reception and sit-down, plated dinner.

## Monday, March 5

7:30 a.m. to 8:30 a.m. Continental breakfast

8:30 a.m. to 9:30 a.m. Session 1—**Chef's Tables**, including a live culinary demonstration.

9:30 a.m. to 10:30 a.m. Session 2—**Cajun/Regional cuisine**, including a live culinary demonstration.

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

Break and **Sponsor Table Visits**

10:45 a.m. to 11:15 a.m. Session 3—**Modernist Cuisine/Molecular Gastronomy**

11:15 a.m. to 11:45 a.m. Session 4—**Bar/Casual Dining**

11:45 p.m. to 12:15 p.m. Session 5—**Dealing with House Committees/Boards**

12:15 p.m. to 12:30 p.m.

Break and **Sponsor Table Visits**

12:30 p.m. to 1:30 p.m. Lunch

1:30 p.m. to 1:45 p.m.

Break and **Sponsor Table Visits**

1:45 p.m. to 4:15 p.m. Session 6—**“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., and other Conference speakers will lead an audience discussion of key topics affecting all aspects of culinary quality and performance in club and resort settings.

6 p.m. **Cocktail Reception** with “mystery basket” and “culinary quiz” competitions. (Evening kept free for dinner in New Orleans area.)

## Tuesday, March 6

7:30 a.m. to 8:30 a.m. Continental breakfast

8:30 a.m. to 9:30 a.m. Session 7—**Buffet/Catering Enhancements**, including a live culinary demonstration.

9:30 a.m. to 10:30 a.m. Session 8—**Chef's Tables**, including a live culinary demonstration.

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

Break and **Sponsor Table Visits**

10:45 a.m. to 11:15 a.m. Session 9—**Staff Mentoring/Training; Internships**

11:15 a.m. to 11:45 a.m. Session 10—**Technology: Software/Social Media**

11:45 a.m. to 12:15 p.m. Session 11—**F&B Financials/ Chef's Wages/Incentive Packages**

12:15 p.m. to 12:30 p.m.

Break and **Sponsor Table Visits**

12:30 p.m. to 1:30 p.m. Lunch

1:30 p.m. to 1:45 p.m.

Break and **Sponsor Table Visits**

1:45 p.m. to 2:45 p.m. Session 12—

**Kids' Meals/Menus**

2:45 p.m. to 3:45 p.m. Session 13—**Wine/Beer Pairings**, including a live culinary demonstration.

3:45 p.m. to 4 p.m. Closing Remarks and Presentation of Certificates



# CHEF TO CHEF

A CLUB & RESORT BUSINESS  
CONFERENCE



**For information on sponsorship opportunities, contact:**

**Founding Publisher**

Bill Donohue  
[bdonohue@clubandresortbusiness.com](mailto:bdonohue@clubandresortbusiness.com)  
312.664.9887

**President**

Dan Ramella  
[dramella@clubandresortbusiness.com](mailto:dramella@clubandresortbusiness.com)  
440.250.1583

**Group Publisher**

Tom McIntyre  
[tmcintyre@clubandresortbusiness.com](mailto:tmcintyre@clubandresortbusiness.com)  
440.250.1583



**Content Directors**

Joe Barks, Editor  
[jbarks@clubandresortbusiness.com](mailto:jbarks@clubandresortbusiness.com)  
610.688.5666

Joanna DeChellis, Managing Editor  
[jdechellis@clubandresortbusiness.com](mailto:jdechellis@clubandresortbusiness.com)  
440.250.1583

Jerry Schreck, Executive Chef  
Merion Golf Club, Ardmore, Pa.  
[jerryschreck@meriongolfclub.com](mailto:jerryschreck@meriongolfclub.com)



**Event Manager**

Kristin Huben  
[khuben@mocandco.com](mailto:khuben@mocandco.com)  
630.443.7025

**Operations Manager**

Barbra Martin  
[bmartin@clubandresortbusiness.com](mailto:bmartin@clubandresortbusiness.com)  
440.250.1583

For Conference updates go to  
[www.cheftochefconference.com](http://www.cheftochefconference.com)