



CHEF to CHEF

A CLUB & RESORT BUSINESS
CONFERENCE

March 6-8, 2011 — San Francisco, California
The Fairmont San Francisco Hotel



www.CheftoChefConference.com



About the Conference

- The 2011 Conference will feature even more **live demonstration sessions**, and will focus on topics such as **sustainability, food costs, menu engineering** and **casual dining**.
- Practical, experienced-based insights for **Creating Real, and Lasting, Culinary Distinction**.
- 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 Fairmont San Francisco, for March 6th & 7th
- Opening Sunday Reception & Monday Cocktail reception
- Breakfast & Lunch daily

To register, go to 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)

Sunday, March 6

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

6 p.m. Opening reception and sit-down, plated dinner. Conference Keynote Address: **Culinary Trends No Chef Can Afford to Ignore**

Monday, March 7

7:00 a.m. to 8:00 a.m. Continental breakfast

8:00 a.m. to 9:00 a.m. Session 1— **Sustainable Foods Are Here to Stay** will show how to make sustainability an effective and ingrained practice in any food and beverage program, no matter what the setting, customer profile, or operating budget.

9:00 a.m. to 10:00 a.m. Session 2— **Understanding Food Costs and F&B Financials** will offer critical financial perspectives and considerations.

10:00 a.m. to 10:15 a.m. Break and **Sponsor Table Visits**

10:15 a.m. to 11:15 a.m. Session 3— **Serving Up the Best Hors d'Oeuvres and Appetizers**, including a live culinary demonstration.

11:15 a.m. to 12:15 p.m. Session 4— **Profiting from an In-House Pastry Operation - Even When There's No Pastry Chef On Staff**, including a live culinary demonstration.

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 3:00 p.m. Session 5— **“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 Heavy Hors D'Oeuvres (Evening kept free for dinner in San Francisco area.)

Tuesday, March 8

7:00 a.m. to 8:00 a.m. Continental breakfast

8:00 a.m. to 9:00 a.m. Session 6— **What Club GMs Expect from Their Chefs – and What Chefs Want, and Need, in Return**

9:00 a.m. to 10:00 a.m. Session 7— **Creating Distinctive Dining Destinations** will highlight how any type of property can use strong F&B programs to position itself as a go-to location.

10:00 a.m. to 10:15 a.m. Break and **Sponsor Table Visits**

10:15 a.m. to 11:15 a.m. Session 8— **Upscale Casual Dining: Giving Everyone What They Want**, including a live culinary demonstration.

11:15 a.m. to 12:15 p.m. Session 9— **Memorable and Successful Events: It's All in the Preparation**, including a live culinary demonstration.

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 3:00 p.m. Session 10— **“Let's Solve Your Problems—And Everyone Else's”** A unique workshop setup, during which Conference attendees will be divided into teams to devise, under the direction of team leaders from among the Conference speakers, solutions for specific, “real world” problems from club and resort culinary operations.

3:00 p.m. to 3:15 p.m. Closing Remarks and Presentation of Certificates



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For Conference updates go to
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