



Official e-Newsletter of the American Personal & Private Chef Association
November/December 2009

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From Candy Wallace, Executive Director

Here we are at the end of 2009, and for many, many people, this is a year we are happy to see end.

The economy is beginning to pick up at last, and credit is rumored to be easing up somewhat, so now is the time to do a year-end review of your business and lay out plans for 2010 so that you have a roadmap to follow toward the growth and success of your business.

Keeping your culinary skills sharp is important to all chefs and cooks, and keeping your business skills sharp is crucial to small business owners. One way to hone both skill sets is to attend the

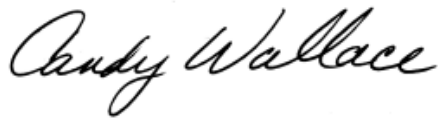
[APPCA Summit in Chicago](#), February 19-21, 2010, which has been specifically designed to inspire and inform those who seek success as Today's Culinary Entrepreneurs. We have constructed a dynamic, powerful program to supply meaningful presentations and topical breakout options with targeted information to support your profitability and efficiency as culinary business owners.

The chance to interact with colleagues who have not only survived the recent economic challenges we have all faced, but are even more committed than ever to own and operate their own businesses and have them flourish in today's marketplace, is an opportunity not to be missed. Consider it a new-year's gift to yourself and your business that will pay off over and over again during the upcoming year.

I urge you to attend and participate in this business specific opportunity for personal and private chefs. Just do it. [Register today](#) and invest in your success as one of today's culinary entrepreneurs.

I wish you all the blessings and joys of the holiday season and look forward to working with all of you in the upcoming year.

Keep it personal!



Personal-Chef Training through March 2010

The personal-chef segment of the foodservice industry has expanded enormously and blossomed into a recognized career path, with demand for high-quality food and service growing each year throughout the country. Join us at one of the following scheduled training sessions, where APPCA will deliver a dynamic one- or two-day, high-intensity "Jump Start" seminar or Webinar providing the best tools and educational materials in the industry with which to build a successful personal-chef business. Also, new, in-depth half-day sessions on specific business areas are now offered. Visit www.personalchef.com for complete information.

- [January 23-24, San Diego](#)
- [February 6-7, L'Academie de Cuisine](#), Gaithersburg, Md. (metro D.C.)
- [February 19, 2010, Chicago](#) (accelerated complete training in conjunction with the 2010 Personal Chef Summit)
- February 28-March 2, New York City (targeted business sessions in conjunction with the International Restaurant & Foodservice Show of New York)

[Click here for more](#)

“Today’s Culinary Entrepreneur”: the Theme of APPCA’s 2010 Personal Chef Summit in February

The 2010 APPCA Personal Chef Summit will empower personal chefs to realize ultimate success in their careers and businesses as the U.S. economy emerges from recession.

WHO: Candy Wallace, APPCA's founder and executive director; Ina Pinkney, Chicago's "Breakfast Queen" and chef/owner of Ina's Kitchen; Renee Zonka, RD, associate dean of Kendall College's School of Culinary Arts; Peggy Ryan, executive chef of The Dining Room at Kendall College and Women Chefs & Restaurateurs' Educator of the Year (pictured); chef-instructors Dana Cox and Elaine Sikorski; Judith Dunbar Hines, director of cultural affairs for the City of Chicago; former private chef and service expert Audrey Heckwolf, a special presentation by Fagor America and more.



WHAT: Consumer trends from leading experts, how to cook and store seafood safely, regional Italian techniques, cooking for gluten intolerance, maximizing performance from your pressure cooker, perfecting your promotional Web video, exploring the career path of private chef, and much more!

WHEN: 6:00 p.m. Friday, February 19, through 5:00 p.m. Sunday, February 21.

WHERE: The School of Culinary Arts at Kendall College, Chicago. Experience Kendall's state-of-the-art facilities at its stunning Riverworks campus, including a 150-seat demonstration auditorium, fully equipped kitchen labs, multi-media lecture rooms and award-winning, Certified Green Restaurant, The Dining Room.

REGISTRATION: \$349 includes the Welcome Reception on Friday, General Sessions and all breakout sessions on Saturday and Sunday, two Continental breakfasts, two lunches and transportation between the hotel and college. Guest tickets: for the Welcome Reception, \$75; for either lunch, \$50. To register for the Summit or for more info, visit www.personalchefsummit.com or call (800) 644-8389.

PRE-CONFERENCE: Sign up for a daylong tour of the operations and some distinctive shopping at Chicago's two premier gourmet-food emporiums—Trotter's To Go and Fox & Obel—on Friday, Feb. 19, with lunch at Ina's, owned and operated by our 2010 keynoter, Ina Pinkney. (The all-inclusive tour package that includes transportation and lunch incurs an additional fee of \$35 per person and is limited to 10 participants.) Or, bundle your Summit registration with a day of intensive personal-chef training at the Hotel Allegro, designed to launch your new business. See www.personalchefsummit.com for more info.



HOTEL: The eco-friendly Hotel Allegro, a 483-room Kimpton Hotel, is located on West Randolph Street adjacent to the Cadillac Palace Theatre in the heart of the theater district in Chicago's Loop. APPCA Summit rate: \$109 + tax single/double (\$20.00 per person for each additional person in room). Call to reserve at (800) 643-1500 by January 16, 2010. (Room availability is on a first-come, first-served basis. After the cut-off, the special APPCA rate is not guaranteed.) Mention the American Personal & Private Chef Association at the time of reservation. For more information, visit www.allegrochicago.com.

Ina Pinkney, Culinary Entrepreneur, Headlines 2010 Summit

Ina Pinkney was 37 years old when she launched The Dessert Kitchen Ltd., which for 10 years supplied private customers, restaurants, caterers and hotels in Chicago with hand-crafted desserts. Ten years later, in the midst of the economic recession of 1991, she opened Ina's Kitchen in Chicago's trendy West Loop Market District, and it quickly became Chicago's premier breakfast restaurant. Today, Ina's serves distinctly American breakfast, lunch and dinner.



Pinkney will share the story of her inspiring career journey when she keynotes the 2010 APPCA Summit at Kendall College in Chicago on Saturday, February 20.

This media-savvy professional with a camera-ready personality has appeared twice as a guest on "Sweet Dreams" with Gale Gand on the Food Network and was featured on "The Best of" on that network, as well. She is a frequent and welcomed guest on local news and cable TV and has conducted interviews on shows in the United States, Canada and Germany. Pinkney has developed recipes for World Book, Inc.'s *Christmas Around the World* series, The Popcorn Institute and Quaker Oats.

In April 2005, Ina's was the subject of a CNN show called "The Turnaround." She also appeared in a national Quaker Oats commercial as herself—the "Breakfast Queen of Chicago." Articles about her have appeared in *The New York Times*, *Wall Street Journal*, *Details* magazine, *Vogue*, *The Chicago Tribune* and *Chicago Sun-Times*, *Gourmet*, *Crain's Chicago Business* and *Midwest Living*, as well as several trade and in-flight magazines. Her recipes are featured in many cookbooks.

A leader in the effort to ban artificial trans fats, Pinkney made national and global press when she testified before the New York City Board of Health and helped pass that city's ban. She led a coalition of Chicago restaurateurs and chefs to support a smoking ban (which went into effect in January 2006), and created a "green" purchasing co-operative for restaurants in Chicago.

In demand thanks to her wealth of life experience, she has been a guest lecturer on entrepreneurship at Northwestern University, DePaul University and the University of Illinois, Chicago, as well as keynote speaker for schools and professional organizations. Because of her attention to the changing tastes of consumers, she is a sought-after judge at competitions such as the 2007 National Beef Cook-Off (filmed for the Food Network) and The Battle of the Hospital Chefs, and is a valued participant in a "think tank" on menu futurist work.

Pinkney has served on the board of directors of the Chicago chapter of Les Dames d'Escoffier, was vice president of The Women's Foodservice Network, and was honored by the Women's Foodservice Forum in 2004 as a "Woman Making Her Mark." In June 2008, she was named SBA Woman in Business Champion, and in 2009 was a candidate for Women Chefs & Restaurateurs' Women Who Inspire Awards in the Golden Bowl category recognizing excellence in baking and pastry arts.

For more information on Pinkney and her restaurant, Ina's—lunch at which is included in the pre-Summit tour on Friday, Feb. 19—visit <http://www.breakfastqueen.com>.

America's Foremost Personal Chef Honored for Leadership by The Secchia Institute for Culinary Education

Candy Wallace recognized at unveiling of new personal/private-chef curriculum elective at Grand Rapids Community College. *By Brent T. Frei*

Candy Wallace, founder and executive director of the American Personal & Private Chef Association (APPCA), was honored by The Secchia Institute for Culinary Education at Grand Rapids Community College (GRCC), Grand Rapids, Mich., with the culinary-arts program's 2009 Leadership Award on November 9.



The award, which acknowledges Wallace's pioneering contributions to identifying, building and promoting the emerging career paths of personal and private chef, was founded by GRCC's Hospitality Education Department in 1990 as the Distinguished Fellow

Award. Past recipients include television cooking personalities and authors Martin Yan and Graham Kerr as well as foodservice-industry luminaries and celebrity chefs from abroad.

Wallace visited The Secchia Institute to deliver an overview on career opportunities for aspiring personal and private chefs to approximately 100 culinary-arts students. The presentation coincided with the institute's unveiling of a new elective focusing on personal and private cooking and business operations for interested students pursuing an associate degree in culinary arts and culinary management.

"It was important to us to recognize Chef Wallace for her life's work in developing comprehensive training materials for those who want to pursue the career paths of personal and private chef," says Randy Sahajdack, director of The Secchia Institute. "We are witnessing tremendous interest among both students who are considering a profession in food as well as established professionals in other fields who desire a life change. I'm amazed at how much meaningful, helpful information has been created by Chef Wallace that we will not have to create, ourselves, to meet growing demand. She is truly the leader in this emerging industry."

The new, seven-week personal/private-chef elective to be offered in the final quarter of the degree program launches with the January 2010 term. The course will be taught by chef-instructor Audrey Heckwolf, who was a private chef for a prominent Grand Rapids family for more than six years before joining GRCC in 2006 as assistant professor for advanced tableservice through the school's public fine-dining restaurant, The Heritage. In her current role, Heckwolf oversees evening service for the award-winning restaurant and teaches service to students enrolled in GRCC's culinary- and hospitality-degree programs offered through The Secchia Institute.

Much of the elective's instruction will come from *The Professional Personal Chef: the Business of Doing Business as a Personal Chef* (John Wiley & Sons, 2008), the first definitive textbook for prospective personal chefs, written by Wallace and chef-instructor Gregory C. Forte, CEC, CCE, of Daytona State College in Daytona Beach, Fla. Secchia Institute graduates who have successfully completed the elective will receive a certificate from APPCA and be eligible for full membership in the organization, affording them access to a wealth of business-building resources that include proprietary Personal Chef Office business-management software and online community forums linking successful personal and private chefs nationwide. Additionally, for graduates who launch personal-chef business, APPCA will promote them through its online Find a Personal Chef function.

Wallace founded the American Personal Chef Association in 1996 as the first significant national effort to recognize the impact of personal chefs on Americans' evolving lifestyles and to provide career and management training to those who aspire to become personal chefs with their own businesses. She forged the positioning of personal chefs as culinary professionals, culminating in 2002 with a formal partnership with the American Culinary Federation to award certification to qualified personal chefs. The following year, she was honored with the International Association of Culinary Professionals' (IACP) Entrepreneur of the Year Award. In 2006, Wallace earned additional industry accolades by formally acknowledging the contributions of private chefs to American society and addressing their specific professional needs by restructuring her organization to become the American Personal & Private Chef Association.

Founded in 1980 as the Hospitality Education Department, The Secchia Institute at GRCC was renamed in 2007 to honor Peter Secchia, former U.S. Ambassador to Italy and a Grand Rapids restaurateur. The program offers associate of applied arts and sciences degrees in culinary arts and culinary management and a certificate in professional baking & pastry. Grand Rapids Community College, established in 1914, offers liberal-arts and workforce-development degrees, classes and workshops. Throughout its 95-year history of academic excellence, GRCC has maintained a solid reputation as a premier transfer institution and is nationally recognized for both its liberal-arts and occupational programs. Student enrollment on the urban campus for both credit and non-credit courses is approximately 28,000 in 2009.

Pictured: Wallace (l.) and Heckwolf with Secchia Institute for Culinary Education first-year students in the basic-skills class.

Spinach Salad with Mango Vinaigrette

*A palate-specific recipe from the National Mango Board
Yield: 12 portions*

A year-round supply of fresh mango makes it easy to utilize its tropical attraction, beautiful color and smooth, sweet flavor on salad menus even in winter when fresh spinach is in season. A low-calorie food, mango provides an excellent source of vitamins C and A—both important antioxidants—and a good source of dietary fiber. Mango also contains more than 20 different vitamins and minerals.



30 ounces baby spinach, cleaned

4 ripe mangos (9 count), peeled, pitted and cubed*
3 medium tomatoes, cored, seeded and finely chopped
1 cup walnuts, toasted and chopped
1 cup sliced green onion
1 cup crumbled blue cheese
Freshly ground black pepper to taste
Mango Vinaigrette (recipe follows)

Method:

Combine spinach, mango, tomato, walnuts and green onion in a large bowl. Drizzle with Mango Vinaigrette and toss well to coat. Add blue cheese and toss lightly. Serve immediately. Offer freshly ground black pepper.

Mango Vinaigrette

1 ripe mango (9-count), peeled, pitted and cubed*
½ cup extra-virgin olive oil
½ cup white balsamic vinegar
½ tsp. salt

Method:

Puree mango in a blender. Add olive oil, vinegar and salt; blend until smooth.

*A 9-count mango weighs about 18 ounces and yields approximately 11 ounces useable fruit. One cup of 3/8" diced mango weighs about 6 ounces.

Cooking from the Heart

The goal of personal chef Candace Conley of Tulsa is to put herself out of business when people won't need cooking classes anymore. *By Lisa Shames*

Candace Conley has done a lot of things in her life. After receiving her Ph.D. in clinical psychology, she had a personal practice for 10-plus years. When her family's screen-printing business needed some help, Conley stepped up and worked alongside her sister and mother, helping put together projects for companies such as American Airlines. Then when a restaurant her family frequented in their hometown of Tulsa, Okla., was having troubles, they bought it and Conley ran it for three years. But now with her personal-chef business, Conley gets to tap into her lifelong love of food and cooking. And, not surprisingly, she's already making an impact in a part of the country where personal chefs aren't well known. Here's how she's doing it.



APPCA: How did you get interested in cooking?

Conley: That's probably one of the hardest questions for me. I can't ever remember not being interested in cooking. I was over at my mother's house recently and I was going through her recipe box and I found one I had created in 1963 when I was 6 or 7. It was for a cake, and it had all these crazy ingredients. My family is filled with cooks, and we've always loved cooking. I've always been interested in it, but it never occurred to me back in the '60s and '70s that this is something you could do professionally and get paid for it.

APPCA: Why is cooking important to you?

Conley: It's comforting when you've spent the time to prepare something for someone. In our family it's an expression of love and caring. If you cook from the heart, it makes it special.

APPCA: Describe your culinary background.

Conley: I'm self-taught. I've taken some Culinary Institute of America courses here and there. I do lots of reading, anything I can get my hands on, and I watch everything I can on television. It's primarily self-driven: I've learned about cooking because I wanted to.

APPCA: How did you train to become a personal chef?

Conley: I just happened to be on the APPCA Web site and started reading through it. Then I thought, "Well, this is something I would like to do." I see this as second-life career. Most people aren't changing careers at this point in their lives, but if I can do it at 52, there aren't any limitations. If you love something and want it, you can do it. To train, I read the book, and it rang true for me. I went ahead and did the membership and that's how it happened. I started too late in life to be an executive chef, so being a personal chef, catering and teaching fits nicely with where I am right now.

APPCA: Describe what your business, The Girl Can Cook, is all about?

Conley: I cook in people's homes. I don't have a huge clientele right now. It's transitional with school starting. I enjoy that, but my cooking classes are one of my favorite things to do. I'm working on opening a cooking-school location at the end of January. It's going to provide a number of services. The commercial kitchen will be a place for other caterers and chefs to use if they have some overflow or if they don't have time in their kitchens. With a city as large as Tulsa, it's surprising that there are no stand-alone commercial kitchens to rent. I'm also going to cater out of it. Plus I'm going to teach my cooking classes and I'll probably do a wine dinner every month. Another thing I want to do is have a refrigerated case and sell prepared foods. My "right arm" and I worked at the farmers markets this summer and sold packaged food. It was so fun talking to people about food and introducing them to new things. I want to keep the space busy all the time.

APPCA: Why did you decide to become a personal chef?

Conley: I like to learn about what people like and try to take them in a different direction that they weren't thinking about. When you work with food all the time and you read a lot about it, you forget that not everybody does that. People can get in such cooking ruts, and just the simplistic things can make them go, "Oh, wow, I never thought of doing that."

I like teaching people about food and how to do things. I'll say in my classes, "My whole goal is to put myself out of business so you don't need cooking classes." Julia Child said, "Don't be afraid." What I say is you need to be fearless. They're just ingredients. If you make a mistake, just throw them out and start over. It's not that big a deal. My cooking classes are called "Cooking Without a Parachute" because you never know where you may land.

APPCA: How did you get into teaching?

Conley: The appliance people that I work with at one point had a small location of Viking appliances next door to our restaurant, and I got to know the woman who ran it. One day she asked if I would you like to teach a class, and I said, "Sure." It was very well received. I try to break things down and take people through the steps and show them how to do things. I have them smell, taste and touch the ingredients. I tell them where the ingredients come from and why they are that way. I have a different teaching perspective because I taught psychology for a while. I enjoy teaching and I enjoy the whole learning experience. There is so much to learn and there's more all the time. There is also the history of food. I try to do a little bit of all of that in each one of my classes.

APPCA: You seem to be involved in a lot of social-media forums, i.e., Facebook, Twitter, blogging. Why did you start doing this?

Conley: I have a 20-year-old daughter, and when she was home last Christmas she said, "Mom, you have to have a Facebook page." She's like my advisor. I told her I didn't think I was ready for a Web site, but a blog seemed like something I could do and eventually work it into a Web site. She helped me figure how to do that, and I started playing with it. Twitter is funny because there

aren't too many people in Tulsa who get Twitter. There are quite a few people who text me on Facebook. My blog, which is linked to the APPCA site, has definitely driven inquiries to me.

APPCA: What have been some of your most memorable culinary accomplishments?

Conley: It's always ongoing. I'm really excited about this kitchen space. I haven't accomplished that yet, but that's on the horizon.

I "accidentally" won a recipe contest. It was for *Cooking Light*. I was on their Web site one day and it was talking about entering your recipe, and I thought, well, okay. So I thought I had this really good recipe for a black-bean/pineapple salsa. I had done it in one of my cooking classes. They say don't ever do things for the first time when you are preparing it for people, but I do that all the time. I'll do things that I have never made. The salsa was one of those things. It was one of my first cooking classes, and I was doing Caribbean food. I threw all this stuff together and then I entered it in the contest and I won.

I have a friend who's an editor at *Men's Fitness*. I did a guy-friendly menu for them. That's going to be one of their feature articles in February. It's for guys to cook something for their gals for a romantic evening.

APPCA: What skills make for a good personal chef?

Conley: Clearly you have to have cooking skills, but the personal-chef business isn't unlike any other business. You have to be organized, think things through, and plan, plan, plan. Then be really flexible in case your plans don't work out. These days you have to be a lean, mean, fighting machine and be ready to respond to whatever happens out there. Also, you can't get so ego-involved that you make bad decisions, because it's like your baby. You need to always be objective and be able to step back from it.

APPCA: What are some of the challenges of being a personal chef?

Conley: In Tulsa, the challenge is nobody really knows what a personal chef is. They don't understand that you come into their home and cook food for them. They are like, "Well, can't you just bring it to me?" Trying to build that rapport with people who don't understand what you are doing can be challenging. I've been relatively successful with it. The main thing is education. It's challenging for this part of the country.

APPCA: Where do you go for inspiration?

Conley: I have a wonderful cookbook collection. I am constantly looking through those as well as *The New York Times* food section and plenty of magazines. I love to go to restaurants when I'm traveling. My daughter in New York City is a hostess at Matsugen. So when I go to New York, we have a heyday. Traveling and going to restaurants and dissecting what they do, it's all those things. It's not just one thing. I love food, cooking and everything about it. The inspiration is never-ending for me. I always find something.

APPCA: What kind of advice could you offer those seeking to become personal chefs?

Conley: You need to be a people person because this is a service business. On a certain level you can get away with not being the life of the party, but you have to enjoy being with people, listening to them and being able to work with them. Hopefully you got into the profession because you already like to cook, so you already have lots of resources—cookware, knowing where to get the best ingredients, etc.—so it should be a relatively small investment to begin with.

You have to always remember it's a business, and you're not doing it for free. Plus, you have to be sure you're not pricing yourself out of the market, either. Then you need to be creative. In my situation people don't get the personal-chef thing, but they understand cooking classes and catering. So I have to slide all this stuff in and it's like, "Oh, by the way, I'm a personal chef and you can use me in this way in your home." You've got to get them where they live first and then branch out from there.

To read Candace Conley's blog, visit <http://girlcancook.blogspot.com>. Photo credit: Christopher Jean-Richard.

Ethnic Food Sales to Reach Record High in 2009

With an expanding ethnic population calling the US 'home', a new Mintel report shows sales of ethnic foods have climbed steadily since 2004, set to reach a record high of \$2.2 billion in 2009. In addition, Mintel forecasts solid growth of nearly 20% from 2010 to 2014.

Mexican/Hispanic foods represent the largest segment of the ethnic-foods market with nearly two-thirds (62%) of sales. In fact, Mexican food has become so mainstream, it is hardly considered ethnic anymore. Nearly six in 10 respondents say they have cooked Mexican food in the past month. However, it's the Asian and Indian food segments that are driving the market's growth, with 11% and 35% growth, respectively, from 2006-08.

"Since 2005, there are over one million foreigners becoming legal permanent residents in the US each year," notes David Browne, senior analyst at Mintel. "This escalating group is influencing the American palate and piquing Americans' interest in new cuisines."



According to Mintel, income is one of the strongest predictors of ethnic food cooking. Ninety-two percent of respondents with household incomes more than \$150k have cooked ethnic food in the past month. Young adults are also among the most adventurous when it comes to global cuisines. Some 91% of respondents aged 18-24 have cooked ethnic food in the same timeframe.

In addition to the growing diverse population, a resurgence in cooking and product innovation are helping to drive

sales. Due to the economic downturn, the growing popularity of cooking shows, and a rise in international travel, more Americans are classifying themselves as 'cooking enthusiasts' and are having fun with cooking and experimenting with new flavors and foods.

According to David Browne: "Food manufacturers are answering the call of these new cooking enthusiasts by providing home cooks with ethnic sauces and seasonings to add with their own meat and vegetables or taking it a step further with meal solutions and pre-made meal kits." Two-thirds of respondents prefer to cook their ethnic meals 'from scratch', while the remaining third of consumers prefer ethnic foods that require less time and preparation, therefore opting for meal solutions or heat-and-serve meals.

Pictured: gazpacho de garbanzos, courtesy of Foods from Spain.

SIDE DISH

Christmas Recipes for Multiple Food Allergies. While Christmas traditions differ between families and cultures, Christmas offers a lot of flexibility in main-dish options (unlike, for instance, Thanksgiving). While this can be a boon when you're cooking for clients with allergies, some

other Christmas food traditions—candy, chocolate, cookies, beverages and the like—can be a little more difficult to manage. Try some of these allergy-friendly recipes from around the About.com network at <http://foodallergies.about.com/od/cooking/a/christmasfoods.htm> for your holiday business. Looking for more gluten-free recipes? Check out Nancy Lapid's 40 Gluten-Free Holiday Recipes on the site. And be sure to explore Victoria Groce's collection of allergy-friendly Christmas desserts and cookies.

Microwave Use up as More People Dine at Home. The economic downturn can be blamed for a number of lifestyle changes, but causing Americans to cook more is not one of them, according to The 24th Annual Report on Eating Patterns in America, recently released by The NPD Group. Americans are eating at home more, and have been since the beginning of the decade, reports this year's Eating Patterns in America, but last year they turned to their microwaves to serve their food up for them. Americans used their microwave ovens more last year and their stovetops less. Approximately 20% of all meals prepared in U.S. homes from 1990 to 2007 involved the use of a microwave, until last year when usage rose 10%. Stovetops remain the most popular cooking appliance, but the percent of main meals prepared on a stovetop dropped from 52% in 1985 to 33% in 2009.

Ming Tsai, on Enjoying the Ride. Ming Tsai has won awards as a chef, restaurateur and television host. The owner of Blue Ginger restaurant in Wellesley, Mass., is also actively involved in community organizations, charities and developing public policy. Tsai shared his thoughts about cooking, hospitality and community service when he delivered the commencement address at The Culinary Institute of America (CIA) on November 6, sharing that his celebrity-chef friends "Emeril, Mario and Bobby tell me I can have 10 restaurants. [But] at the end of the day it is not about how much stuff you can collect. It's about enjoying the ride. We make people happy through food." Tsai uses his celebrity as a national spokesperson for the Food Allergy and Anaphylaxis Network. He helped write legislation to make Massachusetts restaurants comply with food-allergy awareness guidelines, and he is active with groups such as Chefs for Humanity, the Harvard School of Public Health's Nutrition Roundtable, Big Brothers Big Sisters, The Cam Neely Foundation and the Denis Leary Firefighters Foundation. "You have to make giving back part of your repertoire," Tsai challenged the 62 newest CIA alumni.



My Family Recipe Could Earn Some Le Creuset. In kitchens around the world and in the lives of those who love preparing and sharing food, Le Creuset has earned a place not just as a product or tool, but as a remarkably personal culinary companion. With this in mind, SAVEUR magazine and Le Creuset have created My Family Recipe—a contest that offers a chance to share your edible heirloom with SAVEUR's editors. The magazine will review all entries and choose three favorites to be prepared in its test kitchen, with the winning selection posted on Saveur.com with a description by you, the keeper of the recipe. Contest winners will also receive a full set of cookware from Le Creuset and a kitchen-related prize from a recent issue of SAVEUR. Deadline is Dec. 1! For more info and to enter, visit www.saveur.com/familyrecipe.

National Pork Board: Wash Hands Often to Avoid H1N1. The announcement by the U.S. Department of Agriculture on Oct. 16 that tests are being conducted to determine if three pigs from the Minnesota State Fair in August are the first confirmed cases of the Novel H1N1 virus in the U.S. swine herd provided an opportunity to stress three important messages:

- Regardless of the outcome of the tests, you cannot get the H1N1 flu from eating pork. Pork and pork products remain safe to eat and handle.

- Scientific studies conducted by the USDA have proven that the H1N1 flu is a respiratory virus, not a food-borne illness, and it is not found in the blood or meat of pigs exposed to the virus.
- The two most important steps you can take to protect you and your family from the H1N1 flu are to wash your hands often with soap and water or hand sanitizer and avoid touching your eyes, nose or mouth.

"I would like to echo the comments of Agriculture Secretary Tom Vilsack," said Chris Novak, chief executive officer of the National Pork Board. "People cannot get this flu from eating or handling pork."

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