



presents

**16th Annual Worlds of Flavor®
International Conference & Festival**

KITCHENS CONNECTED

**LINKING EMERGING APPETITES AND CULINARY INNOVATION
IN AN ERA OF GLOBAL FLAVOR DISCOVERY**

November 14-16, 2013

**The Culinary Institute of America at Greystone
*Napa Valley, California***

WORLDS OF FLAVOR CONFERENCE FINAL DETAILS FOR ATTENDEES

The information below is provided to prepare you for a rewarding few days with us in the Napa Valley. **Please read this carefully and pay attention to all the nitty-gritty details.**

We're looking forward to your participation in what promises to be an exciting few days of learning, great food, and camaraderie as we explore Kitchens Connected.

Sincerely,

The faculty & staff at The Culinary Institute of America

Location

The Culinary Institute of America (CIA) at Greystone is located about 2 hours north of San Francisco on Highway 29 just ¼ mile north of the town of St. Helena, on the left-hand (coming from the south) or west side of the highway. Our street address is **2555 Main Street, St. Helena, CA 94574.**

Transportation and Parking

You are responsible for providing your own transportation to and from the Institute. This includes air and/or ground transportation from your place of residence and daily ground transportation. Because of the size of this program, **all parking for the conference will be at an off-site parking lot located just north of the CIA.** The off-site parking lot is in close proximity:

Freemark Abbey Winery (3022 St. Helena Highway North, St. Helena) Use the Lodi Lane entrance; from Highway 29, turn East on Lodi Lane, and enter the lot at the first driveway on the left. The parking lot is just under a mile north of the Institute on the right-hand (or east) side of the highway (coming from the south), at the intersection of Lodi Lane and Highway 29.

When you arrive in St. Helena on the afternoon of November 14th, please proceed directly to the off-site parking lot noted above. The off-campus parking will be supported by a regular shuttle service to the CIA (see below for the shuttle schedule).

Carpooling

Because we are tight on parking, we urge everyone to carpool whenever possible.

Shuttle Schedule

A shuttle will be providing transportation to and from the off-site parking lots to the Institute, about a five-minute drive. Please allow 10-15 minutes extra for parking and shuttling before and after each day's events.

Thursday, November 14, 2013

1:15 PM First shuttle departs off-site parking lots (shuttles will run every 10-15 minutes)
8:45 PM Last shuttle departs Greystone for off-site parking lots

Friday, November 15, 2013

7:15 AM First shuttle departs off-site parking lots (shuttles will run every 10-15 minutes)
9:15 AM then, as needed until
5:45 PM then, every 10-15 minutes until
7:45 PM Last shuttle departs Greystone for off-site parking lots

Saturday, November 16, 2013

7:30 AM First shuttle departs off-site parking lots (shuttles will run every 10-15 minutes)
9:30 AM then, as needed until
1:45 PM then, every 10-15 minutes until
3:45 PM Last shuttle departs Greystone for off-site parking lots

Conference Registration

Registration will begin at 1:30 PM on Thursday, November 14th at the entrance to Greystone. The first shuttle will depart from the off-site parking lots at 1:15 PM. **Please note that you will not be able to register before 1:30 PM.** After you register -- and before the welcome address begins at 3:00 PM -- you are encouraged to shop or browse in our Spice Islands Marketplace, which is stocking a number of new and special items just for this conference. In addition, throughout registration, the Opening Global

Flavor Discovery Reception, sponsored by QUALISOY, will take place throughout our first floor featuring food stations with tastings from many of our presenting chefs.

Download the Conference App

You will be receiving an email announcement about our new conference app soon, and will be able to download this free app to your mobile device shortly. The new conference app will be an incredible resource for planning your time at Worlds of Flavor, allowing for you to easily connect with fellow attendees, find out more about sponsors, presenters, and seminars, and so much more! We will be sending an email with instructions on how to download the app soon, and encourage you to download the app before arriving on campus.

Signing Up for Concurrent Activities

Earlier this month, you should have received an email with details on the online registration system for breakout sessions. If you haven't done so already, please register online for the 2013 Worlds of Flavor workshops. Also, note that the online breakout session registration will close on **Friday, November 8th** at 5:00 PM (pacific time).

Based on your online selections, you will be issued a ticket for each breakout session with your registration materials when you arrive on campus. Sign-ups and/or ticket exchanges for breakout sessions will continue at Greystone at the start of registration (1:30 PM on Thursday, November 14th) at our Hospitality Desk on the 2nd floor, but please keep in mind that availability will be limited. You are highly encouraged to take advantage of this opportunity to sign up in advance online for the workshops and seminars you'd like to attend.

Important note about schedules: While you are able to customize your schedule in the conference app through the My Schedule link, please note that changes made in the app schedule are not reflected in your actual seminar registration. Any changes to your seminar registration will need to go through our Hospitality Desk on the 2nd floor to be valid.

Demonstration Workshops in the Teaching Kitchens

Culinary workshops in the Teaching Kitchen and Wood Stone Outdoor Live Fire Kitchen will consist of culinary demonstrations and presentations by the featured conference chefs, who will guide you through the subject at hand with tastings and demonstrated cooking techniques. Because there will be no hands-on cooking, you are not required to wear a chef's coat or bring any tools.

Using Social Media During the Conference

Enhance your conference experience – and expand your network – by joining the conference conversation on Twitter, Instagram, Google+, and Facebook. When tweeting during the event, please include the 2013 Worlds of Flavor hashtag (#CIAWOF). If you haven't done so already, we encourage you to like the Worlds of Flavor Facebook page or follow us on Twitter, Google+, and Instagram, as we'll be posting live throughout the conference. Links to the Worlds of Flavor social media accounts can be found at www.worldsofflavor.com.

Conference Meals & Name Badge

Meals are provided as a part of your program as indicated in the program schedule (note that all meals are informal, walk-around affairs...as one would find in a world marketplace or street food setting). **Your conference name badge will be your ticket** to the meals and all activities included in the conference. You are responsible for making arrangements for any additional meals during your stay. Unfortunately, additional guests cannot be accommodated for meals; a full pass for the conference is

required to enjoy the conference meal functions. On Friday night, we recommend that you make restaurant reservations for after 8 PM, to not miss the last session.

Note About Water Bottles: In an attempt to be environmentally conscious, we will not distribute water in disposable bottles. We suggest that you bring your own favorite reusable water bottle to fill from the bubblers onsite, so that you can stay hydrated throughout the conference.

Dress Code

Suggested dress code for the Worlds of Flavor Conference is business casual attire; chef's uniforms are not necessary. Conference activities involve sitting for general sessions and seminars in classrooms, walking around to explore the marketplace in the Barrel Room, walking outside between various buildings on campus, and standing to watch the guest chefs cook at demonstration workshops in the Teaching Kitchens or Wood Stone Outdoor Live Fire Kitchen. Northern California often experiences rain in November, so you may want to bring an umbrella to protect yourself from the elements. Our historic stone building is often quirky about temperatures in classroom and lecture spaces both large and small. Please bear with us, and come prepared with layers for warmer and cooler environments so that you can adjust your own temperature accordingly. Comfortable, closed-toe, low-heeled shoes are suggested for those participating in the demonstration workshops in the Teaching Kitchen.

Continuing Education Units

The Culinary Institute of America will offer 2.0 continuing education units for registered conference attendees who attend all sessions at the Worlds of Flavor Conference. Please see the Hospitality Staff at registration or at the second floor Hospitality Desk during the conference for an attestation form. This form may be submitted at the Hospitality Desk through Saturday afternoon and a CEU certificate will be mailed out to you after the conference.

Cancellation and Refund Policy

Unfortunately, there are no refunds available at this time if you need to cancel your participation in the conference. Registrations are transferable only within the same category of registration, and an administrative transfer fee will apply. Please contact Shannon Harrison at 707-967-2498 should you have questions on this.

NOTE: This information is also available at www.worldsofflavor.com.