

 **blocher**
FOOD '09

SEPTEMBER 26
SAN FRANCISCO, CA



AGENDA

8:00–9:00 AM

NETWORKING BREAKFAST

Brought to you by California Milk Advisory Board.



Look for the Seal
California Milk Advisory Board

9:00–9:30 AM

WELCOME



9:45–11:00 AM

BREAK-OUT SESSION #1

VISUAL TRACK: DEVELOPING YOUR VISUAL VOICE

What to think about before you ever shoot a frame. Join Matt Armendariz from Matt Bites and Heidi Swanson from 101 Cookbooks as they cover photography best practices and basics. We'll also talk about how to develop your own style, and how to bring it to life...from gear to lighting to environment.

VOCATION TRACK: HOW BLOGGING BEST PRACTICES APPLY, NO MATTER YOUR BLOGGING NICHE

Lots of blogging experts recommend having as narrow a topic as possible. To specialize, especially in an ever-more-crowded blogging world. This panel will outline the universal best practices that will help any blogger, even a niche blogger, serve a wider audience. Topics to be covered include:

- Designing your blog for user-friendliness, findability and value-add functionality
- Having recipes that are simple, clearly-written and appealing
- Using photography to enhance your content and your blog's appearance and readability
- Being a good blog citizen: From how to build good community karma, to how to build (and sustain) trust with your readers
- Staying true to the focus or specialty of your blog, while also offering value to those who aren't nearly as focused as you are!

Vegetable-focused Alanna Kellogg moderates this fine crop of niche bloggers: South Beach Diet devotee Kalyn Denny from Kalyn's Kitchen, Vegan Yum Yum's Lauren Ulm, Elana Amsterdam from the gluten-free Elana's Pantry and Wine Girl, Michelle Lentz.

VALUES TRACK: THE POLITICS OF FOOD...AND FOOD BLOGS

We know food bloggers can change the world (see Session #2 in this track!), but food bloggers are also working to change the world of food itself. This panel will explore the very deliberate movement to change minds within and about the food industry. We'll meet bloggers who are working hard to use blogging's powerful platform to get various messages out. Jennifer Maiser, the woman behind the Eat Local Challenge, moderates this panel including Bonnie Powell, founder of Ethicurean, Greg Massa, an organic brown rice farmer and Elizabeth Castoria, managing editor of VegNews Magazine and author of their Cafe VegNews blog.

11:00—11:45 AM
MORNING BREAK AND DEMONSTRATIONS

This break includes demonstrations by Pillsbury and Top Chef.



11:45—1:00 PM
NETWORKING LUNCH

Brought to you by Bertolli Frozen Meals.



1:00—2:15 PM
BREAK-OUT SESSION #2

VISUALS TRACK: PRINCIPLES OF PHOTOGRAPHY

Also known as White on Rice Couple, Todd Porter and Diane Cu are professional portrait and special event photographers, photojournalists and cooking instructors. In this Principles of Photography session, they'll cover important principles to elevating your photographs to their maximum potential. Basic discussions such as Aperture, Shutter Speed, ISO, shooting on Auto vs Manual settings will be covered to help you understand your camera better. They'll share simple techniques and tricks to capturing the best image possible in a variety of situations: in your kitchen or in dynamic/restaurant/food festival settings. Topics also included are camera choice/selection, point-and-shoot vs. DSLR's , equipment and lighting, the value of a good lens, and studio vs. location photography. As obsessed food bloggers, they'll gear the discussion toward photography in the food blog world.

VOCATION TRACK: YOUR BLOG IS GREAT...NOW WHAT? LETTING YOUR BLOG LEAD THE WAY TO NEW OPPORTUNITY

Ever wonder how some of today's most prominent food bloggers got to where they are today? We're talking cookbooks, TV appearances, regular columns in mainstream print media, consulting...all as a direct result of their blogging work. Learn from these high-achieving foodbloggers the hard work and practical actions behind their success. Topics to be covered include:

- How your blog can represent you, your personal brand, and your work in the world
- How to blog like a professional, before you've earned a single dollar from or because of your blog
- How to put yourself out there and build meaningful business relationships via online communities and offline events
- How to build authentic community, both with other bloggers and with potential business partners
- How to help the right people find your great blog, including easy, practical tips for using simple SEO and social media tools

Amy Sherman moderates a full-disclosure discussion with Jaden Hair and Helen Dujardin, as all three of these blogging professionals talk about the hard work that goes into being an "overnight success"!



1:00–2:15 PM

BREAK-OUT SESSION #2 CONTINUED

VALUES TRACK: HOW FOOD BLOGS CAN SAVE THE WORLD

Food bloggers have spearheaded numerous effective activism projects, both online and off. In this practical session, learn how food bloggers—with their own style and creativity—support issues they care about around the world and close to home. We'll discuss how to create or participate in a blogging event; how to promote and support your project; how to use your blog without losing its focus on food; how to engage other bloggers to help you; how to find corporate and small business partners to lend support; and how to take that action offline as a volunteer or activist. Genie Gratto will moderate this panel featuring Lydia Walshin, founder of Drop In and Decorate®, Valerie Harrison, a co-founder of BloggerAid and Pim Techamuanvivit, who founded and organizes the Menu for Hope.

2:30–3:45 PM

BREAK-OUT SESSION #3

VISUALS TRACK: ADVANCED PHOTOGRAPHY

Joining Matt Armendariz will be Lara Ferroni, a BlogHer returnee after rocking BlogHer '07 as part of that event's Food Photography session. These professional food photographers...both of whom use home studios and are happy to eat the food they photograph!...will be at your service to take your photography to a new level.

VOCATION TRACK: PROTECTING YOURSELF AND YOUR WORK

Set your own attribution, copyright and content sharing policies. Monitor the Internet to make sure your policies are respected. Learn how to fight back against content theft and unfair use. Learn what you can't protect. Protecting your work is important to most of us, but if your blog is part of your career plan, then it's critically important to secure your content. BlogHer deals with this on a daily basis, so Sean Timberlake has double the reason to lead this discussion with Elise Bauer, who says protecting her work could be a full-time job, and foodblogger and lawyer Lisa Johnson.

VALUES TRACK: THE MEANING OF IDENTITY AND THE VALUE OF VOICE IN A CROWDED FOODBLOGGING WORLD

Your identity and your voice are not identical, but they are inter-related. And they are what define and differentiate you in a crowded blogosphere. How can you convey more than just useful information in your blog? How can you share who you are and what you believe...and why does it make a better blog: BlogHer co-founder Jory Des Jardins moderates a conversation with Ree Drummond, Garrett McCord, Dianne Jacob and Susan Russo about the value of our voices.

3:45–4:30 PM

AFTERNOON BREAK AND DEMONSTRATIONS

This break includes a demonstration by Chocolate Adventure Contest, hosted by TuttiFoodie.com and Scharffen Berger Chocolate Maker.



4:45 – 5:45 PM

CLOSING KEYNOTE: **FOODBLOGGING, NOW AND FOREVER**

Everyone seems to agree that successful blogging...whether your "success" is measured in money, career opportunities or deep relationships and strong community ties...requires commitment, longevity, patience. How do you build your site and community authentically? How do you sustain momentum and avoid burnout? What keeps it fresh? A surprising number of BlogHer Food attendees, and bloggers in general, have brought up "blogger burnout" as a concern of theirs. Even if they've only been blogging a year or two.

This keynote conversation will explore how three bloggers who have been at this a while...and at a very high level of accomplishment...keep on keeping on. Elise Bauer, Ree Drummond and David Lebovitz are very different kinds of bloggers, with very different approaches. If they share one thing in common, it's the passion that they have tapped into in order to be dedicated and constant bloggers over a combined 14 years. BlogHer co-founder Lisa Stone will moderate this discussion and give us all a peek into what makes Elise, David and Ree tick...and get their tips for helping us all keep ticking.

6:00 – 8:00 PM

COCKTAIL RECEPTION

Brought to you by Campbell's Soup Company.



The Agenda...And Beyond!

The Conference programming is the heart and soul of the whole event. The agenda is brimming with amazing sessions and panelists, inspired by you and your feedback. But beyond the Conference sessions, BlogHer Food '09 offers a host of add-ons to round out your Conference-going experience.

Did Someone Say Chocolate?



BlogHer sponsor Scharffen Berger will have celebrity chef Elizabeth Falkner, from Bravo's Top Chef and Top Chef Masters, and owner/chef of San Francisco restaurants Citizen Cake and Orson, on-hand during the

afternoon break to perform a demo and serve attendees a delicious chocolate treat!



Easy Frost Cupcake Challenge

Want to take your at-home baking creations to the next level in a flash?

Pillsbury® Test Kitchen Manager Cynthia Holub will be demonstrating how to turn everyday treats into show-stopping desserts during our morning break with Pillsbury Easy Frost™ No-Fuss Frosting. Take the challenge for a chance to win prizes!

Ciao Regazzi!



Fancy a terrific Italian meal created just for you by a famous chef? Well you're in luck! Rocco DiSpirito will be appearing with our

Official Lunch Sponsor, Bertolli, to prepare lunch for attendees using Bertolli's signature recipes and ingredients. Delizioso!



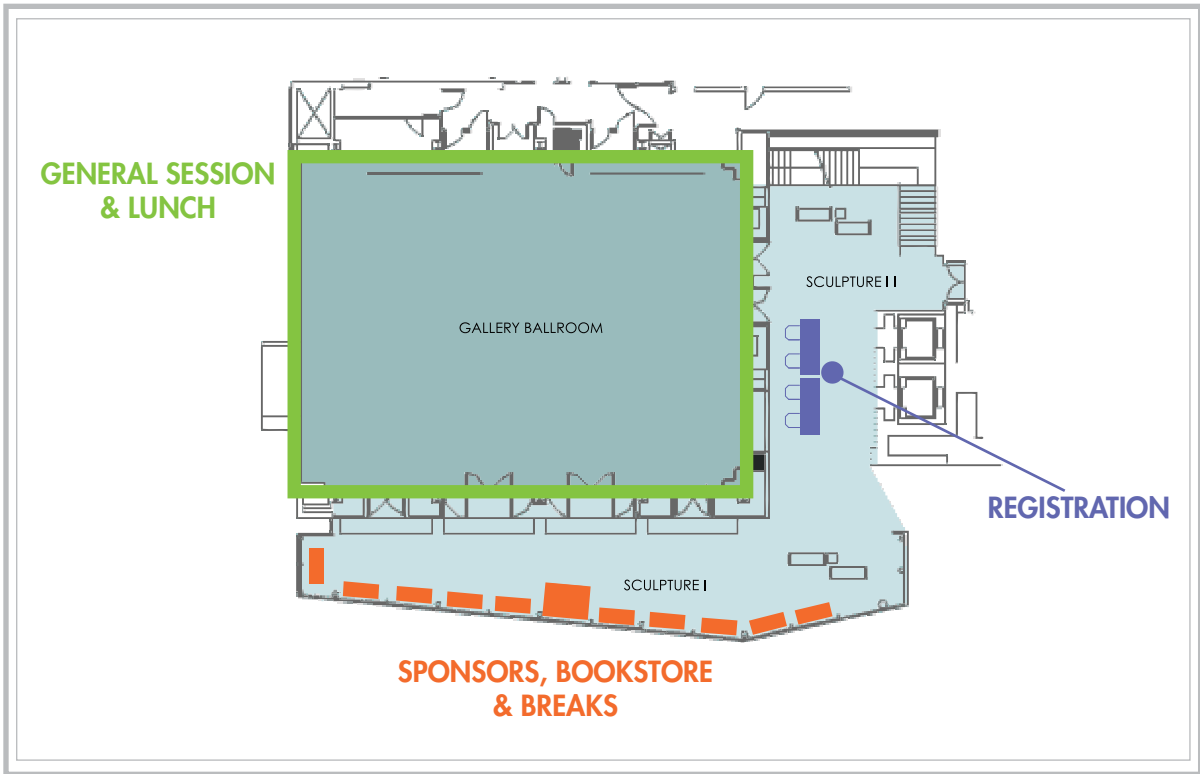
Top Chef at BlogHer

Un-pack your knives BlogHer Foodies, because San Francisco chef and Top Chef contestant Ryan Scott will be giving a live demonstration during our morning break. No Quickfires or

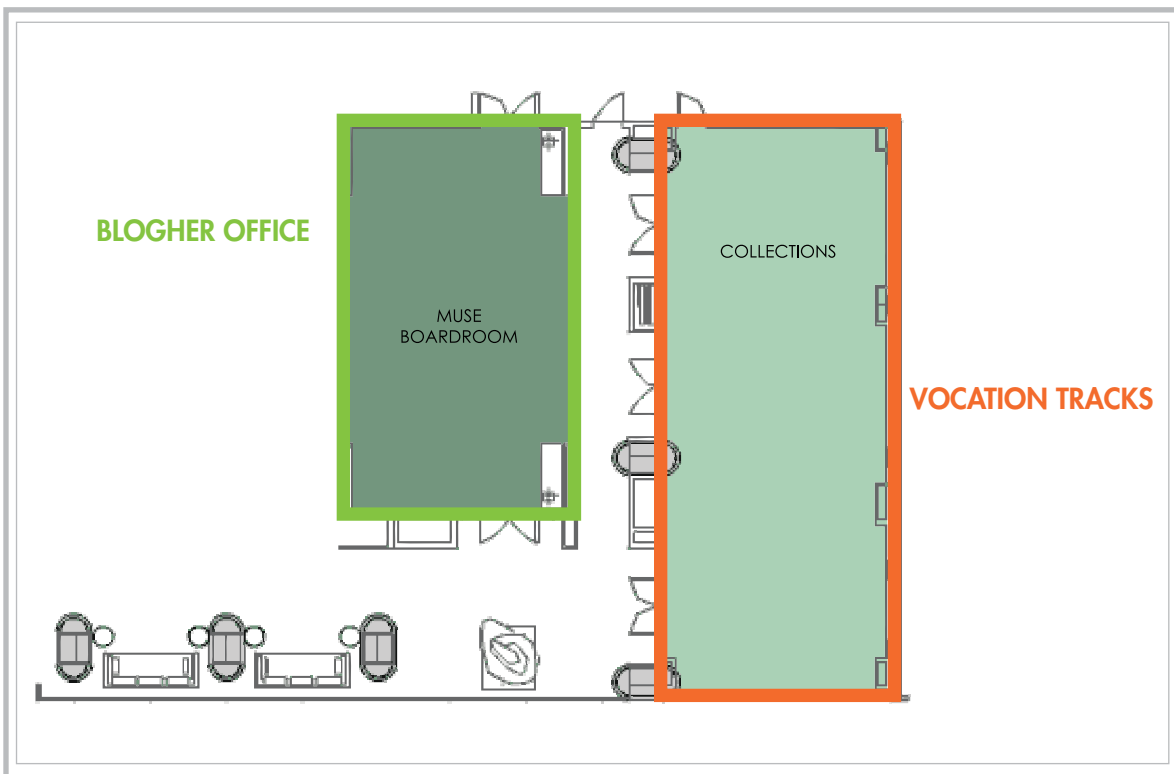
Elimination Challenges here, just delicious food and delightful company.

ST. REGIS SAN FRANCISCO FLOOR PLAN

LEVEL TWO

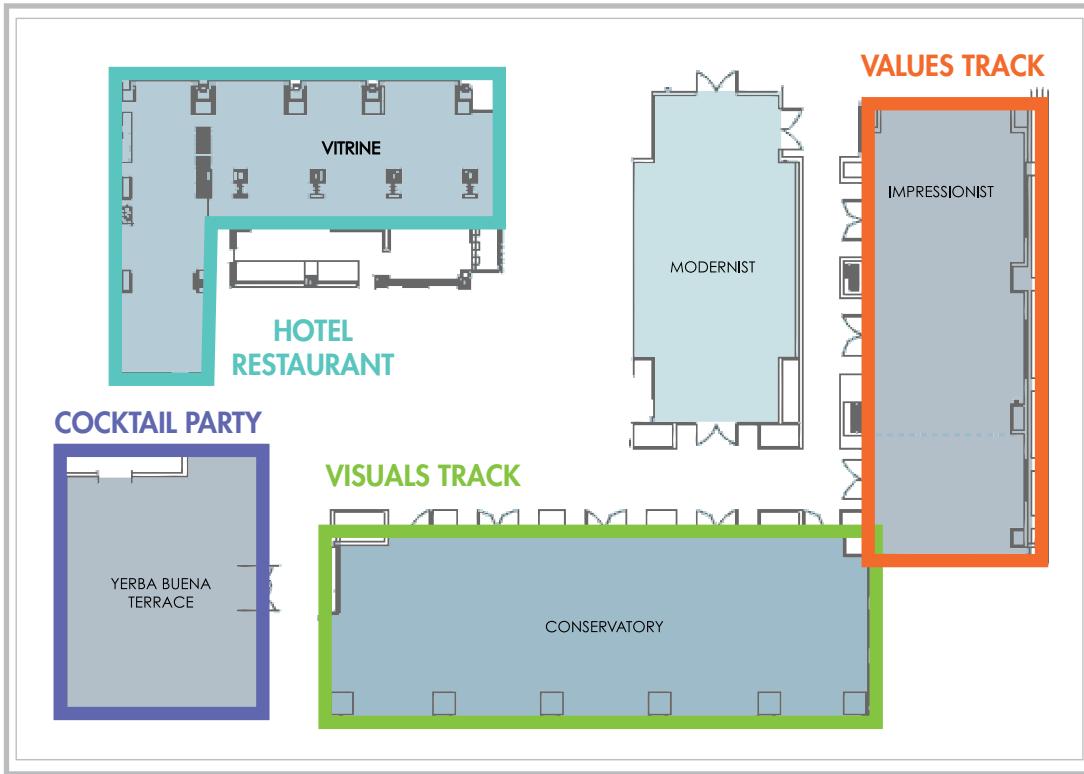


LEVEL THREE



ST. REGIS SAN FRANCISCO FLOOR PLAN

LEVEL FOUR





What to Bring to BlogHer Food: A Checklist

Tailor this list to suit your style, but here's a checklist of some of the important things to consider packing for your trip to BlogHer Food '09 aside from the basics.

- Comfortable shoes
- A camera (be sure to tag any photos you upload to Flickr with "BlogHerFood09")
- Business cards with your blog's URL and Twitter handle on them
- The address and phone number of the hotel
- Email and/or phone number of friends/bloggers/roommies you plan to meet-up with
- Your laptop or notebook
- Chargers for all of your electronics (phone, laptop, camera, video cam, etc.)
- Your BlogHer Food registration confirmation number (no need to print out the email, just have the number handy in case)
- Your ID
- A general idea of what sessions you're planning to attend
- "Medical" supplies for any potential emergencies: ibuprofen, Midol, Band-Aids, etc.
- A power strip if you can manage it
- Extra room in your suitcase (especially if you're checking bags) for bringing stuff home with you
- Pens/pencils for making notes, even just on business cards, to remind you of whom you met and what you discussed
- Your blog "pitch": people will ask you what your blog is about, so be prepared to tell 'em

*Remember, if you forget anything, the hotel is located smack-dab in the middle of a shopping mecca: you can replace just about anything. Plus, BlogHers are very good at sharing.



What do I do if I have a question? What if I lose something?

There will be BlogHer staff [wo]manning the registration desk during Conference hours. Need something? Lose something? Head to Registration, which will serve as “Conference Central.” Our fabulous staff will be able to steer you in the right direction.



DON'T LOSE YOUR BADGE!

You will need your badge to access all of our meeting rooms, including general sessions, break-out rooms, and the cocktail reception. Keep your friends close and your badge closer.



What will the weather be like in San Francisco?

Fall is truly the best time to visit San Francisco. The weather is warm and sunny. The summer fog is gone and there's little chance of rain. Although the City by the Bay is nothing if not unpredictable, so it's always wise to bring along a light jacket and perhaps a scarf, just in case.



BlogHer's brochure: online only

It takes a lot of paper – and a lot of trees – to print our multi-page brochure. So we decided to make it digital. Please print with care.



Will there be wifi? Places to plug in?

We will provide free wifi for all Conference attendees throughout every one of our meeting rooms.

Electricity for recharging will be provided toward the front of each break-out room.



How does registration work? When do I get my badge?

Registration opens at 7 a.m. on Saturday, September 26 and is located on Level 2 of the St. Regis, directly in front of the stairs and elevator bank. At the Registration Desk you will pick up your badge and your Official BlogHer Food Tote Bag, along with a printed agenda and floor plan.



Food at the St. Regis

The St. Regis is committed to purchasing ingredients from local farms and artisanal producers. All of the food served in the hotel is organic and comes from suppliers using natural farming methods.



Ferry Building

Sure, it's San Francisco's #2 attraction, but the Ferry Building is no tourist trap. World-famous Vietnamese restaurant The Slanted Door is its most famous anchor tenant, but don't overlook Boulette's Larder. Organic bakery Miette and chocolatier extraordinaire Michael Recchiuti also star. The Saturday Farmer's Market draws foodies from near and far for ultra-fresh (and precious) produce.



Should I bring my laptop? What if I don't have one?

Laptops are encouraged, and there will be free WiFi in all areas of the conference. So bring 'em if ya got 'em.

That is, if you want to. Some people feel that bringing their laptop is too heavy, too cumbersome, and too distracting. This is why many people choose to ditch the laptop in favor of good, old-fashioned notebooks. It's completely up to you.

If you don't have a laptop, you won't be alone.



North Beach

One of the city's oldest neighborhoods, North Beach is also known as Little Italy. Need a caffeine jolt? You won't find a Starbucks here –

North Beach is famous for not allowing chain businesses - try Caffe Trieste instead, they've been brewing some of the best espresso in the city for over 50 years. Relax in Washington Square, hike up Coit Tower and grab a bite at one of the neighborhoods great restaurants like the Washington Square Bar & Grill or La Trappe.



Make dinner reservations

If you and your newfound group of BlogHer BFFs want to get together post-cocktail reception to go to a restaurant, consider making reservations ahead of time. While plenty of local establishments take walk-in business, don't forget that it's a weekend. Most places are happy to accommodate large groups with a little advance warning. Consider using a service like www.opentable.com to find last-minute availabilities.



Do I have to attend every session?

Our [Conference agenda](#) is full, full, full! With so much going on at once, you can't attend every session. We do recommend that after the morning welcome, just pick any break-out sessions that appeal to you. If you don't like the session you've selected, you should feel free to walk right out and go to another. Vote with your feet!

Our Conference "tracks" work like "themes" for the sessions. Tracks help us (and you) to organize and identify session content, but you are under NO obligation to attend only one track. There are no pre-session sign-ups either, so track-hop all you like!

We also recommend that you peruse the agenda ahead of time and create an itinerary – however rough – for yourself, to be sure you don't miss something important to you. Be sure to leave yourself time to eat, catch your breath, and enjoy some of the "extras" we have planned as well.



Can I bring my husband/partner/friend/children along?

Everyone, regardless of gender and age, was welcome to register for the event. However, only paid registrants are allowed into the Conference area (though infants are allowed to accompany a parent or guardian).



Eat For Free!

Meals are included in your BlogHer Food Conference pass. This includes breakfast, snacks, lunch and entrance to the cocktail reception (where food will be served). Plus, there will be lots of delicious snacks provided by our event sponsors.



What are the cocktail parties like?

The BlogHer Cocktail reception is informal and fun, and a great way to let your hair down after an intense day of Conference-ing.

We'll be hosting the reception on the Yerba Buena Terrace of the St. Regis, which overlooks the San Francisco Museum of Modern Art, the Yerba Buena Gardens and other great sites of beautiful downtown San Francisco.



Reusable totes made from recycled materials

BlogHer has partnered with Nature's Path to provide this year's custom branded tote bag made from recycled materials. Not only is the bag perfect for holding all your conference swag, it's perfect to use (and re-use) on just about any shopping expedition.



Street Food

“Roach coaches” no more, street food vendors are San Francisco’s hottest trend, serving up everything from muffins and chai to fine French fare. Track them on Twitter (<http://www.seriousseats.com/2009/05/a-list-of-street-food-vendors-trucks-carts-using-twitter.html>) to see where they’re setting up shop each day.



What if I don’t know anyone? Who will be there?

Many attendees travel alone and don’t know anyone before they arrive at the event. Granted, this can be a little scary at first, but try to remember that most people feel a little overwhelmed. More importantly, remember that BlogHer attendees are a super friendly bunch.

Who will be there? Check out our [BlogHer.com Conference page](#), and click on “attendees” (and why not add yourself to the page if you haven’t yet?)

Be sure to review the [Conference agenda](#) as well, to find others with shared interests. It’s a great way to meet people.



What should I wear?

Wear whatever makes you feel most comfortable.

“Proper BlogHer Attire” runs the gamut. There will be attendees in jeans, shorts, skirts, suits, dresses, and yoga pants. There will be tailored jackets and there will be t-shirts.

Will people change clothes for the cocktail party? Some will and some won’t. Some will choose to “freshen up” and others will change their outfits completely, shedding their day clothes in favor of evening attire – the kind they’d wear to a nice restaurant, bar or club. A majority of attendees, however, will not change clothes and will head to the receptions as-is.



Mission District

Home to both hipsters and la gente, The Mission is arguably the foodiest neighborhood. Taquerias like Pancho Villa and Papalote offer hearty, cheap eats, or you can go more upscale at Michelin-starred Range. Ice cream lovers must partake at Bi-Rite Creamery and Humphry Slocombe. And don’t miss the bacon-maple-apple donuts at Dynamo Donuts!



Bring your own reusables

While we’ll be doing our best to offer attendees reusable items, we encourage you to bring your own. Consider packing your own traveler’s mug for coffee and tea, your own water bottle to use throughout the event, or even bring your own utensils. Yep, utensils. Organizations like To-Go Ware (www.to-goware.com) specialize in providing reusable utensils that you can easily store in your purse or bag, to use any time your only alternative is plastic ware.



What is BlogHer’s relationship with the Sponsors?

We do everything we can to keep BlogHer attendee costs to a minimum. In order to do this, our events must be subsidized...and that’s where the sponsors come in. Frankly, without them, our events would not be possible.

Nor would they be as fun. Not only do sponsors help defray the costs of the event, they provide many of our Conference “extras,” such as the cocktail party and some pretty cool swag.

Sponsors do not pay for or influence session content.

Our sponsors are selected because they offer products or services that are relevant to women and bloggers, and because they believe in what BlogHer is about. Please consider stopping by our [Sponsor Page](#) to see who will be joining us at BlogHer Food ‘09.

How to Get to the St. Regis from the Airport

The easiest way to get to the hotel from the airport is to jump in a taxi. Taxis are always lined up right outside the baggage claim (just follow the signs). A cab ride from SFO to the hotel usually costs just under \$40, but there is no flat rate, and if you're caught in traffic your price may differ. Cabs from Oakland fall closer in the \$50-\$60 range.

There are also lots of shuttles that go to and from SFO and the St. Regis, which can be booked at the airport after you land or ahead of time. These are more economical than cab rides, running about \$15 - \$25/person. The downside is that you may have to wait to catch one, and you'll get dropped off/picked up along with other passengers, so the "short" ride to the airport can suddenly take much longer. SuperShuttle is a reliable option.

How to Get to the St. Regis Via Public Transportation

Here's a quick guide of how to get to BlogHer if you don't want to rent a car, hire a shuttle from the airport ... public transit is easier than driving, cheaper than parking or a shuttle, and best of all, it's green.

Like most major cities and their airports, SFO isn't in San Francisco proper—it's several miles south of the city. Luckily, public transit is extremely accessible right at the airport. The St. Regis Hotel is just blocks away from a major public transit station, with shops, cafés, and plenty to see between the two.

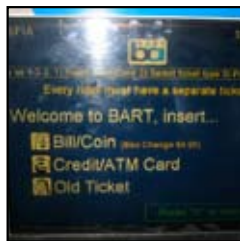
FROM SFO:

TOTAL COST FOR TRANSIT: \$8.10

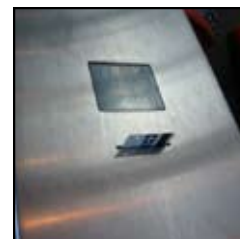
For more on riding BART from the airport, please visit http://bart.gov/guide/airport/inbound_sfo.asp.



From your airport terminal, find and board the free Airtrain. Ride the Blue Line (counter-clockwise) to the Garage G/BART station.



Insert cash or your credit/debit card into the BART machine; a one-way trip to Montgomery Station is \$8.10. Press the E button to print your ticket. Keep your ticket away from magnets such as your cell phone, purse closures, etc., as this can and will erase your card.



Insert your ticket into the fare gate. It will pop up midway through the gate; the plastic gates will open when you remove your ticket. Hold on to your ticket; you will need it to exit BART when you've reached Montgomery Station.



Take the elevator or stairs/escalator down to the BART platform. Board the San Francisco/Pittsburgh Bay Point train.

Ride BART up to Montgomery Station; the ride will last approximately 30 minutes. Once you arrive at Montgomery, exit at the Market Street exit. This is 1 1/2 blocks from the St. Regis.



Upon leaving BART, insert your ticket into the gate as above to exit; if you paid exact fare it will not return your ticket, but the gates will open for you.

FOR CALTRAIN:

TOTAL COST FOR TRANSIT: \$13.25 and under



Purchase your Caltrain ticket from a ticket machine. Caltrain fares break down into “zones” according to how far you travel; San Francisco is in Zone 1.

- If you are coming from San Bruno or north (Zone 1), you will pay \$2.00.
- If you are coming from Millbrae to Redwood City (Zone 2), you will pay \$4.25.
- If you are coming from Atherton/Menlo Park to Sunnyvale (Zone 3), you will pay \$6.00.
- If you are coming from Lawrence to Tamien (Zone 4), you will pay \$7.75.
- If you are coming from Capitol or Blossom Hill (Zone 5), you will pay \$9.50.
- If you are coming from Morgan Hill or south (Zone 6), you will pay \$11.25.

For a map of the Caltrain zones, please visit http://caltrain.com/caltrain_map.html. For a Caltrain timetable, please visit <http://caltrain.com/timetable.html>.

Ride Caltrain all the way to the end of the line, the 4th and King station in San Francisco.

Exit the Caltrain station and turn immediately right to the corner of 4th and King.

Cross to one of the two streetcar platforms across the street from the station.

You can purchase your streetcar transfer ticket at one of the vending machines or on board the first car for \$2.00. Hold on to your pass; they will likely check it when you exit.

Ride MUNI (the streetcar) along the Embarcadero, to Montgomery Station, exiting at 3rd St; you will pass AT&T Park, the San Francisco Giants’ baseball stadium, and the San Francisco Bay itself. For more on MUNI, please visit www.sfmuni.com.

SPEAKERS



Alanna Kellogg

Vocation Track: How Blogging Best Practices Apply, No Matter Your Blogging Niche

Alanna Kellogg is the second-generation food writer for the food column Kitchen Parade which celebrates its 50th anniversary in 2009 and the veggie evangelist at the food blog about vegetables, A Veggie Venture.

At BlogHer Food'09, Alanna is thrilled to connect real faces and voices to the hundreds of food bloggers whose sites provide so much inspiration and pleasure, @Life not @Twitter, and holds close the maxim that "And when we finally meet, we're already friends."



Amy Sherman

Vocation Track: Your Blog is Great...now what? Letting your blog lead the way to new opportunity

Amy Sherman is a San Francisco-based food writer and recipe developer and creator of the award-winning food blog Cooking with Amy, chosen one of the top five food blogs by Forbes and singled out by The Guardian (UK) as a top blog.

Cooking with Amy is listed as a "Site we Love" by Saveur, and linked to as a favorite by Cooking Light, Epicurious, Good Housekeeping and Redbook among others and was "blog of the day" on the Julie & Julia movie web site.

She is author of Williams-Sonoma New Flavors for Appetizers, Wine Passport: Portugal and wrote the introduction to a recent reprint of the classic Jane Grigson's Vegetable Book.

She is a frequent guest contributor at Cheers magazine where she writes about food and beverage pairing. She also writes about trends and culinary travel for Epicurious, writes restaurant reviews for SF Station (a local city guide) and was a weekly contributor at KQED's food blog, Bay Area Bites for over five years.

Her corporate recipe development clients include Dannon, Dulcet Cuisine, MyWinesDirect and Oliso.



Bonnie Azab Powell

Values Track: The Politics of Food...and Food Blogs

Bonnie Azab Powell is the founder and editor of Ethicurean.com, a 3-year-old group blog about food politics that has been cited by the New York Times, SFGate, the LA Times, and others. A former technology and business reporter, she now writes about food and farming for publications such as Mother Jones, the Washington Post, Edible San Francisco, Sierra, San Francisco Chronicle, Meatpaper, Culture, Gastronomica, and elsewhere, and is currently working on a proposal for a Meatless Mondays book on behalf of Johns Hopkins Bloomberg School of Public Health. After being a vegetarian for 13 years, Bonnie began seeking out meat raised by small, sustainable local farms in 2005. Her personal interest in knowing where her meat came from led her to found the Bay Area Meat Community-Supported Agriculture program (BAMCSA), which Slow Food Berkeley later took over and which has evolved into an online community for those interested in buying and divvying up whole animals, Meatshare.org. Somehow not having learned her lesson from the difficulties BAMCSA posed, Bonnie is now the volunteer manager of CSAs for Clark Summit Farm in Tomales, CA, and Soul Food Farm in Vacaville, CA. She lives in North Oakland, where she is impatiently waiting for her late-planted tomatoes to ripen and pondering raising rabbits for meat.



David Lebovitz

Closing Keynote: Foodblogging, now and forever

David Lebovitz worked as a professional pastry chef in the San Francisco Bay Area for over twenty years before moving to Paris. He launched his website in 1999 and is the author of five books, including The Great Book of Chocolate, The Perfect Scoop, and his latest, The Sweet Life in Paris.



SPEAKERS

Diane Cu and Todd Porter

Visuals Track: Principles of Photography



Dianne Jacob

Values Track: The Meaning of Identity and the Value of Voice in a Crowded Foodblogging World

Dianne Jacob's blog, Will Write for Food: Pithy Snippets about Food Writing, covers food writing trends and technique. She started it in 2009 as a way to update her book, Will Write for Food: The Complete Guide to Writing Cookbooks, Restaurant Reviews, Articles, Memoir, Fiction, and More. Now in its fourth printing, the book won the Cordon D'Or International award for Best Literary Food Reference Book. Will Write for Food is used as a textbook at the Culinary Institute of America and in many other classrooms across the US.

Her most recent book is Grilled Pizzas & Piadinas, a cookbook she co-authored with chef Craig Priebe.

Previously a newspaper, magazine, and publishing company editor-in-chief, Dianne has been self-employed since 1996 as a writing coach, author, and freelance editor. She coaches writers across the US, Canada and Europe on writing and publishing books, freelance articles, and blogs.

Dianne judges for the James Beard Foundation and for the International Association of Culinary Professionals annual cookbook awards. She is also a regular judge for the Bert Greene Award for Food Journalism.

She teaches classes on food writing and book publishing at Book Passage in Corte Madera, The Writing Salon in San Francisco and Berkeley, and Leite's Culinaria. She has also taught for the Smithsonian and UCLA's Journalism Department. See her website for more information.

Eddie Gehman Kohan

Values Track: The Politics of Food...and Food Blogs



Elana Amsterdam

Vocation Track: How Blogging Best Practices Apply, No Matter Your Blogging Niche

Elana's Pantry is the creation of eco-entrepreneur and gluten-free guru Elana Amsterdam. Elana shares weekly recipes and ingredient selection, purchasing, preparation and meal-planning tips with the readers of her articles and visitors to her website, www.elanaspantry.com

She has written for publications including The Denver Post, The Boulder Daily Camera, Delicious Living, Delight Magazine, and Elephant and has been featured in a variety of publications including 5280, Working Woman, Crain's New York Business, Fortune Magazine and The Wall Street Journal, and has appeared on CNN and MSNBC.

Her book, The Gluten-Free Almond Flour Cookbook, was published by Random House in July 2009. Advance orders online have been so strong that a second printing was ordered before the book was even released.

Elana lives in Boulder, Colorado with her husband, 2 boys (chefs in training), 2 bunnies and 5 chickens.



Elise Bauer

Vocation Track: Protecting Yourself and Your Work

Closing Keynote: Foodblogging, now and forever

Elise Bauer publishes the popular and award-winning food blog Simply Recipes. Six years ago, after a twenty year career in technology marketing consulting, Elise created Simply Recipes to keep a record of what she was learning from cooking with her parents. What started as a hobby during the last economic recession has grown to reach over 3 million site visitors a month, and now Elise manages it as her full-time profession. These days Elise spends most of each day cooking, taking photographs of food, and answering reader questions. She knows it's not her life's purpose to be an online Betty Crocker, but that doesn't matter, she's having fun with it.

Elise also founded and runs Food Blog Search, a custom search engine that you can use to search thousands of food blogs for recipes.

You can find Elise on Twitter @simplyrecipes.

SPEAKERS

Elizabeth Castoria

Values Track: The Politics of Food...and Food Blogs



Garrett McCord

Values Track: The Meaning of Identity and the Value of Voice in a Crowded Foodblogging World

Garrett McCord began the blog Vanilla Garlic in 2006 as a way to learn about food and a means to practice his writing. His blog has been featured in numerous websites and publications such as The Miami Herald, The Sacramento Bee, and The Philadelphia Inquirer.

He also writes as a contributing author on Simply Recipes and Food Blog Alliance, and is a staff writer for Edible Sacramento magazine. His food writing has also appeared in the Sacramento News and Review, The Sacramento Bee, Sierra Style, and Sacramento Magazine. In 2008 some of his recipes were featured in the UK cookbook Great Big Vegetable Challenge.

He is currently working on his graduate thesis analyzing the rhetoric of the Slow Food movement in his English Composition program at CSUS. He has taught and tutored high school, college, and ESL students writing for five years.

Garrett can be found on Twitter at @GarrettMcCord.



Genie Gratto

Values Track: How Food Blogs Can Save the World

In her three years as The Inadvertent Gardener, Genie Gratto has documented her adventures in gardening and cooking in Iowa City, Iowa and, now, Oakland, California. Her journey to the West Coast has temporarily left her gardenless, which is giving her time to turn her eye more closely to sustainable agriculture, food systems, and hunger. As a member of a team of bloggers participating in The Hunger Challenge to raise money and awareness for the San Francisco Food Bank in September 2008, she chronicled her effort to keep her food budget under \$21 for a week.

Genie is a BlogHer Contributing Editor, and can also be found spreading the word about food and hunger issues (among myriad other things) on Twitter (@egratto). When she's not blogging, serves as Communications Director for Public Health Law & Policy, a non-profit in Oakland that uses legal and urban planning tools to create healthier communities.

She also tells very short tales at 100 Proof Stories and is documenting her year in photos at 365 in 2009.



Greg Massa

Values Track: The Politics of Food...and Food Blogs

Organic rice, wheat, almond and duck farmer.



Heidi Swanson

Visual Track: Developing Your Visual Voice

San Francisco-based photographer and cookbook author Heidi Swanson is the creator of 101 Cookbooks. She is the author of Super Natural Cooking, a James Beard Award-nominated cookbook focused on natural foods. She is a contributor to Saveur.com and has also been featured in a wide range of national and international publications including Food & Wine, Fast Company, Glamour, Vegetarian Times, and the Washington Post.



SPEAKERS



Helen Dujardin

Vocation Track: Your Blog is Great...now what? Letting your blog lead the way to new opportunity
Helen Dujardin started Tartelette in late 2006 after she quit her job as an Executive Pastry chef for a restaurant in Charleston, SC where she currently lives. What started out as a way to catalogue her desserts and pastries, both in writing and photography, quickly turned into a full time career as a writer, food stylist and food photographer. She is a regular contributor of Desserts Magazine and Foodie View.

Her work has been featured in Desserts Professional Magazine, The Oregonian, Joshi Photo Magazine, Design Sponge, The Times Online, Saveur Magazine.com, Skirt! Magazine, among others

Tartelette is one of 50 world's best food blogs as awarded by Times UK.

Helen can be found on Twitter at @SweetTartelette.



Jaden Hair, Steamy Kitchen

Vocation Track: Your Blog is Great...now what? Letting your blog lead the way to new opportunity
Jaden's popular food blog, SteamyKitchen.com launched in 2007 and has created an amazing full-time career for her as a television chef, food writer, food photographer. She is published every Sunday in The Tampa Tribune newspaper, talks about food and cooking live on Tampa Bay's CBS10 (www.10connects.com) and cooks twice a month on the Daytime Show that's syndicated in over 100 markets (www.daytimeonline.tv)

SteamyKitchen.com is one of 50 world's best food blogs as awarded by Times UK.

Jaden's first cookbook, The Steamy Kitchen Cookbook, hits the shelves Fall '09. Find Jaden on Twitter at @steamykitchen.



Jennifer Maiser

Values Track: The Politics of Food...and Food Blogs

I am the editor of EatLocalChallenge.com, a place to share experiences sourcing locally grown and produced food. I am a San Francisco resident, and have encouraged thousands of people to pledge to eat locally since first hosting an online "Eat Local Challenge" in 2005. The site has been cited in dozens of publications including The San Francisco Chronicle, Time, the Associated Press, CNN.com, MSNBC.com, the New York Times website, Cooking Light, Fine Cooking, Chicago Sun-Times and Boston Globe. Additionally, "The 10 Reasons to Eat Local Food" has been republished in over 100 locations.

My online life began in September 2003 with a website, Life Begins at 30, where I began to voice my passion for local, fresh food and politics. It has since morphed into a personal site for my food musings and photography.

I am a regular contributor to KQED's Bay Area Bites and Serious Eats and can usually be found perusing farmers markets around the Bay Area.

I'm honored to be on the BlogHer Food Politics panel alongside some folks who I respect and admire. I look forward to a spirited dialogue and learning from the audience.



SPEAKERS



Jory Des Jardin

Values Track: The Meaning of Identity and the Value of Voice in a Crowded Foodblogging World

Author and media strategist Jory Des Jardins is president of strategic alliances for BlogHer, Inc. Since co-founding BlogHer in 2005, Jory has developed strategic relationships with Fortune 1000 brands and led innovative campaigns to integrate contextual marketing and advertising into communities of women interested in every topic, from food, health and family to business, finance and technology. As an author and media strategist, Jory regularly writes on women's business issues, blogging, relationships and pop culture for such publications as Fast Company, The San Francisco Chronicle Magazine, Inc. Magazine, and her blog, Pause. She's also written for Sports Illustrated for Women, Working Woman, USA Today Magazine, Good Housekeeping, The New York Times and edited for The New York Times Syndicate and Time Inc.'s Custom Publishing Division. Jory has helped high-technology start-ups Pluck and Rojo launch successful blog syndication initiatives and produced Third Age's successful network of bloggers. In addition to her personal blog, Jory blogs about personal career growth and entrepreneurship on BlogHer.



Kalyn Denny

Vocation Track: How Blogging Best Practices Apply, No Matter Your Blogging Niche

Kalyn Denny is a retired teacher who writes the award-winning food blog Kalyn's Kitchen and also writes about food at BlogHer.com and other places on the web. Kalyn started her blog when people were asking for her low-glycemic recipes and she needed a place to store the recipes online. Her brother Rand changed her life by saying "Why don't you start a blog?" Now Kalyn is active and involved in a world-wide community of food bloggers. You can find her on Flickr, Del.icio.us, Facebook, and Twitter. Kalyn has participated in previous BlogHer panels about How Social Media Can Save Dinner (BlogHer Boston '08) and The Art of Foodblogging (BlogHer '07). She was also a speaker at SXSW '08 about Secrets of Successful Food Blogging. Kalyn's Kitchen won a Food Blog Award in 2006 for Best Food Blog - Theme, and her blog has received numerous mentions in magazines, newspapers, and on the web. Before blogging, Kalyn served as full-time President of the Davis Education Association, and was on the board of Directors of the Utah Education Association and the National Education Association. She has been featured in Who's Who Among American Teachers, and was included in the Davis School District Teacher Hall of Fame.

Lara Ferroni

Visuals Track: Advanced Photography

Lauren Ulm

Vocation Track: How Blogging Best Practices Apply, No Matter Your Blogging Niche



Lisa C. Johnson

Vocation Track: Protecting Yourself and Your Work

In April 2006, Lisa Johnson aka "Anali" created her blog Anali's First Amendment, and she's been blogging ever since. While visiting her blog, she might: walk with you around her Quincy neighborhood; tell you about her family and friends; share a favorite movie, book, or restaurant; or drive you to Boston in her Beetle. She could also start talking politics. Or really just about anything. So, what's the constant? Food. Always food. She believes in homemade food and cooking from scratch. Okay, let's be real. You won't find many salads on her blog. Some soups yes, but it's usually baking rather than cooking. Cakes, cupcakes, cookies, muffins, scones, biscuits, breads; you name it. If it's made in the oven and has some sweetness, you can probably find it on her blog. But to Lisa, a recipe is merely a guide and not to be strictly construed. She truly enjoys taking a recipe and adapting it to her tastes and to what she happens to have in the house. Lisa is also a freelance writer, amateur photographer, and attorney. She has a B.A. in Psychology from Brandeis University and a J.D. from Northeastern University School of Law.



SPEAKERS



Lisa Stone

Closing Keynote: Foodblogging, now and forever

The originator of BlogHer, journalist and blogger Lisa Stone leads product development and works across the organization as CEO to advocate for bloggers and partners that fulfill our vision. Before BlogHer.com and BlogHerAds.com, Lisa helped launch three sponsored blogging networks: American Lawyer Media | Law.com's legal blog network (2004), Knight Ridder Digital's Thatsracin.com (2005), and Glam Media (2005). Previously, while executive producer and Editor in Chief/VP, Programming for Women.com (acquired by iVillage in 2001), Lisa launched an 18-channel network and helped grow it to a Top 30 site, overseeing all original content programming and newsletters, including a team of 25 and an annual budget of \$3 MM. She launched successful online networks and interactive programming for many national brands, including Hearst and Rodale magazines, E! Television/Online, HBO's Sex and the City and Bloomberg. Her team's best-known work included Bachelors of Silicon Valley, The Women.com | Bloomberg Index, R U A 10? and Majority 2000, an election initiative with Good Housekeeping, Gallup and CBS Good Morning America. Lisa has written for The New York Times, the Los Angeles Times, CNN, The Oakland Tribune, Publisher's Weekly and Frommer's, among other publications. She is the first internet journalist awarded a Nieman Fellowship by Harvard University. Lisa's personal blog, Surfette, began as an extension of her 2004 convention blog for the Los Angeles Times. Lisa also blogs on BlogHer, often on politics and media.



Lydia Walshin

Values Track: How Food Blogs Can Save the World

A professional food writer for more than 20 years, Lydia is an award-winning former columnist for Rhode Island Monthly magazine. She teaches classes in Providence for Rhode Island School of Design (RISD) on topics ranging from tagine cooking to tapas, and offers private cooking classes in her own kitchen.

Author of South End Cooks: Recipes from a Boston Neighborhood, a cookbook that raised funds for three local agencies (community garden, food pantry, and home-delivered meals for seniors), she is a long-time activist in the hunger relief community and former advisory council member of Share Our Strength's Operation Frontline program in Boston. Currently she is working with a group of restaurant professionals, nonprofit agencies and state health officials to re-establish Operation Frontline in Rhode Island.

In 2002 Lydia began a cookies-for-donation program, and in 2007, with the help of the food blogging community, she began to replicate the program around the country. Drop In & Decorate Cookies for Donation is now a 501c3 tax-exempt nonprofit organization that has donated nearly 10,000 cookies to 56 nonprofit agencies serving basic human needs, and food bloggers in 17 states, Canada, Germany and India have hosted Drop In & Decorate® events.

In June 2006 Lydia opened the doors of The Perfect Pantry, where she blogs about the everyday and unusual items in her own pantry, with recipes, food lore, and practical tips for how to use each ingredient.



Matt Armendariz

Visual Track: Developing Your Visual Voice

Visuals Track: Advanced Photography

Matt Armendariz is a Los Angeles based food photographer, art director, graphic designer and blogger. His food blog, Mattbites.com, began in 2005 as a way to share his behind the scenes moments in the food industry as well as his passion for food, drink and everything in between. Recognized by numerous publications, editors and writers as well as appearances on The Martha Stewart Show and Good Bite, Mattbites was named as one of the Top 50 Food Blogs in the world by London Times Online.

He lives in Los Angeles with his partner Adam Pearson, a food stylist, and three incredibly small dogs.



SPEAKERS



Michelle Lentz

Vocation Track: How Blogging Best Practices Apply, No Matter Your Blogging Niche

Michelle is the owner of Write Technology, a social media consulting and instructional design firm in the Cincinnati area. As a social media consultant, she helps companies find ways to integrate Web 2.0 into their training and their marketing. Taking advantage of her training skills, she offers several seminars on using social media in business, whether it's social media 101, content in blogging, or even microblogging for your business. You can find her overactive Twitter profile @writetechnology.

Michelle serves as Technology/PR chair for the Krystal Pepper Memorial Scholarship, a charity in memory of her younger sister. She maintains four weblogs and is over-connected in social media. Michelle is also a contributing writer for Brian Solis's Bub.blicio.us social economy blog.

Michelle's favorite thing? Writing, talking, and downright enjoying food and wine. Visit her award-winning wine blog at wine-girl.net.

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Values Track: How Food Blogs Can Save the World



Ree Drummond

Values Track: The Meaning of Identity and the Value of Voice in a Crowded Foodblogging World

Closing Keynote: Foodblogging, now and forever

Ree Drummond started Confessions of a Pioneer Woman in her pajamas in 2006. Now, ThePioneerWoman.com has become a catch all for Ree's step-by-step recipes, photography tutorials, homeschooling discussion, and stories of her transition from spoiled city girl to domestic ranch wife.

In 2009, The Pioneer Woman took home Bloggie awards for Best Photography, Best Design, and Weblog of the Year. Ree lives on a working cattle ranch in Oklahoma with her husband "Marlboro Man" and their four children.



Sean Timberlake

Vocation Track: Protecting Yourself and Your Work

BlogHer's Product Director Sean Timberlake and his photographer husband DPaul Brown are the dynamic duo behind the San Francisco-centric food blog Hedonia.



Susan Russo

Values Track: The Meaning of Identity and the Value of Voice in a Crowded Foodblogging World

Susan Russo is a free lance food writer in San Diego. She publishes stories, recipes and photos on her cooking blog, Food Blogga, which is considered the "Best of the Food Blogs" by MSN's Delish.com and was featured as the "Blog of the Day" on the Julie & Julia movie website.

Susan has just finished her first book, *The Encyclopedia of Sandwiches* (Quirk Books), which will be released in the fall of 2010. She is currently working on her second book *Recipes Every Man Should Know* (Quirk Books), which will be released in the winter of 2010. She is also a regular contributor to NPR's Kitchen Window.

Susan lives, cooks, and eats in a condo in beautiful downtown San Diego. She lives with her husband Jeff, a dermatologist, who insists she always wear sunglasses and carry a sun-screen of 30 SPF at all times. When she isn't writing about her Italian-American family back in Rhode Island or life with her husband in sunny Southern California, she can be found milling around a local farmers' market buying a lot more food than two people could possibly eat.

Susan can be found on Twitter @foodblogga.



SPEAKERS



Valerie Harrison

Values Track: How Food Blogs Can Save the World

Valerie Harrison is an avid food blogger who has called More Than Burnt Toast home for the past two years. She lives and works in the Okanagan Valley in the interior of British Columbia, Canada.

"On October 16th I held an event for World Food Day on my blog, which is one day set aside by the World Food Program, a division of the United Nations, to highlight the crisis of famine. This ultimately led me to form a partnership with Giz of Equal Opportunity Kitchen to see what we could do the other 364 days of the year. We created our network BloggerAid-Changing the Face of Famine, which partnered with the WFP and their School Meals program, to create a community of like-minded individuals who also have a commitment to make a difference and raise awareness.

As our first project we have created a cookbook of a compilation of recipes from 137 bloggers the world over and available on Amazon later this year. The cookbook will be marketed worldwide and speaks to the pride and sense of ownership that our members have when they've contributed something personal with an original recipe in aid of famine.

We have also developed a community "View & Review" within our network where we review cookbooks and products provided by a wide range of publishers and companies worldwide. We like the combination with activism and the whole "giving and receiving" philosophy that results. I think we've proven that we can attract participation and still have a great deal of fun along the way!!



SPONSORS



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California Milk Advisory Board

As you've heard, "Great milk comes from Happy Cows. Happy Cows come from California." These famous cows, in addition to the Real California Milk and Real California Cheese seals, were developed by the California Milk Advisory Board (CMAB). The CMAB is an instrumentality of the California Department of Food and Agriculture and was created as a vehicle to promote California dairy products produced by the state's 1,700 hard working dairy families. For more information on California dairy products, visit www.RealCaliforniaMilk.com. Look for dairy products that carry these seals.



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Campbell Soup Company is proud to sponsor BlogHer Food '09.

Campbell's "Great for Cooking" condensed soups are the ultimate pantry staples, allowing you to transform ingredients into new, different and consistently delicious meals that your whole family will enjoy. Swanson adds rich and delicious flavor to everyday cooking, helping you make culinary creations at home. 100% natural Swanson stock keeps meat dishes juicy and flavorful, while Swanson broth is a great base for soups and side dishes.

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Mousse Temptations by JELL-O is proud to sponsor BlogHer Food '09.

Treat yourself to new Mousse Temptations by JELL-O, a decadent snack that is guaranteed to please. Available in three delicious flavors – Caramel Crème, Dark Chocolate Decadence and Chocolate Indulgence – the mousse is airy, yet rich, and the perfect after-dinner indulgence. Sugar-free Mousse Temptations by JELL-O are 60 calories a cup, making this one snack you will want to tell all of your friends about.



Mushroom Council

The Mushroom Council is composed of fresh market producers or importers who average more than 500,000 pounds of mushrooms produced or imported annually. For more information, check out the weekly recipes, guest bloggers, restaurant recommendations and food photography on our blog, The Mushroom Channel (www.mushroomchannel.com).

SPONSORS



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Daring cooks: we invite you to create original recipes combining Scharffen Berger® chocolate with one or more of our 16 "adventure ingredients" for the Chocolate Adventure Contest®, sponsored by Scharffen Berger® chocolate and TuttiFoodie.com. Luminaries—John Scharffenberger, Chef Elizabeth Falkner, Author Alice Medrich, blogger Matt Armendariz and TuttiFoodist Lisa Schiffman—judge entries in Sweet and Savory, awarding two \$10,000 grand prizes. Visit www.chocolateadventurecontest.com after September 25.

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