

The Cookbook Conference Schedule

February 9-11, 2012, Hosted by the Roger Smith Hotel

	THURSDAY, February 9	
5:00-7:00	Opening Conference Reception	
	FRIDAY, February 10	SATURDAY, February 11
	7:45 Registration Open, mezzanine	8:30 Registration Open, mezzanine
9:00-10:15 Panels Length: 1h-15m	<p>Cookbooks as Dreams of the Ideal <u>Betty Fussell</u>, Paul Freedman, Jane Lear, Molly O'Neill SOLARIUM</p> <p>Consuming the Brand: Corporate Cookbooks <u>Deanna Pucciarelli</u>, Christina Ceisel, Linda Morgan, Bonnie Slotnick, Andrew F. Smith STARLIGHT</p>	<p>Cooking Apps: Here Today—What about Tomorrow? <u>Geof Drummond</u>, Dorie Greenspan, Andy Schloss, Tanya Steel SOLARIUM</p> <p>The People behind the Pages: The Appeal of the Personality-Driven Cookbook <u>Judith Weinraub</u>, Madhur Jaffrey, Peter Kaminsky, Jane Lear, Jane Ziegelman STARLIGHT</p>
10:15-10:45 Break		
10:45-12:30 Panels Length: 1h-45m	<p>Eat and Be Satisfied: Jewish Cookbooks Past, Present, and Future <u>Cara De Silva</u>, Mitchell Davis, Gil Marks, Joan Nathan, Jenna Weissman-Joselit SOLARIUM</p> <p>Historical Cookbooks <u>Ken Albala</u>, Cynthia Bertelsen, Nora Rubel, Francine Segan WINTHROP</p> <p>II Enhancing Content Both Online and Off <u>Adam Salomone</u>, Rick Joyce, Cheryl Kramer-Toto, Andrea Fleck-Nisbet, Tanya Steel STARLIGHT</p>	<p>Cookbooks and American Immigrant Experience <u>Jane Ziegelman</u>, Jennifer Abadi, Susheela Raghavan, Michele Scicolone, Grace Young SOLARIUM</p> <p>Community Cookbooks: Historical, Literary, Digital <u>Anne Bower</u>, Alison Kelly, Sandra Oliver, Ann Romines WINTHROP</p> <p>II Talking with Publishing Houses <u>Dan Rosenberg</u>, Libby Edelson, Chris Navratil, Judy Pray STARLIGHT</p>
12:30-1:30 Lunch		
1:30-2:45 Panels Length: 1h-15m	<p>Cookbooks and the African American Experience <u>Tonya Hopkins</u>, Donna Pierce, Toni Tipton-Martin, Michael Twitty SOLARIUM</p> <p>Tick-Tock: Cooking Against the Clock <u>Cathy Kaufman</u>, Linda Civitello, Steve Schmidt, Laura Shapiro WINTHROP</p> <p>II Predicting Future Trends from Current Data <u>Lisa Ekus</u>, Lynn Andriani, Irena Chalmers, Suzanne Rafer, Dan Rosenberg STARLIGHT</p>	<p>The Cookbook Editor's Role <u>Gary Allen</u>, Elisabeth Dyssegaard, Judith Jones, Rux Martin SOLARIUM</p> <p>What is a Recipe <u>Andy Coe</u>, Cathy Kaufman, Laura Schenone, Barbara Wheaton WINTHROP</p> <p>II Working with Bloggers <u>Casey Benedict</u>, Pam Anderson, Maggie Battista, Abby Dodge, David Leite STARLIGHT</p>

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	FRIDAY, February 10	SATURDAY, February 11
2:45-3:15 Break		
3:15-4:30 Panels Length: 1h-15m	<p>Brave New World: Who Needs an Old-Fashioned Literary Agent? <u>Sharon Bowers</u>, Janis Donnaud, Alison Fargis, Stacey Glick, Jennifer Unter SOLARIUM</p> <p>A New York Food State of Mind in Food Writing and Cookbooks <u>Annie Hauck-Lawson</u>, Jon Deutsch, Cindy Lobel, Peter Rose WINTHROP</p> <p>II Media Outlets in the Digital World <u>Mark Rotella</u>, Addie Broyles, Melissa Clark, Caroline Russock, Joe Yonan STARLIGHT</p>	<p>Recipes for Living: Cookbooks as Propaganda <u>Darra Goldstein</u>, Megan Elias, John Finn, Krishnendu Ray SOLARIUM</p> <p>Cookbooks from Mars, Cookbooks from Venus <u>Michael Krondl</u>, Charlotte Druckman, Priscilla Ferguson, Barbara Haber WINTHROP</p> <p>II Reaching Consumers: How Author Tours, Events, and Online Outreach Sell Cookbooks <u>Celia Sack</u>, Alison Fryer, Naomi McEneely, Jennifer Reese, Julia Usher STARLIGHT</p>
4:30-4:45 Break		
4:45-6:00 Panels Length: 1h-15m	<p>Cookbooks in Libraries: Gateways to Food Studies <u>Barbara Haber</u>, Rebecca Federman, Kathryn Allamong Jacob, Krishnendu Ray SOLARIUM</p> <p>Feast for the Eye? Food Styling, Photography, and Cookbook Design <u>John F. Carafoli</u>, Roy Finamore, Melissa Hamilton, Christopher Hirsheimer, Maricel Presilla WINTHROP</p> <p>II Strategic Partnerships in Online Content <u>Geoff Allen</u>, Dave Feller, Jane Kelly, Will Schwalbe, Jonathan Vlock STARLIGHT</p>	<p>20th Century American Cookbooks: Cornucopia or Gluttony <u>Marvin Taylor</u>, Jennifer Berg, Barbara Fairchild, Celia Sack, Chris Steigner SOLARIUM</p> <p>Are Cookbooks Scholarship? University Press Food Lists <u>Jennifer Crewe</u>, Elaine Maisner, Kate Marshall, Bruce Kraig WINTHROP</p> <p>II Recipe Monetization <u>Rochelle Grayson</u>, Art Chang, Dave Feller, Phil Michaelson, Kamran Mohsenin STARLIGHT</p>
6:00-8:00	Reception	Closing Reception

Room Locations:

Panel Chairs are underlined

Conference Registration – mezzanine

Meeting Rooms:

Starlight – mezzanine

Winthrop – mezzanine

Solarium – 16th floor

Bathrooms – mezzanine, 16th floor, 15th floor

Hospitality Suite – 16th floor

Book Shop – 16th floor

Lunches – Hospitality Suite, 16th floor and Lily's, ground floor

Receptions – Lily's, ground floor