



WheatStalk 2014

Day Demo/Lecture

Registration

Packet

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Welcome to *WheatStalk 2014*

Assembling the best and brightest minds of artisan baking in one place for three days has been both challenging and rewarding. The invitations for participation — to teach, to plan, to organize, to seek donations, and to feed — that we sent out to our mentors, masters and members have been met with extraordinary generosity. “Yes!” we have heard from teachers, bakers, millers, oven builders, suppliers, writers and a tireless team of planning volunteers. They have made the commitment to come to *WheatStalk 2014* to share their knowledge, creating the opportunity for us to strengthen our community of artisans who value education and the pursuit of quality so highly. It has been truly humbling to experience the outpouring of support from so many individuals.

It's not too late for you to roll-up your sleeves and lend us a very much needed set of hands in making the event the best it can be. If you want to volunteer, please indicate what tasks you would like to do on the Registration Form.

Important Information

Cancellation Policy

Registration fees are non-refundable.

What to Wear

Casual and neat clothing is appropriate for attendees in all of the classes and social functions.

Chicago Weather

Chicago weather in September is mild but likely to be on the cool and breezy side. The average daytime temperature in September is 76 degrees. Nighttime temperatures run in the high-50s. Check the internet for the weather forecasts for the Chicago Area prior to departure.

General Chicago Information

Visit the Kendall College Web site — <http://www.kendall.edu> — for directions to the campus.

The Explore Chicago Web site—

<http://www.explorechicago.org> — is a source of visitor information Chicago transportation, events and culture, restaurants and local fun **Ground Transportation**

Public Transportation

Visit the [CTA](#) (The Chicago Transit Authority) website. CTA provides both bus and train service in the Chicago Area.

There are numerous taxi cab services in Chicago. The cost from the hotels is estimated at \$6.00 plus \$.50/person and tip.

Parking

There is parking available for free at Kendall College. There is a parking fee at hotels. Check the cost before deciding to rent a car as the rates can range up to \$45 per day.

Scheduling Non-*WheatStalk 2014* Functions

Events that conflict with officially sponsored *WheatStalk 2014* events or educational programming are not allowed during the conference. This includes hospitality suites, special breakfasts, focus groups or similar events.

Distribution of Publications and Promotional Materials

Distribution of brochures, fact sheets, advertising, industry publications and promotional materials is limited to a literature table, open to Guild partners who contribute at the Artisan Circle level or above.

WheatStalk 2014 Registration

Complete and Return—Must be received by August 15, 2014

General Registration

Name _____ Preferred Name (Nickname) for Badge _____

Company _____

Address _____

City _____ State _____ Zip _____ Country _____

Daytime Phone () _____ Cell Phone () _____

E-mail _____

GUILDHALL GATHERING • No Fee • Will you attending? Yes No Click [here](#) to view map

_____ Saturday, 7:30 pm– 9:30 pm—Caffe Baci

(Other 4 locations are full)

You may bring 1 guest. Please provide name for name tag: _____

You may bring one guest to the Guildhall Gathering. Provide name for guest's name tag _____

DO YOU HAVE TIME TO VOLUNTEER? List the type of task you would like to do, on which day and how much time could you give?

Emergency Contact Information

Name _____

Daytime Phone () _____ Cell Phone () _____

E-mail _____

WheatStalk 2014 Day Pass Class Selection

Cost is \$65 per Session (Includes lunch!)

PLEASE READ: Circle either a Demo OR Lecture Session for each day you plan to attend Day Sessions are either morning OR afternoon

Friday Morning Session

Demo **The French Touch in Breadmaking**
– James MacGuire & Hubert Chiron

OR

Lecture **Opening a Bakery** – Solveig Tofte

Lecture **Be the Master of Your Dough**
– Bill Weekly & Tim Huff

Friday Afternoon Session

Demo **The French Touch in Breadmaking**
– James MacGuire & Hubert Chiron

OR

Lecture **Opening a Bakery** – Solveig Tofte

Lecture **Be the Master of Your Dough**
– Bill Weekly & Tim Huff

Saturday Morning Session

Demo **Decorative Doughs** – Mitch Stamm

OR

Lecture **What's Happening with Wheat, Milling & Local Grains** – Tom Leonard & Stephen Jones

Lecture **Equipment for the Artisan Baker** –
Michael Eggebrecht

Saturday Afternoon Session

Demo **Decorative Doughs** – Mitch Stamm

OR

Lecture **What's Happening with Wheat, Milling & Local Grains** – Tom Leonard & Stephen Jones

Lecture **Equipment for the Artisan Baker** –
Michael Eggebrecht

Sunday Morning Session

Demo **Country French Bread** – Lionel Vatinet

OR

Lecture **What's Sprouting?** – Richard Miscovich

Lecture **Business of Baking** – Anne Burgunder & Abe Faber

Sunday Afternoon Session

Demo **Ciabatta/Focaccia** – Lionel Vatinet

OR

Lecture **What's Sprouting?** – Richard Miscovich

Lecture **Business of Baking** – Anne Burgunder & Abe Faber

Your Registration Forms must be received by Friday, August 1, 2014

- **Mail forms with your \$65 Check or Credit Card payment for each session you plan to attend to:**
Cathy Wayne, The Bread Bakers Guild of America, 670 West Napa Street, Suite B, Sonoma, CA 95476
- **Fax forms with your Credit Card payment \$65 for each session you plan to attend to:**
(707) 935-1672

IMPORTANT RELEASE NOTICE: Arrangements have been made to photograph and videotape *WheatStalk 2014* classes and activities. The Bread Bakers Guild of America will use these images for future instructional materials and promotional efforts. Unless individual participants indicate in writing prior to *WheatStalk 2014* that they do not want to be photographed, your Registration automatically authorizes The Guild the unrestricted right to use your image for these purposes.



WheatStalk 2014

Registration deadline: August 1, 2014
Please return registration form to The Guild

Mail to: The Bread Bakers Guild of America
670 West Napa Street, Suite B
Sonoma, CA 95476

Fax to: 707-935-1672

Name _____

Company _____

Mailing Address _____

City _____ State/Prov _____ Zip/Postal Code _____

Phone _____ E-mail * _____

\$65 each Lecture/Demo Session *(includes lunch)*

VISA or Mastercard Check # _____

_____ Exp ___ / ___ Security Code _____

Name on Card:

Billing Address *(if different from above):*

Signature: _____

Event Cancellation Policy: There will be no refund for cancellations.

In the event that The Bread Bakers Guild of America must cancel this event, all fees will be returned.

The costs of any travel arrangements, however, will not be reimbursed.

The Bread Bakers Guild of America reserves the right to modify the class description/content.

Daily Schedule

Friday, September 19, 2014

12:00 p.m. – 1:00 p.m. **LUNCH & NETWORKING** **Café**
For all-day classes, the specific time for lunch will be at your instructor's discretion

DEMOS **Woodmode Auditorium 525**

8:00 a.m. – 12:00 p.m. ■ **French Touch in Breadmaking** • *Instructors: James MacGuire & Hubert Chiron*
1:00 p.m. – 5:00 p.m. ■ **French Touch in Breadmaking** • *Instructors: James MacGuire & Hubert Chiron*

LECTURES **Lecture Room 632**

8:00 a.m. – 9:55 a.m. ■ **Opening a Bakery: From Farmers Markets to Bricks & Mortar** • *Instructor: Solveig Tofte*
10:00 a.m. – 12:00 p.m. ■ **Master of Your Dough-Main** • *Instructors: Bill Weekley & Tim Huff*
1:00 p.m. – 2:55 p.m. ■ **Opening a Bakery: From Farmers Markets to Bricks & Mortar** • *Instructor: Solveig Tofte*
3:00 p.m. – 5:00 p.m. ■ **Master of Your Dough-Main** • *Instructors: Bill Weekley & Tim Huff*

Saturday, September 20, 2014

12:00 p.m. – 1:00 p.m. **LUNCH AND NETWORKING** **Café**
For all-day classes, the specific time for lunch will be at your instructor's discretion

DEMOS **Woodmode Auditorium 525**

8:00 a.m. – 12:00 p.m. ■ **Decorative Doughs** • *Instructor: Mitch Stamm*
1:00 p.m. – 5:00 p.m. ■ **Decorative Doughs** • *Instructor: Mitch Stamm*

LECTURES **Lecture Room 632**

8:00 a.m. – 9:55 a.m. ■ **What's Happening with Wheat: Milling & Local Grains** • *Instructors: Thom Leonard & Stephen Jones*
10:00 a.m. – 12:00 p.m. ■ **Equipment for the Artisan Baker** • *Instructor: Michael Eggebrecht*
1:00 p.m. – 2:55 p.m. ■ **What's Happening with Wheat: Milling & Local Grains** • *Instructors: Thom Leonard & Stephen Jones*
3:00 p.m. – 5:00 p.m. ■ **Equipment for the Artisan Baker** • *Instructor: Michael Eggebrecht*

7:30 p.m. – 9:30 p.m. **GUILDHALL GATHERING**
(The only location currently available is Caffè Baci)

■ Caffè Baci

Sunday, September 21, 2014

12:00 p.m. – 1:00 p.m. **LUNCH AND NETWORKING** Café

DEMOS Woodmode Auditorium 525

- 8:00 a.m. – 12:00 p.m. ■ Country French Bread • *Instructor: Lionel Vatinet*
1:00 p.m. – 5:00 p.m. ■ Ciabatta/Focaccia • *Instructor: Lionel Vatinet*
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LECTURES Lecture Room 632

- 8:00 a.m. – 9:55 a.m. ■ What's Sprouting? • *Instructor: Richard Miscovich*
10:00 a.m. – 12:00 p.m. ■ Business of Baking • *Instructors: Anne Burgunder & Abe Faber*
1:00 p.m. – 2:55 p.m. ■ What's Sprouting? • *Instructor: Richard Miscovich*
3:00 p.m. – 5:00 p.m. ■ Business of Baking • *Instructors: Anne Burgunder & Abe Faber*
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Demo Room with Pierre Zimmermann (2012)

Demos & Lectures / Meet the Instructors

The Business of Baking

Instructors: *Ann F. Burgunder and Abe Faber*

From logos and branding to pricing, P&L's and retail sell-thrus, the business of baking is a critical to your success. Join us for a "hands on" discussion of the key indicators you should monitor including general industry standards. We'll look at labor costs, customer and product profit margins, cash flow management, wholesale vs. retail sales, pricing and more. Numbers don't tell the whole story. We'll also explore strategies for "branding"—your presentation of yourself on paper and in social media is an important driver of sales and profitability. This course is designed for bakers and owners in the early years of the business who are creating their business structure or need to strengthen that side of operations to sustain growth.

Ann F. Burgunder

Chief Financial Officer, Amy's Bread

Ann F. Burgunder is the Chief Financial Officer of Amy's Bread in New York City. A career changer, she came to Amy's as a cooking school extern in 1993 and never looked back. After several years shaping, baking and mixing, she left the kitchen to take on general management and business management responsibilities as the bakery expanded to first to Chelsea Market and then to Long Island City in 2012..

She found, in her experience at Amy's, a great union of her passion for bread, her commitment to serving a local community, and her interest in managing and growing a small business. A long time member of The Guild, she was honored to serve on the Board of Directors from 2005 to 2010.

Prior to changing careers, Ann, a trained social worker, was involved in health care—initially founding and running a community mental health center in the Bronx, NY for eight years and then working as a hospital management consultant.

Abe Faber

Co-Owner, Clear Flour Bread

Abe Faber holds a BA in visual arts from the Massachusetts College of Art in Boston and worked as an artist and carpenter before entering the world of baking in 1983. With his wife, Christy Timon, he owns and operates the award-winning bakery, Clear Flour Bread in Brookline, MA, where they strive to produce the authentic breads, pastry, and viennoiserie of Europe in a manner that honors, preserves, and nurtures the art and craft of traditional baking.

A founding member of the Guild, Abe served on The Guild's Board of Directors for 12 years, including six years as Vice Chair. His focus was his work in growing The Guild, standardizing the presentation of baking formulas, and in bringing the vision of national Guild conferences to reality in the form of Camp Bread (precursor to Wheat Stalk) in 2005 and 2007. In 2012 The Guild presented him with its highest honor, the Professor Raymond Calvel Award, which recognizes individuals who have made a significant contribution to artisan baking.

Ciabatta/Focaccia

Instructor: *Lionel Vatinet*

Spend the afternoon with Master Baker Lionel Vatinet and learn techniques from his new book, *A Passion for Bread: Lessons from a Master Baker*. In this class, experiment with ciabatta dough. This dough allows the baker great creativity with little effort—and it follows the current rage for "no-knead" bread with no sacrifice to quality. Once you've learned the basic techniques, discover the endless flavor combinations you can create.

Country French Bread Class

Instructor: *Lionel Vatinet*

Master Baker Lionel Vatinet will lead this bread class about the basics and fundamentals of *le pain français*. Learn everything about the essential elements of great French bread from Lionel's new book, *A Passion For Bread: Lessons from a Master Baker*, including Lionel's signature kneading technique, shaping the dough, and how to pull breads out of a European steam-injected oven.

Lionel Vatinet

Owner, La Farm Bakery

Lionel Vatinet entered the field of artisan baking at the age of 16, when he joined Les Compagnons du Devoir, a craft guild dating back to medieval times. He taught at the San Francisco Baking Institute and was a coach for Bread Bakers Guild Team USA 1999, which won a gold medal in the Coupe du Monde de la Boulangerie.

*The owner of La Farm Bakery in Cary, North Carolina, he uses a European-style hearth oven and the baking techniques of the traditional French boulangerie. He is the author of *A Passion for Bread: Lessons from a Master Baker*.*



Lecture Room with Andrew Ross (2012)

Decorative Dough

Instructor: Mitch Stamm

This class is an exploration of decorative shapes using live and dead dough. We will produce traditional and modern interpretations of the regional shapes of France. Grain selection, mixing, fermentation, shaping, silk-screening, stenciling, and scoring of bread used for display, marketing, and centerpieces will be demonstrated.

An interactive portion of the course will follow the evolution of a shape; beginning with a simple ring we will work collaboratively and follow the path to new shapes and variations.

Mitch Stamm

Associate Instructor, Johnson & Wales University

Mitch Stamm is a Certified Executive Pastry Chef and five-time recipient of the Vatel Gold Medal from the Société Culinnaire Philanthropique. He joined the faculty at Johnson & Wales University in Providence, RI, in 2003.

In 2006 he was chosen by JWU students and parents to receive the Faculty Accomplishment Award. He was named one of the "Top 10 Bread Bakers of 2011" by Dessert Professional magazine and is the author of The Pastry Chef's Apprentice, which presents profiles of world-class pastry chefs.

Equipment for the Artisan Baker

Instructor: Michael Eggebrecht

In this four-hour lecture we will dive into the controversial topic of equipment and dispel some myths associated with it. From mixing to baking, we will discuss the types of equipment as well as discuss how to find the right company to work with.

Additionally, we will cover the techniques in dough preparation for particular styles of machines as well as learn some tricks to help you automate your dough to achieve your desired results.

Topics covered will include: mixer types (spiral, fork, removable bowl options); dividing and shaping artisan breads and buns (dividers and molders, dough considerations for your machine); deck ovens (electric, cyclothermic, steam tube, loading options); and bakery layout (start-up, remodel, maximizing your current space).

Michael Eggebrecht

President, Artisan Baking Resources

Michael Eggebrecht started baking at his father's bakery at age 11 and opened his first bakery at 21. His passion for the art and craft of traditional bread baking extends far beyond flour and water; he has spent many years learning about efficiency and production techniques from European bakeries.

He is President of Artisan Baking Resources, which consults with bakeries all over North America, advising them about baking and managing, developing formulas, troubleshooting, training bakers, selecting equipment, and bakery design.

French Touch in Breadmaking

Instructors: James MacGuire & Hubert Chiron

Our plan is to give a talk in three parts: some key points in French breadmaking, a look at the scientific aspects, but not forgetting the zest of European bread culture.

The characteristics which define French bread stem from the limited number and simplicity of its ingredients and the choices made in terms of its fermentation schedule and baking. This lecture will present and comment upon the fundamentals of basic French baking, and the more demanding "de tradition" category of loaves.

The evolution of basic shapes and sizes of loaves will be discussed in order to explain the origins of the baguette. The return to better flavor and the more open and irregular cell structure as exemplified by the baguette de tradition will be discussed by showing examples of the correlation between dough consistency and ideal cell structure. The porosity of a slice of bread is unique and can teach us a lot about the ingredients and the process used.

In addition, to end on a rich note, we'll be making a true Parisian brioche, another icon of French baking.

Hubert Chiron

Bakery Director, INRA

Hubert Chiron is a fourth generation baker from southern Bretagne, France. He has a master baker certificate and is a graduate of the American Institute of Baking. He is head of the experimental bakery at INRA (National Institute for Agronomic Research) in Nantes and since 1977 has participated in many research projects on French bread, conducted seminars for bakers and millers, and has visited many countries in that capacity.

He is the co-author (with Philippe Roussel) of Les Pains Français: Evolution, Qualité, Production, which has been called the most comprehensive French baking book ever, and is president of the Association Internationale des Pains Français. He has also written extensively about the history of bread.

James MacGuire

Baking Consultant and Teacher

James MacGuire trained as a chef in France and in 1981 opened a 30-seat restaurant in Montreal, the now-famous Le Passe-Partout. He later added a bakery, where the breads and viennoiserie were considered the best in the city. In 1999 he was named Montreal Chef of the Year, and he served as technical editor and co-translator for Professor Raymond Calvel's last book, Le Goût du Pain (The Taste of Bread). He works as a baking consultant and teacher and is a frequent guest instructor at the King Arthur Flour Baking Education Center.

Master of Your Dough-Main: Understanding Flour and Fermentation

Instructors: *Bill Weekley & Tim Huff*

One of the keys to success in the baking industry is the ability to control your dough. This ability can be enhanced by increasing your knowledge on two foundational building blocks: flour and fermentation.

First, this seminar will introduce the participant to the science and craft of milling flour. From the receipt of the wheat at the mill elevator to the flour being packaged in a 50 pound bag, the class will follow the process of converting wheat into flour. Time will also be dedicated to understanding the controls and testing used by the miller in providing consistent flour quality.

Secondly, this seminar will open the doors to the science and process of fermentation. Understanding what it is, what affects it, and ultimately how to control it will be the focus of discussion. By learning about typical techniques and practical examples, participants will be able to apply their knowledge on the journey toward mastering their dough-main!

Bill Weekley

Senior Bakery Engineer, General Mills Convenience & Foodservice

A 40 year veteran of the baking industry, Bill Weekley is a Senior Bakery Engineer for the General Mills Convenience & Foodservice division. Bill is instrumental in new product innovation, providing guidance on product handling, and delivering bakery production training for internal and external customers.

Prior to joining General Mills, Bill worked for more than 20 years as a Technical Services Manager with a large international yeast company, where he offered technical expertise to in-store, retail and intermediate wholesale bakeries throughout the United States and Canada. Bill has an extensive background in frozen dough, doughnuts, laminated dough, sweet goods and yeast raised bakery products. Bill received his Certified Master Baker (CMB) credentials in 1990.

Tim Huff

General Mills Bakeries & Foodservice

A 28-year veteran at General Mills, Tim Huff is a proven resource to the baking industry in the area of flour, baking science and problem solving. As an R&D manager within the company's Convenience & Foodservice division, Tim manages a Custom Development and Bakery Flour Technical Services team. He also designs and implements technical training programs in the areas of flour and baking application aimed at field sales, distributors and operators.

Tim contributes to publications such as *BAKE*, *inStorebuyer* and *Bread Lines*, and has authored several technical bulletins, including *Creating Artisan Breads*, *Flour is Not*, *Just Flour* and *Just the Crust*. Tim received a bachelor's degree in food technology from the Ohio State University.

Opening a Bakery: From Farmers Markets to Bricks & Mortar

Instructor: *Solveig Tofte*

This lecture will cover the journey from starting a micro-bakery to opening an honest-to-goodness retail location. If you're thinking about taking the plunge but need a pep talk or a dose of reality, this class is for you. We'll cover some different micro-bakery models, and then get to the nitty gritty of growing into a bigger business. We will talk about business plans, how to find a location, and different ways of funding your operation. We'll discuss equipment considerations, menu planning, vendors and cash flow management.

You will hear tales of staffing excitement, some ways to schedule production so you don't kill yourself, and how to get customers and the press to notice you. You will leave with a lot of spreadsheets and a better understanding of the steps involved in opening your very own place!

Solveig Tofte

Owner, Sun Street Breads & Café

Solveig Tofte, along with her husband Martin Ouimet, is co-owner of Sun Street Breads, an award-winning bakery-café in Minneapolis, MN. *Details* magazine included it on their list of "Best New Bakeries in America," and *Best of Twin Cities* gave it awards for "Best Breakfast" and "Best Kept Secret: Pizza."

Before opening her bakery and restaurant in early 2011, she was the head baker for 10 years at Turtle Bread Company in Minneapolis. She was the captain and breads representative on Bread Bakers Guild Team USA 2008, which competed at the Coupe du Monde de la Boulangerie in Paris. She currently serves on The Guild's Board of Directors.



Instructors: Solveig Tofte & Ann Burgunder (2012)

What's Happening with Wheat: Milling & Local Grains

Instructor: Thom Leonard, Stephen Jones & Julie Dawson

Whether your microbakery uses a bag of flour a week or your wholesale operation runs through a truckload in that time, you've no doubt thought about local and regional sourcing of your primary ingredient.

Wheat will grow almost anywhere, better-adapted varieties suited to your style of bread are being developed, and several small mills have sprung up from the South to New England to the Pacific Coast.

Thom and Stephen will address the complex issues surrounding the use of regionally produced grain from the perspectives of both the bakery and the mill, as well as the role of the grower and the breeder in the process.

Expect this workshop to be inspiring and challenging!

Julie Dawson

Assistant Professor, University of Wisconsin-Madison

Julie Dawson is an Assistant Professor in the Department of Horticulture at the University of Wisconsin-Madison. Her background is in organic wheat breeding and participatory research.

Before arriving at UW Madison, she was a postdoctoral researcher on a project about value-added grains for regional food systems at Cornell University. This included variety trials in organic systems and quality testing for artisanal breads. Prior to that she worked as a postdoctoral researcher at INRA in France, where she contributed to the creation of a participatory wheat breeding program with an association of organic farmer-bakers. The network of farmers was primarily interested in testing historic wheat varieties and developing new varieties with high quality for artisanal breads through on-farm selection.

Julie received her PhD from Washington State University, working with Dr. Stephen Jones on organic and participatory wheat breeding.

Stephen Jones

Professor and Director, WSU Research and Extension Center

Stephen Jones, whose research has been featured in the Wall Street Journal and the New York Times, has a PhD in genetics from the University of California at Davis and has been involved in plant breeding since 1981.

He is Director of the Washington State University Research and Extension Center in Mount Vernon, WA, where the Bread Lab studies the diversity of locally grown grains to determine those most suitable for craft baking.

Thom Leonard

Owner, Independent Baking Company

Thom Leonard is the proprietor of Independent Baking Company in Athens, GA, and was a founder of WheatFields Bakery Café in Lawrence, Kansas. In collaboration with Heartland Mill, he founded Heritage Grain and Seed, supplying heirloom "Turkey" variety wheat and flour to growers, mills, and bakers. He first baked with Turkey wheat in 1974, the 101st anniversary of the variety's introduction to Kansas by Mennonite immigrants from Crimea.

What's Sprouting

Instructor: Richard Miscovich

Sprout it out loud! Sprouted grains can be used to augment the texture and nutrition of leavened breads, or as the sole ingredient in a naturally sweet, yeast free bread. And flour made from sprouted grain is becoming more prevalent in artisan bakeries and home kitchens. This two hour lecture will cover the sprouting process and present instructions and tips for incorporating sprouted grains in hearth breads and for a variety of other culinary uses. In addition, we'll discuss the considerations necessary to control fermentation when using this active flour as well as the nutritional benefits of sprouting.

Richard Miscovich

Associate Professor, Johnson & Wales University

Richard Miscovich teaches artisan bread baking to culinary students at Johnson & Wales University in Providence, Rhode Island, and to home and professional bakers at classes and conferences around the country. He served on the Board of Directors of The Bread Bakers Guild of America from 2006 to 2011 and delivered the keynote address at the 2013 Kneading Conference. He is the author of From The Wood-Fired Oven, published by Chelsea Green Publishing.



Kendall's Café. Network with all attendees. Your lunch is included.