

# RBA ROADSHOW – Hyde Park, NY

## Roadshow Education Program

### Hands-On Classes- Sunday, November 1<sup>st</sup>

8:00am - 11:30am | \$100 per person

#### **Class 1- Advanced Fondant Techniques with Chef Julie Bashore (Limit of 20)**

This advance fondant class will cover the following techniques:

- Quick Billowing using a new product "Gum Paste Fabric Effects" by Arcolor
- 2 Toned "Big Billowed Bows"
- "Large Ribbon Roses"
- Drapes and Swags adorned with Piping Gel Brush Embroidery. (It's much easier and quicker than royal icing)
- Sugar Lace - This will be shown by demo due to the required drying time, however, prepared lace will be provided to each student to work with on the cake
- Time allowing, demo - working with fabric effects and scrapbooking punches

**BIO:** Julie Bashore, Master Confectioner, is a native of England who has an award winning, thirty-year background in Culinary and Confectionery Arts. Julie has taught courses and demonstrated at expositions in England, Ireland, France, Germany, Switzerland, Mexico, USA, Zimbabwe, Nigeria, Australia, New Zealand, Hong Kong, Costa Rica and Vietnam. Julie studied at Le Cordon Bleu in Salisbury Rhodesia; studied and taught at Fabilo International School of Confection in Lucerne, Switzerland; was accredited to the Swiss Chef's Association and taught at Butler's Wharf Chef's School in London, England. Julie has worked extensively throughout the United States creating cake programs and training cake decorators at in-store, retail and specialized bakeries. Julie has written numerous articles for Modern Baking, American Cake Decorating and for the Retail Bakers Association of America.

#### **Class 2- Laminated Dough- CIA Staff (Limit of 15)**

More info about this class coming soon

#### **Class 3- Baking with Whole Wheat Flour with Chef Hans Welker CMB, CHE (Limit of 15)**

In this class we will explore the full capabilities of whole wheat flour and its applications in artisan bread baking. While many bakeries currently provide one or more whole wheat items, in the past years it has become even more popular to see on a menu. The spike in popularity is a direct result to health conscious consumers and unlike most trends this one is here to stay.

This class will provide you, the baker, with the tools to offer new flavorful breads that attract customers and support a healthy lifestyle. This can all be achieved by understanding the way whole wheat flour works. First by understanding the different water absorptions of whole wheat flour and how it differs from other flours which most bakers are familiar with. Secondly, there will be a focus on the importance of autolyse when working with whole wheat dough's.

There will be live demos on the special mixing and shaping techniques necessary to make a high quality marketable whole wheat bread. There will also be a demo on in-house flour milling and how to use this in a bakery. During the class there will be an assortment of breads for you to try. We will provide some Formulas in Class.

**BIO:** Chef Hans Welker is an associate professor at the Culinary Institute of America with 40 years of experience in the industry. He received his Master's Degree in Germany and is a German Certified Master Pastry Chef and a Certified Master Baker. Chef Welker is a consecutive 1<sup>st</sup> prize and best in show winner in Bread Show Piece for the Salon of Culinary Arts, NYC from 2007 to 2014. He is the author of the new book "The Professional Baker" which will be released this year.

## Afternoon Education Classes - Sunday, November 1st (1:00pm – 5:00pm)

Track 1 – Bakers | Track 2 – Business | Track 3 - Cake

Track 1 – BAKERS - 1:00pm - 2:00pm

### **Digital Marketing Techniques and Strategies for Bakeries - Anne Heap and Jesse Heap, Pink Cake Box**

Mobile and social are shifting the digital marketing landscape. In this session, Jesse Heap and Pink Cake Box Owner Anne Heap will share innovative digital marketing techniques and strategies geared towards bakeries. Learn how to increase your website's visibility, leverage social channels, and take advantage of the shift towards mobile.

***BIO:** A graduate of Boston College, Anne began her career in Advertising in 2001. Her love for the kitchen continued, and she often treated her colleagues to freshly baked cookies, cupcakes and cakes. She joked that one day she'd own her own cookie shop. In August 2004, Anne began selling her pastries to a local gourmet specialty shop. Soon her love for baking led her to leave her job in Advertising to pursue her dream. Anne studied Pastry Arts at The French Culinary Institute in New York City, (Now The International Culinary Center), completed an apprenticeship with Ron Ben-Israel Cakes in New York City and then became the head pastry chef at Il Capriccio in Whippany, NJ. In 2005, Anne officially founded Pink Cake Box, working out of a restaurant kitchen. Less than two years later, her success led to the opening of a commercial cake studio in Denville, NJ. Since then, Pink Cake Box has grown from a two person operation to a ten person staff, made up of several talented cake decorators, artists and bakers.*

Track 1 – BAKERS - 2:30pm - 3:30pm

### **Duct Tape and Beyond: Making Your Equipment Work for You! Panel Discussion with Joe Gifoli, Gourmet Bake Shop and Eddie Maher, Tilda's Bake Shop**

When does it make sense to add equipment to increase your production? Should you buy new or used? What equipment has the greatest ROI in a retail bakery? And how do you keep it working on those busy days when the last thing you need is equipment that breaks down? Joe and Eddie will share their expertise and experiences as they answer your questions.

Track 1 – BAKERS - 4:00pm- 5:00pm

### **Gluten Free Baking- Michael Lang and Christophe Gaumet, C.M.B., Abel & Shafer**

We know 1% of the population are Celiac. The growing segment is with people that can digest gluten but they have an allergy to the grain. They feel bloated and tired. They say up to 10 % of the population has an allergy to the gluten.....the question is why? Did people always have this problem digesting the Gluten? Or have we created this super strong grain to withstand all sorts of weather, insect resistant and still produce a grain with strong gluten qualities? We will discuss the acceptable ingredients that can be used in Gluten Free baking and the functions of the flours and gums. Samples of Gluten Free Bake products will be available.

***BIOS:** Michael Lang is the National Sales Manager for Abel & Schafer USA located in Ronkonkoma, New York. He started his career with Abel & Schafer in 1985 working as a baking technician and supporting the sales staff. Shortly thereafter, Michael was transferred to the Mid-west area in a sales capacity to work and build the territory. In 1999, Abel & Schafer promoted him to the National Sales Manager position that he currently holds. In 2003, he relocated back to the US corporate office in Ronkonkoma. Prior to working for Abel & Schaefer, Michael worked in many bagel bakeries and pizza shops on Long Island, New York.*

*Before joining the Abel & Schafer team, Christophe Gaumet was an Assistant Professor in Baking and Pastry Arts at the Culinary Institute of America in Hyde Park, NY. Before moving to the United States in 1998, Christophe was employed by MeisterMarken/BakeMark-Germany as a baking technician/consultant for bakeries throughout Germany. He also worked as a production manager for several bakeries (retail and wholesale) in Germany, as well as starting up the production for Guglhupf Bakery in Durham, NC.*

*In addition to a traditional apprenticeship in Baking and Pastry at Bakery-Café Treier in Sizheim, Germany, Christophe's education includes earning a Meisterbrief in Backerhandwerk from the Badische Backerfachschule in Karlsruhe, Germany. He is a Certified Master Baker and a Certified Hospitality Educator.*

Track 2 – BUSINESS- 1:00pm - 2:00pm

### **Building a Team that Works: Where Do I Fit In? With speaker Renee Rouwhorst, Ryke's Bakery, Catering and Café**

Ever wonder why there are some people that you just "click" with and others that just don't seem to respond positively - even when you treat them the very same way? In this session you will learn why people do what they do and how your

behavior can affect others. We discover why we need a balance of all different types of people with different approaches to tasks and communication to build a team that works.

**BIO:** *Renée Rouwhorst has worked in several business settings managing operations, budgets, and employee turnover and performance teams. She earned her degree in education, and has worked as an educator and school administrator. She currently owns Ryke's Bakery, Catering and Café in Muskegon, Michigan. She sits on the Retail Bakers of America (RBA) Board of Directors as the Education Chair and is an active member of the RBA Roadshow Planning and Training Team.*

*Renée is certified with Inscape on the DiSC Personal Profiling System, Diversity Analysis, and Time Management Evaluation.*

Track 2 – BUSINESS - 2:30pm - 3:30pm

### **I Got Your Package Right Here with Beth Fahey, Creative Cakes**

Things in the wedding world have changed. Most bakers will verify that today's bride is looking for a variety of colorful, pretty, and Pinterest-y desserts for their wedding reception. How does your bakery become the one-stop-shop for ALL of the desserts for their Dessert Bar? Beth Fahey, of Creative Cakes in Tinley Park, IL, explains the concept of "package selling"; which includes how to price, photograph, and market Dessert Bar packages to a new generation.

**BIO:** *Beth Fahey is the owner of Creative Cakes and a member of the RBA Board presently serving as Vice President. She has presented business and marketing sessions at RBA and IBIE conventions.*

Track 2 – BUSINESS - 4:00pm- 5:00pm

### **Champagne Wishes on a Beer Budget: Managing the Sales Process, with Renee Rouwhorst, Ryke's Bakery, Catering & Café**

Do you have customers that come in with elaborate ideas for a cake or a picture from the Internet that they "just have to have"? As a good sales person, you spend lots of time researching, sketching and figuring how to build the cake and then hear "That's more than I wanted to spend" In this session, you will learn how to qualify the sale and really understand your customers wants and needs so that you can quickly and efficiently make the sale.

**BIO:** *Renée Rouwhorst has worked in several business settings managing operations, budgets, and employee turnover and performance teams. She earned her degree in education, and has worked as an educator and school administrator. She currently owns Ryke's Bakery, Catering and Café in Muskegon, Michigan. She sits on the Retail Bakers of America (RBA) Board of Directors as the Education Chair and is an active member of the RBA Roadshow Planning and Training Team.*

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Track 3 – CAKE - 1:00pm - 2:00pm

### **Demonstration – "THE DELIZIE "with Chef Biagio Settepani**

One of the most popular Italian dessert besides Cannoli, Tiramisu or Cassata is Delizie. Delizie are very popular in the Campania region of Italy and its nearby regions. Delizie is something you will find in every pastry shops of those regions, the most popular ones are Coffee, Orange and Limoncello. Delizie is a highly profitable item that can be prepared much in advance and kept in the freezer. The Delizie can be found in individual servings or as a cake. A light tasting pastry that is usually soaked with simple syrup flavored according to its flavor profile. Simple but DELIZIOSO!!!!!!

**BIO:** *Biagio Settepani began his career at the age of 13 in a small pastry shop in Brooklyn, New York, spending his next few years learning as much as he could. At the age of 21 he took over the reins of Bruno Bakery, a well-known bakery and cafe in New York City. Since then, his dedication to excellence has brought him around the world in search of knowledge. He has competed nationally and internationally for over a decade, earning him several medals and numerous accolades. In 2001, he became a C.M.B. (certified master baker). He now runs together with his family, two retail shops in Staten Island, and one in New York City. He still finds time to share his knowledge by teaching at various schools to the new generation of pastry chefs.*

Track 3 – CAKE - 2:30pm - 3:30pm

### **Demonstration - Quick Techniques and Shortcuts with Julie Bashore**

In busy bakeries, time is money! Complicated fondant cakes are more in demand therefore, can be time consuming and expensive. I will share with you, some quick and simple eye catching techniques to save time. I will also introduce you to some awesome new products on the market by Arcolor USA, and Edible Supply, to help you achieve this. This demo will definitely benefit your cake decorating repertoire! "

**BIO:** Julie Bashore, Master Confectioner, is a native of England who has an award winning, thirty-year background in Culinary and Confectionery Arts. Julie has taught courses and demonstrated at expositions in England, Ireland, France, Germany, Switzerland, Mexico, USA, Zimbabwe, Nigeria, Australia, New Zealand, Hong Kong, Costa Rica and Vietnam. Julie studied at Le Cordon Bleu in Salisbury Rhodesia; studied and taught at Fabilo International School of Confection in Lucerne, Switzerland; was accredited to the Swiss Chef's Association and taught at Butler's Wharf Chef's School in London, England. Julie has worked extensively throughout the United States creating cake programs and training cake decorators at in-store, retail and specialized bakeries. Julie has written numerous articles for Modern Baking, American Cake Decorating and for the Retail Bakers Association of America.

Track 3 – CAKE - 4:00pm- 5:00pm

**Demonstration - Rustic Chic with Anne Heap**

Rustic chic is a popular trend this year! Anne Heap, owner of Pink Cake Box will demonstrate creating a cake using many exciting rustic chic techniques! The demonstration will include creating fun textures using both fondant and buttercream. In addition, Anne will create realistic looking fondant burlap bands and bows and will also demonstrate using sugar lace as a great accent to this style of cake.

**BIO:** A graduate of Boston College, Anne began her career in Advertising in 2001. Her love for the kitchen continued, and she often treated her colleagues to freshly baked cookies, cupcakes and cakes. She joked that one day she'd own her own cookie shop. In August 2004, Anne began selling her pastries to a local gourmet specialty shop. Soon her love for baking led her to leave her job in Advertising to pursue her dream. Anne studied Pastry Arts at The French Culinary Institute in New York City, (Now The International Culinary Center), completed an apprenticeship with Ron Ben-Israel Cakes in New York City and then became the head pastry chef at Il Capriccio in Whippany, NJ. In 2005, Anne officially founded Pink Cake Box, working out of a restaurant kitchen. Less than two years later, her success led to the opening of a commercial cake studio in Denville, NJ. Since then, Pink Cake Box has grown from a two person operation to a ten person staff, made up of several talented cake decorators, artists and bakers.