

**International Corporate Chefs Association 17th Annual Summit**  
**Grand Hyatt Hotel Denver • June 22 - 25, 2019**



We want to welcome you to the 17th Annual ICCA Summit and the Grand Hyatt Denver. From a presentation on fermentation, one of the main reasons for the longevity of the Asian population, to the new movement toward CBD and hemp in our diet - the ICCA Summit this year will offer a plethora of take-aways for you and your team of new menu developers. Please let us know if our staff and/or board of directors of the ICCA can assist you in any way during the event.

Kevin L. Ryan, CEO/Executive Director

**Opening General Session - Aspen Ballroom 2nd Floor**  
**Saturday, June 22; 2:00 - 5:30 pm**



**2:00 - 3:00 pm:** *Darren Tristano, Foodservice Results CEO and former Technomic President* will present consumer insights on off-premise restaurant opportunities for takeout, catering and delivery. Learn how consumers will continue to use 3rd party delivery services as they evolve and account for a large percentage of restaurant industry growth. Tristano will present key findings from his recent research study, discussing how restaurant brands are evolving to take advantage of rapidly changing consumer behavior. Finally, he will examine the 5-year forecast for off-premise growth and provide commentary on the state of in-restaurant dining.



Steven Sashen

**3:00 - 4:00 pm:** *Steven Sashen, Founder of Xero Shoes*

Steven is a natural born entrepreneur and founder of Xero Shoes. His first company changed the movie industry. As an avid barefoot runner, he researched the originators of long distance runners in Mexico who used recycled tires as shoes. That was to avoid the pain from the hot and hilly terrain. This led him to create his Xero Shoes in the very competitive running shoe business. His presentation will help inspire your creative spirit. His groundbreaking creative customer service culture and history of selling on-line since 1992 will offer you a unique experience at our ICCA Summit.

**“Networking with peers and the leading innovators in food, marketing, manufacturing and industry trends helps to make the ICCA Summit a unique educational experience”**

## ICCA Summit Afternoon Break in Aspen Foyer - 4:00 - 4:30pm

### Opening General Session - Aspen Ballroom 2nd Floor

Saturday, June 22nd; 4:30 - 5:30 pm Continued

#### Trends, Demos & Tastings

4:30 - 5:30 pm: **Frank Bonanno; Chef-Owner of Bonanno Concepts:** Chef Bonanno is one of Denver's true pioneers in the restaurant industry. When we first worked with him, he owned two independent restaurants - Mizuna and Luca. This multiple James Beard Award nominee as a chef and outstanding restaurateur now has nine independent restaurants and that does not count the 16 concepts he owns in his new Milk Market. Listen and taste as you learn about his many years of experience and how he continues to raise the bar for restaurant concepts in Denver.



Frank Bonanno

## ICCA 17th Annual Opening Reception - Saturday, June 22nd; 5:30 - 7:30pm

### The 17th Annual ICCA Summit Opening Reception - Crystal Peak, 38th floor of the Pinnacle Club:

With a breathtaking view of the Colorado Rockies from the 38th floor of the Pinnacle Club attached to the Grand Hyatt Denver, you will enjoy creative menu ideas that are customized for new menu developers during the entire 17th Annual ICCA Summit. Your spouse is invited to join you for these free activities including the receptions, the 17th Annual Dinner and the Culinary Road Trip tours. After our reception you will be treated to dinner at one of Denver's top restaurants as part of our Dine Around Denver Series compliments of our ICCA Sponsors.

## ICCA 17th Annual Summit Day of Education - Sunday, June 23rd

### Sunday Morning General Session - Aspen Ballroom 2nd Floor

Sunday, June 23; 9:00 am - 11:45 am

#### 9:00 - 9:30 am: Rapid-Fire Leadership Development featuring **Steve Campbell, CEO & Founder of pro-volve, a nationally known strategy and culture firm:**



With the experiential atmosphere and active learning environment that is supported throughout the Summit, pro-volve has been asked to create some interactive elements that will stimulate individual leadership influence. They will provide "quick-hit" insights that breathe life into the relationship between your organization's strategy, brand, and culture. This first of three rapid-fire sessions during the day will be an exercise that takes a fresh, introspective look at more than 20 "polarities" experienced by adult learners.

#### 9:30 - 10:15 am: All the Dirt on CBD Oil Legalities and promotions; **Chef Owen Klein, VP, Global Culinary Innovation for Carl's Jr. and Katie Thompson**

Chef Owen and Katie were the experts behind the Carl's Jr. launch of the Rocky Mountain High Burger on Earth Day this year with a CBD Sauce. Chef Owen is one of the most creative innovators in QSR today creating items including Froot Loop Donuts for Carl's Jr. and even a Yeti Rise & Shine Mug Club for Hardees. Katie spent years in Chicago as a marketing expert on foodservice products at Gordon Hanrahan before finding her calling on the new legal product derived from the hemp plant. The 2018 Farm Bill has officially removed hemp and hemp-derived CBD from the Controlled Substances Act, making it fully federally legal for the first time in over 40 years.

Our innovative programming at the ICCA Summit provides take aways for you and your team to advance your brand & the foodservice industry

## Morning Break in Aspen Foyer 10:15 - 10:45 am

### 10:45 - 11:45 am: Building a Remarkable Culture; *David Salyers, Former VP Marketing Chick-fil-A*

David Salyers spent 37 years in the Chick-fil-A Marketing Department and served as a Vice President before his recent retirement. Having worked at Chick-fil-A his entire career, he saw growth of more than 2,300 Chick-fil-A restaurants around the country, as they experienced over 50 consecutive years of sales growth. Chick-fil-A, one of America's most successful and beloved brands, is a multi-billion dollar company built almost entirely on a culture that David has helped to build - a culture only to be described as remarkable.



## 17th Annual Summit Lunch - 12:00 - 1:30 pm in Mt. Sopris, Lobby Level

### Sunday Afternoon General Session, June 23rd; 1:30 - 3:30 pm

#### 1:30 - 2:00 pm: Rapid-Fire Leadership Development featuring *Steve Campbell from pro-voke*

The midday session, "DEMYSTIFYING STRATEGY," provides an enlightening overview of how company strategy can be made simple and be "brought to life" without a lot of complexity. You will have the chance to consider strategic priorities, differentiators, universal needs, and tradeoffs that they can identify for your organization, applying understanding in a practical, engaging manner.

#### 2:00 - 2:45 pm: Fermentation: A Profitable Global Cultural Flavor Experience; *Robert Danhi, Curator of Cultures Flavor 360*

Recent conclusive research has verified some of the ancient beliefs of how food is medicine. Looking back at food cultures that have taken a millennium to evolve, you can learn that the human race has only survived through fermentation. It may have begun as a way to combat colder climates or limited resources from spoilage; yet we discovered this also made foods more digestible, nutritious and of course more flavorful! A vast majority of comfort foods your customers will come back for and order again and again are based on fermented foods...and we can leverage this ancient new-found knowledge to ideate and create new menu items that your customers will crave!

#### 2:45 - 3:30 pm: How to Exceed Consumer Cravings and Rise to the Top; *Taylor Cunningham, Associate Strategist, SRG*

Taylor Cunningham is an Associate Strategist at Sterling-Rice Group. At SRG he specializes in disruptive methodologies that capture difficult-to-reach targets and emerging cultural cohorts. SRG recently conducted research that illuminates the subconscious cultural forces that ignite humans' deepest desires. We have all heard much about Craveology, but their take on this is about the why do they crave it, not the trend itself. Working with psychologists, neurologists, anthropologists, and consumers across three continents, their research has unlocked the anatomy of the experiences we crave most.

## Afternoon Break in Aspen Foyer 3:30 - 4:00 pm

### Sunday Afternoon General Session, June 23rd; 4:00 - 5:30 pm

#### 4:00 - 4:45 pm: Demo & Tasting: *Daniel Asher, Chef-Owner of Boulder's River and Woods & other successful restaurants in the Denver area*

After his second successful restaurant Acreage Cider House he then created Ash'Kara which opened last fall. The new eatery serves modern Israeli and Middle Eastern food that chef Asher grew up with in Montreal. Ashkara is Hebrew slang with Arabic influence; it translates to "for real." His newest venture, a food hall in Golden, will open around the time of our Summit and he will share the vision behind his unique menus at each successful restaurant he has touched.



The Sunday ICCA Reception will be from 5:30 - 7:30 pm in Capitol Peak before you depart for your ICCA Dine Around Denver Restaurant Experience

## **Sunday Afternoon General Session continued, June 23rd; 4:00 - 5:30 pm**

**4:45 - 5:15 pm: Rapid-Fire Leadership Development featuring Steve Campbell from pro-volve**

The final close-of-day session, "FIREWORKS AND GRENADES" provides a setting for you to galvanize some of your learnings from the Summit, highlighting where focus might be applied to increase impact, as well as where volume might be "turned down" in order to allow what matters most to stay front-of-mind.

**The Monday, June 24th ICCA Culinary Road Trips & ICCA 17th Anniversary Dinner are also complimentary for your spouse as we explore new territories on the front range of the Rocky Mountains**

**Monday, June 24th; 7:30 - 8:30 am - Breakfast in Mt. Sopris, Lobby Level**

**8:30 am - 4:30 pm - 17th Annual ICCA Culinary Road Trips - Buses leave the lobby at 8:30 am**

**The 17th Annual ICCA Culinary Road Trips** are one of the most innovative Summit activities highlighting the best Colorado has to offer from wild mushroom foraging to tours that will also include Denver's thriving distillery industry and Boulder's leaders behind the organic movement in the US and the world. Members are split into three groups and you can choose the tour that you would like. Also included in the mix are creative food halls, innovative restaurants, a wheat testing lab and even a charcuterie plant.

**Monday, June 24th; 6:00 pm - 9:00pm  
17th Annual ICCA Dinner @ The Ramble Hotel**

The Annual ICCA Dinner is the finale for the 17th Annual ICCA Summit. This is the ultimate networking event of the year where members, sponsors and speakers recap the take-aways from our Colorado experience. The Ramble Hotel took inspiration from French Salons of the 17th century complete with an intimate theater and event bar that features Death & Co as their first location outside of its New York institution.

You will enjoy expert selections of wines, local Colorado craft beers and creative cocktails from the Death & Co mixologists. Our custom created menu will challenge your creative mind with hopes to inspire your next LTO or permanent new menu item.

The ICCA Board of Directors also invites you to join them for breakfast Tuesday morning with the GCIA Board of Directors, our sister association.

**Tuesday, June 25th; 7:00 - 9:00 am: Breakfast with the ICCA & GCIA Board of Directors - Mt. Oxford**

### **Founding Sponsors**

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**For information on upcoming ICCA events and activities and for videos and stories posted from this year's 17th Annual ICCA Summit go to [www.ICCAchefs.com](http://www.ICCAchefs.com)**