



## SCHEDULE-AT-A-GLANCE

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All 2012 conference events will take place at the Raleigh Convention Center unless otherwise noted.

*\*Please note that this schedule is subject to change at any time.*

### TUESDAY, JULY 31

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Closed to the Public  
American Cheese Society Judging & Competition  
★ Sponsored by [Atlanta Foods International](#)

### WEDNESDAY, AUGUST 1

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Closed to the Public  
American Cheese Society Judging & Competition  
★ Sponsored by [Atlanta Foods International](#)

All Day  
Regional Tours (Full Day)

9:00 am – 5:00 pm  
Food Safety and Artisan Cheesemaking: Advanced Risk Reduction Practices and Programs (Deep Dive)

1:00 pm – 4:00 pm  
Certified Cheese Professional™ Exam

1:00 pm – 5:00 pm  
Communicating in a Food Safety Crisis: Deliver the Right Message to the Right Audience in the Right Way (Deep Dive)

3:00 pm – 7:00 pm  
Registration & Bookstore Open  
★ Bookstore sponsored by the [Wisconsin Milk Marketing Board](#)

4:00 pm – 5:30 pm  
Certified Cheese Professional™ Reception

6:00 pm – 7:00 pm  
New Member & First-Time Attendee Reception  
★ Sponsored by [Sartori Company](#)

### THURSDAY, AUGUST 2

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7:00 am – 6:00 pm  
Registration & Bookstore Open  
★ Bookstore sponsored by the [Wisconsin Milk Marketing Board](#)

7:30 am – 8:15 am  
Breakfast  
★ Sponsored by the [Vermont Cheese Council](#)

8:15 am – 9:30 am  
President's Welcome and Opening Keynote by Temple Grandin  
★ Sponsored by [Whole Foods Market](#)

10:00 am – 5:00 pm  
Networking Salon  
★ [Forever Cheese](#) and [Dairy Farmers of Canada](#)

9:30 am – 10:30 am  
Networking Break & Author Book Signings  
★ Networking Break sponsored by [Tillamook County Creamery Association](#)

10:00 am – 11:30 am  
Concurrent Sessions & Scholar-in-Residence

11:45 am – 1:15 pm	Annual Business Meeting & Lunch ★ Sponsored by <a href="#">Dairy Farmers of Oregon</a>
1:15 pm – 1:45 pm	Networking Break & Author Book Signings
1:30 pm – 4:30 pm	Strategic Planning for Small Businesses (Deep Dive)
1:45 pm – 3:15 pm	Concurrent Sessions & Scholar-In-Residence
3:45 pm – 6:00 pm	Meet the Cheesemaker ★ Sponsored by the <a href="#">California Milk Advisory Board</a>
7:00 pm – 9:00 pm	Opening Reception: Down Home “Rally in Raleigh”

## FRIDAY, AUGUST 3

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7:30 am – 4:00 pm	Registration Open
7:30 am – 6:00 pm	Bookstore Open ★ Sponsored by the <a href="#">Wisconsin Milk Marketing Board</a>
8:00 am – 8:30 am	Breakfast
8:30 am – 10:00 am	Concurrent Sessions & Scholar-in-Residence
10:00 am – 5:00 pm	Networking Salon ★ <a href="#">Comté Cheese Association</a> , <a href="#">Atalanta Corporation</a> , and <a href="#">Dairy Farmers of Canada</a>
10:00 am – 10:30 am	Networking Break & Author Book Signings ★ <i>Networking Break</i> sponsored by <a href="#">BelGioioso Cheese Inc</a>
10:30 am – 12:00 pm	Concurrent Sessions & Scholar-In-Residence
12:00 pm – 1:45 pm	Town Hall Meeting & Lunch ★ <i>Town Hall Meeting</i> sponsored by <a href="#">Artisan Cheese Masters of America</a> ★ <i>Lunch</i> sponsored by <a href="#">FoodMatch</a>
2:00 pm – 3:30 pm	Concurrent Sessions & Scholar-In-Residence
3:30 pm – 4:00 pm	Networking Break & Author Book Signings
4:30 pm – 6:00 pm	Awards Ceremony at Meymandi Hall ★ Sponsored by <a href="#">Atlanta Foods International</a>
6:00 pm – 7:30 pm	Champagne Toast to the 2012 Winners at Meymandi Hall

## SATURDAY, AUGUST 4

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7:30 am – 3:30 pm	Registration Open
7:00 am – 6:00 pm	Bookstore Open ★ Sponsored by the <a href="#">Wisconsin Milk Marketing Board</a>
8:00 am – 8:45 am	Breakfast of Champions
9:00 am – 10:30 am	Concurrent Sessions & Scholar-In-Residence
9:00 am – 12:00 pm	Havarti Cheesemaking Demonstration at NCSU (Deep Dive)
10:00 am – 5:00 pm	Networking Salon ★ <a href="#">DPI Specialty Foods</a> , <a href="#">Irish Dairy Board</a> , and <a href="#">Dairy Farmers of Canada</a>

10:30 am – 11:00 am	Networking Break & Author Book Signings
11:00 am – 12:30 pm	Concurrent Sessions & Scholar-In-Residence
12:30 pm – 1:45 pm	Lunch ★ Sponsored by <a href="#">Zuercher &amp; Co.</a>
2:00 pm – 3:30 pm	Concurrent Sessions & Scholar-In-Residence
2:00 pm – 5:00 pm	Alpine-Style Cheesemaking Demonstration at NCSU (Deep Dive)
3:30 pm – 4:00 pm	Networking Break & Author Book Signings
4:00 pm – 5:30 pm	Guide Internationale des Fromagers Induction Ceremony
6:30 pm – 9:30 pm	Festival of Cheese (6:30 pm – 7:00 pm open to Members Only)

## **SUNDAY, AUGUST 5**

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11:00 am – 2:00 pm	Cheese Sale supporting the American Cheese Education Foundation
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*\*See a detailed conference schedule on the following pages.*



## WEDNESDAY, AUGUST 1

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### **TOUR: CHAPEL HILL FARM-TO-MARKET**

7:45 am – 5:00 pm, \$89 per person

*Bus departs from and returns to the Raleigh Marriott City Center*

*Bon Appetit* magazine dubbed Chapel Hill one of “America’s Foodiest Small Towns.” See how it earned its reputation while you enjoy the region’s bounty on the farm, in the store, at market, and on your plate! Begin with a visit to farmstead cheesemaker [Chapel Hill Creamery](#) where you’ll tour the farm, meet the animals, and learn about the green systems in place from co-owners Portia McKnight and Flo Hawley. You’ll get a behind-the-scenes peek at the milking parlor, make room, and aging rooms and have a chance to sample a variety of their award-winning cheeses. Your next stop will be [A Southern Season](#), described by *The New York Time’s* Craig Claiborne as “wall to wall and floor to ceiling, a visual and gustatory delight.” This 60,000 sq. ft. landmark market features specialty and local foods, housewares, wine, books, and more – including, of course, a stellar cheese department. You’ll enjoy lunch in their on-site restaurant, have time to browse, and participate in small group Guided Tastings. Last stop will be the [Carrboro Farmer’s Market](#), named one of the country’s “Six Great Markets” by Martha Stewart’s *Everyday Food* magazine. Run by the farmers it represents, the market is in its 33<sup>rd</sup> season. You’ll be treated to a guided tour and learn about the market’s history, management, overall operation, and hear vendors share their stories.

*Remember that the temperature will be high in August, and you’ll be visiting a working farm and outdoor market – please dress accordingly. For the biosecurity of the animals, please DO NOT wear clothing or shoes previously worn on any other farm. Please DO NOT participate in this tour if you have entered the U.S. from a foreign country within five days prior to the tour. In addition, you may be asked to wear protective booties while visiting some parts of the facility. Full day tour includes: Motorcoach transportation, all tastings and presentations, lunch, and all taxes.*

### **TOUR: CURDS & BEER: RALEIGH-DURHAM PUB CRAWL**

7:30 am – 5:00 pm, \$89 per person

*Bus departs from and returns to the Raleigh Marriott City Center*

Double your pleasure on this full day tour that combines the joys of beer and cheese. On your bucolic drive out to farmstead goat cheesemaker, [Prodigal Farm](#) in Rougemont, North Carolina Brewer’s Guild Executive Director, Win Bassett, will share information about the area and the rise in local craft beer production. When you arrive, Prodigal Farm’s owners Kathryn Spann and Dave Krabbe will introduce you to the goats and share a tour of their 97-acre [Animal Welfare Approved](#) (AWA) farm and creamery. You’ll sample their cheeses as Spann and AWA Program Director Andrew Gunther explore the connection between high-welfare, pasture-based farming and high quality cheeses that truly reflect *terroir*. Then you’ll head off to Durham for lunch at [Bull City Burger and Brewery](#). Patrick Coleff, owner of nearby cheese shop, [Reliable Cheese Co.](#), will be on hand to guide you through beer and cheese pairings featuring Bull City brews. Just down the road, you’ll visit [Fullsteam Brewery](#), where you’ll have the opportunity to taste some of their award-winning craft beers paired with great cheeses. Then you’ll board the bus and head back to Raleigh, arriving at [Natty Greene’s Pub & Brewing Co.](#) just in time for a beer-and-cheese-pairing “Hoppy Hour”.

*Remember that the temperature will be high in August, and you’ll be visiting a working farm – please dress accordingly. For the biosecurity of the animals, please DO NOT wear clothing or shoes previously worn on any other farm. Please DO NOT participate in this tour if you have entered the U.S. from a foreign country within five days prior to the tour. In addition, you may be asked to wear protective booties while visiting some parts of the facility. Full day tour includes: Motorcoach transportation, all tastings and presentations, lunch, and all taxes.*

**FOOD SAFETY AND ARTISAN CHEESEMAKING:  
ADVANCED RISK REDUCTION PRACTICES AND PROGRAMS (Deep Dive)**

9:00 am – 5:00 pm, \$149 per person (includes lunch)

*Dennis “DJ” D’Amico, Ph.D., Vermont Institute for Artisan Cheese*

Risk assessment is a technique used to achieve food safety based on the principles of hazard identification, exposure assessment, and risk characterization. Using VIAC data collected from microbiological surveillance of farmstead cheesemaking operations, we will review specific microbial pathogens of concern to farmstead cheesemakers, and their incidence in milk and the cheesemaking environment. Through a hands-on demonstration of proper techniques of sample collection for raw milk testing and environmental analysis, we will provide instruction for performance of on-farm surveillance strategies to best reduce risk. Strategies to eliminate pathogens, including focus on proper sanitation, will be reviewed. Maintaining cheese quality and safety through raw milk screening and environmental analysis will achieve important food safety goals for cheesemakers. This course will conclude with a thorough description of recommended cleaning and sanitizing techniques used in cheesemaking including specific technical information regarding products that best fit the needs of small producers.

**COMMUNICATING IN A FOOD SAFETY CRISIS:  
DELIVER THE RIGHT MESSAGE TO THE RIGHT AUDIENCE IN THE RIGHT WAY (Deep Dive)**

1:00 pm – 5:00 pm, \$25 per person

*David Krejci, Weber Shandwick*  
*Polly O’Grady, Weber Shandwick*  
*Stacey Stevens, Dairy Management Inc.*

Food safety is always a hot topic and knowing how to respond appropriately in an urgent situation is critical! Join panelists from DMI and top PR firm Weber Shandwick as they lead participants through a mock crisis and provide attendees with the experience and tools they need to effectively communicate in a real-life crisis situation. Participants will put the principles of effective communication into practice during a simulated food safety drill. In addition to a tabletop exercise that features a developing scenario, a new social media simulator - FireBell - will allow participants to react and respond to messages being posted in "real-time."

**CERTIFIED CHEESE PROFESSIONAL™ EXAM**

*Exam made possible by many generous industry supporters. Visit [www.cheesesociety.org](http://www.cheesesociety.org) for a full list of supporters.*

1:00 pm – 4:00 pm

ACS's inaugural Certified Cheese Professional™ Exam (CCPE) offers professionals in the cheese industry the opportunity to earn the distinguished title of ACS Certified Cheese Professional™ (ACS CCP™). The exam is open to approved applicants only, and is filled to capacity for 2012. For more information about the 2013 Certified Cheese Professional™ Exam, visit [www.cheesesociety.org](http://www.cheesesociety.org).

**REGISTRATION OPEN**

3:00 pm – 7:00 pm

**CONFERENCE BOOKSTORE OPEN**

*Sponsored by the [Wisconsin Milk Marketing Board](http://www.wisconsinmilkmarketingboard.com)*

3:00 pm – 7:00 pm

**CERTIFIED CHEESE PROFESSIONAL™ RECEPTION**

4:00 pm – 5:30 pm, 2<sup>nd</sup> Floor mezzanine

Individuals sitting for the inaugural Certified Cheese Professional™ Exam, as well as those who helped to make the exam a reality, are invited to enjoy a special happy hour to celebrate this historic occasion!

## **NEW MEMBER & FIRST-TIME ATTENDEE RECEPTION**

Sponsored by [Sartori Company](#)

6:00 pm – 7:00 pm, Room 402

Are you a new member or attending your first ACS conference? Meet fellow ACS members, and learn what to expect from this year's conference. ACS leaders will be on hand to answer questions, share ways that members can become actively involved in ACS, and network with those in attendance.



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## **THURSDAY, AUGUST 2**

### **REGISTRATION OPEN**

7:00 am – 6:00 pm

### **CONFERENCE BOOKSTORE OPEN**

Sponsored by the [Wisconsin Milk Marketing Board](#)

7:00 am – 6:00 pm

### **CONTINENTAL BREAKFAST**

Sponsored by the [Vermont Cheese Council](#)

7:30 am – 8:15 am

Enjoy a selection of breads, pastries, coffee, tea, and juice, and sample cheeses from Vermont producers.

### **WELCOME & OPENING KEYNOTE**

Sponsored by [Whole Foods Market](#)

8:15 am – 9:30 am

Keynote by Temple Grandin, Ph.D., Colorado State University, noted author and expert on humane livestock handling.

### **NETWORKING BREAK**

Networking Break sponsored by [Tillamook County Creamery Association](#)

9:30 am – 10:00 am

Take a break between sessions and enjoy a selection of Tillamook's products.

### **AUTHOR BOOK SIGNINGS**

9:30 am – 10:30 am

Authors:

*Stephanie Clark, Ph.D., Iowa State University (9:30 am – 10:00 am)*

*Temple Grandin, Ph.D., Colorado State University (9:30 am – 10:30 am)*

### **ALL-DAY NETWORKING SALONS**

Sponsored by [Forever Cheese](#) and [Dairy Farmers of Canada](#)

10:00 am – 5:00 pm

## CONCURRENT SESSIONS

10:00 am – 11:30 am

- **SENSORY & TECHNICAL EVALUATION (Tasting)**

*MaryAnne Drake, Ph.D., North Carolina State University*

In this advanced session, you will learn about regional and international differences in cheddar cheese flavor and take a guided tasting of aged and artisanal cheddars from North America and the UK. All samples will be pre-cut, sealed, and delivered by the North Carolina State University Food Science Department for this sensory practice. Experience firsthand the regional flavor variations and characteristics of cheddars, while the range of flavors associated with feed, milk, make facility, and aging room are discussed. Dr. MaryAnne Drake will touch upon the differences and similarities of flavors between true pasteurized and raw milk cheddars and discuss flavor elements associated with bandage wrap and curing room. Those attending this session will take away an understanding of sensory language and how it is linked to flavor chemistry of place, farm, milk, facility, process, and aging.

*Ticket required; space is limited.*

- **CREATING A VISION OF GREATNESS (General Interest)**

*Ari Weinzwieg, Zingerman's Community of Businesses*

Zingerman's believes the first step to being successful is to start with a clear vision of what success will look like. A vision is not a strategic plan – rather, it's a snapshot of the future you prefer. An inspiring document that describes the business – and life – that you want to lead. In this workshop, Ari will share the four characteristics of an effective vision, how to get started on writing your own, or if you've already got one, how to figure out if it's time to write a new one.

*Ari Weinzwieg's appearance is made possible by Zingerman's Community of Businesses.*

- **THE ROLE OF VETERINARY MEDICINE IN HEALTH, SAFETY, AND QUALITY (Cheesemaker)**

*Mark Wustenberg, DVM, Tillamook*

*Patty Scharko, DVM, Clemson University*

*Karen Jordan, DVM, Large Animal Veterinary Practice and Dairy Farmer*

*Jeffrey Roberts, Vermont Institute for Artisan Cheese*

Building from Temple Grandin's keynote speech, this session addresses the vital role of veterinary medicine from animals to production to retail. The session explores the relationship between these professionals, farmers, and cheesemakers to meet the needs of animal health, food safety, and quality milk and dairy products. Topics include the elements of a good animal well-being program; assessment and measurement strategies for milk quality and safety for cheese production; and essential sanitation and animal related practices to ensure high quality milk. The connections between animal behavior, husbandry, and humane practices help produce high-quality cows, goats, and sheep, better milk, and outstanding cheese. Veterinarians are uniquely positioned to help build and maintain on-farm programs, influence regulatory expectations, and educate the consuming public.

*Mark Wustenberg's appearance is made possible by the Tillamook County Creamery Association.*

- **HANDLING CHEESE IN A RETAIL ENVIRONMENT (Retailer/Distributor)**

*Gordon Edgar, Rainbow Grocery Cooperative*

*Jeanne Rodier, Yannick Fromagerie*

*Moderator: Debra Dickerson, Cowgirl Creamery*

Cheese makes our business and yet, without proper handling, it can also break a business. Understanding how to effectively handle cheese from the moment it arrives in your shop to the time it enters your customers' mouths is critical for every retail store owner, manager, and employee. Learn from a panel of seasoned retailers how to appropriately receive, maintain, and manage the cheeses in your shop, including overstock management and knowing when to reach out to cheesemakers for consultation.

- **SCHOLAR-IN-RESIDENCE**

*Mark Johnson, Wisconsin Center for Dairy Research*

Scholars are available to provide one-on-one evaluations of your cheeses throughout the conference.

## **ANNUAL BUSINESS MEETING & LUNCH**

Sponsored by [Dairy Farmers of Oregon](#)

Lunch (plated): 11:45 am – 12:15 pm

Business Meeting: 12:15 pm – 1:15 pm

President Christine Hyatt and members of the ACS Board of Directors will present the goals, challenges, and achievements for ACS in 2012, as well as strategic initiatives for the organization going forward.

*Lunch will be served from 11:45 am – 12:15 pm. The Business Meeting begins promptly at 12:15 pm. Additional theater seating is available for those who arrive late.*

## **NETWORKING BREAK & AUTHOR BOOK SIGNINGS**

1:15 pm – 1:45 pm

Authors:

*Paul Kindstedt, Ph.D., Vermont Institute for Artisan Cheese*

*Jeff Roberts, Vermont Institute for Artisan Cheese*

## **CONCURRENT SESSIONS**

1:45 pm – 3:15 pm

- **NORTH CAROLINA WINE & CHEESE (Tasting)**

*Maximillian Kast, Fearington House Restaurant*

*Michael Landis, ANCO Fine Cheese*

The growth and popularity of North Carolina's wines have been increasing over the past several years, especially with the introduction of the North Carolina Appellations and the wines' outstanding quality and diversity. Some of the more difficult wines to make are produced in North Carolina, Viognier and Sangiovese are good examples. Not only are they unique to this region, but they are excellent quality and pair well with cheese. Join session hosts Michael Landis and Max Kast as they delight your taste buds and introduce you to the flavors of North Carolina through its cheeses and wines.

*Ticket required; space is limited.*

- **CHEESE & CULTURE – AN INTERVIEW (General Interest)**

*Paul Kindstedt, Ph.D., Vermont Institute for Artisan Cheese*

*Interviewer: Sasha Davies, Author and ACS Board Member*

To many, the artisan cheese industry still feels shiny and new. Yet, the history of cheese extends well beyond recent history and has long been entrenched in the fabric of our culture and others around the world. Any questions about the long-standing relationship we, as a species, have had with this wonderful food will be quelled by the painstakingly researched and recently published book on this very subject by Paul Kindstedt, *Cheese and Culture: A History of Cheese and Its Place in Western Civilization*. Join Sasha Davies as she takes us on an intriguing journey exploring Kindstedt's inspiration for this project and what his findings might tell us about where our relationship with cheese is headed, or at the very least, what we might learn from the rich history he has captured in his writings.

- **SUCCESSION PLANNING – A CASE STUDY (Cheesemaker)**

*Louis Grubb, J&L Grubb, Ltd./Cashel Blue Cheese*  
*Steve Tate, Goat Lady Dairy*  
*Andrew Branan, The Branan Law Firm, PLLC*

Succession planning can be a sensitive topic loaded with questions which are difficult to answer. What are my options? How will I know I am making the right decision? How will these decisions impact me and/or my family? These are questions you may ask as you embark on the journey to discover the best plan of action for your business. This session will provide an in-depth look at cheesemakers who have or have had a succession plan in place and will help to answer some of the hard questions that come along with this topic. Steve Tate will discuss succession planning involving people beyond the immediate family, and Louis Grubb will discuss family-oriented succession planning. Moderator Andrew Branan will cover everything in between, including some of the technical aspects of succession planning.

- **EVERYONE LIKES A GOOD DEAL: MANAGING SUCCESSFUL PROMOTIONS (Retailer/Distributor)**

*John David Harmon, Whole Foods*  
*Helder dos Santos, Zuercher & Co.*  
*Juliana Uruburu, The Pasta Shop*  
*Moderator: David Gremmels, Rogue Creamery*

Everyone jumps at a bargain, right? Well, not necessarily, at least not when it comes to artisan cheese. If you have been left wondering how your carefully constructed promotion fell short of expectations, this is the session for you. Join this open dialogue between all participants in the cheese chain to learn about what it takes to create successful promotions.

- **SCHOLAR-IN-RESIDENCE**

*Rex Infanger, Danisco*

Scholars are available to provide one-on-one evaluations of your cheeses throughout the conference.  
*Advance registration is required.*

## **STRATEGIC PLANNING FOR SMALL BUSINESSES: GETTING THE RESULTS YOU WANT (Deep Dive)**

1:30 pm – 4:30 pm (\$25 per person)

*Debi Benedetti, Beyond the Possible*

“Success without a plan is just an accident.” All too often small businesses lose focus, direction, and profits unnecessarily. Most major organizations avoid this downfall by developing and then living a strategic plan. Debi specializes in assisting leaders, owners, and entrepreneurs representing all sizes of businesses, organizations, and groups to create a strategic blueprint that insures their future success. In this session you will: Learn the basic elements of a strategic plan; work on your own plan and be able to practice the process; utilize a worksheet identifying your own S.W.O.T. (Strengths, weaknesses, threats, and opportunities); explore the benefits of defining your vision (**what** your business is at its best), your mission (**how** you achieve the vision), and your values (**why** you do what you do) and actually work on a draft of this or evaluate your existing vision, mission, and values through this process; and, gain the tools to develop and evaluate your brand words, brand messaging, and your “elevator speech” (how you summarize your business in a concise way that attracts potential customers/clients).

This deep dive will catapult your business results through a creative and disciplined process. Debi’s high energy and interactive style will engage you while giving you solid techniques to take you and your business to the highest potential.

## **MEET THE CHEESEMAKER**

Sponsored by the [California Milk Advisory Board](#)

3:45 pm – 6:00 pm, Ballroom C

Meet the people behind your favorite cheeses! This popular event is your chance to sample America’s finest cheeses and speak directly to the experts – the cheesemakers themselves. Come hungry and ready for delicious cheese! *Cash bar.*

## **OPENING RECEPTION: DOWN HOME “RALLY IN RALEIGH”**

7:00 pm – 9:00 pm, Raleigh Convention Center

Enjoy a relaxing night of North Carolina style barbecue and southern hospitality. Two-step to live country music with your friends under the stars; sample local food and drink; and get a taste for the slow pace of a hot summer night in Raleigh.

*Hors d'oeuvres and cash bar; sponsors will sample wine and beer.*



**FRIDAY, AUGUST 3**

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### **REGISTRATION OPEN**

7:30 am – 4:00 pm

### **BOOKSTORE OPEN**

Sponsored by the [Wisconsin Milk Marketing Board](#)

7:00 am – 6:00 pm

### **CONTINENTAL BREAKFAST**

8:00 am – 8:30 am

Enjoy a selection of breads, pastries, coffee, tea, and juice.

### **CONCURRENT SESSIONS**

8:30 am – 10:00 am

- **SENSORY AND TECHNICAL EVALUATION OF QUALITY IN AFFINAGE (Tasting)**

*Zoe Brickley, Cellars at Jasper Hill*

*Emily Daniels, Cellars at Jasper Hill*

*Mateo Kehler, Cellars at Jasper Hill*

The Cellars at Jasper Hill ages cheese for an on-site cheese-house, as well as for off-site artisans from across northern VT. The inherent disconnect between producer and cave space, organizationally and in proximity, means that Jasper Hill affineurs need to be vigilant and communicate clearly with producers. Different tools are used to assess the quality and progress of each batch, even before it arrives in the building, and until the day it leaves the facility for market. Some of these tools are quantitative (have hard numbers or data assigned - pH curves and instrumental readings) and other tools are a bit more qualitative and reliant on organoleptic or sensory analysis, specifically spider graphing. This seminar will look at both sides of the process. The class will participate in this unique approach to evaluation between different styles vertically, with the same cheese at different stages of ripeness or different flavor profiles within batches of the same age.

*Ticket required; space is limited.*

- **RECRUITING, ENCOURAGING, AND ASSISTING THE NEXT GENERATION (General Interest)**

*David Lockwood, Neal's Yard Dairy*

*Sarah Marcus, Briar Rose Creamery, LLC*

*Steve Tate, Goat Lady Dairy*

*Moderator: Kate Arding, Culture*

Inspiring the next generation to join the world of cheese can seem daunting. More and more people are leaving the farm to seek less “hands-on” positions. Work in our industry is not easy and making it look attractive to the up-and-coming workforce, while being honest about the level of commitment required, is a challenge we all face. Yet,

there are organizations who have found ways to recruit, hire, and train new people successfully. Join us to hear both retailers and cheesemakers share their ideas about how to entice people into various aspects of the cheese industry as part of their long-term career plans. Plus, you'll hear first-hand what it's like to go through the "apprentice" phase and come out a true cheese professional in the end.

- **WORKING PROACTIVELY TO MITIGATE RISKS AND PROMOTE CHEESE SAFETY (Cheesemaker)**

*Catherine Donnelly, Ph.D., Vermont Institute for Artisan Cheese*  
*Cathy Strange, Whole Foods Market*  
*Representative, U.S. Food and Drug Administration*  
*Moderator: Bill Graves, Dairy Research Institute*

Join this dynamic panel to get an in-depth look at how decision making at one end impacts the entire cheese chain from cheesemaker to distributor to retailer to consumer. A representative from the FDA will be on hand to provide an overview of current risk assessments, changing requirements, and results of inspection activity including the impact of these on regulations. Dr. Catherine Donnelly and Cathy Strange will provide the nexus between FDA regulations and cheesemakers, distributors, and retailers dealing with recalls with an emphasis on the implications and consequences. This panel, moderated by Bill Graves, will take a proactive look at how to mitigate cheese safety risks now and in the future.

- **AMERICAN CHEESE MONTH: SUCCESSES AND OPPORTUNITIES (Retailer/Distributor)**

*Kathleen Cotter, The Bloomy Rind*  
*Cristi Menard, Pastoral Artisan Cheese, Bread & Wine*  
*Moderator: Christine Hyatt, Cheese Chick Productions, LLC*

Let's make the most of our 15 minutes by increasing it to 30 days -- that's the goal of American Cheese Month. We know these products inside and out, and this month-long promotion each October is our chance to share that knowledge with as many people as possible through tastings, classes, and events. Whether you participated last year or have big plans for this year's celebration, this session will give you actionable information and support.

- **SCHOLAR-IN-RESIDENCE**

*Rex Infanger, Danisco*

Scholars are available to provide one-on-one evaluations of your cheeses throughout the conference.  
*Advance registration is required.*

## **ALL-DAY NETWORKING SALONS**

[Comté Cheese Association](#), [Atalanta Corporation](#), and [Dairy Farmers of Canada](#)

10:00 am – 5:00 pm

## **NETWORKING BREAK & AUTHOR BOOK SIGNINGS**

*Networking Break sponsored by [BelGioioso Cheese Inc](#)*

10:00 am – 10:30 am

Authors:

*Sasha Davies, Author and ACS Board Member*

*Gordon Edgar, Rainbow Grocery Cooperative*

## **CONCURRENT SESSIONS**

10:30 am – 12:00 pm

- **NORTH CAROLINA'S BOUNTY OF FERMENTED FOOD (Tasting)**

*David Auerbach, North Carolina State University*  
*Daniel Bradford, All About Beer Magazine*  
*Glenn "Zuke" Lozuke, Zuke's Charcuterie*  
*Moderator: Jeff Roberts, Vermont Institute for Artisan Cheese*

North Carolina's bounty of great foods encompasses beer, bread, cheese, and cured meats. This tasting workshop introduces a representative group of products from across the state. Speakers will describe ways to pair the foods in traditional and contemporary combinations and describe the production histories from the colonial period to the present.

*Ticket required; space is limited. This session repeats at 2:00 pm.*

- **ZINGERMAN'S 12 NATURAL LAWS OF BUSINESS (General Interest)**

*Ari Weinzweig, Zingerman's Community of Businesses*

Ari Weinzweig, co-founding partner of Zingerman's, presents Zingerman's 12 Natural Laws of Business – the not-so-secret “secrets” behind sustainable, successful businesses. Come if you're an owner or key manager of a business looking for inspiration and a positive path to organizational greatness. Leave with personal insights, real life examples from Zingerman's and a host of tools and ideas that you can immediately put to use!

- **SEASONALITY FOR SMALL CHEESEMAKERS (Cheesemaker)**

*Veronica Baetje, Baetje Farm*

*Helen Feete, Meadow Creek Dairy*

*Jodi Ohlson Read, Shepherd's Way*

*Moderator: Steve Tate, Goat Lady Dairy*

As the seasons change throughout the year, so too does the milk used to produce cheese. As a cheesemaker, it's important to understand how changes in the herd's feed, breeding cycle, and environmental factors like temperature and humidity can affect the milk and change the quality of the cheeses being produced. Join this exceptional panel of cheesemakers as they discuss how to increase the effectiveness of the cheesemaking process by demonstrating the various methods for seasonal adjustment in milk treatment. Areas addressed will be culture inoculation rates, set temperature, rennet amount, flocculation, and optional use of calcium chloride.

- **ROMANCE & REALITY – TRANSLATING CHEESE INFORMATION FOR CONSUMERS (Retailer/Distributor)**

*Simon Darling, Cowgirl Creamery*

*Tom VanVoorhees, Rogue Creamery Cheese Shop*

*Moderator: Jeanne Carpenter, Word Artisan LLC*

If you've spent more than 20 minutes behind a wall of cheese you've been in the line of fire for the uncomfortable questions about cheese and fill-in-the-blank with any of the following: pregnancy, salt, cholesterol, environmental collapse, animal welfare, obesity... we could go on. Need help understanding how to respond with diplomacy while providing enough information to satisfy but not overwhelm? Join this panel of experienced mongers who will share their experiences and arm you with something better than answers – information and the tools to develop your own responses.

- **SCHOLAR-IN-RESIDENCE**

*Mark Johnson, Wisconsin Center for Dairy Research*

Scholars are available to provide one-on-one evaluations of your cheeses throughout the conference.

*Advance registration is required.*

## **TOWN HALL MEETING & LUNCH**

Lunch sponsored by [FoodMatch](#)

Town Hall Meeting sponsored by Artisan Cheese Masters of America

12:00 pm – 1:45 pm

Lunch (plated): 12:00 pm – 12:30 pm

Town Hall Meeting 12:30 pm – 1:45 pm

Be a part of this inviting, interactive, and informative discussion as the ACS Board of Directors and members participate in a meaningful dialogue about relevant issues in the industry. Kurt Dammeier of Beecher's Handmade Cheese and Christine Hyatt, ACS President, will moderate this question-and-answer session. Everyone will have the opportunity to

engage in dialogue. Ask questions, share your thoughts, and walk away with a better understanding of the current and future path of our industry. *Please note: Lunch will be served from 12:00 pm - 12:30 pm. The Town Hall Meeting begins promptly at 12:30 pm. Additional theater seating is available for those who arrive late.*

## **CONCURRENT SESSIONS**

2:00 pm – 3:30 pm

- **NORTH CAROLINA'S BOUNTY OF FERMENTED FOOD (Tasting)**

*David Auerbach, North Carolina State University*

*Daniel Bradford, All About Beer Magazine*

*Glenn "Zuke" Lozuke, Zuke's Charcuterie*

*Moderator: Jeff Roberts, Vermont Institute for Artisan Cheese*

North Carolina's bounty of great foods encompasses beer, bread, cheese, and cured meats. This tasting workshop introduces a representative group of products from across the state. Speakers will describe ways to pair the foods in traditional and contemporary combinations and describe the production histories from the colonial period to the present.

*Ticket required; space is limited. This is a repeat of the 10:30 am session.*

- **AGRI-MARK/CABOT CASE STUDY ON RECALL AND TRACEABILITY PROJECT PLANNING: FROM MILK TO FINISHED PRODUCT (General Interest)**

*Susan Zucker, Ph.D., Agri-mark Dairy Cooperative*

This session will examine Agri-mark's initiative to improve traceability within the supply chain, including business process changes as well as technology improvements. Although Agri-mark will present what they have learned from a mid-size dairy cooperative perspective, these findings can easily be scaled to smaller dairy and manufacturing facilities.

- **ANIMAL WELFARE APPROVED (Cheesemaker)**

*Andrew Gunther, Animal Welfare Approved*

*Kathryn Spann, Prodigal Farm*

As the only third party certification that guarantees outdoor, pasture-based management on an independent family farm, Animal Welfare Approved (AWA) and has become the most highly regarded food label for animal welfare and sustainability. Along with AWA-certified farmers, Prodigal Farm's Kathryn Spann and AWA Program Director Andrew Gunther will discuss increasing market demand for high welfare, sustainable, and pasture-raised products, and how using the AWA label can differentiate your products in the marketplace. The session will also cover AWA requirements for certification and the program's free farmer and retailer support services.

- **GMPs, SOPs: WTF (Retailer/Distributor)**

*Jason Foscolo, LLC, The Food Law Attorney*

*Courtenay High Tyler, Earth Fare*

Learn how to stay afloat and safe in this sea of food safety acronyms. What are all these plans and, more importantly, what are the questions to walk through in your business that will lead you to the development of an adequate and rigorous food safety plan? Join Courtenay Tyler from Earth Fare and Jason Foscolo a food law attorney to learn how to develop your plan without losing sight of the underlying goal: keeping people – customers and coworkers – safe.

- **SCHOLAR-IN-RESIDENCE**

*Rex Infanger, Danisco*

Scholars are available to provide one-on-one evaluations of your cheeses throughout the conference.

*Advance registration is required.*

## **NETWORKING BREAK & AUTHOR BOOK SIGNING**

3:30 pm – 4:00 pm

Authors:

*Max McCalman, Artisanal Cheese*

*Ari Weinzweig, Zingerman's Community of Businesses*

## **2012 AWARDS CEREMONY**

Sponsored by [Atlanta Foods International](#)

4:30 pm – 6:00 pm, Meymandi Theater at the Progress Energy Center, 2 East South Street

This is it, the 2012 "Oscars of Cheese." Be a part of the excitement as this year's winners are announced and recognized for their expert craftsmanship.

*Cash bar open from 4:00 pm.*

## **CHAMPAGNE TOAST TO THE 2012 WINNERS**

6:00 pm – 7:30 pm, Meymandi Theater lobby and patio

Join your friends and colleagues for a champagne toast to celebrate ACS's 2012 competition winners before you head out for a night in Raleigh with many area restaurants and breweries featuring American cheese focused menus, dishes, and specials!

*Champagne will be provided; a cash bar will also be available.*



**SATURDAY, AUGUST 4**

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## **REGISTRATION OPEN**

7:30 am – 3:30 pm

## **BOOKSTORE OPEN**

Sponsored by the [Wisconsin Milk Marketing Board](#)

7:00 am – 6:00 pm

## **BREAKFAST OF CHAMPIONS**

8:00 am – 8:45 am

Come sample yogurts, cultured products, butters, and fresh unripened cheeses from the 2012 Judging & Competition. Winners will be highlighted, and you'll have a chance to enjoy these delicious products with a variety of breads and condiments. A continental breakfast with a nod to ACS's 2012 winners!

## CONCURRENT SESSIONS

9:00 am – 10:30 am

- **JUDGING & COMPETITION TUTORIAL (Tasting/General Interest)**

*Stephanie Clark, Ph.D., Iowa State University*

*Todd Druhot, Atlanta Foods International & ACS Judging & Competition Chair*

*John Greeley, Atlanta Foods International*

*David Grotenstein, Food and Image*

It's no secret how dramatically the ACS Judging & Competition has grown over the years. Receiving, handling, and judging entries is a detailed and complex process, examined and fine-tuned each year to both ensure the quality and condition of cheeses and to provide the fairest possible judging. Join ACS Judging & Competition Committee members as they walk you through the action that takes place from the time a cheese or cultured dairy product arrives at the loading dock until it's sitting in front of a judging team. Then, experience first-hand what judges are looking for; understand the different roles of the aesthetic and technical judges; learn the criteria, scoring structures, and terminology; and take a hand at sampling and scoring some cheese yourself!

*Ticket required; space is limited.*

- **CHEESE: A NEAR-PERFECT FOOD (General Interest)**

*Caroline Hostettler, Quality Cheese*

*Mark R. Windt, M.D., Center for Asthma, Allergy, and Respiratory Disease*

*Moderator: Max McCalman, Artisanal Cheese*

Cheese has been maligned for several decades. Some of the first questions that arise from customers are those surrounding nutrition and food safety. Increasingly, there is compelling evidence in support of cheese as a near-perfect food. This session will prepare you to answer some of the difficult questions consumers look to us as cheese professionals to answer. Join this panel of experts focused on nutritional components and safety concerns as they dispel some of the myths and misinformation surrounding cheese.

- **CULTURE 201: ADJUNCTS & PROTECTIVE CULTURES (Cheesemaker)**

*Rex Infanger, Danisco*

Join culture and adjunct connoisseur Rex Infanger for an in-depth look at tools in the cheesemaker's arsenal beyond starters and secondary cultures. Learn about 'protective' cultures designed to kill undesirable bacteria, and adjuncts like nisin and lysozyme that have great potential in cheesemaking. Rex will discuss how these products work, which have organic certification, and the impacts they can have on the aroma, flavor development, texture, and rind formation in your cheeses.

- **SOCIAL MEDIA METRICS (Retailer/Distributor)**

*Stephanie Skinner, Culture Magazine*

How many "likes" does it take to increase your annual sales? What makes "cents" when allocating resources to keep up appearances in the Twittersphere? If you are enthusiastically, or reluctantly, participating in social media platforms, and you are not sure how to determine whether or not your efforts are working, or that your work is worth the effort, then this session is a must attend. Hear from industry colleagues who are willing to give you a peek behind the proverbial curtain and share insights about evaluating social media programs.

- **SCHOLAR-IN-RESIDENCE**

*Mark Johnson, Wisconsin Center for Dairy Research*

Scholars are available to provide one-on-one evaluations of your cheeses throughout the conference.  
*Advance registration is required.*

## **HAVARTI CHEESEMAKING DEMONSTRATION AT NCSU (Deep Dive)**

9:00 am – 12:00 pm (\$25 per person)

*Dave Potter, Dairy Connection*

Bus departs from Raleigh Convention Center at 8:45 am and returns at 12:15 pm. Session takes place in the cheesemaking facilities at North Carolina State University.

## **ALL-DAY NETWORKING SALONS**

[DPI Specialty Foods](#), [Irish Dairy Board](#), and [Dairy Farmers of Canada](#)

10:00 am – 5:00 pm

## **NETWORKING BREAK & AUTHOR BOOK SIGNING**

10:30 am – 11:00 am

Authors:

*Sheri Castle, Food Writer*

*Gianacis Caldwell, Pholia Farm Creamery, LLC*

## **CONCURRENT SESSIONS**

11:00 am – 12:30 pm

- **COFFEE & CHEESE (Tasting)**

*Lem Butler, Counter Culture Coffee*

*Cristi Menard, Pastoral Artisan Cheese, Bread & Wine*

*Doug Zell, Intelligentsia*

Cheese has long been heralded as a perfect pair with wine and beer, but coffee is gaining credibility as a delicious companion for cheese. One of the key contributors to burgeoning appreciation for coffee's compatibility with foods is that, as a culture, we are learning more about how coffee is grown, roasted, and brewed and how adjustments in any of those steps can yield different flavors and textures on the palette. Come and learn from coffee experts about what it takes to create the flavors and textures that are unique to each coffee, and how to apply that knowledge so you can create outstanding pairings with cheese.

*Ticket required; space is limited.*

- **THE RISE OF FOOD IN THE TRIANGLE (General Interest)**

*Portia McKnight, Chapel Hill Creamery*

*Jay Pierce, Lucky 32 Southern Kitchen*

The three cities of Raleigh, Durham, and Chapel Hill are collectively known as "The Triangle," anchored by their respective – and respected – institutions of higher learning: North Carolina State University, Duke University, and the University of North Carolina at Chapel Hill. Join this lively panel as they discuss the journey of how the region became a food stronghold and what led to the "rise" of food in The Triangle. These experts will teach how the lessons learned here can be applied to other areas of the country.

- **HOT TOPIC! (Cheesemaker)**

*Host: Sara Hill, Wisconsin Milk Marketing Board*

Do you have a burning question you are struggling to answer on your own? You're not alone. This session was created to allow members to support one another in tackling challenging questions. Unlike other conference sessions, Hot Topic empowers attendees to guide the discussions. Yes, that's right, discussions. Each attendee comes prepared with one question. Attendees will vote to select the top ten questions and then break into groups for discussions around those ten questions. Join us for 90 minutes of unscripted dialogue on subjects that matter most to you.

- **BEST PRACTICES REVIEW AND WORKING SESSION (Retailer/Distributor)**

*Hans Kunisch, Green Leaf  
Jonathan Richardson*

Following up on work from the 2011 Annual Conference and the webinar offered earlier this year, ACS members are working on further developing a comprehensive best practices guide for cheese retailers and distributors. In addition to an expansive compendium of evolving regulations, this guide will reflect the best practices set forth by industry leaders – like you! This will be a hands-on working session where you'll be able to take an active role in helping to shape the industry's best practices..

- **SCHOLAR-IN-RESIDENCE**

*Mark Johnson, Wisconsin Center for Dairy Research*

Scholars are available to provide one-on-one evaluations of your cheeses throughout the conference. Advance registration is required.

## **LUNCH**

Sponsored by [Zuercher & Co.](#)

12:30 pm – 1:45 pm Ballroom A

Enjoy a light buffet lunch, or take this 90-minute break between sessions to head out and discover the many nearby restaurants in downtown Raleigh.

## **CONCURRENT SESSIONS**

2:00 pm – 3:30 pm

- **ARTISAN PRESERVES & CHEESE (Tasting)**

*Ben Filippo, This and That Jam  
April McGreger, Farmer's Daughter Brand*

A poet once said, "cheese is milk's leap toward immortality." The same can be said for preserves. The art of preserving food, whether it be milk, fruits, vegetables, or anything in between, has a rich history. Join local preserve producers who will share their stories of how they mastered the craft of preserving foods and a local cheesemonger who will be on-hand to help marry the two products for an enticingly sweet and savory experience.

*Ticket required; space is limited.*

- **CERTIFIED CHEESE PROFESSIONAL™ EXAM & EDUCATION (General Interest)**

*Jane Bauer, American Cheese Society  
Jerry Rosen, Knapp & Associates  
Susan Sturman, Epicurean*

This conference will see the delivery of the first-ever Certified Cheese Professional™ Exam. This session will outline the educational opportunities and resources that the ACS has put in place for those wishing to prepare the next exam. Presenters will outline the history of the program's development and review the candidate eligibility qualifications required to take the exam. The Body of Knowledge, online cheese educator database, exam bibliography, conference planning, and future educational programming combine to form a grid for professional development available to candidates. Each of these elements will be explained, and participants will have an opportunity to contribute to the discussion of how ACS can further professional development for its membership.

- **ON-FARM TESTING: AN AID TO GOOD PRACTICES (Cheesemaker)**

*Dennis "DJ" D'Amico, Ph.D., Vermont Institute for Artisan Cheese  
Kendall Russell, Lark's Meadow Farm  
Marianne Smukowski, Wisconsin Center for Dairy Research*

Raw milk cheese has been under scrutiny in the U.S. since the advent of pasteurization. Join this panel for an exploration and evaluation of the costs, complexity, and effectiveness of methods for testing raw fluid milk and

testing the production environment for common pathogens. This panel will consider the benefits and challenges this type of early warning system offers regarding the presence of pathogens in production facilities and how this activity would fit in with HACCP and GMP protocols.

- **OPPORTUNITY IS KNOCKING. SHOULD YOU GET IT? (Retailer/Distributor)**

*Panel Presentation*

Our industry is growing in leaps and bounds and this means that opportunities for expansion are abundant. If you have ever been faced with a new business opportunity and felt ill-equipped to effectively evaluate, this session is for you. Learn from members of our industry that have developed methods for making these important decisions. Attendees of this session will get a clear a sense of the aspects of an opportunity that need to be in focus, along with key questions you need to answer to effectively evaluate opportunities.

- **SCHOLAR-IN-RESIDENCE**

*Rex Infanger, Danisco*

Scholars are available to provide one-on-one evaluations of your cheeses throughout the conference. *Advance registration is required.*

**ALPINE-STYLE CHEESEMAKING DEMONSTRATION AT NCSU (Deep Dive)**

2:00 pm – 5:00 pm (\$25 per person)

*Dave Potter, Dairy Connection*

Bus departs from Raleigh Convention Center at 1:45 pm and returns at 5:15 pm. This session takes place at the cheesemaking facilities at North Carolina State University.

**NETWORKING BREAK & AUTHOR BOOK SIGNINGS**

3:30 pm – 4:00 pm

**GUILDE INTERNATIONALE DES FROMAGERS INDUCTION CEREMONY**

4:00 pm – 5:30 pm, Room 402

Come observe the official ceremony as this year's batch of cheese world luminaries is inducted into the New World Chapter of the *Guilde Internationale des Fromagers – Confrerie de Saint-Uguzon*. Founded in the 1969, the *Guilde* has chapters and members around the world. *Membership is by sponsorship from a current member only. Cash bar available.*

**FESTIVAL OF CHEESE**

5:45 pm – 6:30 pm, Counter Culture Challenge Judging

6:30 pm – 7:00 pm, Members-Only Admission

7:00 pm – 9:30 pm, General Admission

Admission is included for Full Conference Registration holders and Saturday Day Pass holders. Additional tickets are available for \$50 for guests of ACS members, and \$55 for the general public.

Sample more than 1,400 cheeses – including winners of the 2012 Judging & Competition – along with an incredible array of gourmet foods at this annual cheese extravaganza. You'll enjoy the best that ACS members have to offer, along with samples of award-winning wines, beers, and specialty foods. Take away a commemorative wine glass, and come with cash so you can pick up a cheese "grab bag" on your way home. Cheese grab bags are available for \$10 (small) and \$25 (large), with all proceeds benefiting the American Cheese Education Foundation and scholarships for cheesemakers. Cash and carry only!

Between 6:30 and 7:00 pm, the Festival is open only to ACS Members. Each member will receive a ticket to vote for your favorite cheese category display created by the 2012 Counter Culture Challenge competitors. Voting ends at 7pm, so cast your vote early!



SUNDAY, AUGUST 5

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**ANNUAL CHEESE SALE**

11:00 am – 2:00 pm

***Support the American Cheese Education Foundation's Cheesemaker Scholarship Fund!***

Love what you tasted at the Festival of Cheese? Don't miss the annual Cheese Sale for your chance to score a bargain on cheeses that scored big in our 2012 ACS Competition. Open to both attendees and the local public, this is your opportunity to buy the best cheeses made in North America at a great price. Proceeds from the Cheese Sale benefit the American Cheese Education Foundation. Cash is preferred. Most cheeses \$5/lb.