

The American Cheese Society

NEWSLETTER 3RD QUARTER 2003

5 Little Cheeses and How They Grew

In this issue, five successful cheesemakers share their growing pains and triumphs — and prove it can be done.

ACS Mission Statement

To uphold the highest standards of quality in the making of cheese and related fermented milk products.

To uphold the traditions and preserve the history of American cheesemaking.

To be an educational resource for American cheesemakers and the public through sharing knowledge and experience on cheesemaking as a hobby or as a commercial enterprise, with special attention given to specialty and farmhouse cheeses made from all types of milk, including cow's, goat's and sheep's milk.

To encourage consumption through better education on the sensory pleasures of cheese and its healthful and nutritional values.



Cappiello Cheese

In 1919, Francesco Cappiello, a young Italian merchant marine, took a chance while his ship was docked in New York Harbor. He dove in and swam for shore, then asked if he could stay. His wife and two sons were still in Italy so he worked toward the day he would bring them to America, their new home. It took a couple of years, but he succeeded.

The couple began making mozzarella and ricotta in the kitchen of their home every night, and each day, while Francesco worked on the railway, Lucia would sell the cheese door to door. In 1921, they opened a latticini (a dairy) in the family kitchen in Schenectady, N.Y. selling fresh dairy products and some imported Italian goods.

Eventually, a manufacturing and wholesale distributorship was created and F. Cappiello Dairy Products Inc. was born.

It remains a family business, now run by the third generation while members of the fourth (still in high school) are learning the basics through summer jobs. Julio, Francesco's son, is the president. Julianne Cappiello Miranda is marketing manager, and her brother Peter is plant manager. Francesco died in the 1960s, but Lucia lived to see her family and their com-

pany grow and prosper. She died in 1998.

When they began, Lucia and Francesco probably made 50 pounds of cheese each day. Today, the company makes 100,000 pounds of ricotta and 9000 pounds of mozzarella daily. "We're small by most industry standards," says Julianne Cappiello. "But we've come a long way."

Cappiello produces two types of mozzarella; a low moisture cultured product as well as a high moisture direct acidified. And they added a wonderful scamorza, a cheese Francesco tried briefly to market. Scamorza is a cross between mozzarella and provolone with flavor becoming sharper the longer it ages. It comes in partly skimmed, whole milk and smoked varieties. The company's braided marinated mozzarella won the

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QUARTERLY NEWSLETTER

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Greetings From the President...

ACS Turns 20!

Dear Cheese Enthusiasts,

The 20th anniversary of the American Cheese Society is here! Looking back through all of my personal experiences with

the organization brings me a sense of wonder and awe—how far we have come in so short a period of time! So many of you have contributed to this progression and growth. I would like to congratulate all the long-standing members on their vision, commitment and

passion. The level of support and information available for American cheeses is at an all-time high! Take time to read the newsletter, review the membership numbers, check out the variety and quality of cheeses being produced in North America, and applaud the depth of knowledge of the cheesemaker members. All of this reflects the level of dedication that you have towards the mission statement of the American Cheese Society.

I would also like to thank Judy Schad and her support network for all of the tireless work that she has put into the newsletter. The reward of all of these efforts is reflected in the current newsletter. Judy is moving on to new areas to devote her passion and energy! Dana Tanyeri has assumed the responsibilities of leading this committee. Thanks to Judy,

she will be off to a great beginning!

There are many areas in the ACS that are gaining momentum. The annual conference planning is in full gear under the leadership of Sue Conley and Peggy Smith, and conference information can all be found in this newsletter.

The annual cheese competition has undergone major restructuring. I would like to applaud John Greeley for his efforts leading this committee.

This year, we've added new categories, based on your feedback, so take note of the changes. Timelines for entry have been modified and so have the categories, so please take the time to thoroughly review the information in your judging packets.

The proposed by-law revisions are available for review by the membership. The approval requires a majority vote of the membership. Please take some time to review the proposed revisions in order to make a knowledgeable decision to further support the organization in moving forward. I look forward to seeing all of you in San Francisco, where we can toast this ACS milestone and start planning for the next 20 years!

Happy Anniversary, ACS!
Cathy Strange

About our conference...

Dear Friends,

It's 50 degrees on the coast and 90 degrees inland today in the San Francisco Bay Area. I am walking out of the house wearing shorts and a tee shirt, with a sweater and long pants in my backpack. This is a clue to preparing for travel to San Francisco for the 20th Annual American Cheese Society Conference. August is usually cooler than June, so pack accordingly.

We should all have our conference registration materials in hand by the time this newsletter hits the stands, so I won't go into details about the program. A conference named 'A Cheese for Every Season' will naturally focus on the seasonality of milk and cheese as well as cultural traditions of serving cheese in season. The goal is to have a lot of fun together while expanding our knowledge of the dairy arts. As with last year's program, Thursday activities are open to all members. We will have roundtables and a mini trade show of interest to

cheesemakers, wholesalers, retailers, aficionados, chefs and food writers.

Peggy Smith, my co-chair and business partner, insists that tasting is the clearest path to understanding cheese, so each day we will taste and discuss at least a dozen well made cheeses in a focused environment. And finally on Saturday night, we will be treated to the visual extravaganza of over 400 American cheeses on display at the Festival of Cheese. We have issued the challenge to festival chair, Jody Wische...make it longer, higher and more beautiful than last year or the year before. Can she do it? The only way to know is to be here and see for yourself.

Our board, our president and our pre-conference volunteers have devoted many hours to creating a wonderful program of panels, roundtables, receptions and hotel accommodations, none of which could be possible without our staff of one, Barry King. Thanks everyone for your contributions of genius and roll-up-your-sleeves hard work.

Your devoted co-chair, Sue Conley

Humming at Headquarters

Greetings, all!

Well, let me say that things continue to hum along at ACS headquarters! Most of my note to you this quarter is housekeeping duties. By now, you have received your conference registration brochure, and hopefully you have made your travel plans and have taken advantage of the "early bird" conference rate. It's going to be a terrific program, thanks to Sue Conley, Peggy Smith and the host of others that are preparing for your visit to the "City by the Bay." Remember that the cut-off date for hotel reservations is July 1, so if you haven't yet made hotel reservations, please do so as soon as possible, as the reduced conference rate will expire on July 1.

Likewise, cheesemakers received their 2003 competition entry forms in May, and should have returned them to headquarters by now. The Competition and Judging Committee has done a stellar job in simplifying and restructuring the competition, which has made it so much easier on all of us who do the administrative side of the entry process. Many thanks go to John Greeley and his committee for their hard work.

Enclosed with this newsletter you will also find the proposed bylaws of the American Cheese Society. The ACS Board of Directors met in San Francisco in April, and hammered out the final revisions of this document, which establishes the policies and gover-

nance of your association. The annual business meeting, which will be held on Saturday, August 2, will allow you the opportunity to accept these bylaws as your governance system. Please make plans to attend that meeting, to register your vote and be informed of all the plans that are in the works for the coming year.

And finally, the Membership Committee and the Board have focused on some long-range planning. The first step in the plan is augmenting our membership by developing a Member Dividends program. While the ACS enjoys an impressive membership roster, there is always room for those with similar interests, which translates into benefits for you: directly in the cash dividends for those referring new members, maintaining dues at their current levels, in conference programming, and in regional events that are planned in the future. The program details are included in this newsletter, so take a look and help ACS realize its goals by bringing in new members on a continuing basis.

Well, that's it for this time around, and I hope to see all of you in San Francisco. "Congratulations, ACS!" on your 20th anniversary and "Thank You, ACS!" for making me feel so welcome among you.

Warmest regards to all,
Barry King
Executive Director

The American Cheese Society

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ACS will not process, typeset or edit any copy or artwork, nor can it resize any ads to meet the specifications. All ads are black and white. Fine lines or small print is not recommended. Electronic artwork is preferred. Files must be 300 dpi and saved as EPS or TIFF. Ads created in Microsoft Word are not accepted. A hard copy is required for reference. Advertiser and its agency accepts full responsibility for the contents of all advertising and holds ACS free and clear from any claims, liability or damages arising out of or on behalf of advertiser.

Advertising deadlines:

1st Quarter Issue, December 1 3rd Quarter Issue, June 1
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To submit your ad, contact Barry King at ACS.

Costs shown are per issue.
20% discount for consecutive
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Ad Size	W x H	Member Cost
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Upcoming Topic

■ 4th Quarter ■

The Road Less Traveled: Limited Production and Marketing Can Work

How and why some small
cheesemakers have managed to
stay small and beautiful.

We'll also provide updates
on some of the topics raised
at the annual meeting in
San Francisco.

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■ *continued from front page*

Best New Dairy Product award at the IDDBA show in New Orleans in 1999. And their basket pressed mozzarella is a popular holiday favorite.

They wisely decided to seek out a niche market for themselves, providing a high quality product and proved the fact that if you build it they will come.

Although they had been selling their cheese to a kosher store in New York City for 30 years, in 1994 they applied for and received kosher certification, the first non-Jewish establishment to do this, says Julianne. Now a rabbi oversees the production each day. "It's opened a whole new market for us," says Julianne. "A lot of people look on that kosher symbol as a 'good housekeeping' seal of approval. They may not even be Jewish."

The company faced some tough years because it found it impossible to compete with the cheaper products produced by large cheesemakers. It wisely decided to seek out a niche market for themselves, providing a high quality product and proved the fact that if you build it they will come. "We've lost customers on the basis of half a cent a pound cost," says Julianne. "But we adopted the philosophy that we would make the best product for the best price we could and provide oodles of customer service."

Many of their customers are family owned and operated as they are so there's a common denominator. And Cappiello Cheese has food-service operators looking for

a high quality product who are willing to pay a little extra. "We'd rather have 10 smaller customers than one big one," she says pragmatically. "That way if you lose one, you aren't up a creek."

Plans for the future include expanding the current plant to 'eliminate some bottlenecks' and add a new section so they can produce more fresh products. And the company just hired a national sales manager. So Francesco's little company is growing again.



Cypress Grove

The idea for Humboldt Fog, the signature cheese of Cypress Grove Chèvre, McKinleyville, Calif., came to cheesemaker Mary Keehn when she returned from Europe in 1992. Along with fellow cheesemaker Judy Schad, Keehn had visited a family cheesemaking enterprise in Provence and was returning to her fledgling business, inspired to try something new.

"The family invited us into their home, into their fromagerie. It was an idyllic place, and the goats were Alpines, just like ours," Keehn says. "They were making these great little hand-made cheeses using the same methods that we use. I had tried making ripened goat cheese before but found the market wasn't

ready. After this trip, however, I was ready to try it again."

Ultimately, a Morbier made with a layer of ash was the inspiration for Humboldt Fog. "The idea came to me on the plane. I'd seen the Morbier in Provence and loved the look of it. I wanted to work with that style of cheese, but with a completely different flavor profile" Keehn says. "It took a while to catch on. The first year or so, it really wasn't popular. But it gradually started to win some awards, including at ACS, and all of a sudden it took off. "Indeed, it's become the company's signature cheese and, while they started with just fresh cheeses, aged cheese now accounts for 40 percent of Cypress Grove's business.

Humboldt Fog is a double-rind, soft-ripened goat cheese. Tucked just beneath the bloomy white exterior is a second rind of ash. A thin layer of ash runs through the center of the cheese, as well. "It adds both visual and flavor interest," Keehn says. "While it's a soft-ripened cheese, it's very different from Brie. And, unlike Brie, it ages very well." Most Humboldt Fog sold at retail is aged from two to three months, but Keehn personally prefers hers aged as long as six months. "I always keep an older piece in the back of my refrigerator," she says. "It gets very hard and the flavor just keeps intensifying."

Now celebrating nearly 20 years since the birth of Cypress Grove Chèvre in late 1983, Keehn says it was a combination of hard work, passion for cheesemaking, great employees and a bit of luck along the way that has helped her succeed.

Armed with a background in biology and a strong interest in animal genetics, she began her journey toward artisanal

cheesemaking as a breeder of show-quality Alpine goats. On a small farm in the redwood region of northern California, she raised goats for nearly 20 years before turning to cheesemaking. "I always focused on show goats," she says. "I had national champions, and worked on breeding for excellent milk production and butterfat, as well as conformation."

When she began making cheese from that superior-quality milk, Keehn's herd numbered 50 goats.

"Initially, I used only my own milk," she says. "But I quickly moved to buying additional milk from other high-quality local producers."

From the outset, Keehn was a one-woman band. A single mother with four kids, she cared for and milked the goats, cleaned the barn, and made and packaged the cheese in a facility a half-mile down the road. Her cheese was fresh and was mostly given away. "We were so small," she remembers. "I wrapped every piece of cheese in Saran Wrap and wrote the labels out by hand. Pretty soon, I bought a drill and made holes in the cardboard boxes to create airflow. I learned and improved, and over the years just kept working on operations. Eventually, I bought a small Cryovac machine and hired help. But I stayed focused on producing great handcrafted cheese. We still have virtually no equipment, and everything's done by hand. That's why we continue to be successful."

Twelve years ago, Keehn sold her goats to focus full-time on cheesemaking and marketing. She says the Fancy Food Shows have been her strongest marketing tools, and it was there that she connected with Hayward,

Calif.-based Columbus Distributing. "They were our first distributor," she says, "and they're still our largest."

Keehn advises new cheesemakers to take a careful look at their own market before deciding on the best distribution channel. "Our location is tough because we're remote and have a tiny local population. It was clear that our survival had to be linked to the Bay area. We needed good distribution there."

Cypress Grove today produces a wide variety of fresh and aged goat milk cheeses, from its flagship Humboldt Fog, to plain and flavored Chèvres, Fromage Blanc, Cheddar, and super-aged Mt. McKinley, to the playfully-packaged Fromage A Trois, a Chèvre torta layered with pesto, dried tomatoes and pine nuts. The company has grown to 24 employees, and Keehn has become a business administrator as well as a skilled cheesemaker.

Expansion Underway

She's now gearing up to move to new, expanded quarters on an 18-acre farm seven miles away from Cypress Grove's current home. Most recently run as a farmstead milk producer, the site was known in 1907 as Cypress Grove Dairy, a serendipitous bit of history that adds to the location's appeal. Ground has been broken on a new cheese production facility there, and Keehn will once again have goats on premise. "We'll do some farmstead cheeses, in addition to our full line. We'll have a little retail store, as well," she says. "I also have three or four new cheeses in my mind that I'm looking forward to trying." And so are we.



During the 1960s and 70s, the "back to the land" movement brought two Montreallers to Chesterville in rural Quebec, to start a goat farm. For five years they sold the milk from their 50 goats to others, but in 1979, Rene Marceau and Lucy Chartier started making soft goat's milk cheeses and Fromagerie Tournevent was born. They were lucky enough to land a contract with a large manufacturer of cheese to produce theirs as a private label.

The little goat farmers sold their herd and formed a cheese-making cooperative, drawing milk from 15 neighboring farms. They began to develop other soft cheeses. Louise Lefebvre, their cheesemaker, joined the group fresh out of school and developed their famous Chèvre Noir, a goat's milk cheddar which they introduced in 1989. Today, the 12 employees have formed a workers' cooperative and own about 30 percent of the plant. The rest is privately owned.

As the company grew, new parts were slowly added on to the now 14,000 sq. ft. plant. Indeed, by 1996, they had grown so significantly that the cheesemakers actually faced a shortage of milk. A goat's milk co-op in

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• continued •

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Drummondville, about 100 miles away, was facing closure so they bought the plant and began Laiterie Tournevent, (Tournevent Dairy). They began bottling goat's milk—2 percent, 3.25 percent and whole goat's milk—and were the first to add folic acid to the milk. They also used the milk for making even more cheeses, yogurt, and fromage blanc (a quark-style mixed yogurt and cheese culture product which Arabs called labne). And Tournevent is the only dairy making goat's milk butter.

John Eggena joined the little cooperative in 1991 to help them find export markets. He explains their ethos enthusiastically, "From the start, the emphasis of the group was on preserving the ecology and on producing healthy products." Cheeses were made in the traditional manner with a hands-on approach. For example, the company pasteurizes at 145° F for 30 minutes instead of 165° F for 60 seconds. "It protects the natural nutrient elements of the goat's milk," he explains. "All the benign bacteria are still there. It takes longer but it results in a creamier product with a good flavor."

In addition, Tournevent drains the curd in sacks with weights so that, says Eggena, the curd doesn't become cakey. The result is a curd that's very brittle when cool but creamy when warm. "It has to do with what happens to the protein when it's not squeezed," he says.

Today the cooperative produces 25 varieties of goat's milk cheeses. Some of their soft, unripened cheeses have a moisture content of 62 percent which says Eggena, makes them very creamy and spreadable. Its Chèvre Noir

is matured for three months (very mild), six months, one year, or two years. It has a piquant flavor with overtones of nuts and butter and just a hint of caramel. Steven Jenkins describes it in his Cheese Primer as "pleasantly sharp."

Tournevent's natural feta in 12 percent brine is made without enzymes to accelerate the three-month aging process. Its Veloutin is a soft

Goat's cheese hasn't always been chic, and says Eggena, "We ate our socks for years and years."

goat cheese with goat cream added to it. This is blended with red pepper, garlic and herbs—a delicious spread for bagels. And its Capriati, which has won several awards, is an excellent shaving cheese.

Goat's cheese hasn't always been chic, and says Eggena, "We ate our socks for years and years."

It wasn't until well into the '90s that it became popular. And then there's the government. The company's low temperature pasteurization, their method of handling curd, their whole hands-on operation is still questioned says Eggena. For example, they still use an old Hobart pastry mixer to gently cut the curd. To extrude the cheese they use augers instead of pistons because "we don't like what pistons do to the cheese." And because they export to the U.S. federal inspectors from south of the border spent three days on the farm, checking things out. In fact, after 9/11, they stopped all shipments until

they had checked them out.

The little cooperative that grew has to seek out new markets for their products. The Fromagerie doesn't UPS small quantities so they have to find large cheese distributors and sellers with whom to place their products. They don't vacuum pack their cheeses because, says Eggena, cheese has to breathe. But this reduces the shelf life of the product from 12 to eight weeks. "We're idealistic people," admits Eggena. "We have to deal with the realities of business, but we just want to focus on what we do best, make really good cheese."

The company currently sells about \$4 million in milk and another \$3 million in cheese. Half of the latter is sold in the U.S. and half in Canada. And in recent months, the company installed ultrafiltration equipment to extract the protein from the whey. They market this as Calcimil, a food supplement.

The aim of the group was to live rurally and create employment, not profit. "We're always overstaffed," laughs Eggena. "We're 50 people now with the two plants. The challenge is to keep it all together." The workers decide the schedule so most of them work only a four-day week. The bank doesn't always see eye-to-eye with their methods. But their success has enabled them to keep it all going.

"Every one of our cheeses except the feta has won awards at the ACS, some more than once," says Eggena with great pride. "And we're a fun outfit. The way we work with cheese is really great. We are artisan in our spirit and methods: we love what we do."



Mozzarella Company

Finding a strong niche and filling gaps in the marketplace is often the secret to success, particularly for small companies trying to gain a foothold. Cheesemaker Paula Lambert, founder of Dallas-based Mozzarella Company, did just that by bringing a product to Texas that might seem an unlikely fit in a region with an appetite for sizzling barbecue, beans and bold, spicy flavors. As it turned out, however, the mild, milky fresh Mozzarella that the Texas native fell in love with while living in and traveling throughout Italy, did indeed play in Dallas—and in Austin, Houston and beyond.

Her motivation for starting the company, a full decade after she'd returned stateside? Lambert's story is largely based on the idea that if you want something badly enough, you may just have to make it yourself. "I missed it," she says. "I loved that cheese in Italy and couldn't find it here. It was foreign to Dallas. So I decided to start making it."

With 21 years now under her belt as a cheesemaker and entrepreneur, Lambert admits there were many things she didn't know when she set out down this path. "I realized early on that one of the biggest challenges, and the most important things to do, is to

find the right people to help you. When you're starting out, you need good solid advice. In some areas, such as Wisconsin and Vermont, cheesemakers are lucky to have strong resources and expertise available to them. But if you don't have that, you still shouldn't give up. Through organizations like ACS, there is help out there."

Before setting up shop, Lambert visited many cheesemakers in Italy to learn their craft and absorb their knowledge and expertise. "I focused on learning the basics. It's like studying the classics," she says. "If you do that, you can do anything. You need to understand the classics before you can go on to do your own thing well. And you need to keep going back and reviewing. I had cheesemakers come here to work with us, and I returned to Italy after a couple of years. You pick up so many nuances that help you to improve your product."

New cheesemakers also must quickly learn to wear an entire wardrobe of hats and become well versed in a range of disciplines, from equipment purchasing and maintenance, to marketing, record-keeping, packaging, shipping and distribution to cash management. When she launched in 1982, her team consisted of two cheesemakers and herself. Today, she is supported by a team of 10 cheesemakers, "a lot of good help in the office," and a manager.

At first, they packaged cheese in Tupperware boxes they bought at Target, and then in plastic bags with a twist tie. Next, they traded up to a more sophisticated system for sealing the bags, and eventually got a vacuum packaging machine. "That was a huge milestone for us

because it doubles and even triples our shelf life," said Lambert. "Also at first, I didn't even know about those little blue ice packs, and I was too small to buy good shipping boxes, so I'd freeze ice in my home freezer and then pack the ice in with the cheeses." The boxes and cheese would be sopping wet by the time the cheese was delivered, recalls Lambert, "At that point, you just hope that you find a customer who will support you and grow along with you."

Listen To Your Market

Establishing a clear marketing strategy and target customer base is also a challenge, Lambert says. Initially, she set out thinking that retail shops would be her logical target, but almost immediately switched to focusing on restaurants. While retail consumers in Dallas weren't yet ready for her product, chefs were. "You have to listen to your market and be adaptable," she says. "You never lose your focus on quality, but you have to be adaptable when it comes to marketing."

The same is true of distribution, she adds. Throughout the Mozzarella Company's early years, Lambert handled everything, including deliveries. The company had no distributors, and initially had a tough time finding one. "It actually was great because we were in direct contact with our customers," she says. "That's invaluable when you're building your business, and even today we have very few distributors for that reason. We mostly deal direct. I like to sell the product to the end customer and I love their feedback."

Of course, with significant growth maintaining the personal touch becomes more difficult. As her business

New Members

• continued •

Andrew Sutton
Disneyland Resort
Anaheim, Calif.

Stephen Drezga
Epicure Foods Corporation
Elizabeth, N.J.

David Haberkorn
IPAP
Redmond, Wash.

Mark Ruedrich
North Coast Brewing Company
Fort Bragg, Calif.

Jennifer Scanlon
Madison, Wis.

Elizabeth Hand
Brooklyn, N.Y.

Robin Coventry
Coventree's
Camden, Del.

Susan Miller
Lexington, Ky.

Jinnet Fowles
Edina, Minn.

David Hauss
Couturier North America
Los Angeles, Calif.

John Kennedy
Oro Blanco Cheese
Eaton, Colo.

Scott Linkletter
Charlottetown, PE

John Putnam
Thistle Hill Farm
N. Pomfret, Vt.

Justin Seybold
David Berkley Fine Wines &
Specialty Foods
Sacramento, Calif.

Lynne Persinger
Vero Beach, Fla.

Stu Fisher
Taste Cheese
San Francisco, Calif.

became established, it soon outgrew Dallas and Lambert moved on to Austin, and then Houston and beyond. Volume has grown from the 100 pounds sold per week in 1982 to the 4,000 pounds of Mozzarella sells per week today.

While fresh Mozzarella remains her signature, the company's product line has grown. It now comprises some 25 different products, all still made by hand. "My goal was always simply to make fabulous Mozzarella by hand," she says.

"We've never strayed from that vision, but I knew early on that we'd need to make additional products, as well. I never had any doubts along the way, but never did I imagine it would go this far."



Widmer's Cheese

In Wisconsin, the cheese-making legacy runs deep, and examples of third and fourth generation cheesemakers carrying on the family tradition are common. Joe Widmer, of Widmer's Cheese Cellars in tiny Theresa, Wis., is one such third-generation example. Born into the craft and raised with his six siblings in quarters above the cheese plant, Widmer has succeeded in building the business with a combination of strict adherence to tradition and savvy marketing.

Widmer's is best known for Brick cheese and traditional stirred-curd Colby, both Wisconsin originals. More recently, Widmer has gained fame for his three-year Cheddar, a 2002 ACS winner and, according to Widmer, a specialty that's fast become a signature product. Changing demographics, in part, are credited with tipping the scales from Brick to Cheddar.

"When my grandfather, John Widmer, immigrated to Wisconsin from Switzerland in 1905, the local population was heavily German. The market for a cheese such as surface-ripened Brick was strong, and logistics weren't an issue. He simply sold what he made right here," he says. "Today, demographics and tastes have changed and the market for traditional Brick isn't as strong as it once was. We sell much more mild brick than the authentic surface-ripened variety, and Cheddar and Colby are very strong. Most people today don't know what real Brick is."

That said, he carries on Widmer's traditional Brick production — 358,000 pounds a year. He still uses the same open vats in the 12,000 square-foot facility that his grandfather bought in 1922. And he still uses the same well-worn bricks that his grandfather used to press the whey. In fact, he's the only cheesemaker in the country to continue to use real bricks as part of the process.

Like bars of white gold in a vault, Widmer's Brick cheeses line wooden curing room shelves from floor to ceiling, each receiving daily hand-washing with B-linen-inoculated whey until they reach pungent perfection. At that point, they're wrapped first in parchment paper and then in



John & Ralph Widmer make Brick cheese in this photo, taken in 1935. Note the wooden hoops!

foil so they can continue to ripen properly. "Real Brick should have a heady aroma, and the flavor intensifies greatly as it ages," Widmer says. "It's not for the timid, but cheese aficionados swoon over it."

The adherence to tradition that Widmer insists on for his Brick cheese carries over to the other varieties he produces. No shortcuts are taken, and all is hand done. Where he has strayed from traditional family methods, however, are in the areas of marketing and distribution. When he assumed the company's reins in 1992, he says, all of the labels were different and there was no "Widmer's look."

"I had a logo designed and tried to create a more upscale, unified look for our products," he said. "These are high-quality, hand-crafted products, but our labels didn't say that, and neither did our prices. I raised prices to where they should be given the expertise and labor that goes into making our cheese."

The immediate impact? Sales declined, Widmer admits, but profitability increased. And he'd made these changes at the right time. "Supermarkets were beginning to realize that consumers wanted more upscale, specialty cheeses and that this was a growing market with strong potential," he says. "Sales did fall off in some of our old accounts, but we began to look at newer, more upscale targets in both foodservice and

retail. To survive and grow you have to remember that it's not how much cheese you make that counts, it's the percentage of profit on the pound."

Today, Widmer's cheeses are sold from coast to coast. The company has 5 full-time and 12-part-time employees — some who've worked there since Joe was in grade school. Over the past few years, Joe has earned certification as a Wisconsin Master Cheesemaker for Brick, Colby and Cheddar, part of his commitment to keep improving his skills and expertise.

Widmer's product line has expanded to include many flavored variations on Colby and Cheddar, as well as convenience products such as shingle-pack Brick and natural Aged Brick Cheese Spread. While Widmer is considering additional product development, he faces some tough decisions.

"Our growth is limited largely by our facility. We've been able to grandfather in a lot of things — like our bricks, our open vats, our brine tanks — because of its age. I have the space to expand, but if I do I'd have to do things differently and I'm concerned that would affect the flavor of the cheese," he says. "I don't know how long I'll be able to find people to do this kind of labor, or if my kids will get involved. So for now, we'll keep doing things this way and grow as we can." 🐄

Marinated Braided Mozzarella

Manufacturing Process for Marinated Braided Mozzarella

Ingredients: Pasteurized whole milk, Acetic Acid, Rennet, Extra Virgin Olive Oil, Garlic, Red Pepper, Parsley, and salt

This mozzarella product is direct acidified rather than a cultured product. The milk is direct acidified by the acetic acid. There is no "cheddaring" process involved.

When the cheese curds reach the proper pH, the whey is drained off and the curd goes directly to the cooker-stretcher. During this process the curds are "cooked" and "stretched," melted together and become smooth, firm and stretchable.

From the cooker, the mozzarella which oozes like taffy, goes into the molder, pushing it up through tubes and releasing the mozzarella into "ropes" which are then hand-crafted into braids. Each braid takes approximately 5-7 seconds to craft and due to the number of crafters and certain individual styles, no two braids ever seems to look the same!

The newly crafted braids are then immediately deposited into a freshwater "chill" table to cool and set the shape. From there, they go into a chilled brine vat for a set period of time which allows the salt to permeate the cheese and produce shelf life. Salt is the only preservative used in this facility.



Eggplant Roll-Ups

Serve as an appetizer or hors d'oeuvre

- 1 large eggplant sliced, 1/4" thick
Grill or fry the slices until just tender
- 1 lb. Capiello Ricotta Cheese
- 1 egg
- 1/4 cup grated Romano Cheese
- 1/4 cup shredded Capiello mozzarella
(plain, smoked, marinated)
- Salt and pepper to taste
- Toothpicks
- Tomato sauce

Preheat the oven to 350 degrees. In bowl, mix ricotta cheese, egg, Romano cheese, mozzarella, salt and pepper. Spoon 1 tablespoon of mixture into eggplant slice, roll up and insert toothpick to hold. Place rolls in baking dish. Cover with tomato sauce and bake at 350 degrees for 20 minutes. Drizzle with extra sauce, sprinkle Romano cheese and serve.



F. Capiello Dairy Products Inc.
Julianne Capiello Miranda
Schenectady, NY • 518-374-5064
www.capiello.com

And the Award Goes To....

Get your acceptance speech ready, because it's Academy Award season for American cheesemakers! The ACS is the world's largest and most influential competition for American-made specialty cheeses. Last year's contest drew more than 450 entries, and this year's promises to be even bigger and better.

Entry forms and information were mailed to all ACS-member cheesemakers in late May. Several changes have been made in the competition this year. These are explained in detail in the entry packets distributed in May. Here are some highlights from competition chair John Greeley:

■ **When:** Wednesday, July 30, and Thursday, July 31 (during the San Francisco conference)

■ **Where:** Golden Gateway Holiday Inn, San Francisco

■ **Entry Criteria:** Eligible cheeses are those made in North or South America, from a North or South American milk source, available for retail or mail-order sale to the general public since June 30, 2002. The contest is open to ACS-member companies in good standing.

■ **Categories:** No cheese may be entered in more than one category or subcategory. This year there are 22 main categories and 70 subcategories. Please read the category descriptions in the entry packets carefully before deciding in which your cheese belongs.

■ **Judging:** Judges work in pairs — one technical expert and one aesthetic judge. Judges are selected from the American academic and dairy science, cultures manufacturing, food retailing and distributing, and food media communities, as well as ACS membership.

■ **Awards:** New this year, awards will be based on a minimum number of points earned per category. (i.e., 1st Place must earn a minimum of 91 points, 2nd Place a minimum of 81 points, 3rd Place a minimum of 75 points).

■ **Labels:** Entry forms must clearly state the name of the cheesemaker and the dairy where the sample was made, but all labels must be removed from cheeses submitted for judging. Cheeses shipped for display or non-competition events may be branded or labeled. Any cheeses shipped for judging with branded or identifying labels will be rejected and the entry fee forfeited.

■ **Fees:** \$30 for the first cheese entered and \$15 per additional cheese. Entries submitted without fees will not be considered. Credit cards are accepted. *Entry deadline was Friday, June 20.*

Nominations for ACS Board of Directors

NOW is the time to submit nominations for individuals you would like to see on the American Cheese Society Board of Directors. Individuals need to be members in good standing of ACS (dues paid!) and be able to attend Board meetings throughout the year.

This is an important exercise for you, the membership at large, as the officers of the Society are drawn from the Board of Directors. This is every member's opportunity to voice their choice for the ACS governing board.

Please submit your nominations to me by e-mail, kfinn@columco.com, or fax, (650) 637-8313.

Please check with your nominee beforehand that he/she is willing and able to serve and have that person forward a brief résumé/bio to my attention by e-mail or fax. Nominations should reach my desk by Wednesday, June 25. Thank you, I look forward to hearing from you.

—Kathleen Shannon Finn
Nominating Committee

Nominees for 2003–04 Board of Directors (as of May 28, 2003)

- Ruth Flore—President, Flore, Price, Sloane & Associates, Pound Ridge, N.Y.
Sheana Davis—Owner, Epicurean Connections, Sonoma, Calif.
Liam Callahan—Owner, Bellwether Farms, Petaluma, Calif.
Jill Giacomini Basch—Managing Partner, Pt. Reyes Farmstead Cheese Co., Pt. Reyes, Calif.
Robert Giacomini—Owner, Pt. Reyes Farmstead Cheese Co., Pt. Reyes, Calif.
Mike Gingrich—President, Uplands Cheese Co., Dodgeville, Wis.
Dan Carter—CEO, DCI Cheese Company, Inc., Mayville, Wis.
Heidi Yorkshire—Owner, Yorkshire Creamery, Portland, Ore.
Daphne Derven—Curator, Copia: American Center for Wine/Food and The Arts
Steve Ehlers—President, Larry's Market, Milwaukee, Wis.
Sara Hill—Vice President, Classic Provisions, Golden Valley, Minn.
Cindy Major—Owner, Vermont Shepherd, Putney, Vt.
Carole Palmer—Owner, Good Taste Marketing Services, Bethesda, Md.
Sarah Petri—Owner, The Cheese Course, Inc., Weston, Fla.
Anne Quatrano—Chef/Owner, Star Provisions, Atlanta, Ga.
Nancy Radke—President, Ciao, Ltd., Syracuse, N.Y.

American Cheese Society's Member-Get-A-Member Dividend Program

Beginning July 1, when you recruit a new member to the American Cheese Society, you can earn dividends that can be used to offset ACS expenses**, such as annual membership dues, conference registration fees, or ACS merchandise. It's a great way to support the ACS and to save money. Dividends will be issued in the form of an ACS Dividend Certificate, which you may use just like cash.

New members may join the ACS via our Web site, at www.cheesesociety.org, or call headquarters, at 502-583-3783, to request a membership application, or you can list prospective members at the bottom of this page and we will send them a membership application. In any case, just be sure to tell the prospective member to indicate that you referred them to ACS, and you will receive your Dividend Certificate when the new member application and payment are processed. It's that easy!



**Recruit a new ACS member
in the following categories and
earn the cash equivalent:**

Individual Member	\$15.00
Small Business Member	25.00
Corporate Member	50.00
Multi-Unit Business Member	100.00

**If you have any questions about this program, please call Barry King,
ACS Executive Director, at the above number, or e-mail at bking@hqtrs.com.**

****Restrictions:** Dividend certificates are not redeemable for cash, nor may they be applied to previous dues, conference registration or merchandise payments. Annual membership renewals are not eligible for a dividend and dividend certificates may not be transferred to other individuals or companies.

Please send an ACS membership to the following member prospects that I have contacted:

1. Name (Mr./Ms.) _____
Company Name _____
Address _____
City _____ State: _____ Zip Code: _____
Phone _____ Fax: _____
E-mail: _____

2. Name (Mr./Ms.) _____
Company Name _____
Address _____
City _____ State: _____ Zip Code: _____
Phone _____ Fax: _____
E-mail: _____

Referred by (your name here): _____

*Mail this form to Barry King, 304 W. Liberty St., Ste. 201, Louisville, KY 40202.
Be sure to include your name on the last line to receive your credit when the above prospects join ACS.*

ARMFCC Debuts with New York Tasting

*Submitted by Debra Dickerson,
Neal's Yard Dairy*

Last September, the Farmstead Cheese Committee of the American Cheese Society, chaired by Capriole's Judy Schad, began a conversation with Patrick Martins of Slow Food USA that would result in a historical cheese tasting at the French Culinary Institute in New York on April 12, 2003. For the first time in the United States, a focused tasting was held representing only raw milk, farm-made cheeses. The occasion was the inauguration of the American Raw Milk Farmstead Cheese Consortium (AFRMCC).

This consortium was created jointly by Slow Food USA and the ACS with the following objectives in mind:

- Identify American cheesemakers who produce raw milk farmstead cheese.
- Develop an identity that supports the collective work of raw milk farmstead cheese production through adherence to criteria defining the consortium.
- Develop a support system in sales, marketing and technical expertise for producers of farmstead raw milk cheeses.

Twenty-eight cheesemakers from across the US sent in a total of 44 cheeses for tasting. These cheesemakers will be inducted into the Slow Food Ark of Taste, a list of indigenous, artisanal products that face hardship or threat to continued production. The economic and regulatory issues confronting farmstead production challenge their future existence.

The objective of the tasting was to provide useful feedback to the cheesemakers and to showcase these cheeses as a group. It also served to identify unique and highly distinguished cheese.

The day before the tasting, the set up crew, consisting of Robert La Valva, Diana Solari, Judy Schad and myself, commandeered a cab and raced to pick up the cheeses in Long Island City. After checking the cheeses in, they were taken to Manhattan, where Robert and Venetia LaValva kindly allowed us to take over their home for the next 36 hours.

When the cheeses were unpacked and laid out on the table for cataloging, the sight was a vision I will hold in my mind's eye forever. They were beautiful, every one was truly glorious to behold. The diversity of rinds, hues, textures and types reinforced the diversity of talent and artistry that exists in American farmstead cheesemaking today. With great pleasure and anticipation, we presented the cheeses to the tasting panel on April 12. Those participating in the tasting included food writers, retailers, cheesemakers, ACS members and representatives from the Slow Foods organization in the US and Italy.

The tasting generated much discussion, debate and consideration. The general feeling was enthusiasm for the cheesemakers, the cheeses and the consortium overall.

Future activities of the consortium include:

- Second tasting in autumn to include cheeses not available in April.

Represented Cheeses

Dutch Farmstead Gouda, Cato Corner Farm
Colchester, Ct. (Mark Gilman, 860-537-3884)

Thomasville Tomme, Sweet Grass Dairy
Thomasville, Ga. (Desiree Wehner, 229-227-1403)

Redwood Hill Raw Milk Feta, Redwood Hill Farm
Sebastapol, Calif. (Jennifer Bice, 707-823-8250)

Perdido, Sweet Homes Farm
Elberta, Ala. (Alyce Birchenough, 251-986-5663)

Winchester Super Aged, Winchester Cheese Co.
Winchester, Calif. (Jules Wesselink, 909-926-4239)

Gore-Dawn-Zola, Green Mt. Family Farm
Highgate Center, Vt. (Dawn Boucher, 888-523-7484)

Mont St. Francis, Capriole Dairy
Greenville, Ind. (Judy Schad, 812-923-9408)

Mountaineer, Meadow Creek Dairy
Galax, Va. (Helen Feete, 540-236-2776)

Misty Cove, Lakes End Cheese
Alburt, Vt. (Joanne James, 802-796-3730)

Redmondo, Juniper Grove Farm
Redmond, Ore. (Ed Kolish, 541-923-8353)

- AFRMCC presence at ACS conference in August
- AFRMCC logo to identify cheeses in the marketplace as AFRMCC members
- Regional tastings held by Slow Food Convivia across the country.
- Presentation of cheeses at the biennial international Slow Food festival in Bra, Italy, September 19-22
- Opportunities to exchange technical information with European raw milk cheesemakers

We would like to sincerely thank all the cheesemakers who participated in this tasting and in the creation of the consortium. It was a great honor and a pleasure to work with you and your cheeses, in this first American Farmstead Raw Milk Cheese Consortium event.

ARMFCC

Criteria for Membership

Cheeses will be produced on the farm from the milk of the animals raised, maintained and milked on that farm. Pasturing, aging or affinage might occur elsewhere.

Cheeses will be produced from raw milk. Cheeses will reflect the connection between the land, the animal and the maker, and will be produced: (1) with care and attention given to the purity, quality and flavor of the milk; (2) from milk of animals who have received no milk-producing or growth hormones, no feedstuffs containing animal byproducts (other than whey) and no antibiotics; (3) from animals selected for longevity, health, nurturing, milk quality and flavor, as well as productivity; and (4) from animals who are fed, housed and managed ethically and humanely.

Cheese production will be primarily accomplished by hand, with emphasis on natural ripening, flavor development and texture.

Cheeses will be produced without the use of shortcuts, techniques or additives employed to increase yield or shelf life at the expense of quality.

Cheeses must be produced from licensed producers and in accordance with state and federal regulations. Written standards of practice and/or HACCP are encouraged.

ACS Conference Schedule of Events

San Francisco, California • July 30–August 3

Wednesday, July 30, 2003

9 AM–5 PM ACS Board of Directors Meeting
3–6 PM Conference Registration Desk Open
3–8 PM ACS Cheese Competition and Judging

Thursday, July 31, 2003

7 AM–5 PM Conference Registration Desk Open
8–9 AM Continental Breakfast
8–10 AM Optional: Whole Foods Market Tour and Breakfast
9 AM–5 PM Competition and Judging Continues
9 AM–4 PM Cheese Trade Information Fair
9–11 AM **Cheese Trade Day Roundtable Discussions**
Regional Marketing: Proven Programs from California and Ireland
Working With Natural and Indigenous Rennets and Cultures
Moving Cheese Long-Haul: Solutions in Cheese Delivery, East, West and in the Middle US
Seasonal Changes in Milk
11:30–12:45 PM Networking Luncheon
1–3 PM **Cheese Trade Day Roundtable Discussions Continue**
Pasture Management
Cooking and Baking With American Cheese
Making Cheese Move: Three Styles of Retail Cheese Display
Cheese Cave 101: Rind Analysis
(Cheesemaker evaluations with Sister Noella)
3–3:45 PM Focused Tasting: The Cheeses of Quebec
Sponsored by the Quebec Ministry of Agriculture, Fisheries and Food
5:30–7:00 PM Cheesemaker Reception at Williams-Sonoma, Ghirardelli Square Headquarters
Sponsored by Williams-Sonoma

Friday, August 1, 2003

7 AM–5 PM Conference Registration Desk Open
7:30–9:15 AM Breakfast and Opening General Session
Sponsored by Wisconsin Milk Marketing Board
Panel Discussions/Tastings: A Cheese for Every Season
9:30–10:45 AM Winter: Blue Cheeses
Spring: Washed and Brined Cheeses

11–12:15 PM Summer: Soft-Ripened Cheeses • Autumn: Aged Natural Rind Cheeses
12:15–1:30 PM Networking Luncheon
A Cheese for Every Season Panel Discussions Sessions Repeat
1:45–3:15 PM Winter: Blue Cheeses • Spring: Washed and Brined Cheeses
3:30–5 PM Summer: Soft-Ripened Cheeses • Autumn: Aged Natural Rind Cheeses
6–8 PM Welcome Reception—The HANG Gallery
Artisan Cheese: Classic to Contemporary
Sponsored by Wisconsin Milk Marketing Board

Saturday, August 2, 2003

8 AM–3 PM Conference Registration Desk Open
8–9 AM Continental Breakfast and Business Meeting
9–10:30 AM Farm Cheese Traditions and Modern Times: A Conversation with Alice Waters and Darina Allen
10:30–11 AM Coffee and Conversation
Sponsored by the California Milk Advisory Board
10:30 AM ACS Trolley Shuttle
Sponsored by the California Milk Advisory Board
11 AM–1 PM San Francisco Farmer's Market Tour and Lunch
1–2:30 PM All American Cheese and Wine Pairings
Laura Werlin, Author, *The New American Cheese*, and *The All American Cheese and Wine Book: Pairings, Profiles and Recipes*
2–3:30 PM Competition and Judging Awards Ceremony
5–9 PM **Festival of Cheese**
Festival Wine Partner Sponsor: Pacific Wine Partners
Co-sponsored by California Milk Advisory Board and the Ferry Building

Sunday, August 3, 2003

8:30–10 AM Continental Breakfast
9 AM–5 PM Carneros Tour and Cline Cellars Barbecue
Sponsored by Cline Cellars

2003 Annual Conference Sponsors

(as of May 23, 2003)

California Gold Sponsor

California Milk Advisory Board

Silverado Silver Sponsors

Wisconsin Milk Marketing Board
Pacific Wine Partners
Whole Foods Market

Bay Bronze Sponsor

New England Dairy Promotion Board

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Cartlidge & Browne Wines
Castle Rock Wines
Dow's Premium Port
Franciscan Wine Estates
Winery Associates
Wine Sellers, Ltd.

Reception/Conference Sponsors

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Food Match, Inc.
Jimtown Foods
Nicolas Feuillate Champagne
Pacific Cheese Company
Quebec Ministry of Agriculture
Trois Petits Cochons
Volpi Foods

Supporting Cheesemaker Sponsors

Cibo Naturals
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Cypress Grove Chèvre
FireFly Farms Organic, Inc.
Redwood Hill Farm
The Rogue Creamery
Vermont Butter & Cheese Company

Cheese Trade Sponsors

Fabrique Délices
Tamales Bay Foods

June 29-July 1: National Association for the Specialty Food Trade (NASFT) Summer Fancy Food Show
New York. Contact NASFT, 212-482-6440 ext. 250, e-mail: custserv@fancyfoodshows.com, website: www.fancyfoodshows.com

July 12-16: Institute of Food Technologists (IFT) Annual Meeting & Expo
Chicago. Contact 312-782-8424, fax 312-782-8348, e-mail: info@ift.org, website: www.ift.org

July 16: Wisconsin Cheese Makers Association Golf Outing
Nekoosa, Wis. Contact WCMA, 800-999-2454, fax 608-828-4551, e-mail: office@wischeesemakersassn.org

July 16-18: Guelph Food Technology Center HACCP II: Developing Your HACCP Plan
Guelph, Ontario. Contact GFTC, 519-821-1246, e-mail: gftc@gftc.ca, website: www.gftc.ca

July 31-Aug. 2: American Cheese Society Annual Conference
San Francisco. Contact ACS, 502-583-3783, e-mail: acs@hqtrs.com, website: www.cheesesociety.org

Aug. 1: University of Nebraska-Lincoln From Recipe to Reality Seminar
Chicago. Contact Arlis Burney, 402-472-8930, fax 402-472-0244, e-mail: aburney@unlnotes.unl.edu, website: fpc.unl.edu/marketing/ent.htm

Aug. 6-8: North Carolina State University Cheese Flavor and Texture: Sensory and Instrumental Analysis Short Course
Raleigh, N.C. Contact MaryAnne Drake, 919-513-4598, e-mail: mdrake@unity.ncsu.edu

Aug. 10-13: International Association for Food Protection Annual Meeting
New Orleans. Contact Bev Corron, 512-276-3344, 800-369-6337, e-mail: bcorron@foodprotection.org, website: www.foodprotection.org

Aug. 10-12: Wisconsin Dairy Products Association (WDPA) Annual Meeting
Lake Geneva, Wis. Contact (WDPA) 608-836-3336, 608-836-3334.

Aug. 14-15: Idaho Milk Processors Assoc. Annual Meeting
Jerome, Idaho. Contact IMPA, 208-324-8806, fax 208-324-8892

Aug. 18: University of Nebraska-Lincoln From Recipe to Reality Seminar
Lincoln, Neb. Contact Arlis Burney, 402-472-8930, fax 402-472-0244, e-mail: aburney@unlnotes.unl.edu, website: fpc.unl.edu/marketing/ent.htm

Aug. 26-27: Guelph Food Technology Center Microbiology II: Sanitation Seminar
Guelph, Ontario. Contact GFTC, 519-821-1246, e-mail: gftc@gftc.ca, website: www.gftc.ca

Sept. 4: Guelph Food Technology Center HACCP: A Management Seminar
Guelph, Ontario. Contact GFTC, 519-821-1246, e-mail: gftc@gftc.ca, website: www.gftc.ca

Sept. 7-12: International Dairy Federation World Dairy Summit and Centenary
Bruges, Belgium. Contact IDF, 32 3 260 08 40, e-mail: info@idf2003.com, website: idf2003.com

Sept. 16-18: Marshall Cheese and Dairy Expo
Visalia, Calif. Contact JoAnn Sterenberg, 574-264-2557

Sept. 17-19: Guelph Food Technology Center HACCP II: Developing Your HACCP Plan
Guelph, Ontario. Contact GFTC, 519-821-1246, e-mail: gftc@gftc.ca, website: www.gftc.ca

Sept. 30-Oct. 3: Cal Poly 5th Dairy Science and Technology Basics for the Farmstead Cheesemaker
San Luis Obispo, Calif. Contact Laurie Jacobson, DPTC, 805-756-6097, www.calpoly.edu/~dptc

Oct. 13-15: Pack Expo Las Vegas 2003
Las Vegas. Contact PMMI, 703-243-8555, fax 703-243-8556, e-mail: expo@pmmi.org, website: www.packexpo.com

Oct. 19-22: University of Wisconsin-River Falls 23rd Annual Food Microbiology Symposium
River Falls, Wis. Contact University of Wisconsin-River Falls Animal and Food Science Department, 715-425-3704, e-mail: foodmicro@uwrf.edu, website: www.uwrf.edu/food-science/foodmicrosymposium/welcome.html

Oct. 21-22: Cal Poly 8th Annual Dairy Cleaning and Sanitation Short Course
San Luis Obispo, Calif. Contact Laurie Jacobson, DPTC, 805-756-6097, website: www.calpoly.edu/~dptc

Oct. 24: University of Nebraska-Lincoln From Recipe to Reality Seminar
Lincoln, Neb. Contact Arlis Burney, 402-472-8930, fax 402-472-0244, e-mail: aburney@unlnotes.unl.edu, website: fpc.unl.edu/marketing/ent.htm

Oct. 29-31: Sixth Annual Farmer Cooperatives Conference "Executing Vision & Strategy for Success"
Kansas City, Mo. Contact Dawn Danz-Hale, 608-262-3981, e-mail: danz-hale@aae.wisc.edu

Oct. 29-Nov. 1: Worldwide Food Expo
Chicago. Contact Convention Management Group, 703-876-0900, website: www.worldwidefood

Nov. 5: Guelph Food Technology Center HACCP: A Management Seminar
Guelph, Ontario. Contact GFTC,

519-821-1246, e-mail: gftc@gftc.ca, website: www.gftc.ca

Nov. 12-13: Cal Poly/University of California Davis 10th Annual Milk Processing Technology Short Course
San Luis Obispo, Calif. Contact Laurie Jacobson, DPTC, 805-756-6097, website: www.calpoly.edu/~dptc

Nov. 18-20: Pacific Region Milk Seminar
Reno, Nevada. Contact John Bruhn, 530-752-2192, fax 530-752-4759

Nov. 19-21: Guelph Food Technology Center HACCP II: Developing Your HACCP Plan
Guelph, Ontario. Contact GFTC, 519-821-1246, e-mail: gftc@gftc.ca, website: www.gftc.ca

Dec. 7-10, 2003: International Maintenance Conference
Clearwater, Fla. Contact IMC, 239-985-0317, website: <http://www.inc-2003.com>

Cheesemaking "Opportunities and Challenges"

Facilitated by
Moshe Rosenberg, D.Sc.
Professor at Department of Food Science and Technology, UC Davis

Wednesday April 7, 2004
Sonoma Community Center

Hosted by Sheana Davis, The Epicurean Connection marketing for Redwood Hill Farm and Vella Cheese Company, Moshe Rosenberg UC Davis, Ig Vella CIO Cheese maker Vella Cheese, Jennifer Rice owner and Cheese maker Redwood Hill Farm and Chickie Vella Vella Cheese Company.

Topics will include:
Cheese aging and the Development of quality attributes
Cheese aging Opportunities and challenges in meeting consumer expectations
Goat and sheep milk cheeses technological approaches, market opportunities and challenges
Assessment by expert cheese judging panel

For further information or to RSVP, please email
Sheana Davis, The Epicurean Connection

P.O. Box 1766 Sonoma, CA 95416
Phone 814/703-9557/960
www.sheanadavis.com • sheana@comcast.com

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BYLAWS OF THE AMERICAN CHEESE SOCIETY, INC.

(Revised and presented for approval on August 2, 2003)

ARTICLE I: NAME, LOCATION AND DEFINITIONS

Section 1. Name

The name of the corporation shall be The American Cheese Society.

Section 2. Location

The administrative offices of the association shall be in such a place as the Board of Directors may designate from time to time.

Section 3. Definitions

Whenever used in these bylaws, the word "Association" shall mean The American Cheese Society.

ARTICLE II: MISSION STATEMENT AND PURPOSE

Section 1. The Mission and Purpose of the Association shall be:

- To uphold the highest standards of quality in the making of cheese and related fermented milk products.
- To uphold the traditions and preserve the history of American cheesemaking.
- To be an educational resource for American cheesemakers and the public.
- To encourage consumption through better education on the sensory pleasures of cheese and its healthful and nutritional values.

Section 2. Not For Profit

The corporation is organized under and shall operate as a Massachusetts not-for-profit corporation, and shall have such powers as are now or may hereafter be granted by the Massachusetts Not For Profit Corporation Act. The purposes of the corporation are to serve as a trade association within the meaning of Section 501(c)(6) of the Internal Revenue Code of 1986, and as amended. No part of the net earnings of the corporation shall inure to the benefit of, or be distributable to, its members, trustees, officers, or other private persons, except that the Corporation shall be authorized and empowered to pay reasonable compensation for services rendered and to make payments and distributions in furtherance of the purposes set forth herein.

ARTICLE III: MEMBERS

Section 1. Classes of Members

There shall be five primary classes of members: Associate, Individual, Small Business, Corporate/Sponsor and Multi-Unit Business. Individuals from any class of membership may serve on committees and otherwise perform duties in accordance with procedures established by the Board of Directors or these bylaws. Individual, Small Business, Corporate and Multi-Unit Business members may vote at membership meetings, chair committees and may be elected to the Board and shall hold office as provided in Article VII, Section 1. The Board of Directors shall have the absolute discretion to determine the proper membership classification for any member.

Section 2. Associate Member

Individuals whose primary business activities do not involve the production, distribution, sale of or supply to the cheese or fermented milk products industry. The Associate Membership is carried in the name of an individual and bears no voting rights, nor does it allow for the member to hold a seat on the Board of Directors.

Section 3. Individual Member

Individuals whose primary business activities involve the production, distribution, sale of or supply to the cheese or fermented milk products industry. The Individual Membership is carried in the name of an individual and bears full voting rights and eligibility for the individual to hold a seat on the Board of Directors.

Section 4. Small Business Member

Small, entrepreneurial, cheese-related businesses with less than 5 employees shall be eligible to become a Small Business Member of the Association. A Small Business Membership is a company rather than an individual membership and allows for one vote and the eligibility for one seat on the Board of Directors.

Section 5. Corporate/Society Sponsor Member

Large corporations, or companies that wish to be identified as Society Sponsors, that produce, manufacture, distribute or retail cheese or fermented milk products are eligible to become a Corporate Member/Society Sponsor of the Association. Corporate/Sponsor Membership is a company rather than an individual membership and allows for one vote and the eligibility for one seat on the Board of Directors.

Section 6. Multi-Unit Business Member

Large multi-unit retail corporations, which are typically divided into regions, are eligible to become Multi-Unit Business Members. Each region is eligible to hold the equivalent of a Corporate Membership with each region allowed one vote. The Multi-Unit Business Membership allows for the eligibility to hold one seat on the Board of Directors.

Section 7. Applications

Any person, firm, or corporation meeting the criteria for membership as defined by the Board of Directors may apply for membership by completing an application and forwarding it with the appropriate remittance to the Association's administrative offices.

Section 8. Voting

Each membership category that allows for such shall be entitled to one vote in the election of directors and in other matters of business as may be submitted to vote of the membership. Each Small Business, Corporate/Sponsor, and Multi-Unit Business Member region, if applicable, must designate in writing a representative who shall be empowered to cast its vote.

Section 9. Duration of Membership and Resignation

Membership shall terminate by voluntary withdrawal, non-payment of dues, or as otherwise provided in these bylaws. All rights, privileges, and interests of a member in or to the Association shall cease on the termination of membership.

Section 10. Suspension and Expulsion

Any membership may be suspended or terminated for cause or failure to maintain compliance with eligibility requirements, subject to a reasonable appeals process and by a two-thirds vote of the Board of Directors.

ARTICLE IV: DUES

Section 1. Dues

The amount of annual dues for all classes of membership and the terms of payment of such dues and fees shall be determined from time to time by the Board of Directors.

Section 2. Dues Year

The dues year for each category of membership shall be from the month or anniversary that the membership application and remittance are received at the administrative offices through the following twelve months thereafter.

ARTICLE V: MEETINGS OF THE MEMBERS

Section 1. Time and Place

There shall be an Annual Meeting of the Association at the Annual Conference or at such time and place as the Board of Directors shall determine for the transaction of such business as may properly come before the membership.

Section 2. Special Meetings

Except as otherwise provided by law, special meetings of the members may be called by the president of the Board of Directors, or shall be called by the president upon the written request of 25% of the membership.

Section 3. Notice of Meetings

Written notice stating the place, day and hour of any meeting and the business to be transacted shall be sent to each member entitled to vote at such meeting by notification to the last recorded address of each member at least 15 days prior to the date of the meeting.

Section 4. Quorum

One quarter of the voting members attending any annual or special meeting of the membership shall constitute a quorum.

Section 5. Action by the Members

Except as otherwise provided by law or by these bylaws, any action authorized by a majority of the total voting members present at a meeting at which a quorum is present shall be the act of the members.

ARTICLE VI: BOARD OF DIRECTORS

Section 1. Authority and Responsibility

The governing body of the Association shall be the Board of Directors. The Board of Directors shall have supervision, control and direction of the affairs of the Association and shall determine its policies or changes therein within the limits of the bylaws, provided, however, that the fundamental and basic purposes of the Association, as expressed in the Certificate of Incorporation, shall not thereby be amended or changed. The Board of Directors shall actively prosecute its purposes, shall have discretion in the disbursement of its funds and shall not permit any part of the net earnings or capital of the Association to inure to the benefit of any private individual. The Board may adopt such rules and regulations for the conduct of its business as shall be deemed advisable and may, in the execution of the powers granted, delegate authority to committees or individual directors, or appoint such agents as it may consider necessary.

Section 2. Number

There shall be no less than eleven and no more than eighteen members of the Board of Directors, including the President, Vice-President, Secretary, Treasurer, Chairman of the Board.

Section 3. Election and Term of Office

The Board of Directors shall be elected from the Individual, Small Business, Corporate/Sponsor and Multi-Unit Business members. Directors shall be elected for a term of three years, or until their successors are duly elected and qualified, except in the case of their earlier death, resignation or removal from office. A director may be elected to a second three-year term but may not be elected to a third consecutive three-year term. A director may be re-elected to the Board after a lapse of one year following completion of two consecutive full three-year terms in office. An Ex Officio director shall remain on the Board of Directors for a term of three years, including the year he or she serves as the Chairman. An Ex Officio member, at

the end of the three year term shall be eligible for re-election to the Board of Directors, provided that the new term does not surpass three consecutive terms. No more than one representative of any firm, corporation, or organization as defined by the membership guidelines of these bylaws shall serve on the Board of Directors at any one time.

Section 4. Nomination and Election Procedures

The Board of Directors positions are filled through an annual election by the members conducted by ballot. There shall be no less than two candidates for a potentially vacant position. The slate of nominees for the ballot shall be determined by the Nominating Committee. The ballot shall be provided to members not less than eight weeks prior to the annual membership meeting. Only ballots received at Headquarters two weeks prior to the annual meeting shall be counted. In the event of a tie, a majority vote of the President, Vice President, Secretary, Treasurer and Chairman of the Board will determine the winner through secret ballot.

Section 5. Absences

All members of the Board of Directors are expected to attend each scheduled board meeting. Any Director unable to attend a meeting shall, in a letter addressed to the Executive Director, state his or her reasons for absence. If a Board member is absent from any two of the three annual meetings for reasons which the Board determines to be insufficient, his or her resignation shall be deemed to have been tendered and accepted.

Section 6. Vacancies

The Executive Committee shall recommend to the Board individuals to fill any vacancy, however occurring, on the Board of Directors. Such appointments shall be confirmed by a majority vote of all Directors then serving in office at any regular meeting of the Board, or at a special meeting of the Board called for that purpose. A director appointed to fill a vacancy shall serve until the next annual election of officers and directors, at which time the Nominating Committee shall recommend candidates to be placed on the ballot to fill the unexpired term of the vacated seat.

Section 7. Resignation or Removal

Any director may resign at any time by giving written notice to the President. Such resignations shall take effect at the time specified in such notice and the acceptance of such resignation shall not be necessary to make it effective. Any director may be removed by a majority vote of the full Board of Directors, with or without cause, whenever, in its judgment, the best interest of the Association would be served thereby.

Section 8. Compensation

Directors shall not receive any compensation for their services as a Director, but the Board may by resolution authorize reimbursement of expenses incurred in the performance of their duties. Such authorization may prescribe procedures for approval and payment of such expenses. Nothing herein shall preclude a director from serving the Association in any other capacity and receiving compensation for such services.

ARTICLE VII: MEETINGS OF THE BOARD OF DIRECTORS

Section 1. Regular Meetings

The Board of Directors shall hold three (3) meetings each year including one held in conjunction with the annual conference and at such other times as the President may deem desirable. The time and place of the meetings shall be determined by board resolution or, in the absence thereof, by the President of the Association.

Section 2. Special Meetings

Special meetings of the Board of Directors may be called by the President or Vice President, or shall be called by the Secretary at the request in writing of any six (6) voting Directors then serving in office.

Section 3. Action Without a Meeting

Action may be taken without a meeting if a consent in writing, setting forth the action so taken, shall be signed by all of the voting Directors then serving in office. Actions taken must be reported at the next regularly scheduled meeting of the Board of Directors and included in the minutes of that meeting.

Section 4. Telephone Meetings

Members of the Board or of any committee may participate in a Board meeting through use of conference telephone or similar communication equipment, so long as all members participating in such meeting can hear one another. Participation in a meeting pursuant to this provision constitutes presence in person at such meeting.

Section 5. Notice of Meetings

Written notice of the time and place of the annual meeting of the Board of Directors, together with a written agenda stating all matters upon which action is proposed to be taken, shall be sent to each director, at least eight days, but no more than thirty days, prior to the date of such meeting. Notice of special meetings to discuss matters requiring prompt action shall be sent to each Director by mail, telephone, or other electronic communications systems, not less than forty-eight hours prior to the date of such meeting.

Section 6. Quorum

Unless provided for differently elsewhere in these bylaws, a majority of the entire Board of Directors then serving in office shall constitute a quorum for the transaction of business at any meeting of the Board of Directors. In the absence of a quorum, a majority of the Directors present may, without giving notice other than announcement at the meeting, adjourn the meeting from time to time until a quorum is obtained. A meeting at which a quorum is initially present may continue to transact business notwithstanding the withdrawal of Directors if any action taken is approved by at least a majority of the required quorum for such a meeting.

Section 7. Voting

At any meeting of the Directors, every voting Director present in person shall be entitled to one vote and, except as otherwise provided by law or these bylaws, the act of a majority of the Directors present in person at any meeting at which a quorum is present shall be the act of the Board.

ARTICLE VIII. OFFICERS' DUTIES AND RESPONSIBILITIES

Section 1. Officers

The officers of the Association shall be a President, Vice President, Secretary and Treasurer. In addition to these, the Board of Directors may, by resolution, elect or appoint additional officers or engage agents and administrative officers and determine their terms of office and compensation, if any, as it may deem advisable.

Section 2. Election and Term of Office

The Executive Committee shall select nominees for officers from among Directors currently serving on the board who have a minimum of one year service on the board. The nominees will be confirmed by a majority vote of the Board of Directors. The officers of the Association shall be confirmed at the annual meeting of the members. An officer shall serve a one-year term and shall hold office until the next annual meeting of the members or until his or her successor shall have been elected, except in the case of death, resignation, or removal as provided for in these bylaws. Officers may be re-elected until his or her board term expires.

Section 3. Resignation or Removal

Any officer may resign by giving written notice of his or her resignation to the Board or the president of the Association. Such resignation shall take effect at the time specified in such notice and the acceptance of such resignation shall not be necessary to make it effective. Any officer may be removed, with or without cause, at any time at any Board meeting at which a quorum is present by a vote of two-thirds of the number of Directors then serving in office.

Section 4. Vacancies

In the event of a vacancy occurring in the office of President, Vice President, Secretary or Treasurer the Executive Committee shall recommend to the Board of Directors a current Board member to fill the vacancy. Such appointments shall be confirmed by a majority vote of the remaining Board.

Section 5. President

The President shall be the principal elected officer of the Association and shall have general supervision and control over the business and affairs of the Association, subject to the direction of the Board of Directors, and shall serve as an ex-officio member with the right to vote on all committees. The President shall call and preside at all meetings of the Association, the Board of Directors and the Executive Committee. The President shall represent the Association before the public and allied industries. The President may sign, with the Vice President or other proper officers of the Association, any instruments which the Board of Directors may authorize to be executed; and in general shall perform such other duties as are incident to the office of President or which may be assigned from time to time by the Board of Directors.

Section 6. Vice President

The Vice President shall generally assist the president and shall have such other powers and perform such other duties as may be assigned from time to time by the President or the Board of Directors. In the absence of the President, or in the event of the President's inability or refusal to act, the Vice President shall exercise the powers and perform the duties of the President.

Section 7. Secretary

The Secretary shall keep, or cause to be kept, the minutes of all Association meetings, and shall see that the minutes are distributed promptly to all members of the Board of Directors. He or she shall see that all notices are duly given in accordance with these bylaws and as required by law. He or she shall have charge of the books, records and papers of the Corporation relating to its organization as a corporation and shall see that all reports and other documents required by law are properly kept or filed. In general, he or she shall perform all duties incident to the office of Secretary and such other duties as may from time to time be assigned by the President or by the Board of Directors.

Section 8. Treasurer

The Treasurer shall act under the supervision of the Board and shall have charge and custody of, and be responsible for, all the funds of the Corporation and shall keep or cause to be kept, and shall be responsible for the keeping of accurate and adequate records of the assets, liabilities, and transactions of

the Corporation. In general, he or she shall perform all duties incident to the office of Treasurer and such other duties as may from time to time be assigned by the President or by the Board of Directors.

Section 9. Executive Director

The administration and management of the day-to-day operations of the Association shall be performed by a salaried staff head approved by, and directly responsible to, the Board of Directors, with the title of Executive Director. He or she shall be the executive and operating officer of the Association, with responsibility for the management and direction of all operations, programs, activities and affairs of the Association functioning within the framework of policies and procedures generally determined by the Board of Directors. If directed, the Executive Director shall assume responsibility for the coordination of the Association's budget, expenditures, funds and records, and shall perform such other duties as may be assigned from time to time by the President or by the Board of Directors.

Section 10. Bonding and Indemnification

Any person entrusted with the handling of funds or property of the Association, shall, at the discretion of the Board of Directors, furnish, at the expense of the Association, a fidelity bond approved by the Board, in such amount as the Board shall prescribe.

ARTICLE IX: COMMITTEES

Section 1. Establishment of Committees

Standing and ad hoc committees not having and exercising the authority of the Board of Directors in the management of the Association may be designated by the President or by a resolution adopted by a majority of the directors. To achieve the objectives of the Association, the Board of Directors may at its discretion establish organization units to serve the special interests of its membership. The board may also appoint a Task Force and/or other honorary groups. The terms of appointment and expectations of service of any advisory or honorary group shall be determined by the Board of Directors.

Section 2. Membership

Unless otherwise provided by these bylaws, the President of the Board of Directors shall, with the approval of the Board of Directors, appoint the chair of each committee. Each chair will serve for a period of one year, beginning August 1, with the option of reappointment by the succeeding President. Normally, the Chair of each committee shall appoint the other committee members in consultation with the President and other appropriate Directors and/or staff. Each committee shall consist of at least three members. Unless otherwise provided for in these bylaws, any committee designated by the Board of Directors may include as full voting members of such committees, Directors or Officers of the Association. Each committee shall have power to the extent delegated to it by the Board of Directors. Each committee shall keep minutes of proceedings and report to the Board of Directors.

Section 3. Executive Committee

There shall be an Executive Committee, which shall consist of the President, Vice President, Secretary, Treasurer, and Chairman of the Board of the Association. The President shall serve as Chair, unless a different person is designated by resolution of the Board. The Executive Committee shall, during intervals between meetings of the Board, exercise all the powers of the Board in the management of the business and affairs of the Association, except as otherwise provided by law, these bylaws or by resolution of the Board. The presence of a majority of the members of the Executive Committee present at a meeting of the Committee at which a quorum is present shall be the act of the Committee. In the event of a tie vote on any issue requiring a vote by the Executive Committee shall be referred to the Board of Directors for resolution. The Committee shall keep records of its proceedings and transactions and minutes of the Executive Committee shall be distributed to all members of the Board of Directors. All actions by the Committee shall be reported to the Board at its next meeting and shall be subject to approval by the Board.

Section 4. Finance Committee

The Finance Committee shall consist of the President, Vice President, Secretary, Treasurer, Executive Director and at least one other Board member appointed by the President. The Treasurer shall serve as Chair unless a different person is designated Chair by resolution of the Board. The Executive Director shall assist in the annual preparation of a budget detailing the projected revenues and expenditures for the Association for the coming fiscal year and submit it to the Finance Committee for review at its annual meeting. The committee will review the projected budget and revise as necessary, and shall submit final budget recommendations to the Board of Directors at its first meeting of the new fiscal year.

Section 5. Nominating Committee

The Nominating Committee shall consist of three voting members appointed by the President and ratified by the Board of Directors at its first meeting following the Annual Conference. The Executive Director shall serve on the committee as a non-voting member. Not less than four (4) months prior to each annual membership meeting, the Nominating Committee shall select two candidates for each vacant or potentially vacant elected position.

Section 6. Committee Meetings

Unless otherwise provided for in these bylaws, a majority of the members then serving on a Committee constitutes a quorum for the meeting of the Committee and the vote of a simple majority of those present at a meeting at which a quorum is present constitutes an action of the Committee. Each Committee shall determine and schedule the number of regular meetings it will hold each year.

Section 7. Resignation and Removal

Any committee chair may resign by giving written notice to the President of the Association. Such resignation shall take effect at the time specified in such notice and the acceptance of such resignation shall not be necessary to make it effective. Any committee chair may be removed by a two-thirds vote of all Directors then serving in office.

Section 8. Vacancies

Vacancies in the chairmanship of any committee may be filled by appointment made in the same manner as provided in the case of original appointment.

ARTICLE X: MISCELLANEOUS

Section 1. Mail Vote

Voting by the membership on any matter, including amendments to the Bylaws may be conducted by mail, at the discretion of the Board of Directors. The matter requiring the vote shall be submitted to the members in writing and shall be determined according to a majority of the votes received within four weeks after submission to the members.

Section 2. Fiscal Year

The fiscal year of the association shall be from January 1 to December 31, or may be fixed from time to time by the Board of Directors. An audit of the books and records shall be made annually by a Certified Public Accountant approved by the Board of Directors and a copy of the audit shall be available in the administrative office for inspection by any member.

Section 3. Conduct of Meetings

All meetings of the Association shall be conducted in accordance with procedures outlined in "Robert's Rules of Order" unless otherwise determined by a majority vote of the voting members present at a meeting.

Section 4. Indemnification

The Association may, to the fullest extent now or hereafter permitted by law, indemnify any person made, or threatened to be made, a party to any action or proceeding by reason of the fact that he or she was a director, officer, employee or agent of the corporation, against judgments, fines, amounts paid in settlement and reasonable expenses, including attorney's fees.

Section 5. Insurance

The Association shall purchase and maintain insurance on behalf of any person who is or was a director, officer, employee or agent of the Association, or is or was serving at the request of the Association as a director, officer, employee or agent of another corporation, partnership, joint venture, trust or other enterprise against any liability asserted against and incurred by him or her in any such capacity, or arising out of his or her status as such.

ARTICLE XI: AMENDMENTS TO THE BYLAWS

Upon proposal by the Board of Directors, these bylaws may be altered, amended or repealed in whole or in part (a) by a majority vote of the members of the Association who are entitled to vote and who are present and voting at any duly called meeting of the membership provided that copy of any amendments proposed for consideration shall be mailed at least 30 days before the date of such meeting; or (b) by approval of the members through mail voted in accordance with the provisions of Article X, Section 1.

ARTICLE XII: LIMITATION OF LIABILITIES

Section 1. Limitation of Authority

Nothing herein shall constitute members of the Association as partners for any purpose. No member, officer, agent or employee of this Association shall be liable for the acts or failure to act on the part of any other member, officer, agent or employee of the Association. Nor shall any member, officer, agent or employee be liable for his or her acts or failure to act under these Bylaws, with the exception of acts or omission to act arising out of his or her willful misfeasance.

Section 2. Legal Compliance

It has always been and is now the fixed and unalterable policy of the Association to comply at all times with all federal, state and local statutes, ordinances, rules and regulation pertaining to the Association, including but not limited to anti-trust laws. No member, director or officer of the Association shall do, omit to do, or have the power to do any action the effect of which constitutes a violation by the Association of any anti-trust law.

ARTICLE XIII: DISSOLUTION OF THE ASSOCIATION

The Association shall use its funds only to accomplish the objectives and purposes specified in these bylaws, and no part of said funds shall inure, or be distributed, to the members of the Association. On dissolution of the Association, any funds remaining shall be distributed to one or more regularly organized and qualified charitable, education, scientific or philanthropic organization to be selected by the Board of Directors.

The American Cheese Society

304 W. Liberty St., Ste. 201
Louisville, KY 40202
502-583-3783
Fax 502-589-3602
Contact: Barry King
bking@hqtrs.com
www.cheesesociety.org

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BECOME A MEMBER!

Benefits of annual membership may include:

- Subscription to the quarterly ACS newsletter
- Annual membership directory
- Advance notice of special events in your area, including the Bon Appetit Wine and Spirits Focus
- The opportunity for cheesemakers to exhibit their products at the Winter and Spring NASFT Fancy Food Shows, in San Francisco and New York
- Discounted registration fees for the annual conference
- Listing on the ACS website, with links to your own website

YES, I wish to join the ACS at the membership level of:

☐ Associate (\$75) ☐ Individual (\$125) ☐ Corporate (\$750) ☐ Multi-Unit Business (\$1,875)

Company/Organization Name

Mr./Ms. Your First Name Last Name

Title

E-mail Address Website

Street Address

City State Zip Code

Home Telephone Work Telephone

Fax Number

- | | | | |
|--|--|---------------------------------------|-------------------------------------|
| Profession: | <input type="checkbox"/> Academic | <input type="checkbox"/> Association | <input type="checkbox"/> Broker |
| <input type="checkbox"/> Butter Maker | <input type="checkbox"/> Cheesemaker | <input type="checkbox"/> Chef/Caterer | <input type="checkbox"/> Consultant |
| <input type="checkbox"/> Dairy | <input type="checkbox"/> Distributor | <input type="checkbox"/> Enthusiast | <input type="checkbox"/> Importer |
| <input type="checkbox"/> Public Relations | <input type="checkbox"/> Writer/Author | <input type="checkbox"/> Marketing | <input type="checkbox"/> Retailer |
| <input type="checkbox"/> Trade Publication | <input type="checkbox"/> Other (Specify) _____ | | |

Ways You Can Help ACS and ACS Members:

- | | |
|--|--|
| <input type="checkbox"/> Write an Article for the Newsletter | <input type="checkbox"/> Start an ACS cheese-buying club in your store |
| <input type="checkbox"/> Share Technical Expertise | <input type="checkbox"/> Write an Article for a Newspaper or Magazine |
| <input type="checkbox"/> Discount Offers for Members | <input type="checkbox"/> A Link on Your Website to Other Members |
| <input type="checkbox"/> A Website Link to ACS | <input type="checkbox"/> Help in Meeting the Press |
| <input type="checkbox"/> Bringing in New Members | <input type="checkbox"/> Other _____ |
| <input type="checkbox"/> Public Cheese Tastings | <input type="checkbox"/> Other _____ |

Method of Payment ☐ Check ☐ Money Order ☐ Mastercard ☐ Visa Total Enclosed \$

Name on Card Card Number Exp. Date

Short Bio:

• FOR CHEESEMAKERS ONLY

Retail Channel(s) You Use (if any):

☐ Retail Stores ☐ Mail Order ☐ Distributor ☐ On Site ☐ Website ☐ Farmer's Market

Cheeses Made:

Corporate Members, you may indicate up to four additional names to be listed as representatives of your company:

- | | |
|----|----|
| 1. | 2. |
| 3. | 4. |

ACS Membership Levels

ASSOCIATE MEMBERSHIP \$75 • The Associate membership is designed for those who want to gain and/or increase their knowledge about the world of cheeses and cheesemaking. This level of membership is not available to those within the trade. Benefits of membership may include: • one-year subscription to the ACS newsletter • discounted registration fees for the annual conference. **INDIVIDUAL MEMBERSHIP \$125** • The individual membership includes those individuals and businesses that are involved in the production, distribution, marketing of cheese and/or related products. Individual memberships may also be held by writers, cookbook authors, and academicians in related fields. Includes the Associate benefits above, plus: • membership directory • annual conference report • ACS website listing, link to your own website, and access to members-only area • invitations to selected Society events • voting rights and eligibility for the Board of Directors. For cheesemaker members, also included in the Individual Membership are: • reduced judging entry fees for the annual cheese competition • option to participate at Bon Appetit Wine & Spirit Focus • option to participate in NASFT trade shows in New York and San Francisco. **CORPORATE MEMBERSHIP \$750** • Benefits include those of the Individual member category above, for up to five designated company representatives (a \$625.00 value) and the ability to add additional members at the reduced rate of \$100.00 each, plus: • a one-time one-quarter page ad in the ACS newsletter (all artwork and copy to be supplied by member) • eligibility to advertise in the ACS newsletter. **MULTI-UNIT BUSINESS MEMBERSHIP: \$1,875** • Designed for multi-unit retail outlets, membership is held by each of the units under the same business heading. All employees of the company would be affiliate members of the ACS via the store membership. This category includes all of the same benefits of the Corporate Membership, plus: • each unit listed in the membership directory • eligibility for all employees to receive annual conference discounted rate • access for all employees to the members-only area of the ACS website.

Send completed application with your membership or subscription fee to:
The American Cheese Society • 304 W. Liberty St., Ste. 201 • Louisville, KY 40202