

**Association of Food Journalists  
Annual Conference  
September 1-3, 2010  
The Eldorado Hotel & Spa**

**The Santa Fe Food Experience—400 Years in the Making**

**Wednesday, September 1**

8:30-11	Preattended One-on-One <b>Writing Critiques</b> with AFJ Writer-in-Residence Ronni Lundy	Lobby outside Eldorado Court
9-11	<b>AFJ Board &amp; Committee Members Meeting</b>	Sunrise Room
9-5:30	<b>Press Room</b> open for registration Pick up your name badge, press kit, drop off sections, and check out press room resources	DeVargas Room
11-Noon	<b>AFJ Board and Committee Members Lunch</b>	Sunrise Room
12:15	<b>Conference Welcome</b> Patricia West-Barker & Carol DeMasters	Zia Ballroom
12:30-1:30	<b>400 Years of Food in Northern New Mexico</b> The wonderful diversity here didn't just happen in a few decades. It, like our food, is 400 years in the making. Patricia Greathouse moderates a panel examining the influences of Native Americans, Hispanics and Anglos. • Joyce Begay-Foss, Director of Education, Museum of Indian Arts & Culture • Juan Estevan Areliano, Farmer & Food Historian • William Dunmire, Author	Zia Ballroom
1:30-2	<b>New Mexican Hotties: Red, Green &amp; Christmas.</b> Author Carmella Padilla tells us what we need to know about New Mexico chiles. (Look for recipes using chiles in the Press Kit.)	Zia Ballroom
2-3	<b>The Northern New Mexico Restaurant Scene</b> How does Santa Fe, a town of 80,000, support more than 200 restaurants? Panel moderator Chef Johnny Vollertsen asks the chefs. • Joseph Wrede, chef/owner, Joseph's Table in Taos • Louis Moscow, chef/entrepreneur, 315 Restaurant & Wine Bar & La Stazione in the railyard area • Mu Jing Lau, chef/owner Mu Du Noodles • George Gundrey, owner, Atrisco Café; former president, Santa Fe Farmers Market	Zia Ballroom

- 3-4                    **Memory & Personal Experience in Food Writing**                    Zia Ballroom  
 AFJ Writer-in-Residence Ronni Lundy, shares the pros and cons of this intimate form of writing.  
 Panelists include:  
 • Heather McPherson, AFJ member and food editor, *Orlando Sentinel*  
 • Tommy Simmons, AFJ member and food editor, *The Advocate* in Baton Rouge  
 • Maureen Clancy, blogger, La Jolla; former food editor, *Union-Tribune* in San Diego
- 4:15-5:15           **The Tequila Seminar**                    Zia Ballroom  
 Al Lucero, author of three books on tequila and owner of Maria's New Mexican Kitchen, guides us through a tasting of tequilas and shares how to make the perfect margarita. Lucero's "Great Margarita Book" has sold more than 100,000 copies. Plan to sample some of his margaritas at the Taste of the City Different.
- 6:30-8:30           **The Taste of The City Different**                    Eldorado Court  
 Enjoy a dine around sampling appetizer-size portions of Santa Fe and Taos chefs' signature foods. Look for recipes in the Press Kit. Participants include:  
 Beth Koch, chef/owner, Zia Diner  
 Joseph Wrede, chef/owner, Joseph's Table in Taos  
 Martin Rios, chef/owner, Restaurant Martin  
 Mu Jing Lau, chef/owner, Mu Du Noodles  
 Louis Moscow, chef/entrepreneur, La Stazione  
 James Campbell Caruso, chef, La Boca  
 George Gundry, chef/owner, Atrisco Cafe  
 Anthony Smith, chef, The Old House, The Eldorado Hotel & Spa  
 Al Lucero, owner, Maria's New Mexican Kitchen, at the margarita station  
 Kaitlin Ojeda, pastry chef at Terre, Encantado Resort & Spa  
 AFJ guests/spouses can pre-register for this event.  
 Look for recipes in the Press Kit.
- Dinner on your own, if desired.**  
 Recommendations for restaurants within walking distance and also for those requiring a car will be in the newsletter in advance as well as in the Press Kit.

## Thursday, September 2

	Breakfast on your own	
7:30-Noon & 2-6	<b>Press Room</b> open Pick up your name badge, press kit, drop off sections and check out the resources	DeVargas Room
8-9	<b>AFJ Annual Business Meeting</b> (Open to AFJ members only.)	Zia Ballroom
9-10	<b>How The Mamas Cook</b> Food tastes and preferences are learned early in life. Santa Fe mamas Margaret Campos and Norma Naranjo share their culinary heritage.	Zia Ballroom
10:15-11	<b>The Future of Food Writing</b> AFJ conference Writer-in-Residence Ronni Lundy shares her perspective on where food jobs are and will be, and what we need to keep or land those jobs.	Zia Ballroom
11-11:45	<b>The Evolving Food Beat</b> Newspaper food editors also wear the travel editor or book editor hats in addition to writing A-1 hard food news stories. Learn how these AFJ members handle the assignment. <ul style="list-style-type: none"><li>• Judy Evans, Food &amp; Travel Editor, <i>St. Louis Post-Dispatch</i></li><li>• Joe Yonan, Food &amp; Travel Editor, <i>The Washington Post</i></li><li>• Jill Silva; Food Editor, A-1 &amp; Star magazine feature writer, part-time restaurant critic; <i>The Kansas City Star</i></li></ul>	Zia Ballroom
Noon	<b>Walk to Lunch</b>	
12:10-1	<b>The Buzz at Bubble Bee Baja Grill</b> Mexican style menu utilizing fresh, flavorful foods at reasonable prices prepared by executive chef Chris Galvin; meet Bumble Bee Bob! AFJ guests/spouses can pre-register for this event.	
1:15-2	<b>Native American Cuisine</b> Native American Lois Ellen Frank, cookbook author of the newly published "Taco Table," and caterer (Red Mesa); speaks on Native American food in this area. She will sell her books in the Press Room after her talk.	Zia Ballroom

- 2-3:30      **How To Blog & Effectively Use Social Media**      Zia Ballroom  
 Ellen Barone is a journalist, radio host, speaker and photographer. She tells how to create an online presence and how to brand yourself as a food writer, restaurant critic, or food blogger. She shares how to control social media so it doesn't control you, including tips on the skill and etiquette involved.
- 3:30-4:30      **Chocolate & Chiles**      Zia Ballroom  
 Two ancient foods! Mark Sciscenti tells about the science and art of chocolate, making truffles with chiles, and all you need to know about sweeteners: sugar, honey or agave. Look for recipes in the Press Kit.
- 4:30-5:45      **Backpack Journalism Keeps You Relevant**      Zia Ballroom  
 Whether you are a newspaper staffer or are working as a freelance food journalist, you should know that your competitors graduating from journalism schools today are trained in Backpack Journalism. Ellen Barone shares what you need to do to stay competitive.
- 6      **Press Room** closes for duration of conference.      DeVargus Room
- 7-9      **Awards Competition Ceremony & Banquet**      Old House Restaurant  
 Winners announced during dinner, prepared by Old House Chef Anthony Smith.  
 AFJ guests/spouses can pre-register for this event.

**Friday, September 3**

Breakfast on your own.

- 8:30      **Walk to *The Santa Fe New Mexican***
- 9-9:15      Welcome by Ginny Sohn, Associate Publisher, or Rob Dean, Managing Editor, *The Santa Fe New Mexican*
- 9:15-10:15      **Everyone's a Critic, But Only Some of Us Get Paid for It**  
 With the advent of sites like Yelp, Chowhound and Urbanspoon, and the proliferation of food bloggers and diners-as-critics Web-wide, the old adage "everyone's a critic" couldn't be truer than it is today. With crowd-sourced restaurant criticism on the rise and the number of paid critics on the wane, who are readers turning to for legitimate restaurant advice? Are the voices of the masses worth listening to? What exactly are they bringing to the table? And how does it impact the longstanding tradition of the power-wielding professional critic? Staff and freelance restaurant critics stick a fork in it and discuss.

Panelists include:

Nancy Leson, AFJ member and Food & Restaurant Columnist,  
*The Seattle Times*, moderates a panel of experts:

Rob DeWalt, Food Editor, *The Santa Fe New Mexican*

Zane Fisher, Restaurant Guide Editor, *The Santa Fe Reporter*

Bill Addison, AFJ member, Dining Editor/Restaurant Critic, *Atlanta*  
magazine

10:15-11:15 **A Conversation—The O’Keefe Experience**

Listen in on a conversation between AFJ member Lee Dean (*Star Tribune* in Minneapolis) and Margaret Wood, author of “A Painter’s Kitchen” (about Georgia O’Keefe’s menus scheduled for reprint in the fall). Wood, one of O’Keefe’s last companion/cooks, shares her experience with the artist. Margaret’s father, Myron Wood, photographed O’Keefe for another book, “O’Keefe at Abiquiu.”

11:30 **Bus leaves from *The Santa Fe New Mexican* traveling to Rancho de Chimayó Restaurant**

AFJ guests/spouses can pre-register for this event.

Guests/spouses must meet us outside The New Mexican for the 11:30 bus departure.

12:30-1:45 **Northern New Mexico Christmas Dinner**

Provide readers with a twist on the traditional Christmas dinner by featuring a Northern New Mexico Christmas dinner. Florence Jaramillo, owner of the historic Rancho de Chimayó Restaurant, serves the celebration menu. Award-winning cookbook author Cheryl Jamison gives an overview of the menu.

AFJ guests/spouses can pre-register for this event.

Look for recipes in the Press Kit.

1:50 **Board bus** for El Santuario de Chimayó

2-2:30 **El Santuario de Chimayó** is called the "Lourdes of America." Fr. Sebastian Alvarez in his letter to the Episcopal See of Durango, dated November 16, 1813, said that people came from afar to seek cures for ailments and spread news of cures. Today, up to 300,000 a year trek to El Santuario (The Shrine) de Chimayó, built between 1814-1816. Travelers pick up small amounts of dirt, believed to cure ailments.

There are nearby small shops to tour for those who not want to visit El Santuario de Chimayó.

2:30 **Board bus** for return to Santa Fe

3:45-4:45 **Tapas Off the Shelf**

Share with readers how to put together a tapas buffet combining prepared foods from cans (gasp!).

Karen Squires at The Spanish Table shows us how.

7-9

**The City Different Dinner**

There are so many unique restaurant experiences in Santa Fe that locals spend months or years to experience most of them.

We divide into groups to dine at three different restaurants:

- Restaurant Martin, Chef Martin Rios
- La Fonda, Chef Lane Warner
- Coyote Cafe, Chef Eric Distefano

AFJ guests/spouses can pre-register for this event.

**Conference officially closes.**