Dawn Sweeney, CEO of the National Restaurant Association, is the Keynote Speaker at the 2015 ACF National Convention

St. Augustine, Fla., July 21, 2015—Dawn Sweeney, HAAC, president/CEO, National Restaurant Association, will speak at Cook. Craft. Create. ACF National Convention & Show, July 31, 8 a.m., at the Orlando World Center Marriott, Orlando, Florida. Sweeney will present to members of the American Culinary Federation (ACF), the largest professional chef and cooks membership organization in North America, on the current state of the foodservice industry and the power and responsibility of chefs.

Cook. Craft. Create. is ACF’s annual national convention for professional chefs, cooks and students. More than 1,000 chefs, students and foodservice professionals are expected to attend the event held, July 30-Aug. 3, at the Orlando World Center Marriott. Chefs and foodservice experts from across the U.S. will discuss such topics as global food trends, how to develop generational management styles, sustainable food sourcing and healthy cooking.

Dawn Sweeney has been president/CEO of the National Restaurant Association since late 2007. She has been instrumental in focusing the mission of the association on protecting and advancing the restaurant industry, which employs more than 14 million individuals across one million restaurant and foodservice outlets. Sweeney has been named a perennial top association CEO in the country by CEO Update, was listed as one of 2014’s “Most Powerful People in Food” by The Daily Meal and was named “Female Executive of the Year” in 2014 by the Griffin Report.

Chefs and foodservice experts who will present at Cook. Craft. Create. include: Norman Van Aken, chef/founder, Norman’s, Orlando; Sebastien Canonne, M.O.F., academic dean for faculty and programs, The French Pastry School of Kennedy-King College at City Colleges of Chicago; John DiSessa, CEC, general manager, food and nutrition, Boston Children’s Hospital, Boston; Pat LaFrieda, third-generation meat purveyor and burger guru/owner, Pat LaFrieda Meat Purveyors, North Bergen, New Jersey; Hari Pulapaka, CEC, Ph.D., co-owner/executive chef, Cress, Deland, Florida; and Jack Witherspoon, 15-year-old chef/cookbook author.

Cook. Craft. Create. featured events:
Chefs Outreach to the Community, July 30, 10 a.m.-3 p.m., Dr. James R. Smith Neighborhood City, Orlando This event is an opportunity for chefs to share culinary knowledge, nutrition information and offer hands-on demonstrations to children from low-income families in the Orlando community. The outreach features activity stations where children will learn about whole grains, fruits and vegetables, healthy snacks and drinks. Chefs will run each action station and work directly with kids to teach nutrition and cooking.

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**Let’s Talk About Beef Sourcing, July 31, 4:15-5:15 p.m., Orlando World Center Marriott**

This panel discussion will examine the current state of beef buying for the U.S. foodservice industry. How chefs and foodservice operations source meat has become an important topic in the culinary industry. The details of meat sourcing and buying have changed in the last 10 years from the farm and butcher shop to the chef and ultimately the consumer.

**Trade Show and National Culinary Competitions Aug. 1-2, Orlando World Center Marriott**

Foodservice [exhibitors](#) will share the latest innovations in food, equipment and services at the two-day trade show. The trade show is open **Aug. 1, noon-5 p.m. and Aug. 2, 11 a.m.-3 p.m.** ACF national competitions take place on the show floor Saturday, Aug. 1, starting at 8 a.m., and Sunday, Aug. 2, starting at 9:30 a.m.

**Educational Seminars and Demonstrations, July 31-Aug. 3, Orlando World Center Marriott**

Chefs and foodservice professionals will give culinary presentations and demonstrations at the convention based on their areas of expertise. View a full schedule at [www.acfchefs.org/Convention](http://www.acfchefs.org/Convention).

Cook. Craft. Create. is open to the public and is geared towards foodservice professionals. On-site registration is available for each day. Single day badges are $200 and include breakfast. Foodservice professionals and culinarians, 16 years or older, interested in attending only the tradeshow can purchase a day badge for $25. Learn more at [www.acfchefs.org](http://www.acfchefs.org).

Sponsors of **Cook. Craft. Create. ACF National Conference & Show** are: Allen Brothers; American Technical Publishers; BelGioioso Cheese, Inc.; Canadian Lentils; CaterSource® Magazine, Conference & Tradeshown; Custom Culinary, Inc.; Ecolab®; Gunter Wilhelm; J.R. Simplot; Johnson & Wales; Lactalis Foodservice; MINOR’S®; National Watermelon Promotion Board; NEWCHEF Fashion Inc.; Par-Way Tryson, makers of Vegalene; Plugrá® European-Style Butter; Polyscience®; RATIONAL USA; Roland Foods; Taylor Shellfish Farms; Unilever Food Solutions; US Foods; Valrhona; Victorinox Swiss Army; Villeroy & Boch; Vitamix® Corporation; Western Region State Beef Councils; and Wisconsin Milk Marketing Board.

**About the American Culinary Federation**

The American Culinary Federation, Inc. (ACF), established in 1929, is the standard of excellence for chefs in North America. With more than 17,500 members spanning nearly 200 chapters nationwide, ACF is the leading culinary association offering educational resources, training, apprenticeship and programmatic accreditation. In addition, ACF operates the most comprehensive certification program for chefs in the United States, with the Certified Executive Chef®, Certified Sous Chef®, Certified Executive Pastry Chef® and Certified Culinary Educator® designations accredited by the National Commission for Certifying Agencies. ACF is home to ACF Culinary Team USA, the official representative for the United States in major international culinary competitions, and to the Chef & Child Foundation, founded in 1989 to promote proper nutrition in children and to combat childhood obesity. For more information, visit [www.acfchefs.org](http://www.acfchefs.org). Find ACF on Facebook at [www.facebook.com/ACFChefs](http://www.facebook.com/ACFChefs) and on Twitter @ACFChefs.

**About the National Restaurant Association**

Founded in 1919, the National Restaurant Association is the leading business association for the restaurant industry, which comprises 1 million restaurant and foodservice outlets and a workforce of 14 million employees. We represent the industry in Washington, D.C., and advocate on its behalf. We operate the industry's largest trade show (NRA Show May 21-24, 2016, in Chicago); leading food safety training and certification program (ServSafe); unique career-building high school program (the NRAEF’s ProStart); as well as the Kids LiveWell program promoting healthful kids' menu options. For more information, visit Restaurant.org and find us on Twitter @WeRRestaurants, Facebook and YouTube.

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