

# 2017 CATIE AWARDS

Catered Arts Through Innovative Excellence

International  
Caterers Association

January, 2017



CHEF OF THE YEAR

Keith A. Lord

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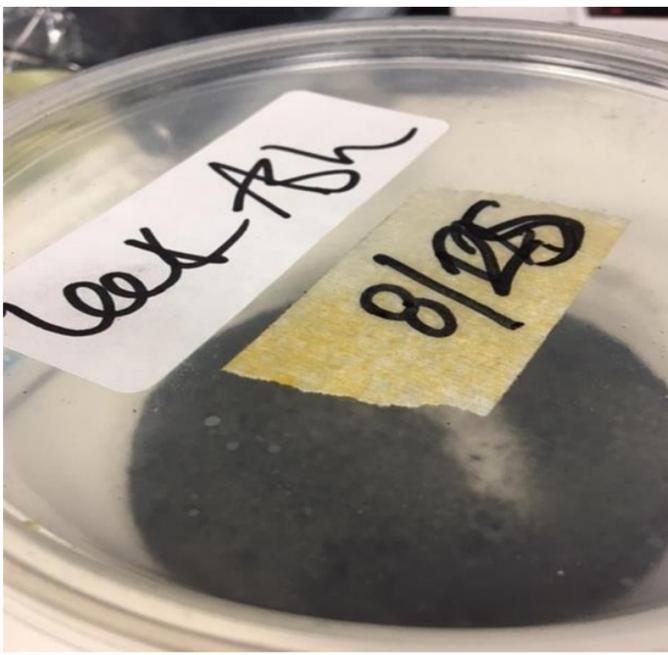
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**on the cover**

Pan Roasted Semi-boneless Chicken Breast, red quinoa, tart apples, almonds, currants, charred kale, madras curry, chicken jus

san diego events company, march 10, 2016



**2016 was an outstanding year**, and an incredible journey for me.

It is the year in which I am most proud of my achievements and accomplishments in my chosen field, and as an individual.

There's the food, the part I live for, to make people happy by cooking for them. 2016 was a banner year for me at The Wild Thyme Company, in the ICA and Catersource arenas, and outside of work. I am so incredibly passionate about my field and anyone in it who shares that same passion. This year, more than any other, I pushed myself and those around me, always looked for the new, kept consistency with my beliefs and expanded my own horizons and knowledge.

At TWTC we as a team executed things this year we had never done before. The year began with the very high profile Stone Brewing Employee Holiday Party for 1000, and a dinner with the Berry Good Foundation in which we were asked to use other Chefs trash to prepare a salad (little did anyone realize this would be the beginning of my self-initiated global no waste movement).

COTY January 2017

to the ICA catie awards judging committee

There were 165 events in private residences, 25 events on the USS Midway Air Craft Carrier, 21 events at San Diego's premier venue, The Ultimate Skybox, a Philippine family style wedding in a museum, several Indian weddings, 21 events at the San Diego Polo Fields and 45 events in Balboa Park Museums. There were 172 client tastings, 7 new venues added - oh, and The Major League Baseball All-Star Game VIP event at The Broadway Pavilion for 4000, which was a total blast. Overall feeding over 100,000 people in 2016, cooking for non-profits, making bacon, whey caramel, really good Texas style barbecue and even a restaurant style event for Apple in which guests ordered off the menu, whoa...

In the ICA & Catersource arena, I was elected to the ICA Board of Directors, was able to teach at the AOCF in Washington D.C. with a previous mentee, and work alongside three of my past and present mentees bringing the no waste chef idea to the Culinary Council and the group in the kitchen during the conference. I wrote articles and pieces for Catersource magazine and continued to help promote the use and interaction of the ICA Facebook forum.



Crab Salad on Tostone, chive flower  
york risk services group, april 13, 2016

I cooked for others for the pure fun and joy of it, at work and away from work. I had dinner parties for groups, and for 2, and worked in restaurants with Chef friends. Spent time on the farm with my best friend learning more this year about raising and processing chickens, and worked in several farmers markets with her. I continued to help others in any way culinarily that I could, be that a quick text with an ICA colleague or friend, an in home dinner/class on how to make cauliflower “fried rice”, or in a restaurant trying to figure out how to make an incredibly beautiful fish tail into a ham.

I found that my unstoppable creative drive, confidence & work ethic can be infectious! I found relationships with people that have impacted me tremendously. I have found that working hard and having a giving heart is my true motivator, and that I can't stand still or stand to be bored.

There are so many insanely talented Chefs I surround myself with at work, in catering, in restaurants, on social media and the industry that motivate me to be better and learn more, and also to spread all the positives of what I do, and who I am.

2016 has been the best year yet for me as a Chef. I am excited to see what 2017 has in store for me, The Wild Thyme Company and our industry!

I have traveled, created, hopefully inspired and shared my passion this year at a level I didn't even really know I had.

I liked it, a lot.



Ti Leaf Wrapped Snapper, shiso, lemongrass, ginger, onions, tomatoes, coal fired  
dizon wedding, family style, new children's museum,  
july 1, 2016

## What if you could change the world with an avocado...

Not only a food concept or trend, Upcycling is changing the scope of how we do business, how we view and use our resources, and how we educate others.

By simply using the rejected, bruised avocado that society deems “un-edible or un-sellable”, we save money, time, water, love that someone put into growing, shipping, storing and instead increase consumable product use and profit.

The photos below depict a salad dressing made entirely of bruised avocados, waste and by-product. No oil or vinegar were used and the result was, in fact, the best dressing ever. I may have begun the #nowastechef movement, but it certainly is nothing without growth, education and implementation.

best dressing ever

# UPCYCLING

## #nowastechef

## Food Concepts & Trends



ugly avocados



roasted onions & tops



whey from feta



charred carrot tops & fennel stalks



Shaved Summer Peels  
of heirloom carrots, beet & asparagus, celery leaves, broken citrus dressing made from ugly citrus  
amanda oreyway event, april 2, 2016

# Plate Presentations

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Cauliflower Steak, roasted yellow cauliflower, spring vegetable ragout



radyschool of management, april 18, 2016



Humbolt Fog, persimmon jam, honey, pistachio crumbles  
new children's museum gala, august 25, 2016



Pan Roasted Semi-boneless Chicken Breast, red quinoa, tart apples, almonds, currants, charred kale, madras curry, chicken jus  
san diego events company event, march 10, 2016



Lemon Meringue Cheesecake, raspberry gelee  
salk institute dinner, may 31 2016



Persian Spice Cake, cardamom, lemon curd, pistachios, honey, saffron macaron, rosewater cream  
margarita inserti event, april 7, 2016

# Themes

**TUNA CRUDO**  
OLIVE,  
NASTURTIUM,  
MINER'S  
LETTUCE,  
CANDIED LEMON

**HEIRLOOM  
TOMATOES &  
BEETS**  
COMMON  
PURSLANE,  
MINT,  
WATERCRESS,  
OLIVE OIL,  
CALIFORNIA  
BLACKBERRY  
VINAIGRETTE

**LOCAL SEABASS**  
ROASTED  
GRAPES,  
FENNEL, BAY  
LEAF BEURRE  
BLANC, TINY  
LITTLE ROASTED  
POTATOES

**FIG TART**  
WALNUT CRUST,  
MEYER LEMON,  
HONEY, RAS EL  
HANOUT, CRÈME  
FRAICHE



Fig Tart, walnut crust, meyer lemon, honey, ras el hanout, crème fraiche  
botanist dinner, september 29, 2016

This past September produced one of the coolest menus all year.

Guests in attendance were botanists. The client wanted to use native and non-native, but naturalized (growing outside of cultivation & reproducing in our natural areas) plant species that occur in San Diego County.

**figus spp. californica figs**

Strawberry Burrata Crostini, humbolt fog, honeycomb, malahat spirits reduced fermented molasses  
tandem media/porsche, april 21, 2016



## Hors d'Ouevers

**The addition of reduced, fermented molasses from the rum making process lent an earthy dark fruit flavor (although sour) to this appetizer. The sticky sweetness from the honey creates a depth otherwise unachievable by using say, balsamic vinegar syrup.**

# Action Stations

san diego history center, february 25, 2016



Bloody Mary Soup Station, spiced chilled soup, house pickled veggies, shaved cheeses, smoked shellfish, grilled kielbasa, bacon, ketel one vodka float

Simple, economical, showy, flashy, fun...  
Using surplus tomatoes, house pickled veggies,  
shaved cheeses this action station is ever changing  
and cost effective.



# Pastry



Pavlova, mango lassi pudding, lilikoi, tropical fruit, candied mac nut  
halozyme holiday party, december 9, 2016

# Sample Recipes

	<b>Avocado Grapefruit Salad</b>			Batch Size/Unit	ea	Portions Per Batch:	10
Vendor	Item Description	Case Size	Case Unit	Case Price	Recipe QTY	Recipe Unit	Recipe Unit Price
Sysco	Rice wine vinegar, seasoned	4	Gallon	\$54.96	3.32	ozl	\$0.36
Sysco	Extra virgin olive oil	4	Gallon	\$37.84	1.66	ozl	\$0.12
Moceri Produce	Fennel, fresh, bulb	1	Pound	\$0.81	6.64	ozw	\$0.34
Moceri Produce	Grapefruit, ruby red	1	Each	\$1.50	3	ea	\$4.50
Moceri Produce	Avocado	1	Pound	\$2.18	9.96	ozw	\$1.36
Sysco	Pepper, cracked black	1	Ozw	\$0.43	1	ozw	\$0.43
Sysco	Salt, kosher	1	Ozw	\$0.04	1	ozw	\$0.04
Specialty Produce	Shiso leaf, red & green	1	Bunch	\$1.74	1	bunch	\$1.74
Specialty Produce	Arugula, wild	1	Pound	\$4.38	1	ozw	\$0.27
						Total Batch Cost	\$9.16
						Single Portion Cost	\$0.92
						Price Per Portion	\$4.95
						Profit Margin	\$4.03
						COGS %	19%

	<b>Portobello Stuffed Chicken</b>			Batch size/Unit	ea	Portions per Batch:	10
Vendor	Item Description	Case Size	Case Unit	Case Price	Recipe QTY	Recipe Unit	Recipe Unit Price
sysco/Goldburg	Chicken breast, 8oz, bnls/sknls	1	Each	\$1.40	10	each	\$14.00
Sysco	Oil, olive blend 75/25	4	Gallon	\$37.84	8	ozl	\$0.59
Sysco	Salt, kosher	1	Ozw	\$0.04	1	ozw	\$0.04
Sysco	Pepper, cracked black	1	Ozw	\$0.43	1	ozw	\$0.43
Moceri Produce	Swiss Chard, rainbow	1	Bunch	\$3.00	1	bunch	\$3.00
Moceri Produce	Potatoes, fingerling	1	Pound	\$2.20	2.5	pound	\$5.50
Moceri Produce	Cream, manufacturing	1	Ozl	\$0.15	10	ozl	\$1.50
Wine Warehouse	Wine, Sherry	1	Ltr	\$6.00	10	ozl	\$1.77
Moceri Produce	Mushroom, portobello	1	Pound	\$3.39	1.5	pound	\$5.09
Moceri Produce	Parmesan cheese, fine shred	1	Pound	\$3.78	0.5	pound	\$1.89
Moceri Produce	Shallots, peeled	1	Pound	\$2.98	1	pound	\$2.98
Moceri Produce	Parsley, Italian	1	bunch	\$0.82	0.25	bunch	\$0.41
Culinart	Demi glace elite, veal	1	Pound	\$12.00	0.5	each	\$12.00
Moceri Produce	Garlic, peeled	1	Pound	\$1.95	0.25	pound	\$0.49
						Total Batch Cost	\$49.69
						Single Portion Cost	\$4.97
						Price Per Portion	\$19.00
						Profit Margin	\$14.03
						COGS %	26%

Scallops with Carrot Farro Risotto		Case Size	Case Unit	Batch Size/Unit	ea	Portions Per Batch	10
Vendor	Item Description	Case Size	Case Unit	Case Price	Recipe QTY	Recipe Unit	Recipe Unit Price
Catalina Offshore	Scallop, fresh, U/10	1	Pound	\$16.99	3	pound	\$50.97
Mocerri Produce	Asparagus, medium	1	Pound	\$3.82	1.25	pound	\$4.78
Sysco	Kale	10	1 lb bag	\$0.76	1	bag	\$0.76
Specialty Produce	Carrots, thumbalina	1	Pound	\$1.41	1.25	pound	\$1.76
Sysco	Oil, olive blend 75/25	4	Gallon	\$37.84	8	ozl	\$0.59
Sysco	Salt, kosher	1	Ozw	\$0.04	1	ozw	\$0.04
Sysco	Pepper, cracked black	1	Ozw	\$0.43	1	ozw	\$0.43
Sysco	Butter, solid, unsalted	1	Pound	\$1.76	4	ozl	\$0.44
Sub Recipe	Carrot Farro Risotto				30	ozw	\$6.30
Sub Recipe	Sea Urchin Beurre Fondue				10	ozl	\$5.88
						Total Batch Cost	\$71.95
						Single Portion Cost	\$7.20
						Price Per Portion	\$27.00
						Profit Margin	\$19.81
						COGS %	27%

sub recipe - Carrot Farro Risotto		Case Size	Case Unit	batch size unit	ea	Portions per Batch unit:	10
Vendor	Item Description	Case Size	Case Unit	Case Price	Recipe QTY	Recipe Unit	Recipe Unit Price
	Vegetable stock				18	ozl	
Mocerri Produce	Carrots, bag				1	pound	
Sysco	Butter, solid, unslated				1	ozl	
Sysco	Oil, olive blend 75/25				1	ozl	
Mocerri Produce	Onion, yellow, jumbo				0.5	pound	
Sysco	Salt, kosher				1	ozl	
Sysco	Pepper, cracked black				1	ozl	
Sysco	Farro, uncooked, pearled				14	ozl	
Wine Warehouse	White wine				8	ozl	
	Lemon, zest				1	tbl	
Mocerri Produce	Lemon Juice				0.5	ozl	
Mocerri Produce	Parmesan cheese, fine shred				3	ozw	
Mocerri Produce	Parsley, Italian				0.25	bunch	
Mocerri Produce	Carrot Juice				8	ozl	
					Total Batch Cost		\$6.20
					Single Portion Cost		\$0.62
					Price Per Portion		\$2.70
					Profit Margin		\$2.08
					COGS %		23%

sub recipe - Urchin Beurre Fondue		Case Size	Case Unit	batch size unit	ea	Portions per Batch unit:	10
Vendor	Item Description	Case Size	Case Unit	Case Price	Recipe QTY	Recipe Unit	Recipe Unit Price
	Scallop, side mussels				30	ea	
Mocerri Produce	Ginger, fresh, unpeeled				2	ozw	
Catalina Offshore	Sea urchin, fresh, local				3	ea	
Mocerri Produce	Shallots, peeled				1	ea	
Sysco	Butter, solid, unsalted				0.5	pound	
Sysco	White wine				5	ozl	
Sysco	Bay Leaf				2	ea	
Mocerri Produce	Thyme, fresh				0.25	bunch	
					Total Batch Cost		\$5.90
					Single Portion Cost		\$0.59
					Price Per Portion		\$2.57
					Profit Margin		\$1.98
					COGS %		23%

	<b>Pan Roasted Duck</b>			batch size unit	ea	Portions per Batch unit:	10
Vendor	Item Description	Case Size	Case Unit	Case Price	Recipe QTY	Recipe Unit	Recipe Unit Price
Sysco/Goldberg	Duck, breast, boneless, skin on	1	Each	\$3.55	10	each	\$35.50
Specialty Produce	Cipollini onion	1	Pound	\$3.50	10	ozw	\$2.19
Sysco	Oil, olive blend 75/25	4	Gallon	\$37.84	2	ozl	\$0.14
Sysco	Butter, solid, unsalted	1	Pound	\$1.76	2	ozw	\$0.22
Sysco	Salt, kosher	1	Ozw	\$0.04	1	ozw	\$0.04
Sysco	Pepper, blacked cracked	1	Ozw	\$0.43	1	ozw	\$0.43
Icelandic Importers	Sol dulce	1	Bag	\$2.21	0.5	ozw	\$0.38
Culinart	Demi glace elite, duck	1	Pound	\$12.00	0.5	each	
Sub Recipe	Red curry quinoa				2.5	pound	\$9.93
						Total Batch Cost	\$48.83
						Single Portion Cost	\$4.88
						Price Per Portion	\$21.00
						Profit Margin	\$16.12
						COGS %	23%

	<b>sub recipe - Red Curry Quinoa</b>			batch size unit	ea	Portions per Batch unit:	10
Vendor	Item Description	Case Size	Case Unit	Case Price	Recipe QTY	Recipe Unit	Recipe Unit Price
Moceri Produce	Almonds, sliced, roasted				2	ozw	
Moceri Produce	Currants, dried				1	ozw	
Moceri Produce	Apple, granny smith				1	ea	
Moceri Produce	Mint, fresh				1.25	ozw	
Sysco	Red quinoa				0.9	pound	
Sysco	Honey				0.6	ozl	
Moceri Produce	Shallots, peeled				1	ea	
Moceri Produce	Curry powder, madras				3.6	tbl	
Sysco	Salt, kosher				1	ozw	
Sysco	Oil, extra virgin				3.5	ozl	
Moceri Produce	Mint, fresh				2.5	ozw	
Moceri Produce	Lemon juice				1.25	ozl	
						Total Batch Cost	\$12.30
						Single Portion Cost	\$1.23
						Price Per Portion	\$5.34
						Profit Margin	\$4.11
						COGS %	23%

# Extracurricular Activity

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There is Sushi Chef, Davin Waite who is my friend and evil genius partner in inspirational food crime. To cook with him side by side is an experience in the beyond - he knows no boundaries, and I push him even further as I don't have any ability to recognize them myself. My wife has stated that we are not allowed to hang out in the kitchen for more than 2 hours at a time, because really insane stuff starts to happen then. What she, like everyone else, truly realizes, is that is also when magic starts to happen and she really wants to be on the other end of it every time.

One random day this year, we made swordfish pastrami out of the belly. Next, we brined, smoked and cured some swordfish bacon (why wouldn't you?). Realizing that the process ended up just making us hungry, we then pickled some fennel from the garden with shaved red onion, made a gochujang Russian dressing, put it all together on grilled rye bread for the greatest Ruben sandwich ever known to mankind, and we ate it. Davin has been serving it ever since. That is truly what my year has been like and truly how I live my days in my culinary life outside of work.

Dawn Tangeman, The Wild Thyme Company Owner, had an event with The Berry Good Foundation this year in which she was to use everything from the spinach plant, leaves & stems for a dish. She decided to do an insane take on soup and salad. I said if you're making spinach salad, I'm making bacon! No one in the building had made it before so I taught everyone within earshot. I cured the bellies in my long time secret maple molasses brine for 10 days, then applewood smoked the bellies. While smoking, I put a tray of shallots underneath to slow cook in all the drippings and used them as the base to make the dressing. The results were amazing.

There is one particular photo of the cooked, sliced bacon lardons that has been my laptop screensaver ever since. True food porn.



I entered a Grilled Cheese Contest with the Wisconsin Cheese Board and made a night out of the documentation with a photographer friend and our spouses. I made and plated the entries, they staged the lighting and photographed them, then we ate all of them. There was a French Onion Grilled Cheese, a Green Goddess, a Barbecue Brisket & Cheddar, a Korean Reuben with the previously mentioned gochujang Russian dressing, and then, the kicker, a Pimento Cheese Mac 'n Cheese Grilled Cheese with bacon, cheddar and tomatoes. I didn't win, but man that was a cool way to spend a Saturday night with friends.

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pimento cheese mac 'n cheese grilled cheese, what?!?!?



Crispy Skin Opakapaka, ginger, tecate hot n sour lemongrass clams  
made at the wrench & rodent, oceanside ca, july 10, 2016

# art installment the whet noodle ramen bar

january 3, 2016



Two large pieces of the 14 commissioned at The Whet Noodle

I created a lot of artwork this year on canvases and on plates, constantly keeping my eye for color sharp. I was commissioned to do all of the artwork for The Whet Noodle, a new ramen bar in north county San Diego. I did the full installation this past January, and think it looks pretty cool! I even built a new art studio in my house for some added creative space.

It's the caffeine, right? **Caffeinate and dominate.** I just can't stand still, not create, not make people happy, 'cause then what's the point?

Friend and Chef Daniel Pudnick, whose Local Tap House is our favorite place to eat and hang out, is another one of the band of creatives. He was at the sushi bar while I was creating and said, "Hey, you've never cooked for me!" So I did. I grabbed a piece of opakapaka, seared it for crispy skin. Used bacon, onions, ginger, some of the tecate beer the line cooks were drinking, butter, clams, charred napa cabbage, grilled corn, shaved fennel and a shot of hot and sour lemongrass stock to make him a dish for the asking on the fly. Daniel talks about it every time I see him as it being truly memorable and spectacular. It was that way because it was from the heart, for a friend, a peer, a Chef. Just the way I cook for everyone.

Across the street from TWTC is a rum distillery, Malahat Spirits. We have become very good friends. I've helped them develop some signature cocktails and have tasted some of their products from infancy through bottling. I began working with them on all of their by product and waste to understand what I could use before they put it in the trash. I've used their fermented mash, which was still a little yeast active, to make bread, then came upon their spent molasses. Liquidy, acidic, mildly alcoholic at 5%, yet tasting of deep, dark dried fruit. I reduced it to syrup and the fruit and earthiness have become my replacement for balsamic syrup, at a way lower cost... and the flavor is so unique. I even brought some to AOCFDC this year for everyone to try because no one had ever really had it and used it in one of my sample dishes. The TSA didn't like me bringing it onboard an aircraft, took samples of it and resealed the packages and let them fly, which made having it even more fun!

# ICA Service & Involvement

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In addition to serving as a board member of the International Caterers Association's culinary council for my fourth year (I've been a member of the council since 2006 and of the ICA since 2004), this year I was elected to the ICA's Board of Directors. I am very proud of the position I hold on this board, as it has come at a time of my positions growth and has allowed me to not only contribute, but to learn from a truly inspiring group of individuals. My year spent with this group has been beyond inspiring.

In addition to my involvement with the Catersource convention and teaching at both Catersource and The Art of Catering food, this year at AOCF in Washington D.C., I was able to bring forth a topic so important to me, and at the same time, shine light on a previous mentee of mine Heather Carr, who I think is a rising industry star. We joined forces to bring the topic of #nowastechef and upcycling to our industry. The pairing seemed natural. Upcycling and being aware of waste is something I have done professionally for a very long time. More than that, it's a way of life for me outside of work. I live this way at home, with hopes of not being able to make a sandwich out of the refrigerator at the end of the day. Heather was very interested and became the person to help people understand how to implement a program in an operation, today. "Keith lives like this, I'm going to show you how to start" - a perfect pairing. We produced samples (yes, we did two different items) for the session out of "waste" from the other Chefs. We submitted a blank product request for the samples to prove the point of how much food waste there really is and how we must look at our current business models given waste, rising costs of food, labor and overall business. We prepped in a kitchen filled with the leading catering Chefs in America, who are outstanding and what they do, yet we were still able to craft our samples from their waste.

I developed the hashtag #nowastechef on Instagram and encouraged all in attendance at AOCF to use it as a forum to communicate about efforts we are making and what we can learn from one another on the topic. I asked to group to use the hashtag and let them know we had a goal of a couple hundred tags before we see each other again in March at Catersource. As of writing this, there are 143 tags, which is completely awesome!! The class ended up being such an inspiring event that since August, I have written a cover story for Catersource Magazine on the topic and had a piece written about #nowastechef in Edible magazine. There have been numerous reach outs on my social media, texts, phone conversations, emails, photos and numerous new friends wanting to know more about not wasting product, on farms, in restaurants and in their businesses. Recently, I have been asked to rejoin forces with Heather to bring the #nowastechef session to Catersource in New Orleans this March. What happened at this year's Art of Catering Food Conference in Washington DC was just the beginning...



chefgregshapiro

FOLLOWING



# International Caterers Association

One of the things that brings me the greatest joy at work and within our field is education. I have been a part of the ICA Scholarship mentor/mentee program since AOCF Atlanta and was the point person to the ICA Education Foundation to facilitate the scholarship winners and their mentors in 2015. I have had four amazing and truly inspiring mentees since becoming a part of the program, Kristina Linn, Julian Grisles, Josh Hoeksema and Heather Carr. I keep in touch with them and cherish our time together whether it be on social media, phone, text, email or in the kitchen.

This August in DC, I was fortunate and thrilled to have three of them working in the kitchen alongside me and my Sous Chef from The Wild Thyme Company, creating our samples out of others waste. It was collaborative, eye opening and an extraordinarily great time. We involved everyone who was in the kitchen on those days leading up, used their products, talked to them about what we were doing and tasted everything together. This is the true essence of the ICA and its educational component. That by sharing, developing, nurturing and growing with each other, our industry grows and thus we are able to create more jobs and even more happy clients with our services.

The sharing is even easier now with the growth of the ICA Facebook forum. I have met a lot of ICA members, shared a lot of stories and offered help, advice and a listening year for anyone, at any time. I believe in the association, and try to drive new membership and look for new sponsors. I absolutely have also asked for that help from my peers and those I look up to in our field and take regularly with Chefs, Owners, Sales & Operations Directors in this forum and outside of it.

I have a rather large family within the ICA who I care for and want success for, and so many special relationships with Chefs who keep me looking for the next, inspire me, push me, and let me push them.

chefgregshapiro #nowastechef #AOCF2016  
#cheflife #livingthedream #themovementisreal



**Keith A. Lord** is the Director of Culinary & Operations at The Wild Thyme Company in San Diego, California

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A graduate of the prestigious New England Culinary Institute in Essex Vermont. Keith's thirty year career has taken him from Roy's Kahana Bar and Grill in Maui, Hawaii to working together with Chef Mark Franz of Farallon in San Francisco, and at the Lark Creek Inn with Chef Bradley Ogden in Marin County. From Pat Kuleto's Buffalo Grill in the Bay Area to reinventing 20th Century Fox Studio's food service program and Special Events. At the posh Linq Restaurant | Lounge in Beverly Hills, Lord continued to expand his taste for "global cuisine". For a decade, Keith was the Corporate Chef of Festivities Catering & Special Events, TK&A Custom Catering, Simcha Kosher Catering and The Picnic People in San Diego California, helping the growth of an already established leader in the Catering field. This led him to become involved with both Catersource and the ICA to speak, teach and cook at their respective conferences Catersource, and The Art of Catering Food. He is on the board of the ICA's Culinary Council and this year was elected to the ICA's Board of Directors.

Lord has worked alongside some of the world's most renowned Chefs such as Gordon Ramsay in Chelsea, London, Partick O'Connell at the Inn at Little Washington in Virginia and most recently with Matthew Orlando of Amass & NOMA in Copenhagen.

His role at The Wild Thyme Company has pushed the boundaries of his culinary background and knowledge of event operations. The Wild Thyme Company offers borderless cuisine, is a food driven Catering Company and a leader in the San Diego region.

"My style has come about by linking my French Canadian background with my love for Japanese cuisine, Coastal French, Regional American & Northern African flavors together with the accessibility to San Diego farmed produce, local seafood & exotic spices, and my style is as diverse and rich in flavors as those of my influences. I have access to amazing ingredients used to balance menus of rich, seasoned foods with a selection of light, purest, yet highly inventive, dishes."

"I draw inspiration from the artwork I create & through anything visually stimulating. From doodles on cocktail napkins to "classically defined" art (whatever that means). By treating power dining sessions as the true contact sport it truly is. I'm motivated by driving at frenetic speeds, amazingly loud music, social media, and anything random or completely unusual. I plan my travels based on the foods, cuisines & restaurants I want to sample & have the curry stains on my passport to back that up. I like to spend time in the kitchens of other Chefs, and enjoy being extremely well caffeinated."

What I want to eat right now: **Chicken Tikka Masala...do you have some?**

I started cooking when: **I was five... you know, French Canadian and hungry.**

What I want to be when I grow up: **Guitar player in the Foo Fighters.**

What I did that was a once in a lifetime: **Worked with my friends at Culinary Capers in Vancouver BC during the 2010 Winter Olympics, what an insane/amazing experience that was!**

Why I'm a foodie: **You know that bomb Thai place in the back of the Churchill Arms Pub in Notting Hill, London? I do, and I'll take you there.**

# Resume

## Keith A. Lord

1010 Via Vastago  
keith@thewildthymecompany.com  
Vista, California 92083  
858.527.0226

### Experience

#### THE WILD THYME COMPANY

San Diego, California  
March 2014 – Present

Director of Operations & Culinary

#### H EVENTS INC.

Festivities Catering & special Events, Picnic People,  
TK&A Custom Catering, Simcha Kosher Catering,  
The Bristol Hotel, The Village Grill  
San Diego, California  
March 2004 – March 2014

Corporate Executive Chef, Director of Food & Beverage

#### ROPPONGI RESTAURANT & THE NOODLE BAR

Palm Springs, California  
April 2003 - March 2004

Executive Chef

#### LINQ RESTAURANT | LOUNGE

Beverly Hills, California  
March 2002 – April 2003

Executive Chef

#### 20th CENTURY FOX STUDIOS FOODSERVICES & SPECIAL EVENTS

Beverly Hills, California  
March 1999 – February 2002

Executive Chef

#### BUFFALO GRILL

San Mateo, California  
August 1996 – February 1999

Executive Chef

#### THE LARK CREEK INN

Larkspur, California  
March 1995 – August 1996

Sous Chef  
Chef Mark Franz, Chef/Owner Bradley Ogden

#### ROY'S KAHANA BAR & GRILL

Kahana, Maui, Hawaii  
April 1994 – March 1995

Rounds Chef  
Chef David Abella, Chef Roy Yamaguchi

#### RAGAZZI RISTORANTE

Long Beach, California  
January 1991 – February 1993

Chef

## Education

### THE ART OF CATERING FOOD

Washington D.C.  
Atlanta, Georgia  
Philadelphia, Pennsylvania  
Denver, Colorado

Chef Driven Seminars & Workshops  
Presenter 2016  
Presenter 2015  
Presenter 2014  
2013

### TSUKIJI SOBA ACADEMY

Akila Inouye, Los Angeles, California

Master Soba Noodle Workshop  
2009

### CULINARTS

Louisville, Kentucky

Chef Driven Seminars & Workshops  
2009

### CATERSOURCE

Las Vegas, Nevada

Catering Chef Seminars & Workshops  
2005-2016  
Presenter 2015  
Presenter 2016

### CULINARY INSTITUTE OF AMERICA

Napa Valley, California

Pro Chef Seminar  
2001

### CULINARY INSTITUTE OF AMERICA

Napa Valley, California

Flavor Dynamics Master Class  
2001

### U.C.L.A

Los Angeles, California

Proposal to Book Tour, Writing the First Cookbook  
2001

### CALIFORNIA SUSHI ACADEMY

Venice, California

The Art of Sushi  
2000

### NEW ENGLAND CULINARY INSTITUTE

Culinary Arts Essex, Vermont

1994

## Stages

### NOMA DINNER IN RANCHO SANTA FE, SAN DIEGO

Chef Matthew Orlando, NOMA, & AMASS, Copenhagen

December, 2012

### CULINARY CAPERS

Executive Chef, Royal Bank of Canada  
Vancouver, British Columbia

2010 Winter Olympics

### GORDON RAMSAY

Royal Hospital Road, London, England

2004

### PATINA

Chef Octavio Beccera/Chef Michael Otsuka  
Los Angeles, California

1996

### A PACIFIC CAFÉ

Chef Jean Marie Josselin  
Maui, Hawaii

1995

### THE INN AT LITTLE WASHINGTON

Chef Patrick O'Connell  
Washington, Virginia

1994

COTY January 2017

## Professional Associations

THE JAMES BEARD FOUNDATION  
Since 2014

SLOW FOOD SAN DIEGO  
Since 2014

THE ART INSTITUTE OF CALIFORNIA – CULINARY ADVISORY COMMITTEE  
San Diego, California  
Since 2007

INTERNATIONAL CATERERS ASSOCIATION  
Since 2004

ICA BOARD OF DIRECTORS  
Since 2016

ICA CULINARY COUNCIL  
Since 2006

SEAFOOD CHOICES ALLIANCE  
Since 2002





Wednesday, December 28, 2016

To the Judges of the ICA Catie Awards,

I am beyond thrilled to offer my recommendation of Keith Lord for Chef of the Year.

I have been fortunate to know Keith for the past six years, and have been extremely lucky to have worked with him on many different projects. From serving on the boards of both the ICA Culinary Council, and the ICA Board of Directors, to working alongside him to help manage and design the culinary production at the Art of Catering Food in Atlanta Georgia. His enthusiasm is contagious and he gives 100% to any task. You truly couldn't ask for a better candidate.

Keith's passion, professionalism and talent are extraordinary. He never misses an opportunity to share his knowledge, or to inspire and mentor fellow chefs; evident in his follow through and commitment with past mentees to include one of my sous chefs and most recently the rising star, Heather Carr. Together he and Heather actually inspired a movement from their amazing class in DC at AOCF this past summer on Upcycling. So much so that it was written about in a big editorial story in Catersource Magazine AND it's something that many fellow catering companies (including mine) have adopted in some way shape or form which in my opinion is incredible!!

As well as being a talented chef, Keith is a great leader and trendsetter. He fills a room at his classes at both Catersource and AOCF and that's not just with fellow chefs it's with business owners and their catering teams all hanging on his every word as not to miss something. You can also tell what kind of leader someone is by the caliber of their staff and Keith's are as hardworking, professional, and passionate as he is, which speaks volumes about his mentoring style.

On a personal note, Keith has been a great friend to me and has generously offered his assistance on various professional challenges I have encountered. I only wish that he lived closer! I believe there is not a more deserving candidate for Chef of the Year than Keith Lord, for his enormous talent, unwavering support of the catering industry, the ICA, his staff and his colleagues. It would give me great professional joy to present this incredible chef with this honor at Catersource 2017!

Sincerely,

Robin Selden  
ICA President and Chef of the Year, 2016



Chef Keith Lord is a one of kind individual that passionately cares about the catering industry.

When I first met Keith, I knew immediately I wanted to talk shop with this guy! I remember leaving our first conversation so inspired... I wanted to be a better chef! Since that day we have become good friends and share ideas and concepts on event design and culinary techniques.

Recently, Chef Keith Lord and his #nowastechef movement has taken it to the next level! Sharing ideas of how we as chefs can utilize 100% of our foods to better the world we live in. His presentation at Catersource left such an impression on so many!

Keith is an asset to caterers and chefs alike. With no ego or hesitation he is always ready to lend a hand or his skills to help.

I consider myself very lucky to have him as a friend and colleague!

Greg Shapiro  
Chef/Owner  
Tastebuds Custom Catering, Inc.  
[www.TastebudsCustomCatering.com](http://www.TastebudsCustomCatering.com)



**FOOTERS**  
*catering & events*  
SINCE 1981

January 10<sup>th</sup>, 2017

To the Judges of the ICA CATIE Awards,

I am honored to submit my recommendation of Chef Keith Lord for ICA Chef of the Year.

I was first introduced to Chef Lord when I received an ICAEF Catersource scholarship and he was appointed as my mentor for the conference in 2015 in Las Vegas. At the conference, he offered me an incredible wealth of information and aided in connecting me with leaders in the catering industry. His catering expertise helped generate many conversations on how to innovate and evolve the way we provide the best services possible to our clients.

Our conversations went from brainstorming sessions on changing how we improve daily operations, to a subject that we are both very passionate about: Upcycling. Within seven months of mentorship and collaboration, we were able to present our class "Upcycling, it could be your new normal" at The Art of Catering Food in Washington D.C. We believe Upcycling has the ability to revolutionize how companies across the country cater. The response to the class was amazing; Chefs took this concept back to their own kitchens and sent us feedback on how the new food producing concept minimized waste and made them more efficient. We took their feedback and have evolved our way of thinking about Upcycling which has given us the motivation to present a second class expanding on Upcycling at The Art of Catering Food in New Orleans.

I worked very closely with Chef Lord through the whole preparation process for our class even though his company is in San Diego, CA and mine in Denver, CO. His involvement and longevity in the culinary community puts him far ahead of his competition. The most impressive quality that Chef Lord emulates is his undying passion for making it better every day. Chef Thomas Keller mentions in The French Laundry Cookbook that a Chef should "be 1% better than they were the day before". Chef Lord is the perfect example of that ideal.

Beyond Chef Lord being an inspiration to anyone he meets, he is a great friend. He leads through positivity and by example; something that not every Chef can do. I am honored to call Chef Lord one of my colleagues and whole-heartedly believe he is deserving of the ICA CATIE Chef of the Year 2016 accolade.

Sincerely,

Heather Carr  
*Executive Sous Chef*  
**Footers Catering**