



BRINGING THE SCIENCE OF BUSINESS TO THE CULINARY ARTS SINCE 1991

What is the Culinary Business Academy?

The Culinary Business Academy is the only educational institution dedicated exclusively to the science of “successful business” in culinary endeavors. The Academy, headquartered in Albuquerque, New Mexico, represents a 20-year odyssey for culinary minded entrepreneurial individuals. This journey has culminated with a business that reflects a commitment and passion to helping others become successful in culinary businesses.

The mission of the Culinary Business Academy is to be the premier provider of culinary business education by providing the most up-to-date information and knowledge available on the latest business trends and happenings in the culinary industry.

History of the Culinary Business Academy

In 1987 the Personal Chef Service concept was conceived and experimented with through 1990. By early 1991, the concept was formalized. In the beginning the training was virtually one-on-one as this concept model began to gain interest. The training materials were sparse with a great amount of personal instruction and hand-holding. By 1994 demand was such that training spread to multiple cities where groups of 3-8 people could receive instruction at the same time. In 1995 the massive amount of accumulated notes and revisions spawned the first true effort to create a formal training manual and systemized approach. By 1999 regular training sessions were offered throughout the country and this “new dining concept” had received a fair amount of national media. In 2000, course offerings were expanded once again to offer a full Undergraduate Course, provided at fixed campus locations. The Culinary Business Academy became its own unique company, which allowed for faster expansion and development of new culinary based business programs.

The Culinary Business Academy today

With headquarters in Albuquerque, New Mexico, the Culinary Business Academy continues to afford world class culinary business training for a wide variety of culinary situations. No other educational outlet offers the expansive array of focused business training for the culinary field. The Culinary Business Academy offers exclusive educational options and benefits, and remains the only provider of this unique education to be licensed by a Private Post-Secondary Commission On Higher Education, approved by the Department of Defense, used by Workforce Incentive labor divisions across the country, endorsed by and offering programs through colleges and approved by multiple Human Resource retraining centers for displaced employees.



TRAINING & CREDENTIALS

The Culinary Business Academy continues to operate fixed campus facilities in Atlanta, GA and Albuquerque, NM. These two primary campus locations are the only locations to receive the intensive all-inclusive and exclusive Business Dynamics Program, Undergraduate Course or Ultimate Program instruction and hands-on training.

Oakland, CA and Denver, CO are locations routinely used to conduct live training for other culinary business classes. This list is not fixed and expands to meet demand with cities such as Chicago, IL, Seattle, WA, Dallas, TX, Pittsburgh, PA and Toronto, ON used as training venues.

The Culinary Business Academy offers distance learning through a Home Study training program, where the student does not incur additional travel or expense. This feature keeps the Home Study as a very popular choice, affording quality education at a minimal cost.

In 2002 the Culinary Business Academy formatted training materials into 15 minute instructional blocks to meet college and vocational school instructional standards. Multiple educational campuses have embraced the materials and syllabus to provide this instruction as an elective or as adult continuing education at their school. Some schools are recognized by the American Culinary Federation (ACF). The ACF has reviewed Culinary Business Academy materials and has endorsed our program as taught through these culinary schools.

The Culinary Business Academy is an independent educational facility licensed by a Private Post-Secondary Commission On Higher Education. Routinely our materials, methodology, instructional techniques and syllabi are reviewed to insure the highest educational stands are maintained.

The Culinary Business Academy is the only provider of this specialized business education to be able to award a Personal Chef Diploma upon successful program completion. This Personal Chef Diploma is one requirement to obtain the only federally registered certification for personal chefs, called Certified Personal Chef (CPC).

The Culinary Business Academy guarantees successful business training and outcomes with an exclusive “tuition guarantee”. We are so confident in our ability to provide quality, beneficial education that we’re able to extend this unique offer. Since the “tuition guarantee” offer was started in 2005, not a single individual has requested a refund of tuition. We feel this speaks volumes about the comprehensive materials and methods we put forth. This single issue spotlights why we remain the gold standard for culinary business education.





STATISTICS

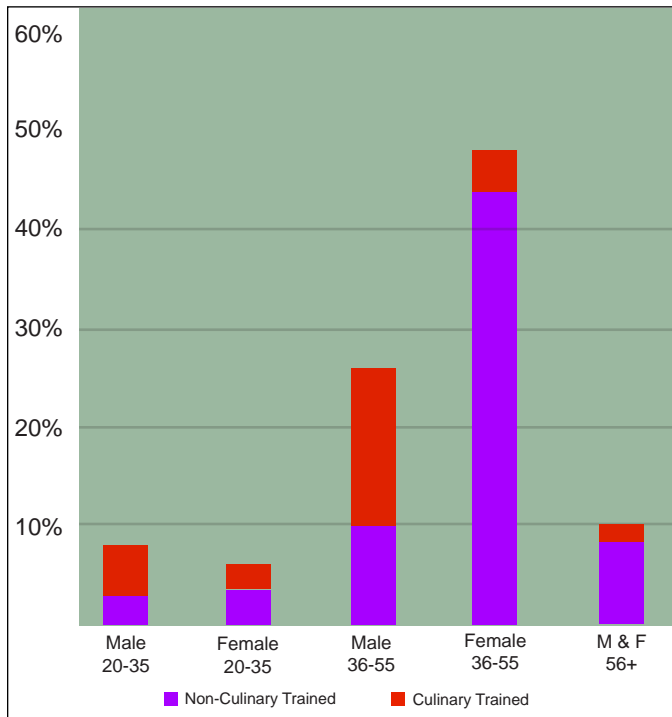


Chart: Who Becomes a Personal Chef
Source: United States Personal Chef Association

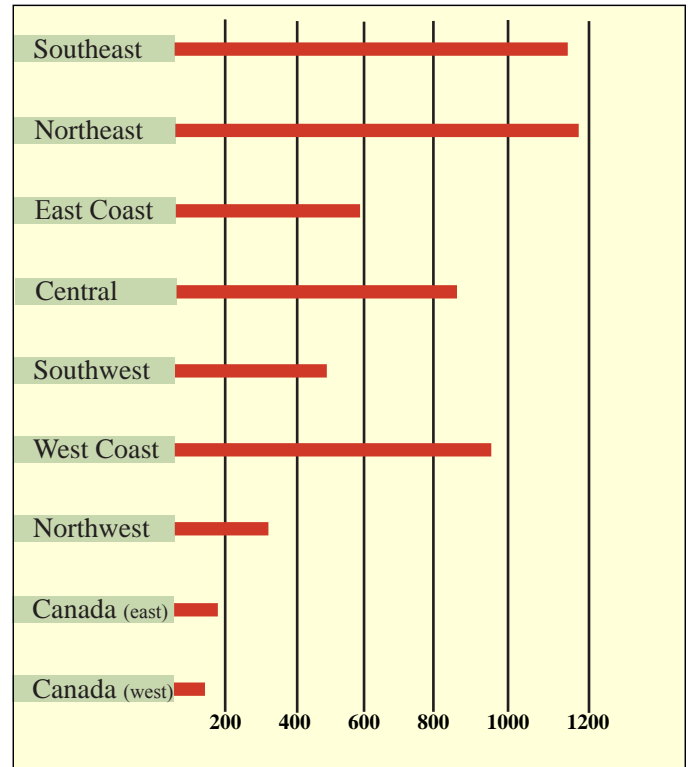


Chart: Total Personal Chef Services by Geographic Location
Source: United States Personal Chef Association

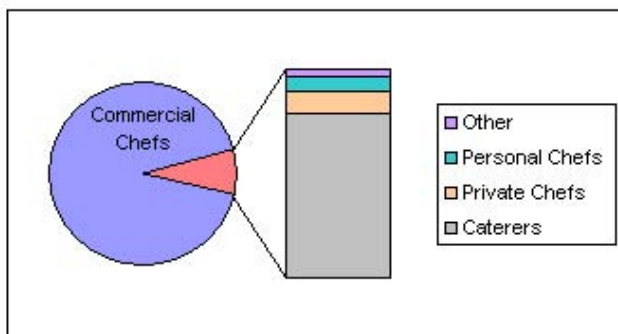


Chart: Division of Workforce
(total workforce is 1,000,000 professional chefs)
Source: United States Personal Chef Association



Chart: Personal Chef Average Annual Salary
Source: United States Personal Chef Association



CULINARY BUSINESS ACADEMY

WORLD CLASS TRAINING FOR FIRST CLASS SUCCESS

CORPORATE INFORMATION

Management

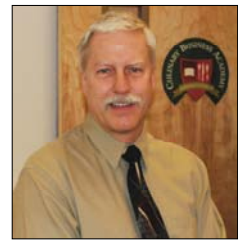
Chef Gail Kenagy - President, Culinary Business Academy

In 2000 Chef Gail transitioned from a career as a surgical nurse to follow her passion of preparing healthy nutritious meals for busy households and for individuals with restrictive diets. Chef Gail Personal Chef Service thrived in the San Francisco Bay area following business training provided through the Culinary Business Academy. By 2003 Chef Gail was instructing and mentoring for the Culinary Business Academy. In 2008 Chef Gail purchased the Culinary Business Academy with a vision and plan to expand the depth and broaden the education programs taught. Her vision of developing new and innovative training materials has enjoyed early success with plans for steady continued program expansion and new program development.



Phil Ellison - Executive Director, Culinary Business Academy

Following a 20+ year broadcast marketing career Phil joined the Culinary Business Academy in 2002 assuming all admissions, marketing and product development responsibilities. All training materials were refreshed and updated with several new dynamic programs developed. Training venues expanded as did instructor recruitment and development.



Contact Information

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Email: info@culinarybusiness.com
URL: www.culinarybusiness.com



ADVERTISING EXPOSURE & OPTIONS

Put Your Message In Front Of Thousands Of Culinary Professionals

The Culinary Business Academy effectively reaches culinary business owners & enthusiasts

The Culinary Business Academy remains in regular contact with thousands of culinary minded entrepreneurial individuals. Monthly our monthly e-newsletter is sent containing the latest Academy updates, profiles of working personal chefs, a favorite proven recipe and interesting culinary facts. Advertisers seeking to reach a specific audience of culinary minded individuals can add live-link banner ads to this e-newsletter.

E-newsletters provide colorful options and inviting content. Subscribers receive the latest culinary business and marketing news direct from the Culinary Business Academy. Easy, quick and a ready resource for culinary enthusiasts with direct links to your company and service or product.

E-Newsletter

MECHANICAL REQUIREMENTS

Format Options

Graphic only:

Contains link to URL designated by advertiser

Graphic plus text:

Graphic linked to URL designated by advertiser
 Maximum 100 words of text

Text only:

Contains live link to URL designated by advertiser
 Maximum 150 words of text

Size Options*

- Code: W - 150 pixels wide x 200 pixels high
- Code: X - 100 pixels wide x 100 pixels high
- Code: Y - 125 pixels wide x 50 pixels high
- Code: Z - 330 pixels wide x 125 pixels high

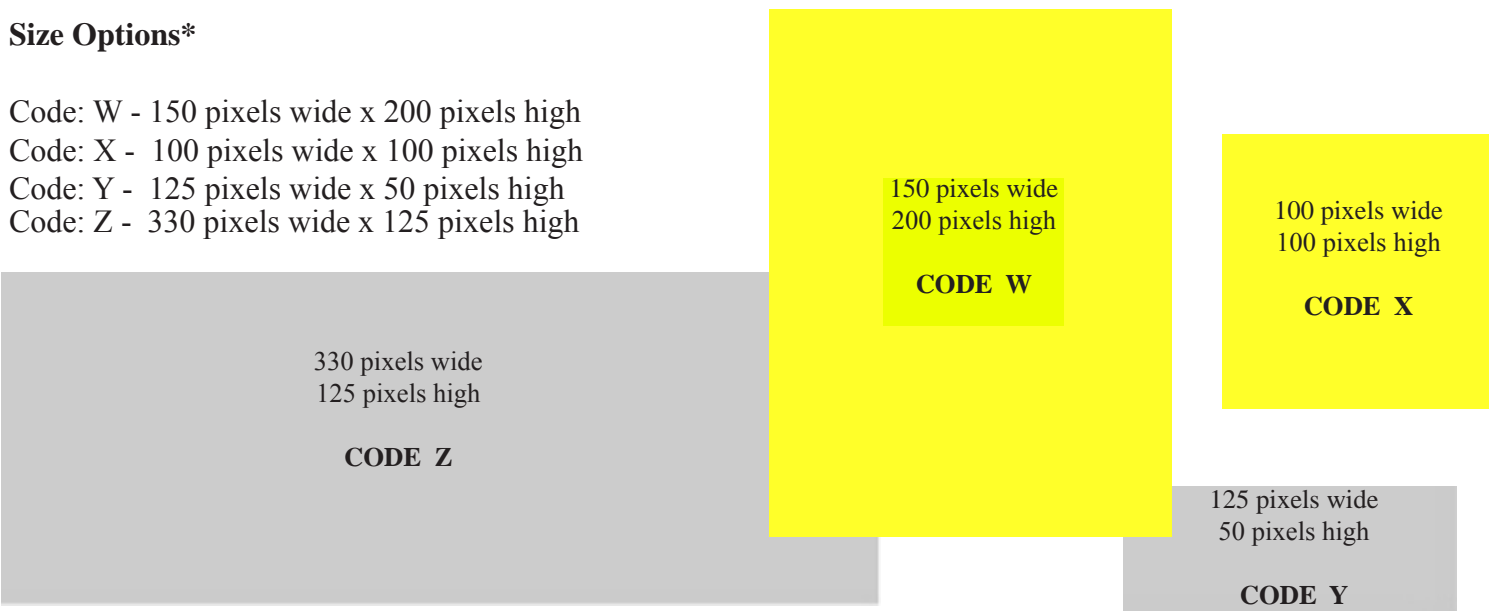
Layout

Three options

- #1 - Text only
- #2 - Image only
- #3 - Image with text

Both options have live link from ad to your designated URL.
 Ad layout selection does not affect rate.

* other size options may be available -
 contact the Culinary Business Academy for more information





ADVERTISING RATES & INFORMATION

The Culinary Business Academy reserves the right to limit advertising so that no competitive products or services are featured in the same publication. In these situations first-in will secure the position.

E-Newsletter	RATE SHEET
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Rates Are Per Issue

Reach	Rate
Reach 7,000+ culinary enthusiasts	\$75/month

Only the following format will be accepted:
JPEG total file size must be under 200kb

Questions? Call Culinary Business Academy 800-747-2433 ext 129

Shipping Information: Send payment, contracts, and advertising material to:
Culinary Business Academy
4801 Lang Ave NE Suite 110, Albuquerque, NM 87109
Email digital art & images to:
gkenagy@culinarybusiness.com

Materials due by 15th of the month for next month issue.
E-newsletter typically delivered on or about the 1st of each month.



Credit Terms: All ads are payable up-front and payment must accompany advertising materials.
Please make all checks payable to Culinary Business Academy LLC.
Master Card, VISA, Discover and American Express also accepted.

Publishers Policies: The Culinary Business Academy LLC (publisher), reserves the right to hold advertiser liable for such monies as are due and payable to the publisher. The publisher reserves the right to reject any advertisement. The advertiser agrees to indemnify and protect the publisher from any claim of expenses from the advertiser's unauthorized use of a name, photograph, sketch, or words protected by copyright or registered trademark. The publisher is not liable for delays in delivery in the events of an act of God, material shortage or any condition beyond the control of the publisher affecting production or delivery in any manner.



E-Newsletter

AGREEMENT

Culinary Business Academy
Attn: E-newsletter
4801 Lang Ave NE Suite 110 Albuquerque, NM 87109
gkenagy@culinarybusiness.com
Phone & fax: 800-747-2433

I understand the terms and conditions extended and that payment is due in full prior to publication.

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Primary contact & title: _____

Phone: _____ Fax: _____

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Signature: _____ Date: ____/____/____



Please indicate which month(s) you wish to have your advertisement displayed:



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*CCV is the three digit security code on back of Master Card, VISA & Discover Card.
For American Express please insert the four digit code on the front of the card.

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