

# PASTRY CHEF GUILD OF ALBERTA

Minutes from Official Meeting

May 11, 2009

## **Present:**

Andreas Schwarzer, President  
Karine Moulin, Social Support  
Alison LaFrance, Treasurer  
Vanessa Roenspies, Administrator  
Bryan Low

## **Regrets:**

Vincent Chow, Vice President  
Clark Adams  
Abhijit Guha

### **1. Call to Order:**

Andreas Schwarzer, President, called the meeting to order @ 5:10 pm.

### **2. Welcome and Introductions:**

- Andreas welcomed all present at the official meeting at 100 Wines.
- Card presented to Guild from Michelle Gee for reward.
- Andreas welcomed guest from L'Arche Community.

### **3. Old Business**

- 100 Wines is the official meeting area.
- Still undecided if member have to wear jackets to the meetings

### **4. Presentation by L'Arche Community**

- History of L'Arche
- History of the L'Arche Cake Walk
  - Looking at cakes as works of art
  - Getting in contact with local Pastry Chefs
  - Last year over 1600 people attended the Cake Walk
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### **5. L'Arche Cake Walk & Lindt Chocolate Competition 2010:**

- Looking to Expand the Cake Walk
  - Changing to a larger venue to turn more into a gallery
    - Looking at the Heart Building on SAIT Campus
    - Competition availability February 28<sup>th</sup>, 2009; will be the same day as the chocolate competition.
  - Making a Novice and Professional

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- Bringing media coverage at the event
  - Prizes of 1<sup>st</sup>, 2<sup>nd</sup>, and 3<sup>rd</sup> will be recognized
  - Share Marketing with Chocolate Competition
    - Making money is the issue
    - Celebrity Judges: DUBY
  - Discussed joining the Chocolate Competition and the Cake Walk
    - Larger event may draw more people to become involved from other provinces
    - Lindt/L'Arche Competition would have an entry fee
      - Reception/ Wine and Cheese to end the event
  - Discussed doing workshops/demo stations for people attending the events
  - Discussed dual ticket sales
- 6. Re-vote on the partnering up with L'Arche**
- Motion passed fully by the board
- 7. New Business:**
- Proposal for venue needed by the next meeting
    - How the event will benefit the students.
    - Andreas will work on sponsors/facilities and promotion
    - L'Arche looking at contracting an event company
    - Duel posters for both L'Arche and Chocolate Competition
  - Follow up meeting with L'Arche
    - Meeting will be held at 5:00pm on May 25<sup>th</sup>, 2009
    - Have question and concerns for the next meeting
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  - Next meeting:
    - Topics for Specialty Pastry Courses
- 8.** Andreas thanked everyone for attending. The meeting was adjourned at 6:50 p.m.