

USPCA, LLC
News release
For immediate release

Seattle Chef Wins Web Site Of The Year Award At National Convention

Chef Jay DeLong of the United States Personal Chef Association (USPCA) has taken top honors for Personal Chef Web Site Of The Year during the 2010 USPCA national convention in Denver, CO.

Chef DeLong's winning web site was among hundreds submitted with judging based on creativity, clarity, demonstration of customer benefits and ease of navigation as some of the criteria in the evaluation process. "I am humbled by this award, given the volume and quality of other chef web sites that I was judged against" stated DeLong.

Chef DeLong is owner/operator of Canapé Specialty Chef Services operating in Seattle, WA since 2005. Chef DeLong is a graduate of the Culinary Business Academy which provides specialized business development training for culinary talented individuals.

Judges for this annual competition consisted of professional members within the USPCA.

Several hundred personal chefs from throughout the United States and Canada converged on Denver this July to participate in educational workshops, business seminars and to hear from industry experts on a wide variety of subjects of importance to independent culinary business operators. "The annual convention is primarily a business building and educational event designed to help independent personal chefs strengthen their business and expand their service" stated USPCA President Chef Gail Kenagy. She continued, "Each year we are faced with a huge volume of very creative and quality web sites to judge. Our industry continues to evolve and new services are ever present and promoted. Staying ahead of the curve and keeping a web presentation fresh and informative is paramount in the business world, especially for independent business owners such as personal chefs. USPCA members are a creative bunch and always amaze me with their unique talents".

There are 5,000+ working personal chefs with the overwhelming majority associated with the USPCA. Personal chefs prepare custom delicious, nutritious meals daily for a wide range of clients in all 50 states and throughout Canada. Clients using this special service represent active households, affluent seniors and individuals with restrictive dietary needs. Unlike a private chef who works for one household in an employer-employee relationship, personal chefs own and operate their own independent business and will service 12-20 unique clients each month. The direct tangible benefits to each client will be the time saved in the actual meal preparation and the associated shopping, while still enjoying exactly what they've requested at a cost no greater than a comparable restaurant. "The coveted dinner hour which has eroded over the years as career and outside influences demand more and more time of individuals is being reinstated thanks to personal chefs who allow families to unite with minimal effort to enjoy healthful custom prepared meals" Kenagy stated.

Locating a personal chef can be accomplished through www.hireachef.com, the largest and most widely used search site for personal chefs.

The Culinary Business Academy is the educational division of the USPCA, providing world class culinary business education to individuals having the expertise and desire to create excellent meals. "The Culinary Business Academy is the only provider of personal chef business education to be licensed by a Private Post-Secondary Commission on Higher Education" stated Phil Ellison, USPCA Executive Director. "Routinely we help individuals reach their goal of independence through professional education and guidance, so that they may be successful and productive in a career field that is enjoyable and rewarding with a very high level of satisfaction" Ellison continued.

The USPCA also monitors and administers the only federally recognized certification program for personal chefs. Through demonstrated abilities and the acquisition of industry related education and business development courses, the designation of Certified Personal Chef (CPC) is bestowed. Continued efforts and ongoing educational advancement are requirements to maintain this highly sought after designation. All USPCA personal chefs are required to demonstrate a standard level of proficiency, evaluated through a testing series. Only the USPCA requires testing of each member, and each USPCA personal chef is provided with general liability insurance.

"For a service concept that is 20 years old, the industry has just begun to emerge. Busy active households and the demand for quality nutritional meals will certainly help shape the landscape of this industry for years

to come” Ellison stated. The USPCA remains ever vigilant to stay ahead of demand by developing new educational opportunities, providing business leadership and recognizing trends in consumer needs.

For a no-obligation consultation to determine if a personal chef can fill your ‘What’s for Dinner’ dilemma, contact a personal chef at www.hireachef.com

For further information:

www.uspca.com

www.culinarybusiness.com

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