



VIP Invitation

As founder of the **PROFESSIONAL CHEFS ASSOCIATION** I am proud to invite you to join us for the

5th Annual PCA Trade Show & Culinary Salons of Excellence
\$ 6,200.00 in Cash Awards

Monday, November 22, 2004 10am - 5pm

The Westin Century Plaza Hotel & Spa – Los Angeles
In the California Show Room

*Cordially,
Chef Walter Neuhold*

For additional information call our PCA Office at 970-223-4004 or check out our website at www.ProfessionalChef.com



Board Members

Founder

Walter Neuhold

Secretary

Don Whittemore

Legal Counsel

Arnold P. Peter

Chef's Panel

Chef Andreas Nieto

Chef Felix Salcedo

Chef Jean Vendeville

Chef Jeffrey Mora

Chef Walter Cotta

Chef Mark Baida

Chef Christian Monchatre

Chef Dawn Tangeman

Chef Gustavo Vega

Chef Christian Rassinoux

Chef Laura Diaz

Chef Paul Prudhomme

Chef Raimund Hofmeister

Chef Jim Gemignani

Chef Patrick Delaney

PCA provides:

- Certification Program
- PCA Quality Gold Seal Program
- Trade Shows & Culinary Salons of Excellence
- Virtual Trade Shows starting 2005
- Chefs Hotline and our FREE "Jobs On Line" service
- "Ask PCA Vendors First Program"
- Comprehensive Food & Beverage Encyclopedia
- Food Safety & Science News
- Collaboration with PCA Members

Great reasons to attend

- Networking with colleagues – great visibility
- Business Development, 25 new exhibitors
- Culinary Salons of Excellence
- Continuing Education Program through "PCA-edu"
- Raffle Prizes
- What's NEW – what's HOT
- Quality Vendor / Products
- Trends and Techniques
- World class Competitions

FREE entrance for all Hospitality Employees

CHEFS

The show begins at 10:00 AM and lasts until 5:00 PM

- Ice Carving Competition
- Pastry Competition
- Vegetable Carving Competition
- Cold Food Platters, Category Students
- Awards Ceremony
- Raffles

Please wear your Chef's Jacket

CAMERAS WELCOME

No Reservation necessary - FREE ADMISSION



Ice Carving Competition
\$ 2,000.00 Prize Money

Pastry Competition
\$ 2,000.00 Prize Money

Cold Food Platter
\$ 1,100.00 Prize Money

Vegetable Carving Competition
\$ 1,100.00 Prize Money



Located at: The Westin Century Plaza Hotel & Spa, 2025 Avenue of the Stars Los Angeles, CA 90067 Tel.: 310-277-2000

Direction: 10 Freeway, Exit Overland Ave., go North, Turn Right (East) on Pico Blvd. Left on Avenue of the Stars.