

Advance

- [IDEA MAKERS Q&A](#)
- [IDEA MAKERS](#)
- [MUST HAVES](#)
- [EDITOR'S LETTER](#)

Explore

- [BEEN THERE](#)
- [DESTINATIONS](#)
- [EVENTS](#)
- [HOTELS](#)
- [THE GUIDE](#)

Indulge

- [EAT](#)
- [DRINK](#)
- [GOLF](#)
- [SPECIAL SECTION: RESTAURANT WEEK](#)
- [DRIVE](#)

Web Exclusives

- [BEEN THERE SLIDESHOW](#)
- [WHAT'S UP IN THE HUBS](#)
 - [HOUSTON](#)
- [MORE RESTAURANT RECOMMENDATIONS](#)
- [GO FOR A SPIN SHOWROOM TOUR](#)

On Board

- [NOTEBOOK](#)
- [CHAIRMAN'S LETTER](#)
- [COOKBOOK](#)
- [FUN AND GAMES](#)
- [INSIDER](#)



- [MY FAVORITE ...](#)

Catching Up With ... Lisa Lipton

The AIFW's national chair promotes knowledge of food and wine

When the American Institute of Wine & Food (AIWF) was founded in 1981, celebrity chefs, locavores, and the field-to-table meal were virtually unknown concepts. Lisa Lipton, the organization's current national chair, joined seven years after founders Julia Child, Robert Mondavi, and Richard Graff began the AIWF for the purpose of bringing together industry professionals with food and wine enthusiasts. Now, almost 30 years after the AIWF's launch, the culinary landscape is far different. Child's kitchen is housed in the Smithsonian, and cooking shows are a television staple. And the AIWF's mission has expanded to encompass philanthropic efforts, including scholarships to culinary schools and the Days of Taste program, which brings farmers and chefs to speak with schoolchildren.

Q: Name a few programs available to AIWF members.

A: We give special exclusive invitations to our members when certain key figures in the food and wine world are coming to their city. In San Diego, when Frank Bruni, the restaurant critic from the *New York Times*, was doing his book tour, we had a private reception with him. Local chapters also run chef cooking demos, green market tours, and tastings from cheese to wine to chocolate.

Q: What program are you most proud of?

A: Our signature program, Days of Taste, annually introduces thousands of underserved elementary school students to better nutrition. Often these children only know fast food, and our program gets them into the field. It teaches them to build food and nutrition vocabularies and to celebrate the seasonal bounty, whether they go to the farmers' market or the field. Sometimes the farmers go into the classroom to explain where their food comes from.

Q: What are the AIWF's growth challenges?

A: Certain luminaries [including Child, Mondavi, and Graff] have passed on. We have new ambassadors to carry on their legacies, such as Tyler Florence, Michael Chiarello, Gail Simmons, Roy Yamaguchi, Gale Gand, and Rick Tramonto. The Food Network and *Top Chef* have really taken over the legacy the founders started, which is good. We want people to know there's an opportunity to learn and grow by mingling with others who share their passion.

— *Deborah Abrams Kaplan*

MY FAVORITE ...

City: Paris. It's a world destination for food and wine.

Web site: aiwf.org. When I'm not on the site, I'm using Google for multiple references.

Technology: The Internet. It connects me with such a wealth of information in rapid time.

Charities: Other than AIWF, the Riverview School on Cape Cod in Massachusetts. It has transformed the lives of special-needs individuals and has made such a positive difference for them and their families.

Photograph: Jeffrey Lamont Brown

[Continental Airlines](#) [Rep Room](#) [Search](#) [Site Map / Back Issues](#) [Legal Notice](#)

© 2010 The Pohly Company | Custom Publishing Division

[Advertise with Us](#)