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**THE FOOD BUSINESS SCHOOL FOODBIZ+ SERIES: FOOD MEDIA WITH CIVIL EATS  
FOUNDER NAOMI STARKMAN  
Monthly Online Conversation Hosted by FBS Dean Will Rosenzweig**

Napa, CA, November 7, 2016—The Food Business School (FBS), the center for executive education of The Culinary Institute of America (CIA), invites entrepreneurs, industry insiders, and graduate students in food studies to join FBS Dean Will Rosenzweig for a free online conversation on Thursday, November 10, from 5–6 p.m. PST.

**Naomi Starkman** is a founder and the editor-in-chief of [Civil Eats](#), a daily news source for critical thought about the American food system, and the James Beard Foundation's 2014 Publication of the Year. In this interactive event, Starkman will share her thoughts on food policy and how media can impact systemic change throughout the food system and raise consumer consciousness. She will address the question of why there is the need for informed independent reporting in food today.

Sign up for this free event and receive a link to join the conversation at [FOODBIZ+ Food Access](#).

The **FOODBIZ+ series** is a monthly program of online talks with food industry experts that explore the latest opportunities and challenges in the food business. Upcoming events and in-person and online courses are listed on [The Food Business School's events page](#).

Food security expert **Naomi Starkman** is a 2016 John S. Knight Journalism Fellow at Stanford, and a founding board member of the Food & Environment Reporting Network. Starkman served as the director of communications & policy at Slow Food Nation and has worked as a media consultant at *Newsweek*, *The New Yorker*, *Vanity Fair*, *GQ*, and *WIRED* magazines. She was previously the director of communications for the American Foundation for AIDS Research

(amfAR). After graduating from law school, she served as the deputy executive director of the City of San Francisco's Ethics Commission. Starkman is an avid organic gardener, having worked on several farms.

Moderator and series host [Will Rosenzweig](#) has spent his career as an educator, serial entrepreneur, and venture investor. He was founding CEO of The Republic of Tea and co-founder of Physic Ventures. He also helped grow Odwalla, Leapfrog, Revolution Foods, Yummly, and many other businesses. Rosenzweig is a longtime faculty member at the Haas School of Business at UC Berkeley. In 2010, he was honored with the Oslo Business for Peace Award for his accomplishments in the area of ethical business.

Last month's guest on the **FOODBIZ+ series** was **Sam Kass**, senior food analyst at NBC News, chief consumer experience officer at Innit, food entrepreneur, and former White House chef. To watch a recording of the event, go to [FOODBIZ+ Action](#). Check out all of the [archived FOODBIZ+ sessions](#) (under Archives), as well as [online courses](#).

#### ***About The Food Business School***

*The Food Business School (FBS) is the center for executive education of the CIA. FBS broadens the CIA's commitment to the future of food education and leadership by providing cutting-edge, practice-based business education to corporate professionals, recent graduates, and mid-career explorers. The mission of FBS is to enable and empower entrepreneurial leaders to design, deliver, and lead transformative innovations that address the world's most pressing food challenges—and its greatest business opportunities. FBS is located at The Culinary Institute of America at Copia in Napa, CA. For more information on FBS, follow along on Facebook ([facebook.com/thefoodbusinessschool](https://facebook.com/thefoodbusinessschool)), Twitter ([@foodbizschool](https://twitter.com/foodbizschool)), and Instagram ([instagram.com/foodbizschool](https://instagram.com/foodbizschool)).*

#### ***About The Culinary Institute of America***

*Founded in 1946, The Culinary Institute of America is the world's premier culinary college. Dedicated to developing leaders in foodservice and hospitality, the independent, not-for-profit CIA offers bachelor's degree majors in management, culinary science, and applied food studies; associate degrees in culinary arts and baking and pastry arts; and executive education through its Food Business School. The college also offers certificate programs and courses for professionals and enthusiasts. Its conferences and consulting services have made the CIA the think tank of the food industry and its worldwide network of 49,000 alumni includes innovators in every area of the food business. The CIA has campuses in New York, California, Texas, and Singapore. For more information, visit [www.ciachef.edu](http://www.ciachef.edu).*

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