

Foundation

**2022
JAMES BEARD
AWARDS
MEDIA
PRESS KIT**

James Beard

James Beard Foundation Key Updates

The James Beard House

The James Beard Foundation is reopening the Beard House in a reimagined way. To continue our mission of celebrating, supporting, and elevating the people behind America's food culture and championing a standard of good food anchored in talent, equity, and sustainability, the Beard House is evolving to showcase all James Beard Foundation programs and initiatives. Moving forward we will be holding special events grounded in "Good Food For Good™," highlighting not only delicious food and drinks, but also the incredible participants behind our initiatives like the James Beard House Fellows presented by Capital One, the Legacy Network, Smart Catch, Women's Entrepreneurial Leadership, and more.

Pier 57 Food Hall in partnership with Google and Jamestown

Opening fall 2022, the James Beard Foundation will be an anchor tenant at the Pier 57 Market Hall at Chelsea's Pier 57 in Hudson River Park as part of the Pier's redevelopment led by Google and Jamestown (of Chelsea Market and Brooklyn's Industry City). The Pier 57 Market Hall will feature 18 food kiosks by various vendors showcasing the rich culinary and cultural diversity of New York City.

The James Beard Foundation will partner with Jamestown in two ways: as tenant and operator of a dedicated kiosk; and as a curatorial partner with Jamestown of the remaining Pier 57 Market Hall Kiosks.

The James Beard Foundation Kiosk at Pier 57 will invite a

rotating number of up-and-coming chefs/entrepreneurs involved in the Foundation's programs and events. JBF will not charge rent to these participating guest chefs. Aside from its kiosk, the Foundation's primary activity will be running a show kitchen and demonstration and education space on the ground floor that will bring the Foundation's Good Food for Good™ mission to life.

For the Jamestown operated Pier 57 Market Hall kiosks, the James Beard Foundation is curating a list of potential vendors who embody our commitment to racial and gender equity, environmental sustainability, and American food culture and leadership. All vendors will be operating kiosk stalls and will not have seated table service extensions of their business.

As landlords, Jamestown has full control over selecting and managing tenants and the business operations of the food hall, including collecting rent from vendors. Each kiosk in the Pier 57 Market Hall, including the James Beard Foundation's kiosk, will be run as an independent business subject to the terms of their lease, as well as the same laws and regulations as all NYC food businesses.

Our collective goal is to elevate culinary vendors from the NYC-area and many who have been engaged in Foundation programming, such as JBF Greens, Smart Catch, and Women's Entrepreneurship Leadership Program.

Further details on programming and the Market Hall kiosk curation process will be announced in the coming months.

James Beard Foundation Leadership



Clare Reichenbach
Chief Executive Officer

In her role as Chief Executive Officer, Clare works with the James Beard Foundation staff and board of trustees to set the long-term strategic direction of the Foundation, and oversees all programmatic, financial, and management operations of JBF. She has led the Foundation for over four years, has been responsible for steering the Foundation through the pandemic, overhauling the Awards program and anchoring all JBF activity within the mission of Good Food For Good™.



Kris Moon
President and
Chief Operating Officer

In his role as President and Chief Operating Officer, Kris Moon is responsible for all revenue at the Foundation, including building the Foundation's first-ever enterprise-wide partnerships with American Airlines, Capital One, and Windstar Cruises, and helping the Foundation grow its philanthropic support. During his 15-year tenure at the Foundation, Moon has been instrumental in leading the Foundation's Covid-19 response, launching and managing the JBF Food & Beverage Industry Relief Fund that raised and disbursed almost \$4.8 million in grants to 312 food and beverage establishments across America; launching the Chefs Boot Camp for Policy and Change initiative; and spearheading the strategic planning and launch of the Foundation's JBF Impact Programs in April 2016.



Jodi Waterman
Chief Financial Officer

Jodi Waterman is the Chief Financial Officer of the James Beard Foundation and is CPA with more than 30 years of experience in public accounting and financial management. She has held financial management and executive roles at a number of companies with a diverse industry expertise and background.



Jaime-Faye Bean

Vice President of Development

Jaime-Faye Bean has 20 years of experience in nonprofit fundraising and executive leadership, and has led major gifts and individual giving efforts at institutions including the ASPCA, the Center for Reproductive Rights, and Weill Cornell Medical College's Children's Health Council. Most recently, Jaime served as executive director of the Sunnyside Shines Business Improvement District. Throughout the COVID-19 crisis, Jaime has been active in bridging food security issues and small business survival in the New York City borough of Queens and is especially passionate about supporting the efforts of BIPOC independent restaurateurs.



Siobhan Flaherty Haber

Vice President of Events

Siobhan Flaherty Haber has over 25 years of experience as an event producer with nonprofit organizations specializing in food and wine events. After being the Assistant Program Director of the James Beard House in the late 90s, Siobhan started her own event planning company Flaherty & Company Events, which she ran for 20 years before joining the James Beard Foundation as Vice President of Events in 2018. In addition to the Foundation, clients have included City Harvest, Partnership with Children, and numerous food festivals across the country. Siobhan has a BA from Skidmore College and a MA from Boston University.



Anne E. McBride, PhD

Vice President of Programs

Anne E. McBride, PhD is Vice President of Programs at the James Beard Foundation. In that capacity, she oversees JBF's initiatives around industry support, women's leadership, policy advocacy, sustainability, education, and scholarships. She holds a PhD in food studies from New York University, with research focusing on the changing role of the chef in the 21st century. Previously, Anne was the deputy director of the Torribera Mediterranean Center and culinary programs director for strategic initiatives at the Culinary Institute of America. Anne is currently writing a dessert cookbook for Phaidon, is the co-author of seven other books, and has taught undergraduate and graduate courses on subjects such as sustainability leadership, food and technology, contemporary food issues, food media theory, and food writing. Anne is a frequent presenter and moderator at academic and professional conferences around the world.



Dawn Padmore

Vice President of Awards

In her role as Vice President of Awards, Dawn Padmore works with the volunteer committees, JBF staff, and trustees to shape the future of the James Beard Awards. Dawn has extensive experience in culinary events, serving previously as Vice President of Culinary Marketing and Events at Karlitz & Company, where she helped create and was senior producer of the award-winning annual Harlem EatUp! Festival. Other career highlights include serving as lead producer of New York Chocolate Show, Relais & Chateau's "Diner des Grand Chefs," and Godiva Chocolatier at NYC and South Beach Wine and Food Festivals. At the start of her career, she was part of the James Beard Awards team while at M. Young Communications. Dawn is a classical singer, who has collaborated with a range of musicians and composers and has sung internationally.



Tamar Simpson

Vice President of Marketing and Communications

Tamar Simpson is the Vice President of Marketing and Communications at the James Beard Foundation, overseeing the Foundation's marketing, branding, creative content, public relations, and strategic communications. Before joining the Foundation, Tamar served as the Associate Vice President of Marketing and Communications for the YMCA and as Senior Director of Marketing and Communications and Entertainment Marketing at UNICEF. Prior to working in the nonprofit space, Tamar spent the majority of her career in the entertainment industry, working in the publicity department at Miramax Films and ID-PR, a full-service agency in New York and Los Angeles as a senior leader in the talent and brand strategies departments.



Colleen Vincent

Vice President of Community

Colleen Vincent is Vice President of Community and has worked for the James Beard Foundation for over 12 years and is a vocal champion for diverse leadership in all sectors of the hospitality industry. She has been featured on panels at the Food Book Fair and the Minority Chef Summit, and has also represented the Foundation as a member of the High Road Restaurant Roundtable. Since its inception, she has been involved in the Iconoclast Dinner Experience, a fundraiser for Spelman College, which celebrates notable chefs of color. In addition to being a proud member of the West Indian Chefs Alliance, she created a book drive to build a culinary library in Port-au-Prince, Haiti. She is presently a member of the House Programming Committee and previously sat on the James Beard Foundation Food Conference steering committee.

AGENCY OF RECORD: WAGSTAFF MEDIA & MARKETING

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The James Beard Awards Audit: Changes to Our Policies and Procedures

The James Beard Awards mission is to recognize exceptional talent and achievement in the culinary arts, hospitality, media, and broader food system, as well as a demonstrated commitment to racial and gender equity, community, sustainability, and a culture where all can thrive.

In 2020 and 2021, the James Beard Foundation made the decision to forgo its traditional Awards presentation across all programs, in order to take time for self-reflection around who and where we are as an organization.

In August 2020, The James Beard Foundation announced that The Awards Committee and subcommittees—made up of volunteer members from within the broader food, restaurant, and media industries—would work with the Foundation and outside consultants to overhaul the policies and procedures for the Awards.

The objectives were to remove systemic bias, increase the diversity of the pool of candidates, maintain relevance, and align the Awards more outwardly with the Foundation's values of equity, equality, sustainability, and excellence for the restaurant industry.

An audit was critical to identify areas that needed to be addressed and, ultimately, to inform updates and changes to policies and procedures surrounding the Awards. Specific needs were:

- 1) creating a more transparent Awards process;
- 2) creating more consistency among the Awards;
- 3) creating a process to deal with candidates withdrawing their names or allegations made against them;
- 4) creating clearer and more stringent protocols around the final Awards results;
- 5) fostering a more inclusive process with a focus on diverse representation.

The 2022 James Beard Awards will be the first since changes to the awards were made as a result of an audit of our policies and procedures, including establishing a Code of Ethics and an independent review process conducted by our volunteer Ethics Committee. Please read below for an overview of the changes.

Overview of Audit

Updates to Process and Procedures

- + A new Awards mission in place
- + Documentation of all committee remits, establishment of membership criteria, introduction of shorter term

- limits (max of two, two years terms), implementation of diversity goals (50% BIPOC by 2023), and a new system to build pipeline of potential members
- + Broadening of Restaurant & Chef subcommittee members beyond food journalists to include a wider net of food professionals, including former chefs/ restaurateurs and the general public.
- + Previous winners no longer default to the voting pool. Instead, winners from the past three years will be considered as potential judges, requiring the relevant subcommittee to actively vote on them.
- + Introduction of two new types of judge categories within the Restaurant and Chef Awards:
 - Scouts who are responsible for surfacing new restaurants for consideration
 - Tasting panel responsible for tasting all Nominees and voting for winners using standardized voting form
- + All Awards Committee and Subcommittee members will receive an annual honorarium of \$1k
- + Judges will be made public after the Awards cycle concludes to increase transparency (name only, and not for which program they judged).
- + Codified procedures for James Beard Foundation staff including:
 - No involvement in vetting or voting
 - Clear remit regarding how staff lends administrative support

Entries and Voting

- + All entries will now include an Alignment statement to demonstrate commitment to JBF values
- + Members of all committees and judges sign a code of conduct
- + As a condition of winning a James Beard Award, all Entrants, Semifinalists, Nominees, and Winners are notified that they agree that they have acted, and will continue to act, in a manner that is consistent with

the Code of Ethics and the values of the James Beard Foundation and its Awards Program.

- + For Media Awards, reduced entrance fee of \$75, with an option to be waived
- + As in prior years, all Restaurant & Chef semifinalists and Media nominees will be vetted by an external professional vetting consultant
- + Establishment of an Ethics Committee to oversee all allegations (please see below for further details)
- + Going forward, awards will be issued with a 'license' that stipulates code of conduct. Any breach will result in the recipient not being able to use the James Beard Awards association. The Foundation does not intend to rescind awards once issued.

Ethics Committee

- + An Ethics Committee established to independently review any allegations involving a potential breach of the Code of Ethics by a 2022 James Beard Award Entrant, Semifinalist, Nominee, or Winner.
- + The Ethics Committee will report to the Governance Committee and will independently review any allegations from the Awards Committee and subcommittee members.
- + No JBF Staff, including its Awards team, participates in this procedure.

Highlights of Awards Category Updates

- + Expansion of Emerging Voice category across all awards programs
 - All Media Awards will now have an Emerging Voice category
 - Restaurant & Chef Rising Star Chef Award is now Emerging Chef Award, with no age limit
 - Leadership will continue to present an Emerging Leadership Award

+ Media Awards categories updated in line with current platforms:

- TV and Online updated and referred to as “Visual Media”
- Establishment of new categories including: Reality or Competition Visual Media, Commercial Sponsored Visual Media, and Social Media.

To access full details about James Beard Award policies and procedures, including information on committee and voting processes, please visit jamesbeard.org/awards/policies

To read the full audit recommendations announced in 2021, please visit

jbf-media.s3.amazonaws.com/production/page/2021/9/13/James_Beard_Awards_Audit_Recommendations-2.pdf

For answers to important audit FAQ’s, please visit jamesbeard.org/awards/faqs

To read more about James Beard Award ethics procedures, please visit jamesbeard.org/awards/ethics

Awards Ceremony Key Information

Winners across all Awards programs will be announced and honored at the James Beard Award Ceremony in June:

June 11, 2022

Media Awards ceremony, which will be held for the first time in Chicago, will be hosted by Lisa Ling, journalist, author, and host and Executive Producer of the new series *Take Out* on HBO Max.

The box office for the Media Awards will open on Thursday, May 5.

June 12, 2022

Leadership Awards ceremony will be held in Chicago, hosted by James Beard Award winner, Bryant Terry, author and activist.

June 13, 2022

Restaurant and Chef Awards ceremony will be held in Chicago, hosted by James Beard Award winner, Kwame Onwauachi, actor, chef, author, and executive producer at *Food & Wine Magazine*.

Tickets are now available for the Restaurant and Chef Awards. Visit here to learn more and purchase:

jamesbeard.org/awards/events

Media Credentials

To access media credentials for 2022 Awards Ceremony events, please visit jamesbeard.org/press-room

For more information, please contact jbf@wagstaffmktg.com

For more information on the James Beard Awards, please visit jamesbeard.org/awards

James Beard Foundation Awards: Press Announcements

Released March 16, 2022

James Beard Foundation® Announces 2022 Lifetime Achievement and Humanitarian of the Year Award Honorees, Leadership Award Winners, and Restaurant and Chef Award Nominees

Released March 3, 2022

James Beard Foundation® Announces Schedule for the 2022 Awards Weekend in Chicago

Released February 23, 2022

James Beard Foundation Announces 2022 Restaurant and Chef Awards Semifinalists

Released February 16, 2022

James Beard Foundation Announces 2022 America's Classics Award Honorees

To access all James Beard Foundation announcements, please visit our press room at jamesbeard.org/press-room

James Beard Foundation Program Highlights

The James Beard Foundation is a nonprofit organization whose mission is to celebrate, support, and elevate the people behind America's food culture and champion a standard of good food anchored in talent, equity, and sustainability.

Please see below for highlights of James Beard Foundation programs and initiatives.

Open For Good

Open for Good is the James Beard Foundation's campaign to help independent restaurants survive the COVID-19 crisis, rebuild better, and thrive for the long term. Open for Good programs provide critical resources to help independent restaurants build the capacity to come back stronger, more equitable, more sustainable, and more resilient.

Since the launch of Open For Good, the James Beard Foundation has provided critical industry support and resources through education, research, financial assistance, and advocacy. For example, the Foundation raised and disbursed almost \$4.8 million in grants to 312 food and beverage establishments across America through the JBF Food & Beverage Industry Relief Fund, and has provided ongoing resources to help chefs, restaurant owners, and other culinary leaders meet the many challenges of the industry today.

Industry resources include, but are not limited to:

- **The Open for Good: Compensation, Benefits, and Growth Guide**—featuring voices across the industry on how they pivoted their business compensation models in the new era.

- **Open for Good: Business Model Innovations (in collaboration with Deloitte Consulting)**—a project to uncover the business models that restaurants can implement to become more financially resilient—in turn, enabling them to make more purposeful sustainability and equity investments.
- **Virtual Education Library**—over 100 webinars to date and growing, with resources across a variety of topics ranging from Business and Community Leadership, Business Essentials, Environmental Sustainability and Restaurants, Food System Impacts, and more.
- **Chef's Connect**—A monthly virtual series for industry professionals from across the country to come together in conversation and share resources around different issues and topics. It's a chance for chefs to support their peers and for JBF to hear how we can best support them.

To learn more about Open For Good, please visit jamesbeard.org/aboutopenforgood

To learn more about our Industry Support work, visit jamesbeard.org/industry-support

To access our Virtual Education Library, visit: jamesbeard.org/virtual-education

Chefs Bootcamp for Policy and Change

Chefs Boot Camp for Policy and Change has inspired and trained chefs around the country to mobilize in support of policy decisions that impact our food system. Hundreds of chef-advocates have successfully lobbied to provide nutritious school meals, protect SNAP recipients, support American fisheries, reduce food waste, and fight for safer, more regenerative food production across the United States.

Learn more at: jamesbeard.org/advocacy

James Beard House Fellows

For decades, cooking at the James Beard House has been an aspiration for many chefs and considered a career milestone. In May of 2021, we launched the Beard House Fellows program presented by Capital One, which re-envisioned the potential of this historic space into a hub of training and professional development for talented emerging chefs.

Learn more at: jamesbeard.org/beard-house-fellows

Legacy Network

The James Beard Foundation Legacy Network trains emerging leaders across the culinary industry and connects them with future generations of excellence. By developing and cultivating the capabilities among, and peer groups of, these influential professionals, Legacy advances the equitable, culturally relevant leadership required to strengthen the industry. Each protégé, under the guidance of Legacy advisors, becomes part of a powerful network that centers the professional growth of previously underserved communities. The Legacy Network ensures their career paths are diverse, equitable, and sustainable. Legacy Network is open to BIPOC, and for the first cohort, we are prioritizing Black American and Indigenous heritage persons.

Learn more at: jamesbeard.org/legacy-network

Scholarship Programs

The scholarship program assists aspiring and established culinary professionals who plan to further their education at a licensed or accredited culinary school or hospitality institution, college, or university. Since then, the program has not only grown in visibility and financial scope, but in the array of subjects its recipients have embraced.

Learn more at: jamesbeard.org/scholarships

Smart Catch

The Smart Catch program provides training and support to chefs so they can serve seafood that is produced in sustainable ways. By becoming a Smart Catch Leader and earning the Smart Catch seal, chefs give consumers a simple way to identify and support restaurants that are working to protect our oceans.

Learn more at: jamesbeard.org/smart-catch

Women's Leadership Programs

The James Beard Foundation's Women's Leadership Programs are designed to support all women—including women-identifying and non-binary professionals—in the hospitality industry at all stages of their careers through scholarships, mentorships, training, specialized entrepreneurial education, and other offerings.

Learn more at: jamesbeard.org/leadership

For more information on James Beard Foundation programs and initiatives, please visit our website at jamesbeard.org.