

**OPENING SESSION**  
RENO BALLROOM, CASINO LEVEL  
Sunday, January 8, 2017  
5:30pm – 7:00pm

***From Cocaine to Foie Gras: The Power of Potential***  
**Chef Jeff Henderson**

Chef Jeff Henderson is a well-known television personality, sought-after speaker and a New York Times best-selling author. He started his culinary career in 1996 working for Chef Robert Gadsby as a dishwasher. By studying his mentor and working hard, he moved to the prep station and then to desserts. After spending a year working for Chef Gadsby, he went on to become a sous chef at Coronado Island Marriott, and then chef tournant and banquet chef at L.A.'s Hotel Bel Air.

He later headed to Las Vegas where he was eventually hired at Caesars Palace and became the first African-American chef de cuisine to run restaurants at the hotel. He was named Las Vegas Chef of the Year in 2001, and went to Los Angeles to start a catering company, Posh Urban Cuisine. After a year, he returned to Las Vegas and worked as executive chef at the world-renowned Bellagio becoming the first African-American executive chef there. In 2007, his memoir, *Cooked*, was published, and was asked to be a guest on the Oprah Winfrey Show. After appearing on the Oprah Winfrey Show, Sony Pictures bought the rights to his story.

During his career, Chef Jeff has launched a reality show, *The Chef Jeff Project*, on Food Network, published his first cookbook, *Chef Jeff Cooks*, released his second cookbook, *America I AM Pass It Down Cookbook*, and published a self-help book, *If You Can See It, You Can Be It*. He debuted his first cooking show, *Beat The Chefs*, in 2012, which was followed by *Family Style with Chef Jeff*. He is currently the host of *Flip My Food with Chef Jeff* on the Z Living Network. He has been featured on Oprah's Life Class, Good Morning America, Today Show, CNN, and ABC World News Tonight. He has also been in several major publications, USA Today, People Magazine, New York Times, Newsweek and the Washington Post.

Why is Chef Jeff Henderson important to the APPA audience? During this session, Chef Jeff will speak about his experiences in the criminal justice system. He will discuss how he overcame his difficult circumstances and re-branded himself.