



# Celiac Disease Foundation

Conference Recap

May 13, 2009

Celiac Disease Foundation kicked off **Celiac Disease Awareness Month** with a fantastic all day conference in Pasadena, CA. **CDF Annual Education Conference and Food Faire** held last **Saturday, May 2<sup>nd</sup>** in the new ballroom at the **Pasadena Convention Center in Pasadena California** was attended by over 550 people and 57 exhibitors.

The program included talks by four experts in the field of celiac disease: Joseph Murray, MD from the Mayo Clinic in Minnesota, Stefano Guandalini, Director of the University of Chicago Celiac Disease Center, Steven Plogsted, PharmD from Nationwide Hospital, Columbus, Ohio and Francisco, Leon, MD, PhD Executive Medical Director, Alba Therapeutics, Baltimore, Maryland. There were sessions for tweens and teens, newly diagnosed adults and parents of celiac children as well as dieticians available to address gluten-free diet issues. Drs. Murray and Guandalini graciously sat with attendees answering their individual questions. Special guest Frank Baldassare wowed the audience with his presentation of “The Missing Ingredient”. The “Ask The Restaurant” panel discussion addressed the hot topic of restaurant contamination. Trish Cyrs, CDF Virginia *Chapter* President, was presented the 2009 *Champion for Celiac Disease Awareness Award* and Max Renke from New Hampshire showed us why he was the Celiac Teen Advocate extraordinaire.

Every attendee received a large canvas bag, courtesy of *Chex* Brand Cereals filled with gluten-free goodies including a full size box of *Rice Chex*®. Everyone received a big surprise with the announcement from *Betty Crocker*®, CDF’s new sponsor, that 4 of their baking mixes will be gluten free and on supermarket shelves in June. The samples of their new gluten-free brownies were a delicious hit.

The day started with a continental breakfast including *Rice Chex*® cereal, assorted *Breads From Anna* and *Ener-G Foods Biscotti*. Each table held a basket of breads and crackers from *French Meadow Bakery*, *Breads From Anna*, *Schär* and *The Kitchen Table Bakers* as a three course sit down lunch was served. The most delicious chocolate soufflé dessert by *Three Senses Gourmet*, Cookies by *Shabtai Gourmet* and *Arico* completed the luncheon.

Throughout the day, the exhibitor tables provided a vast assortment of samples for tasting. One of a kind baskets filled with products donated by generous vendors and beautifully put together by our good friends at *Simply Gluten Free*, were raffled throughout the day. Everyone left with knowledge, product information and lots of goodies.

The reviews are in and everyone agrees that the CDF Conference did a great job of generating awareness of celiac disease, sharing current information and expanding gluten-free food choices. The CDF Conference gets bigger and better every year!