

2012 Portland Multnomah Food Policy Council Call for Applications

The City of Portland and Multnomah County seek interested community members to serve two-year terms on the Portland Multnomah Food Policy Council. Those interested in being considered for a January 2012 appointment should complete the following application and submit it by October 21. Resumes or curricula vitae are optional.

The Portland Multnomah Food Policy Council provides policy advice to local governments on food-related matters that impact land use, health, the environment, jobs, access, and other relevant issues. The Council currently consists of 15 members who are appointed by Portland Mayor Sam Adams and Multnomah County Chair Jeff Cogen.

Priorities for 2012 are expected to include:

- the availability of healthy, affordable food to all residents;
- food justice;
- urban food production and distribution/land use policies;
- expanding the networking role of the Council;
- the capacity of local communities to engage in healthy food practices; and
- food system strategic planning.

Food Policy Council Positions

The position of Council member will require expertise in one or more local food-related issues such as local agriculture, food security and access, nutrition, food business and industrial practices, community food education, land use, urban food production and distribution. Equally important is the Council members' ability to work together to create policy advice that takes into consideration the impact of current and proposed policies on the entire local food system.

The criteria that the Commissioners use for selecting members include:

- Commitment to a two-year long term requiring regular attendance and participation in monthly meetings (4:00–6:00 p.m. on the second Wednesday of the month); active membership on at least one subcommittee of the Council that will generate a work plan with specific goals; and attendance at a half-day retreat in January 2012;
- Ability to generate policy action items for the Council to pursue;
- Capacity to bring specific food system relationships and resources to the effort, as well as potential to represent diverse sectors of the local food system and/or the community at large; and
- Lives or works predominantly within Multnomah County.

The Portland Multnomah County FPC website can be found at:

<http://www.portlandonline.com/bps/index.cfm?c=42290>

Applicants will be notified of the City/County decision by November 17 and individuals nominated to the Council will be invited to the December 8 Food Policy Council meeting.

Thank you for your interest. For more information, please contact Steve Cohen, City of Portland Bureau of Planning and Sustainability, steve.cohen@portlandoregon.gov; Katie Lynd, Multnomah County Sustainability Program, Katie.lynd@co.multnomah.or.us; or Rachael Banks, Multnomah County Health Department, rachael.m.banks@co.multnomah.or.us.

Interest Form for Portland Multnomah Food Policy Council

*The purpose of this form is to obtain information for use in making appointments to the Portland Multnomah Food Policy Council, and to assist the City and County in making inquiries concerning the qualifications of applicants for appointment. Please note that information provided in this document is **public information**, with the exception of the confidential section. (Information in the confidential section will only be disclosed as required by law.) If you have a recently prepared biography or resumé, please attach it to this form*

Please return application, resumé and any additional information to:
Office of Neighborhood Involvement, 1221 SW 4th Ave, Room 110, Portland, OR 97204
Applications can also be submitted by email to: patrick.philpott@portlandoregon.gov

To help ensure equal access to programs, services and activities, the City and County will reasonably modify policies/procedures and provide auxiliary aids/services to persons with disabilities. Call 503-823-2030 or 503-823-4000 with such requests.

Name: Blake Van Roekel
First Middle Initial Last
Mailing Address: 3722 NE Cleveland Ave.
Occupation: Business Owner/Culinary Instructor
Daytime Phone: 503.753.1655 Email: blake@goodkeuken.com
Biography/Resumé Attached? Yes No

List education, including degree(s) earned:
Colorado College – Bachelor of Arts
Bainbridge Graduate Institute – Certificate in Sustainable Business

A. Reasons for wanting to serve on this group:

Food policy is increasingly critical and relevant to issues of food security, access and regulation that impact the sustainability of our Portland community today, and for tomorrow. My profession is tied to food, my family is tied to Oregon, and I am tied to our community. I should hope that I may contribute time and energy that will lend a positive impact.

B. List skills, knowledge or affiliations that would be relevant to the Portland Multnomah Food Policy Council:

Most relevant to the Food Policy Council would be my involvement in the Portland steering committee of Slow Food, USA, support of Friends of Family Farmers, involvement farms and sustainable agriculture projects in the Portland area, and a recent year-long study of sustainable business with a concentration on Food & Ag at the

Bainbridge Graduate Institute. I work and teach in the food industry (information in resume). In 2010/2011 I ran a program highlighting and educating students on urban-growth boundary farms and urban agriculture projects in Portland. I plan to continue those projects in 2012.

C. List work or volunteer experience that would add to your expertise for this Board/Commission
See Resume

Dates (from/to)	Employer or Volunteer Activity	Responsibilities
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D. List your experience working on diverse teams or committees:

Currently, my experience with teamwork is within the realm of food. It takes place in the classroom, and working with groups on farms. Within the context of my business, the team is in the kitchen, which is an orchestra unto itself! The dynamics are immediate and work with others is highly integrated. With Keuken (my business), I co-collaborate and connect with several groups and individuals on events.

In regards to community building, my work with Lan Su Chinese Garden provided me with four years of experience working with various community and city agencies in order to further the mission and programs of the Garden. Our team was cross-cultural, as well as our membership and audience.

E. Briefly describe your experience and/or interest in advancing effective food policy.

Effective food policy has the capability to restore our communities, our health and our land. My experience with food policy has rested largely in the educational department; even a small understanding of how to grow and cook food feeds into a larger momentum and perspective upon our landscape. Food policy is direct. It has the potential to support the economics of small, sustainable farms, local food processing and products, reduction in obesity and diabetes, and smaller carbon footprints (to name a few). My passion and my interest lie within the preservation of valuable farmland, enhancing and restoring sustainable food systems, and doing my best to support and contribute to the Portland that I know and love!

My signature affirms that all information contained herein is true to the best of my knowledge, and that I understand that any misstatement of fact or misrepresentation of credentials may result in this application being disqualified from further consideration.

Signature: Blake Van Roekel **Date:** 10/23/11

BLAKE VAN ROEKEL

503.753.1655
blake@goodkeuken.com

Current Position

Owner & Chef

Keuken

2008 - Present

Initiate and create culinary events and classes inspired by the arts and larger environmental & community conversations. Teach educational workshops aimed at connecting sustainable agriculture to the kitchen. Promote and support organic and local food systems. In addition to business management, oversee public event promotions, marketing, sourcing and hiring.

Education

Bachelor of Arts Degree

Colorado College

1998 Graduate

Major in Art History

Minor in Southwestern Studies

Employment Experience

Culinary Instructor

Robert Reynolds Chef Studio

2009-Present

Instruct home-cooks and professionals alike in traditional French & Italian method. Work with 8-week to year-long students to impart an intimate understanding of ingredient and culinary process. Instruct on culinary technique through regional menus.

Culinary Instructor

The International Culinary School

at the Art Institute of Portland

2010-Present

Instruct students on fundamental cooking techniques rooted in classic cuisine. Teach basic and applicable proficiencies in knife skills, cooking theories, overall cooking methods and dish execution.

Owner & Designer

magma

2003 - 2009

Built and directed all aspects of magma – a line of handcrafted glass jewelry. Company reached national and international markets with distribution to 40 boutiques and galleries worldwide. Grew the business by 60% annually for 3 consecutive years. Handled all aspects of creative design, production, sales, marketing, PR and accounting. Conducted lectures, taught classes and provided public demonstrations.

Program Director

Lan Su Chinese Garden

2001-2004

Developed and implemented over 45 programs annually to enhance the understanding of Chinese culture and further the Garden's mission. Responsible for all logistics on event execution, including community collaborations, budgeting, marketing and sponsorship.

Volunteer & Community Activities

Slow Food USA

2009-Present

Portland Chapter Steering Committee. Plan annual program calendar, execute event logistics, marketing, and expand membership reach.

Gales Meadow Farm

Spring 2008 – 2010

Organic farm volunteer and consulting chef. Assist in farm planting, harvesting and maintenance activities. Further the understanding of organic practices and their role in the food we consume with community.

Oregon Glass Guild

2004 -2007

Board of Directors. Assisted board president with organization and promotion of annual April Guild Show.

Zimmerman Community Center

2003-2004

Board of Directors. Oversaw and governed organization's growth and financial viability. Assist with program, marketing, and fundraising development.

Other

Supported/Member/Community

Friends of Family Farmers

Farmers Ending Hunger

Basic Rights Oregon

Portland Art Museum

Raphael House

Our House

Doernbecher Foundation

Oregon Bus Project

Planned Parenthood

Oregon College of Art & Craft

Continuing Education

Bainbridge Graduate Institute

2010-2011

Certificate in Sustainable

Business. Industry

Concentration on Food and

Agriculture. Focus on emerging

and growing economies

utilizing sustainable business

practices as a vehicle for

change.

Robert Reynolds Chef Studio

Fall 2007

Completed and graduated

from an intensive 8-week

culinary program with an

emphasis on French cuisine

and classic cooking methods.

University of Oregon

March & July 2002

* Marketing for Programs

* Budgeting for Successful Events

International Studies

China Garden Tour

Spring 2002

Organized and co-led a 30-

person tour from Beijing to

Shanghai exploring the

gardens of China.

Durban Botanical Gardens

Fall 1999

Month-long independent study

in South Africa with a focus on

the African Herbal and

Medicinal Garden.

Venture Grant

Winter 1998

Month-long location study of

the Villa d'Este, Rome, Italy.

KEUKEN™

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