



Member Profile *(Your name, business and title, as entered below, will appear on your SFPFS name badge)*

First Name _____ Last Name _____
Company _____ Title _____

Contact Information

Business Address *(if different than home)* _____
City _____ State _____ Postal Code _____
Phone () _____ Fax () _____
Email _____ Website _____
Home Address _____
City _____ State _____ Postal Code _____
Phone () _____ Fax () _____
Email _____ Website _____ Blog/Other _____
County of residence _____
Please publish business home both in the SFPFS directory. (If left unselected, both will be printed.)
Please send newsletters, announcements and invitations to my business home.
I was referred to the SFPFS by _____

Online Directory Listing

Please check the appropriate boxes below. If you do not check any box, you will not be included in the Online Directory.
 Please include my Name, Title, Company, Email, Website, and Professional Categories as listed on reverse.
 Also include the following listed under Business Contact Information on this form:
 Business Phone and Fax
 Business Address
 Professional Description (from back of Membership Application or Renewal Form)
 Please do NOT include me in the SFPFS Online Directory

Membership Dues *(To be included in next year's Directory, payment must be received by Oct. 2-)* **Annual Dues**

- Corporate Membership** **\$350**
Allows up to three members. Please complete an application for each member-employee. Event tickets are transferable within the corporation. Benefits include complimentary newsletter advertisement and recognition in the membership directory. Memberships are only transferable within the organization.
- Mid-Year Rate* *applicable only from June 1 to August 15 only* **\$175**
- Each additional corporate employee beyond three **\$ 50**
- Professional Membership** **\$110**
A professional is engaged in activities related to food, beverages and hospitality, including growing, manufacturing, processing, preparing, purchasing, selling, promoting, publishing, educating, or consulting.
Mid-Year Rate* *applicable only from June 1 to August 15 only* **\$)0**
- Student, 65+ or Nonresident Professional Membership** **\$ 70**
Students must submit proof of student status in a professional cooking school, college or university along with signature of an instructor. 65+ must be age 65 or older on the date of application. Non-resident professionals reside outside the following nine Bay Area counties: Alameda, Contra Costa, Marin, Napa, Santa Clara, San Francisco, San Mateo, Solano and Sonoma.

Become a Sponsor

HAY'GcVYmWUo\Y'd'nci z'nci f'Vta dUbmUbx'nci f'dfcXi W#gfj JW'VmdfYgYbh]b['Uh'cf'gdcbgcf]b['Ub'Yj Ybh' Hc''YUfb'a cFYz'd'YUg' WYW\YfY''

Method of Payment

Check enclosed (payable to SFPFS) Check # _____ Subtotal \$ _____
 Please charge my Mastercard VISA G [[YghYX'7cbhf]Vi h]cb'hc' \$ _____
G\Mc'Ufg\jd# 7ca a i b]m GYfj JWg: i_bX' Cdh]cbU
Acct. # _____ **Total amount due** \$ _____
Exp. Date ____ / ____ Member Name (if different from cardholder) _____
Cardholder's Name _____
Signature _____

Mail checks with completed forms to: SFPFS, 816 E. Fourth Avenue, San Mateo, CA 94401.
If you pay by credit card, you may fax your form to (650) 344-1588. For more information, please call (650) 344-3663.
*DYUg' UX'1 gh'h]g'Ua ci bh'Ug'XYgjFYXz'UbX'a U_Y'h'Y'WUob[Y'h'nci f'hchU'Ua ci bh'Xi Y'' H'Y'G\Mc'Ufg\jd# 7ca a i b]mGYfj JWg: i_bX'g ddcfng'6Um5FYU W']bUfmgri XYbhjUbX'ZccX!fY'UH'X'bcbl'dfcZ]h'cf[Ub]nUn]cbg_]_Y'h'Y'AUF]b'5[f]W'h'fU'@UbX'Hfi'gZ'DYcd'YNg; fcWfmcZ CU_ UbX'UbX'H'Y'6fYUX'Dfc'YVW'
Please also fill out other side.

Professional Description

This brief description will appear in the SFPFS Directory after your title. Details should be current rather than historical, highlighting your work now, such as specialties, responsibilities or book titles. Use no more than 25 words. (May be edited for brevity and clarity.)

Got Skills?

Make the most of your membership and build professional expertise while contributing your savvy to a worthy organization. Wildly fun and popular, committees are the heart of our organization. Jump right in!

- Community Services
- Directory
- Marketing
- Members Only Programs
- Membership
- Newsletter
- Events
- Special Events
- Sponsorship
- Website
- Assign me to a committee

Professional Categories for Directory Index

For the directory index, please check no more than 5 categories that relate to your professional work.

Culinary Education

- Cooking School Owner
- Cooking School Admin
- Culinary Instructor
- Historian & Researcher
- Lecturer/Speaker
- Tour Operator
- Student

Event Production

- Caterer
- Event Planner
- Rentals

Food Production/Supply

- Broker
- Grower/Producer
- Import/Export
- Manufacturer
- Wholesaler/Distributor

Food Science

- Food Scientist
- Home Economist
- Nutritionist
- Registered Dietician

Kitchen & Equipment

- Equipment Manufacturer
- Equipment Sales/Service
- Kitchen Design

Media

- Author, Cookbook
- Author, Reference Book
- Editor, Cookbook
- Editor, Freelance
- Editor, Magazine/Newspaper
- Food/Prop Stylist
- Internet/Blog

Literary Agent

- Newsletter
- Photographer/Videographer
- Publisher
- Radio
- Television
- Writer, Freelance
- Writer, Magazine/Newspaper/Internet/Blog

Product & Recipe Development

- Package Designer
- Product Developer
- Recipe Developer/Tester

Restaurants & Food Service

- Chef
- Hotels & Inns
- Interior Design
- Identity & Menu Design
- Management
- Menu Development
- Restaurateur

Retailers

- Internet/Mail Order
- Kitchen Equipment
- Produce
- Specialty Foods
- Wine & Beverage

Sales and Marketing

- Advertising
- Consumer Educator
- Demonstrator
- Marketing Professional
- Public Relations
- Sales Representative

Specialty Foods

- Baking & Pastry
- Cheese
- Chocolate & Confections
- Herbs & Spices
- Kosher Foods
- Olive Oil
- Organic/Natural Foods
- Sustainable/Small Production

Specialty Cuisines

- African Cuisine
- American Regional Cuisine
- Creole/Cajun Cuisine
- Central European Cuisine
- Central/South American Cuisine
- Chinese Cuisine
- French Cuisine
- Indian Cuisine
- Italian Cuisine
- Japanese Cuisine
- Jewish Cuisine
- Mediterranean Cuisine
- Mexican Cuisine
- Middle Eastern Cuisine
- Pacific Rim Cuisine
- Russian Cuisine
- Spanish Cuisine
- Southeast Asian Cuisine
- Vegetarian Cuisine
- Other _____

Wine, Spirits & Beverages

- Brewer
- Coffee & Tea
- Distiller
- Sommelier
- Vintner
- Wine & Beverage Sales
- Wine Consultant
- Wine Writer/Educator
- Other Beverages

Affiliated Professionals

- Business Development
- Career Coach
- Financial
- Legal
- Recruiters
- Writing Coach
- Other Professional Services