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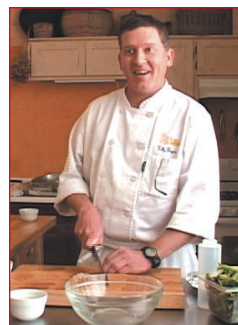
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Sheri Mann coaching Maxime Bouneou, Executive Chef, FUEGO RESTAURANT (left photo), and Matthew Lynn, Executive Chef, SAVEUR (right photo).

## HOW *the* IDEA was BORN

**OPEN NEW DOORS NOW!** was conceived in 2002 at the annual Santa Fe Wine and Chile Festival, when Executive Chef Kelly Rogers approached Sheri Mann for help with a pressing concern.

Rogers had just finished writing a new cook book featuring some of La Casa Sena's most popular recipes, and its forthcoming publication was about to push him out of his professional comfort zone.



DORANNE CANDELARIA

Kelly Rogers, Executive Chef LA CASA SENA, Santa Fe, New Mexico

**Rogers** was confident in his skills as a chef, but he is, by nature, an introvert. Not a good thing, he says, for today's chefs who now play a critical role in the front of the house interacting with customers, food critics, community leaders and others, as well as with the back of the house. Today's chefs must be able to communicate clearly with their staff and are also often looked upon as "icons" for their restaurants.

Rogers was already struggling with this aspect of his career, and now he was about to face an even more daunting challenge. With the publication of his cook book, he would soon be playing a new role—"Celebrity Chef."

That meant dealing with press interviews and television appearances. It meant attending book signings and holding special cooking classes. As he told Sheri Mann, for a man who tended to turn purple and feel like his mouth is full of cotton whenever he had to speak in public, the prospect was frightening.

Rogers knew that in addition to being knowledgeable about the food and hospitality industry (through her connection with Local Flavor, a food and restaurant magazine), Mann was also a well known and respected acting coach. He asked her if she could help.

Mann immediately recognized that the skills Rogers needed for the new role he was about to take on were the same skills she had been teaching actors for many years. She found the idea of adapting these acting techniques to address the needs of chefs intriguing, and ran the concept by some of the other chefs at the Wine and Chile Festival. They confirmed the need, and greeted the idea of a special workshop especially for them with enthusiasm. Many of them joined Rogers in Mann's first chef workshop, from which OPEN NEW DOORS NOW! was born. ■



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**Sheri Mann** trained as an actress and began her theatrical career on the London stage and at the Edinburgh Festival of Scotland. She has performed in European films and on the BBC and SBC television networks. As the founder of *Actor's Place* in Hollywood, California, she spent many years coaching actors for auditions and has worked as a dialogue coach on major motion pictures shot in Hollywood, New York, and most recently in her home town, Santa Fe, New Mexico.

Early on in her career, Mann recognized that acting is really about "behavior within imaginary circumstances." This led her to study behavioral psychology, which she uses extensively in her acting workshops, her work as a dialogue coach, and now in her workshops for chefs and hospitality industry professionals.

Mann was quick to see that the skills and techniques she teaches as an acting coach could be of value to chefs and hospitably industry professionals ready to expand their careers. "Like an actor," she says, "as their career develops these professionals need to learn how to play the various roles they will assume with skill and confidence. OPEN NEW DOORS NOW! teaches them how to do this. But first," Mann adds, "comes the vision. They need to imagine the professional they are capable of becoming." She gives her chefs and other OPEN NEW DOORS NOW! students the same advice her late husband, the distinguished film director Daniel Mann used to give his actors to encourage them to grow. **"Dream! If you don't dream, you'll never wake up."** ■

**Sheri Mann PRESENTS:**

OPEN  
new  
DOORS  
now!

**An Experiential Workshop  
Designed Specifically for the  
Successful Chef and  
Other Hospitality Industry  
Professionals**

*"Sheri and her staff give you the confidence you need to face many tasks chefs encounter on a daily basis. You will have an easier time talking to guests and approach it with a more relaxed attitude. I now communicate with staff, potential clients and customers with ease. You owe it to yourself to try Sheri Mann's class. Self-expression is too important not to."*

Scott E. Garrett, Sous Chef,  
FUEGO RESTAURANT at  
La Posada de Santa Fe Resort and Spa



D. CANDELARIA



*The mission of*  
**OPEN NEW DOORS NOW!**  
*is to enable participants to develop or strengthen their communication and presentation skills so they can interact more effectively with their staff, their customers, the media, and the broader public.*

*Because Mann understands* the intensity and stress under which her clients work in their chosen professions, she has created a program that helps them develop these skills in a relaxed atmosphere of camaraderie and fun.

We all play many roles in our lives: wife or husband, child and parent, employee and boss. Within your professional life, you are also called upon to play a variety of roles. The face you present to your staff is different from the face you present to the public, or the press, or management. The workshop will give you the skills you need to play all these roles effectively.



DORANNE CANDELARIA

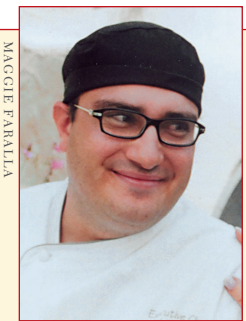
*“I now can relax in front of a camera, and I can “tell” a recipe and prepare it at the same time. But most important, taking Sheri Mann’s workshop gave me a whole new vision of where I can take my career. I would recommend Sheri Mann’s workshop to any chef.”*

*Kelly Rogers, Owner/Chef  
 KELLY’S CAFÉ  
 Fredericksburg, Texas  
 formerly Executive Chef LA CASA SENA, Santa Fe, NM*

*Sheri Mann with Jessica Lynn (left) Owner/Chef Li’L RED HOTS*



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MAGGIE PARALLA

*“My staff and I prepare our food in the spirit of FUN, and we would like our customers to feel the same way about the eating experience. It’s all a fun-loving time and fits right in with Sheri Mann’s insistence on a warm welcome.”*

*Rahm Fama, Executive Chef,  
 THE LODGE at Cordillera, Vail, Colorado*

# YOU are at the TOP of your GAME

*A Professional Chef, recognized and respected for your skill and artistry in the kitchen*

**Because of who you have become and what you have accomplished, new doors are opening for you: opportunities to expand your experience, share your knowledge, and demonstrate your skills in a broader public arena. You are now in a position to “cash in” on your celebrity in ways you may never have imagined.**

**OPEN NEW DOORS NOW!** is a unique program, specifically designed to enable successful chefs make the most of their new possibilities—financially and career-wise. By helping chefs hone their presentation and communication skills, the workshop enhances their management abilities, and enables them to shine in the public arena the same way they do in their kitchen. It is not a “one size fits all” program.

Enrollment is kept small, and each workshop is customized to address the specific needs of every participant. Because of this, other Hospitality Industry Professionals who must interact with the public, such as maitre-d’s, restaurant managers, captains, and sous chefs, have also found this workshop to be an invaluable resource in the development of their careers. ■



DORANNE CANDELARIA

*Lane Warner, Executive Chef  
 LA PLAZUELA RESTAURANT, La Fonda Hotel, Santa Fe, NM*

The workshop will give you an opportunity to know yourself better and help you identify your personal strengths and weaknesses. It will arm you with the skills you need to make the most of those strengths, and strengthen those areas that need work. It will help you develop presentational skills uniquely designed for your specific talents and goals. ■

**Contact Sheri Mann**  
**for more information, or to**  
**register for the next**  
**OPEN NEW DOORS NOW! Workshop.**  
**Call 505 989-1214, or visit**  
**[www.OpenNewDoorsNow.com](http://www.OpenNewDoorsNow.com)**

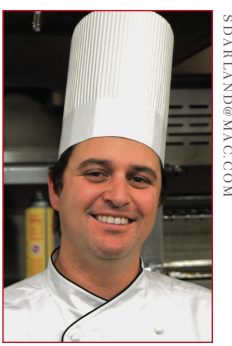
## *You’ll learn how to:*

- Be a better communicator with your staff and customers.
- Enhance your management abilities and be more creative in your self expression.
- Increase your ability to concentrate, and become more sensitive to and aware of your surroundings.
- Be more relaxed and comfortable with people in any situation.
- Be more comfortable on camera and in interviews, so you can use these situations to your advantage.
- Understand and use body language as a communication tool.
- Improve your vocal abilities—to speak more clearly, moderate your voice more effectively—regardless of the venue in which you are speaking.
- Listen, and effectively respond to what you hear.
- Take advantage of your communication style and personal strengths.
- And most important—how to get more fun out of your job!



DORANNE CANDELARIA

*“I learned so much, it is impossible to single out any one thing. But one thing I know: After taking Sheri Mann’s workshop, I will never say ‘I can’t do that’ again.”*  
*Sylvia Johnson, Owner/Chef  
 Canyon Road’s CELEBRATIONS Restaurant*



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*Maxime Bouneou, Executive Chef  
 FUEGO RESTAURANT at La Posada de Santa Fe Resort and Spa*