

JESSE ZIFF COOL

TOPICS

General Concepts for Transformation for Hospital Food Service

Core Philosophy: *The Patient Comes Last*

Hospitals heal those in need. Hospitals like Stanford Hospital are excellent at putting patient and family care first. With food, something needs to change so turning it upside down, feeding those who feed others first accomplishes the same thing but in a different way: *Analogy of Oxygen mask in airplane: put it on yourself first and then a child.*

Entrepreneur with Corporate Social Responsibility

Jesse Ziff Cool can focus on parts of her background that are particularly relevant to the audience, such as her struggles as an entrepreneur, her view of corporate social responsibility, and the ideals that have helped her become an award winning business success.

Jesse Ziff Cool's Personal Story: Healthier Foods for a Healthier Life

Jesse focuses on her more personal story, such as her struggles as a single parent, her time on the welfare system, the influence of her family, or her challenges in overcoming her eating disorder and eating healthy foods for a healthier life.

Organic Cooking, Sustainable Agriculture and Food Production

Jesse Ziff Cool is also asked to speak about practical organic cooking, sustainable agriculture, and other aspects of food production and the ideals of local, sustainable eating. For a more hands-on program, she can also design a custom cooking demonstration as part of her presentation.