

Pauline (*Polly*) Adema, Ph.D.  
Curriculum vitae

**EDUCATION**

University of Texas at Austin  
Ph.D., Department of American Studies, May, 2006

Indiana University, Bloomington  
M.A., Folklore Institute, 1989

New College, Sarasota, Florida  
B.A., 1986

**SELECT NONPROFIT PROFESSIONAL & ADMINISTRATIVE EXPERIENCE**

Director, Master of Arts in Food Studies program, University of the Pacific San Francisco, 2016-present  
Direct graduate academic food studies program, including strategic planning, curriculum planning and development, faculty recruitment, faculty assessment, marketing and outreach, student recruitment, student advising and mentoring, university administration, direct substantive expansion of delivery protocol, develop and oversee public and student programs and events, cultivate food industry and business relationships and internship opportunities

Culinary Anthropologist, Consultant, 2005-present  
Provide project-specific food culture research, public presentations, writing, logistical support and public/press relations for food industry clients including trade associations, public relations firms and tourism offices. Research, design and present consumer and trade classes and lectures on food and culture including educational sessions at food and wine events, interactive cooking classes and on-stage facilitation at international festivals; clients include California Dairy Council, Edelman Public Relations, Frito Lay, FoodUSA/Smithsonian Festival of American Folklife, Kraft Foods, Mintel, Murray's Cheese, Specialty Food Association, Wolf Sub-Zero

Director, Folk Arts Program, Arts Mid-Hudson, Poughkeepsie, New York, 2007-2016  
Direct Folk Arts Program at regional nonprofit arts service organization, including ethnographic research and documentation, project management, cross-cultural partnership facilitation, fiscal management and reporting, grant writing, presenter and volunteer management, technical assistance, event planning and program administration

Interim President, Dutchess County Arts Council, Poughkeepsie, New York, 2011  
Perform select administrative and public leadership duties during national search for new President

Presenter, Food Culture USA, Smithsonian Festival of American Folklife, Washington, D.C., 2005  
Facilitated cultural conversations between Food Culture program participants and festival visitors through on-stage interviews during demonstrations

Outreach Coordinator, Center for Asian Studies, The University of Texas at Austin, 1996-1998  
Organized all aspects of educational outreach program including conference development and implementation, multi-media library acquisition and lending, student supervision, bi-annual and quarterly newsletter editing and production

Cultural Specialist, US Virgin Islands 1993-1995

Conceptualized, researched and led cultural/heritage presentations and tours, consulted on heritage tourism projects. Clients included Clipper Cruise Line, St. Thomas-St. John Chamber of Commerce, The Smithsonian Associates

Executive Assistant, St. Thomas-St. John Arts Council, United States Virgin Islands, 1992-1994

Sole administrator of local, non-profit arts agency and its Board of Directors, grant preparation and administration, fund raisers, arts programming, promotional and informational materials development and community Council representation

Assistant to the Director, Virgin Islands Folklife Festival, St. Thomas, United States Virgin Islands, 1991

Assisted with all aspects of Festival production including personnel management, program administration, advance and on-site logistics for restaging of the 1990 Smithsonian Festival of American Folklife

Logistics Coordinator, Smithsonian Folklife Festival, Washington, D.C., 1991

Addressed transportation logistics for over 300 international Festival participants during the 1991 Festival of American Folklife

## **SELECT ACADEMIC TEACHING EXPERIENCE**

Adjunct Professor, Culinary Institute of America, Hyde Park, New York, 2007-2009

Taught courses “Food and Culture,” “History & Cultures of America” and “Introduction to Gastronomy”

Visiting Lecturer, Culinary Institute of America, Hyde Park, New York, 2003-2004

Taught courses “Food and Culture” and “History & Cultures of America”

Folklorist-in-Residence, Arizona, South Carolina, 1991, 1992, 1994

Conducted four-week residencies in public and parochial schools, working with teachers and students, leading student projects resulting in greater understandings of their familial and community heritage

## **SELECT PRESENTATIONS & PUBLICATIONS**

### Invited Presentations

“Good Enough to Eat? Why We Eat What We Eat” Frito Lay, November 2014

“Savory and Sweet: Processed Foods in 20<sup>th</sup> Century America” Kraft Foods, November 2013

“From Santa to Soul Food: American Dairy Food Culture” Society for Nutrition Education and Behavior on behalf of the California Dairy Council, May 2012

“The Way We Eat: The Cultural Context of Food” Food and Nutrition Conference & Expo, American Dietetic Association, September 2011

“From Beignets to Boyardee: The Cultural Context of Food” Institute of Food Technologists, June 2011

“Garlic Capital of the World: Gilroy, California and Agriculture Place Branding” China Agricultural Products Brand Conference, Hangzhou, China, January 2011

“Festival Planning” panel and “What does a Folklorist Do” workshop, Southwest (AZ) Arts Conference, 1991

### Book

*Garlic Capital of the World: Gilroy, Garlic, and the Making of a Festive Foodscape* Jackson: University of Mississippi Press, 2009

### Articles, Entries & Publications

*Ethical Sourcing Guide*, Specialty Food Association, 2016

*Natural and Organic Glossary*, 2<sup>nd</sup> edition, Specialty Food Association Retail Council, 2015

“Cooking Competitions” *SAGE Encyclopedia of Food Issues* Thousand Oaks: SAGE Publications, Inc., 2015:305-308

*Natural and Organic Glossary*, 1<sup>st</sup> and 2<sup>nd</sup> editions, Specialty Food Association Retail Council, 2011 & 2015

“Whole Foods”, “Libby’s” *The Business of Food: Encyclopedia of Food and Drink Industries*, Westport: Greenwood Press, 2008: 248-248, 393-395

“Foodscape: An Emulsion of Landscape and Food” *Gastronomica*, vol. 7 (no.1, 2007): 3

“Foodways” *The Oxford Companion to Food and Drink in America*, New York: Oxford University Press, 2007: 233-234

“Betty Crocker” *American Icons: An Encyclopedia of the People, Places, and Things That Have Shaped Our Culture*, Westport, CT: Greenwood Publishing Group, Inc., 2006, vol. 1: 73-81

“Did You Say ‘Frankfurter’?” *Vegetarian Times*, Issue 314 (October 2003): 112

“Vicarious Consumption: Food Television and the Ambiguity of Modernity” *Journal of American and Comparative Cultures*, 23 (Fall 2000): 113-123

“A Very Good Year” *Wine Spectator*, 15 October 1999, 196

“Nothing Under ‘F’: Tips for Interpreting the Classifieds” *American Folklore Society Newsletter*, 26 (n.2, 1997): 8

*Folklife of the East Indian Community*, St. Thomas, Virgin Islands, 1994 A 45-page booklet with photographs and classroom activities, for elementary level social studies curriculum

“Who are the Folk Artists,” “The Art of Blacksmithing in Wyoming,” and “Folk Artists in the North Platte Valley” *Wyoming Centennial Folklife Festival Commemorative Program*, 1990

### Reviews

“The Culture of Food” (book review) *Gastronomica*, vol. 8 (no. 3, 2008): 116–117

“Foodscapes: Towards a Deleuzian Ethics of Consumption” (book review) *Gastronomica*, vol. 7 (no. 2, 2007): 119–120

“Old Ways in the New World” (book review) *Journal of American Folklore*, 110 (1997): 110-112

“The Politics of Public Memory: Tourist Culture, History and Ethnicity in America” (book review) *Journal of American Folklore*, 108 (1995): 96-98

### Academic Conference Presentations

- “From Neighborhood to Nationhood: Gastrodiplomacy in Theory and Practice” Association for the Study of Food and Society, 2015
- “The Great Garlic Cook-off: Cooking Contests and the Paradigm of Domestic Cooking” American Studies Association, 2008
- “Imaging Heritage, Imaging Foodscape: Neolocalism and The Making of Food-centered Identities” American Folklore Society, 2007
- “‘Garlic Capital of the World’: Foodscapes, Festivals, and Culinary Tourism” Association of Social Anthropologists of the UK and the Commonwealth, 2007
- “Theorizing Food Festivals: Food Events as Cultural Performance” Southwest/Texas Region Popular Culture Association/American Culture Association, 2007
- “The Politics of Food, Labor, and Spectaclization at the Gilroy Garlic Festival” American Folklore Society, 2006
- “The Great Garlic Cook-off: Cooking Contests, Commensality and Communitas” Southwest/Texas Region Popular Culture Association/American Culture Association, 2006
- “The Spinach Spat: Food-Centered Identity, Heritage and Tourism” American Folklore Society, 2005
- “The Changing Faces of Betty Crocker” Southwest/Texas Region Popular Culture Association/American Culture Association, 2005
- “Festive Foodscapes: Food Festivals and the Negotiation of Communal Identity” American Folklore Society, 2004
- “Telegenic Ambiguities: An Exploration into Food Programming’s Ambivalent Messages” Association for the Study of Food and Society, 2004
- “The Cult of the Celebrity Chef” Southwest/Texas Popular Culture Association/American Culture Association Southwest, 2004
- “Now Appearing in the Observation Lounge’: Representing Traditional Culture in the Tourism Industry” American Folklore Society; moderator and discussant for paper session “Touring the Region,” 1994
- “‘You Can’t Shake Your Past’: An Exploration into Cultural Adaptation and Change” American Folklore Society, 1993
- “World View and the Invention of Tradition: Insights into Virgin Islands Culture” American Folklore Society, 1992

## **PROFESSIONAL ASSOCIATION AFFILIATIONS & SERVICE**

American Folklore Society

American Studies Association

Association for the Study of Food and Society

International Association of Culinary Professionals

International Culinary Tourism Association

New York Folklore Society, Board member 2010-2012

New York State Council on the Arts, Folk Arts grant review panelist, 2009-2010, 2015-16

ArtPlace America, external grant reviewer

Regional community outreach and programming committees