

| ChooseKindness.com Career Description | |
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| Career | Vegan Cooking Classes (also vegan cookbook writer, forum moderator and food columnist) |
| Your Name | Bryanna Clark Grogan |
| Business Name | Bryanna's Vegan Feast |
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| Website Address | http://www.bryannaclarkgrogan.com |
| What training is needed to work in this field? | <p>You can take chef's training or train privately with vegan chefs, if you can find classes. However, I am self-taught. I have been cooking since I was very young. I experiment constantly in my home, and I read magazines and books in the cooking field—not just in the vegan field. You have to keep up with trends, up to a point. You have to know the basics of regular cooking as a departure point, even though vegan cooking (and low-fat cooking) will often differ in technique. This is why it is also good to have a grasp of cooking science, and you should educate yourself in this by reading such books as "On Food and Cooking" by Harold McGee.</p> <p>You should also educate yourself about nutrition and use reliable sources such as vegan registered dieticians Vesanto Melina, Brenda Davis, and Virginia Messina, not anyone who has some nutrition certificate from a mail-order school. Read "The Vegetarian Way" by Virginia Messina and "Becoming Vegan" by Melina and Davis.</p> <p>If you are doing writing and you aren't good at it, consider taking some college courses in writing. Educate yourself about the publishing business and read reference works such as "Writers' Market". Pay attention to which publishers publish the books you like and use most.</p> <p>Be prepared to learn all of your life and learn from your own students and readers!</p> |
| What is a typical week like or what do you spend most of your time doing in your job? | There is no typical week for me, as I don't work in a restaurant or school. I spend a lot of time cooking and experimenting, and we eat these experiments for meals! I spend about two hours a day on my internet forums and updating my website and answering emails from people. I spend many hours researching questions that people ask me, which informs me as well, and I use a lot of this |

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| | <p>material on my website.</p> <p>I work on my newsletter, “The Vegan Feast”, all the time, making outlines for the next issue, making menus, trying out and perfecting recipes, taking digital pictures, resizing them, etc.,. I write the recipes on my recipe software (Living Cookbook), which does nutritional data, then transfer it to Word, then lay it out, add photos and make it into a pdf file. I update my webpage with each issue and do a free sampler newsletter as well.</p> <p>Then there is the business side, keeping track of subscriptions, renewals, sending out information and keeping in touch with subscribers, as well as networking, linking, advertising, publicity, etc..</p> <p>I write a monthly column in a local paper and use these in my newsletter, too.</p> <p>I am often working on a book proposal or idea at any given time, too.</p> <p>When I do a private class or workshop, I have to plan and organize the class, decide on recipes, print handouts, get the timing down, prepare the equipment and food lists, do the grocery shopping and facilitate the stay of anyone who comes for a few days.</p> <p>(I also work 2 days a week in a public library.)</p> |
| <p>What is the job outlook for this field?</p> | <p>There is a limited audience for vegan stuff, although it is growing. You have to be dedicated and love it, but don’t quit your day job!</p> |
| <p>What are the benefits of working in this field?</p> | <p>Doing what you love, helping people eat better, being creative and artistic.</p> |
| <p>What advice or other information do you want to share with someone considering this field?</p> | <p>Keep learning—you’ll never know it all--only do it if you love it.</p> |