



Ovens to Betsy!
Personal Chef Service

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FOR IMMEDIATE RELEASE

Disillusioned high tech PR exec ditches lucrative career, becomes personal chef, busts butt to earn certification and take over presidency of local personal chef association – all in one year

"Whew!" Chef Rogers exclaims

SEATTLE (October 17, 2002) — What a difference a year makes. In October 2001, Betsy Rogers, a freelance high tech public relations professional, was reeling from the dot-com meltdown with nary a client prospect in sight. While Rogers had weathered many ups and downs throughout her 12-year career, she knew she was feeling something different this time. She realized she could no longer continue in a career she had ceased to enjoy. But what to do?

Running away with the circus was out (her husband and kitty-cat would miss her deeply, she presumed), so she turned to her No. 1 passion – cooking – for inspiration. After stumbling across the web site for the U.S. Personal Chef Association (USPCA), Rogers had an epiphany – she could combine her love of cooking with her exceptional client service skills to offer a service that actually resulted in contented clients (plus she figured her flair for shameless self-promotion wouldn't hurt). By December 2001 Rogers launched Ovens to Betsy! Personal Chef Service, and the rest, as they say, is history.

Delectable dishes prepared to your wishes

Now a year later, Rogers not only has earned her Certified Personal Chef (CPC) credentials from the USPCA, she also was named president of the USPCA's Puget Sound chapter. The CPC designation was developed by the USPCA in 1996 as an industry endorsement of a chef's professional expertise and commitment to excellent service. Although formal and culinary education play a part in the success of a personal chef, how the personal chef performs his or her duties is more heavily weighted in the certification evaluation process.

"Let's face it, most people – including my clients – don't give a hoot that I can now call myself a certified personal chef nor that I'm the president of our local chapter," chef Rogers says. "What they care about is delicious food that magically appears, clean kitchens and pleasing aromas. The other stuff I did for myself; it's a way for me to look back and see how far I've come from the doldrums I was in a year ago.

"What's really gratifying is the overwhelming support and encouragement I've received from my clients," Rogers continued. "Swapping bytes for bites has an amazing impact. It was difficult for my PR clients to get a warm, fuzzy feeling from seeing the newest article in 'Techno-Geek Monthly.' But when I cook a really yummy meal for someone, I know right away that I've made their day."

Being a personal chef also gives Rogers more creative freedom than when she was in high tech public relations.

"I never would have gotten away with writing a news release for one of my clients like the one you're reading now," she said. "You'll notice that not once have I used the words 'leading,' 'uniquely qualified,' 'a complete solution' or 'b-to-b enterprise solutions that empower knowledge workers.'"

About Ovens to Betsy

When she isn't planting her tongue firmly in cheek, Chef Betsy Rogers of Ovens to Betsy! can be found preparing delectable dishes for her clients or tinkering with new recipes in her kitchen. For more information, contact Chef Betsy at (206) 788-0280 or visit her website at www.ovenstobetsy.com.

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