

AIRTYME CORP. ♦

We teach the people you watch!



*Every ingredient has
a reason to be there...*

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Media Training

For the past twenty five years, Lou Ekus & AirTyme Corporation has been training the movers & shakers of the culinary world to be prepared for any type of spotlight. Whether it's a culinary television show, cookbook launch, public speaking engagement, sales presentation or any other event that puts you in front of the public or the media, AirTyme's Media Training program is essential.

AirTyme's programs have evolved through the years staying current with the ever-changing world of media. One thing that has always stayed the same, though, is the personalized approach of our training tailored to each individual. Gain confidence and an understanding of how to develop, perfect, and get your message heard. These are powerful communication skills that you will use in your professional and personal life as well.

Trainings are designed as individual sessions for media, as a guest, hosting or live presentations. Sessions can also be designed for groups, with or without individual cooking demonstration work, or as lecture style presentations. Trainings can be conducted with our "traveling studio" in your facility or in the comfort of our 200 year old mill in Montague, Massachusetts.



AIRTYME CORP.

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AirTyme Corporation, owned by Lou & Leslie Ekus, in Montague, Massachusetts, has been training the movers & shakers of the culinary world to be prepared for any type of spotlight for over the past twenty five years.

From Lou's own personal media experiences & from working with a wide range of television producers, program directors, cookbook authors, chefs, & cooks, he developed and refined the tools necessary for successful presentations of any kind. Leslie's sensitivity and skill of working closely with people and their issues came from her background in the health and environmental fields. This was a perfect fit when she joined Lou at AirTyme in 1997 and in wedlock in 1999. Their partnership, creativity & synergy makes AirTyme's programs powerful communication tools that can be applied to encounters in business and in everyday life.

In April, 2004, together with Chef Seth Crawford, Leslie's son and a CIA graduate, they opened their restaurant, Holy Smokes BBQ & Whole Hog House, in a quaint deconsecrated 1889 church in western Massachusetts. Holy Smokes BBQ has been in Yankee Magazine, and Editor's Choice in Yankee Magazine's New England touring guide, Boston Globe, the Delta Sky Magazine and many other publications. In 2007, they won the Valley Advocates' "Best Of" in Best Ribs/Barbecue category. Lou appeared as a guest for one hour on Christine Cushing Live, which was one of the Food Network Canada's top rated cooking shows. Through the generosity of their customers & sales of Jambalaya & Gumbo, enough money was raised to take their staff to New Orleans to help with the overdue rebuilding of St. Bernard Parish. On June 21, 2007, sadly, this quaint New England church was destroyed by fire. They continued to feed their love of BBQ by catering special events and then opening the Holy Smokes BBQ Delicatessen, which they closed in 2012.

Corporate Training and Lectures

Each group session is designed individually and is personalized to meet your corporation's specific needs. Your team will learn the skills that address your company's goals for live presentations, making the sale, publicity touring, or any other situation that puts your representatives in front of the media, potential clients or the public. Clarifying vital global message points for your company will unify your corporate team. Our lectures/training will motivate your group to think positively and work for the common goal.

Corporate rates are \$3500 a day for four attendees and up. Expenses are additional.

"...We have received nothing but enthusiastic positive comments. The customer satisfaction scores from the evaluations were an outstanding 100%!"
Melissa Marks, Southern California Gas Company

Just a Few of Our Clients and Corporate Clients. . .

This is a list of just some of the chefs, cookbook authors, doctors, business owners, hotel managers, TV personalities, magazine editors, food writers, restaurateurs, companies, etc...that we have had the privilege to work with.

Mark Abrahamson
Melanie Barnard
Barry Bluestein
Bob Blumer
Daniel Boulud
Bob Bowersox
Wayne Harley Brachman
Floyd Cardoz
Irena Chalmers
Tony Chachere
Jane Chesnutt
Shirely Corriher
Marcel Desaulniers
Rocco DiSpirito
John T. Edge
Todd English
Mary Ann Esposito
Bobby Flay
Susanna Foo
Gail Gand
George Germon
Andy Husbands
David Joachim
Sheryl Julian
Lynne Rossetto Kasper
Mollie Katzen
Kristine Kidd
Johanne Killeen
Emeril Lagasse
Padma Lakshmi

Daniel Leader
Nick Malgieri
Danny Meyer
Michael Mina
Sara Moulton
Charlie Palmer
Mitzi Perdue
Alfred Portale
Chris Prospero
Jamie Purviance
Stephan Pyles
Steve Raichlen
Rachel Ray
Rick Rodgers
Michael Romano
David Rosengarten
Marcus Samuelsson
Aaron Sanchez
Chris Schlesinger
Susan Sokol-Blosser
Zanne Early Stewart
Chris Styler
Michael Symon
Charlie Trotter
Ming Tsai
Joan Tucci
Norman Van Aken
David Walzog
Joanne Weir
Jasper White
John Willoughby

American Express Publishing
And 1!
Bon Appetit Magazine
BSMG Worldwide Inc.
Cabot Creamery Cooperative
Cajun Injector, Inc.
Chibani Yogurt
Cooking Light Magazine
Culinary Institute of America
The Dinex Group
Food Network
Food Network Canada
Gramercy Tavern
Gourmet Magazine
Goya
Halo Group
Kellogg's Test Kitchen
Levi Strauss & Co.
Lifetime Television
Martha Stewart Living
National Pork Producers Council
North Carolina Sweet Potato Board
Ohio Pork Council
Omaha Steaks
Organic Trade Association
Organic Valley Family of Farms
Piedmont Natural Gas Company
Ritz Carlton
Rodale Press
Schumacher Hotel & Restaurant
Southern California Gas Company

St. Francis Winery
St. George's University
Starbucks Corporation
Southern Progress Corporation
Sunkist Growers Inc.
TexaSweat Citrus Marketing, Inc.
Tony Chachere's Creole Food
Weber Grill Restaurant
Weber-Stephen Product Co.
Wegmans Food Markets, Inc.
Weight Watcher's Magazine
Wisconsin Milk Marketing Board
Woman's Day Magazine
Viking Range Corp.
Vita Soy





Media Training for the non-food professional



AirTyme's media training program was originally developed for the food world. Quickly, as our success grew, non-food clients were asking to learn the same skills in relation to their chosen professions.

Learn how to juggle the different aspects of well-done media. What do you want people to perceive about you? Control the flow of each interview, bridge to your important messages and have the audience listening and hearing you. Butterflies in your tummy? Practice & you will learn how to harness them and use these butterflies to your benefit.

This one-day session is for the non-food professional who needs to become proficient in media skills for interviews, business meetings, presentations, public speaking or whatever else puts them in front of an audience.

During your training, you will be in front of the camera, finding your comfort zone while taping and critiquing several interviews or presentations.

You will learn how to:

- Understand the interview process and how to make it work for you,
- Develop and communicate vital message points,
- Field difficult media questions,
- Learn to control the interview,
- Using stories make your point,
- Dress for the occasion,
- Keep your audience engaged,
- And much, much more....

Our fee is \$2000.00 for the one-on-one, one-day program for the non-food professional in your facility or in AirTyme's. Corporate rates are \$3500 a day for four or more attendees. Expenses for travel & accommodations are additional.



Media Training for the Food Professional

Not so long ago, when a reporter came to the restaurant, it was the GM or the owner they were looking for. Not true anymore. As a food professional these days, being confident and comfortable talking to that reporter, customers, or getting up in front of that audience is as important as knife skills. Doing effective media interviews is all about good communication and good communication can take you a long way. Take advantage of AirTyme's decades of experience teaching these skills to the best of the best in our two day, one-on-one, information packed basic training.

As part of learning how to craft your message and get it heard, you will be in front of the camera, finding your comfort zone while taping and then critiquing actual cooking segments.

You will learn how to:

- Get regional media interested in interviewing you.
- Tailor your demos for the local market,
- Select recipes and how to break them down for your demo,
- Understand the interview process and how to make it work for you,
- Cook and speak simultaneously while controlling the interview
- Studio Zen: how to feel comfortable in the studio and making it your own,
- Develop and communicate vital message points,
- Field difficult media questions,
- Dress for TV,
- And so much more...

We give you the tools!



If you are going to **host** a show, we can focus your training on the additional skills necessary to:

- handle speaking directly to the camera,
- reading from the prompter and speaking naturally,
- how you can carry a show on your own,
- and how to get the best out of your guests.



Our fees are \$3000.00 for the one-on-one, two-day program. Your expenses for travel, accommodations, food prep and ingredients are additional. Corporate rates are \$3500 a day for four or more trainees.

We are also available to travel to your facility. In this case, AirTyme's travel and accommodations are additional.

The full two day one-on-one training is vital to get the full benefit from this program and we only offer one day trainings to our returning clients or for those who will not be cooking on camera.