

# ABOUT CRAIG GOLDWYN

## INTRO

I bring experience. Experience in the food and drink world, the education world, the business world, the tech world, and the art world. My career has exposed me to so much, and my successes as well as my mistakes have taught me well. My credo: “Fear not mistakes, but make no mistake twice.” Here’s how I developed that philosophy.

## ENTREPRENEUR, MANAGER

I founded the *Beverage Testing Institute Inc.*, as a Sub-S corporation in 1984, converted it to a C-Corp., and served as President, CEO, and Chair for 15 years. I also founded and presided over a small not-for-profit corporation for five years. I know the difference between a balance sheet, P&L, and Cash Flow Statement. I’ve raised \$2 million in capital (aaaarrrrgggghhhh), borrowed money from banks (and paid it all back), hired and fired (but I still don’t understand these black arts), juggled egos in the office hallway (or tried to, anyway), negotiated far too many contracts (and learned to tell lawyers when to back off), and managed to do it all without being sued or suing any being.



CRAIG GOLDWYN • 3601 PRAIRIE AVENUE • BROOKFIELD IL USA 60513  
708-485-3761 • CRAIGGOLDWYN@VISIBILITY.TV

FOR MORE INFO PLEASE VISIT MY WEBSITES

<http://amazingribs.com> - the Zen of BBQ

<http://visibility.tv> - websites that work

<http://craiggoldwyn.com> - words and pictures, signed prints

<http://spinography.com> - pix that spin, because the world isn't flat

<http://stereographer.com> - stereo for the eyes

2

WRITER, EDITOR, PUBLISHER

I have published hundreds of articles about food, drink, and travel as a syndicated columnist for the *Chicago Tribune* and the *Washington Post*. My columns were

even translated into Spanish for *El Nuevo Dia* in San Juan, PR. I have written about the restaurant trade for *Restaurant Hospitality* magazine, computers for *Digital Chicago*. I've headed the launch of a magazine, published seven books, and even co-published the world's first CD-ROM about wine for *Sony*. I have judged numerous wine and food competitions around the world from the *California State Fair* in Sacramento to the *Banco d'Assagio* in Torgiano, Italy, to the *Jack Daniels World Championship Invitational Barbecue* in Lynchburg, TN. In addition, I have served as Chief Judge of the *Finger Lakes International Wine Competition* and the *College Football Hall of Fame Kickoff Riboff*. I am currently writing two books about barbecue. Google "BBQ Ribs" and my site, <http://amazingribs.com>, comes up #1. It's a dirty job, but somebody's gotta do it.

HEDONISM EVANGELIST, EDUCATOR

I love teaching. Twice a year for more than a decade, I lectured on wine to more than 800 students at *Cornell University's School of Hotel Administration* in Ithaca, NY. My presentations got rave ratings (not really all that impressive when you consider that they had been drinking). I have also been a speaker at numerous schools, conferences, and even cruise ships, teaching everything from wine, to desktop publishing, to the internet, to photography, to writing. I taught a three-credit college course in visual art and food presentation

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A captive audience of 800 students at Cornell University

to future chefs at the Chicago branch of *Le Cordon Bleu*, and I have been the toastmaster for the opening of the world's most expensive wine.

#### COMPUTER GEEK

I bought my first computer, an *Apple Macintosh*, in 1984, about two weeks after it was introduced. I was planning to launch a magazine about wine and I needed a computer that would allow words to go directly from my fingers to columns of type without a human typesetter getting in the middle and mucking up the spelling of *Eitelsbacher Karthäuserhofberg Trockenbeerenauslese*.

In those days, most computers had green or white type on a black background. When I saw the Mac's black type on a white background, when I saw that, for the first time, an "i" was skinnier than a "w", and that I could make column widths change easily, I knew I could take the computer's internal code and translate it into something a typesetting machine could understand. In summer 1984, I created a 72 dpi typeface that resembled Times Roman. I was able to copyfit and set type direct from Mac, long before the Postscript language and Pagemaker did this easily. *International Wine Review* was the first desktop published magazine in the world, years before the term "desktop publishing" was coined. When the idea gained traction, I became a frequent lecturer at the *Folio* conference for magazine publishers in NYC.



### 9/11 - HOMAGE TO HEROES

**This image was completed 9-19-2001 and copies were sold to benefit New York Firefighters 9-11 Disaster Relief Fund sponsored by the International Association of Fire Fighters (IAFF).**

### NETHEAD

I was an ecommerce pioneer in 1989 when I co-founded the *Computer WineMart* on *LA Online*, six years before there even was a World Wide Web (“for red wine, type r, for white wine, type w”). Then, in 1990, I founded the *Food & Drink Network (FDN)* on *America Online (AOL)* and mastered AOL’s proprietary Rainman language. I then sold the first ads on AOL. Before long, advertising was AOL’s main revenue stream. I even set up what became the world’s first blog on AOL. I ran this large and popular site for nine years before they annexed it as their own profit center. Since then I have consulted with numerous clients about their internet initiatives and built websites and email newsletters for them. Among them is an ecommerce site for *Schaefer’s Wines, Foods & Spirits* in Skokie, IL.

### ARTIST/PHOTOGRAPHER/PHOTOPAINTER

I got my first camera at age 10 and immediately fell in love with imaging. I was a photographer for the campus paper in high school and college, took classes from the great *Jerry N. Uelsmann*, and I got my Master’s degree from the *School of the Art Institute of Chicago (SAIC)* in 1977 where I took classes from *David Vestal, Ken Josephson, Joyce Niemanas, Harold Allen, Sonia Sheridan*, and other luminaries.

When I entered SAIC in 1973, over the protestations of traditional artists, a small band of us began playing with computer imaging, Xerography, electrostatic imaging, holography, and other technologies. This was,



A 360 panorama of the dining room of the famous Herbfarm restaurant in Woodinville, WA.

after all, 20 years before Photoshop. Our work resulted in the world's first Art and Technology Department. Nowadays all art schools worth their tuition have similar departments. It turns out that I was the first grad student in the field and my Masters was the first of its kind in the world. My thesis was titled "The Machine as a Tool for the Artist." Over the years I have sold photos to numerous publications and my "photopaintings" have found their way into collections from Madrid to California. A gallery of my artwork can be browsed at <http://craiggoldwyn.com>.

My commercial photography has ranged from shooting kayak helmets to models for *Playboy*. In 1982 my traveling exhibition of vineyard and wine photography *Never Drink Water* debuted at *Robert Mondavi Winery* and has hung at *Sterling Vineyards*, *Zaca Mesa Winery*, *Glenora Vineyards*, and several other wineries and restaurants. My food photography led to my invention of the *Foodio*, a portable food photography studio on a rolling cart for culinary schools. Some of my commercial work can be seen at <http://projects.craiggoldwyn.com>.



**Sport is now grown and the eyes for a blind woman.**

## VIRTUAL REALITY AND STEREOGRAPHY GURU

My immersive virtual reality (VR) imaging was called “pioneering” by *Ken Turkowski* of *Apple Computer*. I am an active member of the International *QuickTime Virtual Reality Association (IQTVRA)*, and I have been a speaker at their national conference. A gallery of my VR work can be seen at <http://spinography.com>. I am also among a handful of contemporary artists still making old-fashioned stereographic cards like the ones popular in the late 1800s. A gallery of stereography

including some of my work is at <http://stereographer.com>.

## TECHNICAL PROFICIENCIES

I know my way around the internet, computers (especially Macs), databases, MS Word, PowerPoint, Excel, Quicken and Quickbooks Pro, digital photography, ColorSync, FileMaker Pro, Adobe Photoshop, Adobe GoLive, Adobe InDesign, QuickTime, VR Worx, Extensis Portfolio, and dozens of other programs. I have even been a beta tester for Apple Computer. Need a website? A brochure? A digital movie? A PowerPoint presentation with cool transitions and music? No sweat.

## GOING TO THE DOGS

Dogs have always been a part of my life. I have trained five dogs that belonged to *Leader Dogs for the Blind*. Sport, Wags, Layla, and Jazz have all graduated and mean freedom to their masters. Sunshine is a work in progress and is on schedule to graduate in December 2009.

## MEMBERSHIPS - PAST + PRESENT

I belong to too many organizations: International Association of Culinary Professionals (IACP), American Institute of Wine & Food (AIWF), Institute of Food Technologists (IFT), charter member of the Society of Wine Educators (SWE), Kansas City Barbecue Society (KCBS certified barbecue judge), South Carolina Barbecue Association (SCBA), International QuickTime Virtual Reality Association (IQTVRA), National Association of Photoshop Professionals (NAPP), National Stereoscopic Association (NSA), Association of Internet Professionals (AIP), American Society for Testing and Materials (ASTM), Association for Multimedia Communications (AMC), charter member of the FileMaker Solutions Alliance (FSA), International Webmasters Association (IWA), HTML Writers Guild (HTMLWG), and a few others to whom I pay dues but with whom I unfortunately do not interact.

## EDUCATION

1965 - 1967 - Merritt Island High School, Merritt Island, Florida. Diploma.

1967 - 1972 - University of Florida, Gainesville, Florida. Major: Journalism.

1973 - 1975 - School of the Art Institute of Chicago. Masters Degree: Fine Arts. Major: Art and Technology

## EMPLOYMENT

1970 - 1978 - Various wine shoppes in Florida, Michigan, and Illinois.

1978 - 1984 - Freelance writer, photographer, artist.

1984 - 2000 - President, CEO, Chairman of the Board, Beverage Testing Institute Inc.

2000 - Present - Hedonism evangelist, writer, photographer, artist, educator, internet consultant.



## REFERENCES

Available upon request.

## SUMMARY

When you work with me you get a wealth of experience, a bundle of skill, and a passel of energy. I am equally at ease in classrooms, boardrooms, banks, server rooms, and art galleries. I am willing and able to attack a wide range of problems and if I am unable to noodle it out, I know where to find people who can. Challenge me!