



Ruth Mossok Johnston

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Professional Experience

DIRECTOR OF PREPARED FOODS – HILLER’S MARKETS, MI 2012-2014

Successfully oversaw the Prepared Foods Department for 8 stores – developed all recipes, food styling of product, taught classes, planned menus, wrote ads for the department, participation/cooked for special events, and managed staff and kitchens at all locations.

Also responsible for: interviewing, hiring, and firing.

CONSULTANT POSITION TO HILLER’S MARKETS

2011-2012

OWNER, FEED ME HEARTFULLY, LLC, Franklin, MI

2009-Present

Successfully developed a company that specializes in an Intergenerational Approach to Healthy Food and a Creative Healthy Lifestyle. Food writing, consulting, recipe development, restaurant reviewing, product development, entertaining ideas/food and crafts, fine art with recipes and a series of books from Preschool to Seniors.

Website: <http://www.feedmeheartfully.com/>

Mission: Proliferate, educate and promote the idea of healthy eating and healthy foods for individuals of all age-ranges. Provide creative ways to accomplish a healthy and creative life-style.

Products: New Book – The Art of Cooking Morels 2012

Fine Art/Fine Art Prints with Recipes

AUTHOR/DEVELOPER/HEALTHY RECIPES, Franklin, MI

2006-Present

Successfully authored and developed a plethora of healthy recipes for multi-use - Art Prints available with recipes. Illustrations related to recipes by David McCall Johnston

GLENCOE/MCGRAW-HILL PUBLISHING COMPANY, Peoria, IL 2002-2006
Editorial Director

Directed and managed a group of editors for a product line that exceeded 20+ titles and multitude of ancillary products to accompany all new copyrights. Books: Culinary Arts, Nutrition & Wellness, Foods, and Food Science, Interior Design and Clothing.

- Conceptualized new products and implemented those products for the entire line.
- Effectively worked with freelancers and authors and negotiated the contracts of each.
- Provided model of professionalism and encouragement for direct reports.
- Controlled budget spending/forecasting of department expenditures-entire product line.

BEAULIEU VINEYARD, Napa Valley, CA 2000-2002
Marketing Coordinator for BV wine program

Established strong brand market in the Detroit area from ground zero. Developed a strong client base, and provided wine education for the product at large.

- Effectively hired and managed speakers; successfully coordinated booked events; scheduled events, exceeding all expectations.
- Demonstrated the ability to work within a designated budget and implemented the program with exceptional results.

FOOD.COM, hired out of California 2000-2001
Restaurant Critic and contributing food writer for portal on the Internet

Wrote entertaining editorial material and delivered assignments on time, every time.

- Assembled strong network of well-known authors and chefs to participate in articles, providing a “twist” to story lines and recipes.
- Achieved strong public following that resulted in increased readership.

MACOMB COMMUNITY COLLEGE, Clinton Township, MI 1997-2000
Culinary Arts/Hospitality Department

Developed the curriculum and syllabus for a brand new course on “Food Trends” for the college.

- Engaged students in cooperative learning. Nurtured and enhanced abilities and emotional intelligence.
- Creatively taught the Menu Planning, PR/Marketing course to culinary students.
- Established mentoring program and executed successful job networking for the placement of students.

THE OBSERVER AND ECCENTRIC NEWSPAPERS, MI 1995-2002
Food Columnist - “Inviting Ideas” - 18 communities

Food and entertaining column established under the Ruth Mossok Johnston byline.

- Increased reader base; large public following of the “Inviting Ideas” column.
- Introduced new foods, creative presentations, food and cooking trends, cooking techniques, and home entertaining ideas.

RITZ-CARLTON, Dearborn, MI

1994–1996

Contractual Food Consultant/Marketing

- Implemented “food trend” ideas for the fine dining room.
- Wrote the menu and implemented conceptual changes in the Appetizers, Lunch Buffet, and Sunday Brunch menus.
- Launched and marketed special food events.

DETROIT METROPOLITAN WOMAN MAGAZINE, Southfield, MI

1994–1996

Food Columnist

Monthly food column and special feature stories related to food and entertaining.

- Introduced new foods and trends to an audience of primarily corporate women.
- Increased reader base; large public following of the column.

CONSULTANT TO RESTAURANTS AND FOOD SERVICE INDUSTRY, National

1993–2002

INDEPENDENT CONTRACTOR

Clients ranged from short-term to long-term; PR, recipe development, product development, menu planning, marketing, and purchasing of product and/or equipment.

- Established successful culinary program for an 80,000 sq. ft. produce facility (Vic’s Market). Included **recipe development** for prepared foods sold at the facility and implementation of quality control.
- Developed popular educational cooking class program for retail customers; weekly classes were taught and food was prepared and shared.
- Planned and directed all food related activities for 3-store produce operation.
- Successfully planned a menu and food program for a cigar bar/restaurant (Robusto’s): set up the kitchen, developed menu, ordered equipment, and trained the chef and staff.

TV/RADIO GUEST/FOOD & ENTERTAINING, National

1991–2002

Programs included: The TV Food Network, ABC - The Pat Bullard Show; local news, local access, and WWJ - radio.

- Frequent guest – culinary expertise shared.
- Exhibited ease in front of a camera.
- Successfully taught cooking techniques in difficult environments.

FREELANCE WRITER, REGIONAL & NATIONAL PUBLICATIONS

1990–2002

- Wrote for The Old House Journal, The Detroit Free Press, The Daily Tribune, The Christian Science Monitor, The Jewish News, Food.Com, and Meredith Publishing.
- Contributing food and travel writer for the book, *Global Journeys*.
- **Recipe Developer** for: the *American Heart Association Desserts Cookbook*, *American Heart Association Low-Salt Cookbook*, and the *American Heart Association Low Fat-*

Low Calorie Cookbook, Creative Cook's Kitchen, Meredith Publishing – *Special Interest Publications, Food for Today*, and the aforementioned national publications.

- Food writer/editor of culinary textbooks.
- Published author.

THE JOHNSTON COLLECTION/DAVID MCCALL JOHNSTON, National
1985 – 2002, 2009 -

Marketing and Promotion Specialist – National/International

Marketing and promotion of fine art for corporations, publications, and private art collections.

- Established David McCall Johnston, as a national brand.
- Championed major product and promotions through the use of art (the art of David McCall Johnston) for: Kmart Corporation, Whirlpool Corporation, Maker's Mark, Mt. Rushmore's Golden Anniversary/ Norwest Bank, Hickory Farms, Thorn Apple Valley, Chefwear, The Holocaust Museum, The Church of Today, Earthy Delights, Carson Business Interiors, and Detroit Country Day School
- Successfully wrote and negotiated major contracts.
- Drafted and edited all proposals and published materials.
- Effectively scheduled all projects and controlled project management.

EDUCATION

Graduated B.S. Degree, Eastern Michigan University, Ypsilanti, Michigan.

Graduated M.A. Degree, University of Michigan, Ann Arbor, Michigan.

Nonprofit Management Certification, University of Illinois at Chicago, Chicago, Illinois, 2008.

College for Creative Studies, Detroit, Michigan

M.A. Program Wayne State University, Detroit, Michigan.

7 hr. PDU's Enhancing Your Work with Special Populations – 2002/32 hr. PDU's 2006

Master Class with Chef Charlie Trotter, 2006

Master Class with Roland Mesnier (former Pastry Chef from the White House), 2006

CERTIFICATION

MI 30-Hour Continuing Certificate (Department of Education – MI)

MI Educators Provisional Certificate (Department of Education – MI)

Certification – Precious Metal Clay, 2004

Nonprofit Management Certification, University of Illinois at Chicago, Illinois, **2008.**

PROFESSIONAL AND COMMUNITY ORGANIZATIONS

Former Board Member: Wayne State University Press Board and American Heart Association. **Steering Committee Member:** Race Relations and Diversity Task Force – Birmingham **Leadership Oakland XIX – 2009**

IACP (International Association of Culinary Professionals) **Active Member**