

Author

Ron Shewchuk



“...Ron Shewchuk is one of Canada’s food gurus...”
 ~*Chatelaine* magazine



Ron wears two guru hats. During the business day he is an accomplished communications and public relations expert. He has won two Gold Quill Awards—the “Oscars” of the PR field—over his seventeen years of experience. He has written, consulted and communicated within the office walls of many leading Canadian corporations including Petro-Canada, Suncor, Westcoast Energy, and Telus, and most recently as an Executive with Longview Communications in Vancouver. Ron’s business writings have been featured in *Vital Speeches of the Day*, *Communication World*, *Corporate Annual Report News*, and *Speechwriter Newsletter*.

The “weekend” Ron takes a very different form. He is a lover of food, especially southern-style barbecue. He taught barbecue technique and steak cookery at a Calgary cooking school, which led to regular guest chef appearances on a popular breakfast TV show, *“The Big Breakfast”*. He also shared his recipes in the food publication, *City Palate*. This passion—and Ron’s natural flare as a showman—prompted him to enter a barbecue cooking contest and form a team: “Rockin’ Ronnie’s Butt Shredders”. In 2002 they became the first Canadian team since 1988 to win a US barbecue contest. Their win in Oregon gained the Butt Shredders a coveted invitation to the American Royal in Kansas City—the World Series of barbecue.

Ron’s two books have sold over 60,000 copies:

Barbecue Secrets: Unbeatable Recipes, Tips & Tricks from a Barbecue Champion
 Whitecap Books (Canada) 2004

Planking Secrets: Grilling with Planks for Unbeatable Barbecue Flavor
 Whitecap Books (Canada) 2006

Ron’s next book: *Barbecue Secrets Deluxe* is scheduled for publication through Whitecap in 2009