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INSIDE THE

GOTHAM GIGS

The big cheese

TAYLOR COCALIS, 25, sees finely made foods, like dairy and meat products, as works of art. Varying climates and animal diets affect each product. As director of education at Murray's Cheese, Ms. Cocalis educates the public on the preparation of fine foods.

ITALIAN DELIGHTS After graduating from Cornell in 2005, Ms. Cocalis headed to Italy for a master's degree at the University of Gastronomic Sciences. After returning to the United States, she joined the staff at Murray's Cheese.

MASTER CHEF Ms. Cocalis plans classes covering a wide range of topics—from bread and ice cream making to fermentation and, of course, cheese making. Though food sales have dropped, classes are still selling out. "I love getting people excited about preparing better foods," she says.

TRAVELING SHOW Ms. Cocalis also plans trips around the region to teach beer brewing, pickling and maple-sugaring. She is also organizing a trip to the Swiss Alps to teach the culture and history of cheese making.

—MAIA BLUME



for any budget PAGE 21

Spinoff could bring Time Warner unit out of tech dark age

BY MATTHEW FLAMM

SINCE HE TOOK THE REINS OF AOL just a month ago, Tim Armstrong has been traveling the globe, getting a feel for the long-troubled Time Warner division.

His goal, he has said, is to re-

claim the "magic" of the AOL name. That might not seem a stretch to someone whose résumé includes building Google's ad sales business into a juggernaut from scratch.

The only problem is Mr. Armstrong is not at Google anymore.

AOL's third chief executive in three years has been handed a company that's like a 21st-century version of the Edsel. Despite operating popular niche sites like gossip heavyweight TMZ and Engadget, AOL is still associated with the Internet's dial-up days—and with the most disastrous corporate merger in history.

Mr. Armstrong and fellow Google alum Jeff Levick, who was recently named president of global advertising, have a lot of damage to undo.

RESTORING A the 21st-centur

likely spino Time Warn frey Bewkes giant of a p drag on its stock price since 2001. The spinoff would also be good

out to investors looking to make a killing in a depressed market

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