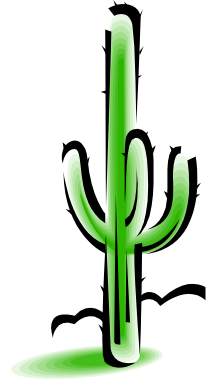


**The School of Sociology
Colloquium**



Nicole Esparza

Assistant Professor

**Sol Price School of Public Policy
University of Southern California**

“Mobilizing Cuisine.”

In this project, I am working with UCLA sociologists Ed Walker and Gabriel Rossman to study the political mobilization of gourmet food trucks. Our first paper examines the creation of trade associations in this emerging industry. We argue that trade associations are a crucial type of nonprofit association that supports innovative types of entrepreneurial action, or what might be conceptualized as *social movements in the marketplace*. Studying this nascent industry offers insights into trade associations by highlighting how associations help emerging grassroots industries, which are social movement-like in nature, to develop a more stable presence, a collective identity, and a self-governance system.

**September 5, 2014
Social Sciences, Room 415
12:00pm-1:15pm**