



Discover Your Hidden Talent!



NACE EXPERIENCE! 2010
JULY 25-28 **AUSTIN**

NATIONAL ASSOCIATION OF CATERING EXECUTIVES



An Experience Like You've Never Had Before!

The National Association of Catering Executives (NACE) presents Experience!™ 2010, July 25–28, 2010 in Austin, Texas. The nation's premier gathering of leaders in the catering and events world—on- and off-premise caterers, as well as event designers, photographers, videographers, florists, DJs and all manner of specialists who create magical experiences for their clients.

This summer, the NACE Experience returns in an entirely new way!

See an exciting opening session presented by leaders across our industry; sample the Culinary Experience, the Design Experience and a powerfully motivating closing session. Participate in three days worth of breakout sessions that will address all of your individual career and business concerns—and answer questions you didn't even know you had!

Share your excitement for Experience! 2010

Follow NACE on Twitter
@NACENational and use hashtag
NACEEXP10

Become a Fan of Experience! 2010
on Facebook

All meals are included at the NACE Experience!

And that's still not to mention that your meals, which will count among the greatest ideas you'll want to take home, as well as all professional networking functions at the opening and closing events are ALL included with your registration. Experience speakers are not just experts; they are leaders in our industry, including celebrities from the Food Network, HGTV and the Style Network. They are authors, television hosts and style gurus. And they are your peers as fellow NACE Experience attendees.

This year, Experience respects your time and travel needs too! We've accelerated the schedule so that you receive all the benefits you've come to expect without needing to be away from your home and business as long. Arrive on Sunday and leave on Wednesday a smarter, better prepared catering professional with hundreds of new and meaningful business contacts.

Experience is a road map to your new career, and expanded business with a new network of friends and colleagues.

Experience introduces you to the cream of the crop, and shows you how to get there. This is one Experience you can't live without.

Value + Education = Experience!

**Register at
www.nace.net**

New Format Provides Greater Value!

This year, NACE has redesigned the Experience format to provide you greater value in a schedule that respects your travel and budget. Please note that the Awards Gala will be held Tuesday night, July 27. The entire conference will require one less hotel night. Experience will end on Wednesday, July 28 at noon.

You will receive all of the benefits you are accustomed to in a NACE Experience conference in an updated format that has been redesigned to meet your needs.

Keep Austin Weird

The locals in Austin, Texas welcome NACE, but urge attendees to live by the local mantra and "Keep Austin Weird." An eclectic and artistic city known for its flavorful cuisine, Austin is centrally located from all corners of North America. In 2009, Austin was determined to be the least stressful of 40 major metropolitan areas by *Forbes Magazine*. According to *CNN Headline News* and *Travel + Leisure* magazine, Austin ranks No. 2 on the list of cities with the best people, referring to the personalities and attributes of the citizens. (And we still haven't mentioned that Austin is the live music capital of the world!)



General Information



CPCE Exam

Expand your Experience by sitting for the Certified Professional Catering Executive (CPCE) exam.

The CPCE is the most widely respected and instantly recognized industry certification that communicates to clients, employers and peers that you have reached a level of distinction within the industry. The CPCE exam will be administered on Sunday, July 25 at 1:30 pm. Study materials and an application may be acquired prior to the conference by visiting www.nace.net. Attendance at Experience is worth 12.25 contact hours toward initial or recertification for the CPCE.

Lodging

Stay in the center of it all at the Hilton Austin Downtown for the special conference rate of \$169 (single/double occupancy). The hotel is only one block from Austin's famous Sixth Street nightlife and a short stroll to the entertainment, shopping and dining in the Warehouse Entertainment District and 2nd Street District. The downtown location is also convenient to many attractions such as the Capitol Building, Bob Bullock Texas Historical Museum and the LBJ Presidential Library. The Hilton Austin Downtown is only 10 miles from Austin Bergstrom International Airport.

NACE Bookstore

NACE is pleased to present a wide selection of books from our conference speakers as well as other catering texts. Stop by the bookstore to peruse the latest catering and event design publications. In addition, you'll want to pick up the latest NACE merchandise!

NACE Marketplace

A growing component of Experience, each year more and more of the

nation's top providers of event products, services and innovations are on hand to answer questions, teach and demonstrate the newest products. Enjoy this opportunity to discuss special business opportunities that you won't learn about anywhere else.



NATIONAL ASSOCIATION OF
CATERING EXECUTIVES

The Foundation of NACE

Join us Sunday evening, July 25, for **Denim, Diamonds and Disco**, a "fun-raiser" that will support the Foundation of NACE. Located in downtown Austin, the Foundation event is your chance to participate in NACE's tradition of giving back, while having a great time.

NACE is built on a solid foundation. The Foundation of NACE, whose mission is to promote education and scholarship, every year awards deserving and gifted students the Vince DeFinis Scholarship, named for a true industry pioneer and one of the founders of NACE.

Meet the Candidates and Vote

NACE is above all else an organization led by the members—you! Take advantage of multiple opportunities to meet the candidates who are eager to lead NACE in a new decade and a new era of catering and event possibilities. These members have worked hard on committees and at the chapter level to strive for greater leadership roles. You can meet the candidates on Sunday and hear what they have to say before you have an opportunity to send your selection on to higher office on Monday.

While you're at it, you can think about the office within NACE's leadership structure that you'd want to hold.



NACE Awards

Celebrate the best of the best—and that may be you! Every year NACE recognizes talent, innovation and superb accomplishments in the industry through the NACE Awards. You will attend a gala awards dinner and presentation. You may even be called to the stage to take home a trophy! Award submissions will be accepted online at www.naceawards.com through May 14, 2010.

NACE Awards Night Reserved Seating

Table reservations for the Awards program will be accepted starting on **July 1, 2010**. Visit www.nace.net to view a diagram of the room and select your table. Tables can accommodate up to a party of 10. Please provide your top three table selections. Parties of less than 10 will be paired together based on availability. Email your table selections to conference@nacenet.org. You will receive an email confirmation of your table assignment if your selection is received prior to the conference. Table reservations will be accepted onsite until Monday, July 26.

Final assignments will be posted on Tuesday, July 27.

General Information

Personalized Industry Discussion Groups: Students, Off-Premise Caterers and Event Professionals

In addition to the breakout sessions and public events at Experience, specific groups will gather for free-wheeling talks about what they've learned, how different regions handle difficult situations, ideas to share and networking tips. The contacts you make through participating in these roundtable discussions will broaden your network and last for the rest of your career. The groups will include students, off-premise caterers and event professionals.

Photography

Registration and attendance at, or participation in NACE meetings and other activities constitutes an agreement by the registrant to NACE's use and distribution (both now and in the future) of the registrant or attendee's image or voice in photographs, videotapes, electronic reproductions and audiotapes of such events and activities. Photos may be taken by attendees for personal use only. Reproduction of photos for commercial use is strictly prohibited unless written consent is granted by the National Association of Catering Executives.

Opening General Session: The NACE Industry Summit

This year, we'll kick off the NACE Experience with a forum of our industry's best thinkers. Our opening session will be a summit featuring national leaders and personalities in the catering and events world—chefs, economists, television personalities and corporate caterers. You will hear from the highest caliber professional representing every corner of the industry to tell you how to plan, budget, design and create business and career strategies for the emerging economy. Instead of a single keynote speaker, the lineup we have prepared will give you a broad glimpse of the future of our field that you can't see anywhere else.

Culinary Experience: Conscious Catering, Keeping it Green, Local and Fresh

New recipes. New ingredients. New styles of cooking. After the Culinary Experience, you will go home with a head full of ideas guaranteed to please your most picky customers. The Culinary Experience features a series of expert chefs from Austin who will give your taste buds a treat, while suggesting ways that you can

present fresh new ideas. The Culinary Experience will focus on conscious catering, learn how to best capitalize on "local foods" that please the palate and the planet!

Design Experience

The Design Experience is always a highlight of the Experience conference. You will get to take home ideas presented by Travis-Lee Moore, an award winning designer and owner of Functions Creative Event Services, whose distinctive designs have been gracing parties and galas for more than 20 years. In addition, Billinda Wilkinson, owner of Wilknsn-Rhodes in San Antonio, TX, will show why her experience and knowledge of art, history, design, travel and theater has made Wilknsn-Rhodes one of the premier event planning and production companies in Texas.



Closing General Session: Networking for Success—Kick Your Relationships up a Notch

Nadia Bilchik, president, Greater Impact Communication, is an internationally-renowned television news anchor, media and presentation skills expert, author and keynote speaker. Nadia has anchored and hosted feature programs for *CNN International*, *CNN Airport Network* and *MNet Television* (South Africa).



Learn what Nadia has to offer you, only at the NACE Experience!

"The NACE Experience! Conference wasn't just an educational opportunity, it was an investment that quickly paid off in terms of actual contracts and business leads."

—Corteny Matters, *TheSavvyBride.com* and *Carolina Wedding Design*, Charlotte, NC



Schedule-at-a-Glance

Schedule of Events

Saturday, July 24

1:00 pm–4:00 pm NACE Board of Directors Meeting
4:00 pm–7:00 pm Registration Opens

Sunday, July 25

7:00 am–7:00 pm Registration and NACE Bookstore
7:30 am–8:00 am Joint Meeting Breakfast
8:00 am–10:00 am Joint Board of Directors/Chapter Presidents' Council (CPC) Meeting
10:00 am–12:00 pm CPC Meeting
12:00 pm–2:00 pm CPC Lunch
1:30 pm–4:30 pm CPCE Exam
3:00 pm–5:00 pm Committee Meetings
• *Education and Certification Committee*
• *Marketing and Communications Committee*
• *Membership and Chapter Relations Committee*
5:00 pm–6:00 pm Candidate Meet and Greet
5:30 pm–6:30 pm First Time Attendees Meeting
7:00 pm–10:00 pm Opening Reception at The Driskill Hotel
9:00 pm–12:00 am Foundation Event

Monday, July 26

7:00 am–6:00 pm Registration and NACE Bookstore
8:00 am–8:45 am Opening Breakfast
8:45 am–10:30 am Opening General Session: Industry Summit
10:30 am–11:00 am Refreshment Break
11:00 am–12:00 pm Concurrent Meetings
• *Event Professionals Meeting*
• *Meet the Candidates*
• *Off-Premise Caterers Meeting*
• *Student Meeting*
12:00 pm–2:30 pm Culinary Experience
2:45 pm–4:00 pm Concurrent Workshop Sessions
3:30 pm–4:30 pm Business Partner Advisory Group Meeting
4:00 pm–4:30 pm Refreshment Break
4:00 pm–6:30 pm Delegate Voting
4:30 pm–5:45 pm Concurrent Workshop Sessions
6:00 pm–7:00 pm Business Partner Reception (by invitation only)

Tuesday, July 27

7:00 am–4:30 pm Registration and NACE Bookstore
8:00 am–10:00 am Breakfast in Marketplace
10:00 am–11:30 am Design Experience
11:30 am–11:45 am Refreshment Break
11:45 am–1:00 pm Concurrent Workshop Sessions
1:00 pm–3:00 pm Lunch in Marketplace
3:00 pm–4:15 pm Concurrent Workshop Sessions
6:00 pm–7:00 pm Cocktail Reception
7:00 pm–11:00 pm Closing Gala Awards Dinner and After Party

Wednesday, July 28

8:30 am–12:00 pm Registration and NACE Bookstore
9:00 am–9:30 am Breakfast
9:30 am–11:00 am Closing General Session: Networking for Success: Kick Your Relationships up a Notch
11:00 am–12:15 pm Concurrent Workshop Sessions
11:00 am–12:30 pm NACE Board of Directors Meeting

Concurrent Workshop Sessions

Monday, July 26

11:00 am–12:00 pm

BEVERAGE AND CATERING SERVICES

Malbec—The New Way to BBQ (I, Int)

Troy Conklin, *Emerald Wines* and
Jerry Edwards, CPCE, *Chef's Expressions*

Does wine go with BBQ? Learn the basics to matching the right wines with the right foods. Equip yourself with expertise and knowledge that will help you drive revenue, maximize profit and guide your guests and clients through creating brilliant menus, unforgettable meals and unconventional experiences. In this session, you will learn:

- Principles of wine and food pairing including unconventional pairing philosophies
- Strategies to create and suggest the best matches
- Expertise to help drive food and beverage revenue and profits

2:45 pm–5:45 pm

BUSINESS

Productive Connecting: Building Your Business Through Strategic Alliances (I, Int)

Neen James, MBA, CSP, *Neen James Communications*

Do you need real life systems and strategies to increase your bottom line and grow your book of business? You will leave this practical and entertaining workshop enlightened on how you can tap into the benefits of networking and why the fundamental principles and practices of productive strategic alliance building affects the future of your business. In this session, you will learn:

- How to apply five strategies to increase your networking skills and build your personal brand
- How to evaluate RON (Return On Networking) to maximize networking profitability
- How to create a strategic alliance target list and a 30/60/90 day action plan to productively build your strategic alliances

B = Beginner
L = Lecture

I = Intermediate
CS = Case Study

A = Advanced
Int = Interactive

Schedule of Events, *continued*

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MONDAY, JULY 26-TUESDAY, JULY 27

BEVERAGE AND CATERING SERVICES

History of Beer Styles and Their Relevance in the Catering Industry (A, Int)

Arlan Arnsten, *Certified Cicerone™ Server, Stone Brewing Company* and Tracey Amernick, *CPCE, Evans Hotels*

Does wine pair better with food than beer? Many experts say no! Today, there is such great accessibility of world-class craft beer and regionally produced local beers. Find out how beer got to this place of grandeur in the culinary world and how important it is for you to embrace it. Beer samples will be served and paired with bites representing specific flavors to showcase the versatility of various beer styles. In this session, you will learn:

- The evolution of beer and beer styles in America
- The world in which food pairs extremely well with beer
- Where you can go to become an expert on beer menus and food and beer pairings

There will be a \$25 fee to attend this session. This session is limited to 50 participants.

EVENT MANAGEMENT

The New American Gala (I, L)

Richard Carbotti, *Perfect Surroundings Inc.*

A new era, bright with creative and colorful design solutions, has made its way into an exciting new event design landscape. American event specialists have changed the format of the “gala” design concept. “The American Gala” now focuses on how energetic event environments speak to the need for a new enthusiasm. Intimacy and detail need not be lost in the design process and final product. In this session, you will learn:

- New ways designers are reinventing traditional solutions
- How all vendors can work together to create a whole idea
- The latest trends in gala design through fabulous visuals from design concept to end result

LEADERSHIP

Essence of Greatness (B, L)

Charles M. Carroll, CEC, AAC, *River Oaks Country Club*

Experience the Silver Bullets of Greatness presented by an award winning author and Olympic Gold Medalist. Discover exercises of Chef Carroll’s secrets to success. Don’t miss this presentation; it will teach you to become a more productive, energetic and caring person and could change the way you look at the world around you. In this session, you will learn:

- How to achieve a more fulfilling and meaningful life
- How to be a better thinker and thinker
- How to be a great believer and a great giver

SALES AND MARKETING

Re-Creating Your Sales Presence in the Special Events Industry (A,L)

Lynne LaFond DeLuca, *Beverly Clark Hospitality Training*

Have you been doing the same sales presentation for so many years that even you are bored with it? In this presentation, Lynne will show you how to take a fresh new approach that will make you a more dynamic and sought after leader in the ever-changing world of events. You will walk away with a renewed sense of excitement for generating new revenue! In this session you will learn:

- How to evaluate your current position in the marketplace and determine if re-positioning is necessary
- How to implement the “top 10 ways to generate new prospecting ideas and lead sources” in your field
- How to determine the one thing that sets you apart from every other salesperson in your market and how to use it

4:30 pm-5:45 pm

BUSINESS

Catering Disasters—Welcome to Murphy’s Law!

Patrick Cuccaro, *Affairs to Remember Caterers*

Patrick takes a lighthearted approach to some of the worst experiences that can befall an unsuspecting caterer. In this session, you will learn:

- How to enhance your planning skills with customer scripts that anticipate challenges and problems at the event
- How to develop a foolproof Emergency Tool Box that accompanies every event
- How to standardize interdepartmental communication to minimize guesswork for culinary execution, equipment pulls and staffing

BEVERAGE AND CATERING SERVICES

Contrasts and Compliments Wine Tasting (I, L)

Jerry Edwards, CPCE, *Chef’s Expressions*, and Monique Studak, CSW, *E&J Gallo Winery*

Jerry will present five wines for you to taste from the E&J Gallo portfolio. The wines will be from a variety of growing regions around the globe and each wine will be paired with a small hors d’oeuvre that either complements or contrasts the wine. Monique will assist Jerry in the discussion of what makes these wines significant and unique. In this session, you will learn:

- Specific characteristics of the different wines
- How to develop the right menu to go with each wine

There will be a \$35 fee to attend this session. This session is limited to 50 participants.



“At the NACE conference, friendships in the industry lead to business connections, new customers and career growth.”

—Meryl Snow, *Owner, Vice President, Feastivities Events Board of Directors, International Caterers Association Consultant, Catersource Consulting Unit, Philadelphia, PA*

EVENT MANAGEMENT

Indian Weddings: Multiple Events Mean More Revenue (I, L)

Ginia Lucas, MWV, *Master Wedding Vendor (ABC), Y-Knot Party & Rentals*

From the Mehendi, Sangeet and Gerba to the ceremony, luncheon and reception, the revenue stream can double! Ginia will discuss the different events of an Indian wedding, basic language that will get you through the interview process with the families and how to book the extra events that come with an Indian wedding. This session will be great for both caterers and vendors. In this session, you will learn:

- The elements of the pre- and post-parties associated with Indian Weddings
- Basic words used in Indian event design and how the events are organized
- Indian wedding decor, flowers and traditions

LEADERSHIP

Developing the Winning Edge™ for Personal Effectiveness (I, L)

David Larrick Smith, *David Larrick Smith Enterprises*

The human animal is the most advanced species on the planet; yet, most people do not know how to get the most out of themselves. They spend the majority of their lives never realizing their full potential. David will focus on the specific skills, tactics and success principles that have been proven to create excellence in those who use them. This program is an absolute must if you are looking to increase productivity, personal performance and capability in your organization. In this session, you will learn:

- How to re-program your mind and create your own action plan for goal attainment
- The importance of attitude: where attitudes come from and how to control them
- How to identify the causes of mediocrity and how to eliminate them

SALES AND MARKETING

The \$0 Marketing Plan: How to Reach Today's Wired Customer (B, Int)

Sonny Ganguly, *WeddingWire, Inc.*

Marketing doesn't have to be expensive! The Internet allows you to market your business at no cost. But which sites matter? How does one do it? What are the benefits? Sonny will share his 'Fishing Net' theory on how to leverage online marketing, social media, blogs and the next wave of technology to reach customers online. Using real case studies, Sonny will explain how to effectively reach your desired customers for \$0—regardless of your business size or level of expertise! In this session, you will learn:

- The most effective sites and technologies for building an online presence
- How to create an online strategy to engage existing clients and reach potential clients
- How to implement online strategies for your business for a no cost marketing plan

Tuesday, July 27

11:45 am-1:00 pm

BUSINESS

Entrepreneurial Thinking (A, L)

Teresa Burr, *Master Connection Associates*

How do so many world class companies succeed when others struggle to just stay in business? The answer to this lies in the entrepreneurial thinking of leadership and employees. Your best chance to innovate and increase revenue is to fight harder than your competition and show your customers that you can deliver better value than anyone else. Products have become so similar that trying to compete on product alone will simply put you out of business. The new wave of the future is the explosion of radical thinking and tough street smarts. This means that every individual on the team must consider themselves self-employed and should be just as worried about the next paycheck as the owner. This session will wake you up, spark innovation and challenge mundane thinking. In this session, you will learn:

- How to go back and spark innovation among your existing team
- How to re-package your existing product
- How to transform your business to the new needs of the customer today

Schedule of Events, *continued*

B = Beginner I = Intermediate A = Advanced
L = Lecture CS = Case Study Int = Interactive

TUESDAY, JULY 27-WEDNESDAY, JULY 28

BEVERAGE AND CATERING SERVICES

A Greener Vision: How to Incorporate 'Green' Into Your Wine and Spirits Program (I, Int)

Sharon Charny, CBP, CTC, *The Charmer Sunbelt Group*

Sales of organic wine and spirits have skyrocketed, growing 135% over the last 4 years and generating some \$3.7 billion in sales in the last year. Sharon will untangle the definitions of 'green' farming practices and discuss what actually constitutes a "certified organic wine." You will taste certified organic and biodynamic wines and discover how to meet increasing consumer demand for organic options in your beverage menus. In this session, you will learn:

- How to capitalize on the growing number of consumers who are "going green"
- The differences between the definitions for 'green' growing practices as they relate to wines
- Marketing tools to incorporate 'green' wines and spirits into your menus

There will be a \$25 fee to attend this session. This session is limited to 50 participants.

EVENT MANAGEMENT

Wedding Harmony: How Professional Wedding Planners and Venue Coordinators Can Work Together To Produce Amazing Results (I, Int)

Heather Canada, *First Coast Weddings and Events, Inc.*

Heather will show you how to create wedding harmony by educating catering directors and venue staff about the role of a professional wedding planner. She will discuss the strengths and weaknesses of both jobs and how planners and catering/venue staff can work together without stepping on each others toes, and more importantly, without causing unnecessary stress for the bride. In this session, you will learn:

- Clear definitions of the roles the wedding planner and catering director/venue manager play in assisting the bride
- Tips for setting aside egos and doing what is best for the client
- How to avoid and solve real-life issues through a group discussion

LEADERSHIP

Communication is the Key! (I, Int)

Deborah Thomas, CSEP, CDP, *School for the Service Arts*

This session is designed to acquaint you with the effective communication elements pertaining to the supervision, management and leadership issues facing today's catering industry. Debbie will discuss some of the organizational behavior essentials that will help you successfully perform the key leadership role that catering management plays

with staff and customers. You will gain valuable information to overcome communication barriers and create a successful customer oriented team. In this session, you will learn:

- How to evaluate the communication process and examine barriers to effective communication
- The truth about the myths of communication
- How to understand the elements and techniques to good vocal, visual, verbal and non-verbal communication

SALES AND MARKETING

Finding Your Sound Bite in a Sound Bite World (B, L)

Jill Lublin, *JillLublin.com*

Your sound bite is your verbal business card; a vital tool that clearly announces that you are a prepared, focused and articulate professional who can help people. Using a sound bite creates solid connections with important new contacts quickly. Jill will teach you how to create your own exclusive, memorable sound bite. In this session, you will learn:

- How to identify and capitalize on your uniqueness
- How to make powerful first impressions on those you meet and then how to properly follow up to ask for a referral
- How to keep your message fresh, innovative and distinctive

Tuesday, July 27

3:00 pm-4:15 pm

BUSINESS

Doing Business in Tough Times (A, L)

Teresa Burr, *Master Connection Associates*

Over the past several months, the recession, depression and financial crisis have been all over the news. Although the bad news surrounding the impact on businesses is not all true, it does put a damper on creativity in spending for events. Many people hide out during tough times, but others know the value of marketing, training and selling during times like this. This is the moment to put yourself out there. This session will give business owners and sales professionals the motivation and skills to move ahead and succeed in the face of the economy. Teresa will share stories and successes to show you how to make the recession work for your business so you can actually thrive in tough times. In this session, you will learn:

- How to create innovative ideas for marketing you and your product
- Ways to motivate team members that are doing more with less
- How to "re-package" your brand to sell in this economy



“The NACE conference is always one of our best branding events. It is well run and they do a great job of getting qualified attendees at their event. We will be back next year. . .”

—Dr. Drax, *American Disc Jockey Association, Glendale, AZ*

BEVERAGE AND CATERING SERVICES

Selling Creative Catering Beverage Stations: The Wine and Cheese Pairing Station (I, Int)

Sharon Charny, CBP, CTC, The Charmer Sunbelt Group

Sharon is known for developing unique catering beverage stations which set her customers catering operation apart from the ordinary while increasing their profit! This session will focus on the European mainstay sweeping the country: the wine and cheese course. She has developed and trademarked the ‘Food and Wine Pairing Wheel’, and ‘10-Quick Tips to Wine and Cheese Pairing’, resources that help make wine and cheese pairing simple. You will taste cheeses and wines to find out which make great pairings and which do not. In this session, you will learn:

- How to taste wines and cheeses together
- How to sell and execute this ever popular restaurant course in the world of catering
- How to market creative catering beverage stations in the catering/hotel business unit

There will be a \$35 fee to attend this session. This session is limited to 50 participants.

EVENT MANAGEMENT

You Consistently Plan the Perfect Event for Others, Now Plan for the Unexpected (I, L)

Tracy Kwiatkowski, *Insurance Inc.*

Tracy will keep insurance as exciting as possible! By providing the basic nuts and bolts of this complex and ever changing industry, she will help you take a fresh look at your business and personal insurance. Unfortunately most people don’t find out that they are underinsured until after there is a claim. Tracy will highlight the coverage you can’t afford not to have and tips on how to decrease your insurance premium. In this session, you will learn:

- How to demystify the insurance world so that you have the ability to choose the policies/coverage you really need
- The dos and don’ts of insurance
- How you can use event cancellation insurance coverage to benefit you and your client

LEADERSHIP

Cruisin’ Through Life at 35 MPH (I, CS)

Brian Blasko, MA, *Brian Blasko, LLC*

Life is a journey... enjoy the ride! This exciting program invites you to discover and maximize your own personal potential. Our lives and careers are like vehicles and we are the “engines” that keep them running smoothly. Come learn how to gain some fuel for your internal tank. While traveling

on this journey, Brian will share strategies for successful leadership, personal growth and business development. The techniques have all been test-driven and proven road worthy. Do not let life’s little road blocks stop you from being a success! In this session, you will learn:

- How to “set the pace” as a leader
- How to keep your business plan on course
- The concept of developing “self leadership” to make you a more effective leader of others

SALES AND MARKETING

Today’s Bridal Marketing Strategy is Tomorrow’s Success (I, Int)

David Katz, *Conde Nast Publications* and Aymee Brace, *Brides.com Magazines*

Do you ever wonder how to get a real wedding published in print and online? Do you wonder how to get the best ad positioning in print and online? Do you want to know WHY you should join an association and how to convert your connections into booked business? David and Aymee will weigh out the benefits and importance of local bridal magazine advertising, local online advertising, bridal shows and association memberships. They will use recent studies and real stories to show you how much bang you can get for your buck—and your time—so that you can maximize your marketing budget for optimum ROI. In this session, you will learn:

- How association membership AND participation is essential to the growth of your business
- How and why to publicize your business beyond commonly acknowledged social networking outlets (i.e., Facebook, Twitter, etc.)
- How to set yourself apart from your competitive landscape

Schedule of Events, *continued*

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WEDNESDAY, JULY 28

Wednesday, July 28

11:00 am-12:15 pm

BUSINESS

A Lighter Shade of Green. . . Ecologically Responsible Catering (I, L)

Douglas Alley, *Fancy Tomato Wedding and Event Design Company* and Patricia Alley, *Fancy Tomato Wedding and Event Design Company*

The pursuit of an eco-friendly and sustainable business model can be intimidating to caterers because of the unique demands it brings. There are small steps caterers can take to reduce their carbon footprint including partnerships with local farmers, equipment choices and recycling efforts. Doing good can also mean doing well when it comes to winning customers. In this session, you will learn:

- The significant impact we can make on the environment through small daily efforts
- Concrete suggestions for how to implement sustainable practices to immediately improve your daily operations, including contact information for "green" vendors
- The positive impact being green will have on your business, social image and marketability

BEVERAGE AND CATERING SERVICES

Chocolate and the Event and Catering Industry (I, Int)

Richard Berchin, *Creative Chocolates*

Richard will show you the many ways in which chocolate can be incorporated into events from the initial sales opportunity, to promotion and invitations for the event, to the décor, dessert and favors/gifts used during and after the event. This program will feature some of the latest trends in the industry, the varied options of chocolate products and the custom design options available, with examples of many of the items and where you can get them! Richard will also discuss pricing and the options for shipping, storing and handling your chocolate. In this session, you will learn:

- The many ways chocolate can be incorporated in events
- The cost and other benefits of chocolate
- The varied options in chocolate designs and how to obtain them

EVENT MANAGEMENT

Tabletop Design: What's HOT, What's NOT and HOW to Design a Gorgeous Table for LESS (I, Int)

Robin Brockelsby, *Creative Coverings*

In this interactive presentation, Robin will focus on a range of topics from trends in linen colors, textures and prints, to key points about tabletop design. The "secrets" of why linen companies do what they do are revealed! The session will finish with an interactive tabletop design competition.

Those that participate in the competition will follow written instructions that require them to create a specialized look on a budget. Attend this session for great networking, an opportunity to learn new design concepts from peers and to get excited about the new looks for 2010! In this session, you will learn:

- The benefits of renting linens from local versus national vendors
- "Where to go" to find specific items for your table design
- How to design a budget conscious tabletop

LEADERSHIP

The Spirit of Accountability (A, Int)

Lisa Hopkins, CPCE, CMP, *The Houstonian Hotel* and Anne Nolen, *The Houstonian Hotel, Club and Spa*

Accountability is an important value in today's business environment, as it provides a powerful position of credibility with customers, shareholders, colleagues and employees and builds trusting relationships. Lisa and Anne will help you gain greater insight into how to take ownership appropriately, hold others accountable using clarity, consensus and commitment and take responsibility for the important relationships that event professionals need in order to achieve success. In this session, you will learn:

- How to define what accountability really is (and what it isn't)
- The necessary tools that will help you create a culture of accountability in your life and business
- How to keep accountability a strength and not a liability in your life and business through the principle of balance

SALES AND MARKETING

Personality Marketing to Today's Bride (I, Int)

Susan Southerland, *Perfect Wedding Guide*

Today, it's not only important to know your brides' wishes and dreams for their weddings and to deliver excellent customer service, you must also convince her that you will provide her with a unique wedding experience. . . something created just for her. Susan will teach you the secret to appealing to the four bride personality types: the Savvy (high art and high business), the Functional (high business and low art), the Visionary (high art and low business) and the Bewildered (low business and low art). In this session, you will learn:

- How to identify the type of bride you are selling to so that you can appeal to her strengths, weaknesses and insecurities while in turn decreasing your stress and frustration
- How to put certain wording and queues into your marketing materials to attract the bride-type(s) that you work best with
- How you can use these insights to increase sales and enhance the planning and wedding day experience

Registration Information

Register today at
www.nace.net

Register early by visiting www.nace.net.

Participation in Experience! 2010 is limited to registered attendees. Your official name badge is required for admittance to all sessions, exhibits and social functions. You must be 16 to attend any conference functions and 21 to consume alcohol.

REGISTRATION FEES

Full conference	Before 3/31	Before 7/15
NACE Member	\$995	\$1095
Additional Person, Same location	\$950	\$1050
Non-member*	\$1295	\$1395
Student	\$450	\$450
Spouse/Guest	\$500	\$550

*Price includes complimentary one-year NACE membership.

One-day fees	Before 3/31	Before 7/15
NACE Member	\$395	\$495
Non-member	\$495	\$595

Individual event tickets	Member	Non-member
Opening Reception	\$100	\$125
Closing Awards Gala	\$150	\$175

Individual event tickets*

A Greener Vision: How to Incorporate 'Green' Into Your Wine and Spirits Program—**\$25**
Contrasts and Compliments Wine Tasting—**\$35**
History of Beer Styles and Their Relevance in the Catering Industry—**\$25**

Selling Creative Catering Beverage Stations:

The Wine and Cheese Pairing Station—**\$35**
Foundation Event—**\$50**

*Tickets to the opening reception and closing gala awards dinner are included with your full registration.

Full conference registration fees include admission to all educational sessions and **ALL** food and beverage functions including evening social functions. Registrations are valid only if received with full payment.

One-Day registration fees include admission to all events on a single day, excluding the evening social functions. Daily attendees may purchase tickets for evening events separately.

Student registration fees include admission to all educational sessions and all food and beverage functions including evening social functions. Registrations are valid only if received with full payment and proof of enrollment as a student.

Spouse/Guest registrations are limited to individuals who are **not** involved in the hospitality industry. Fees include admission to all food and beverage functions including the evening social events. The spouse/guest registration must be received with the primary registration and full payment.

GROUP REGISTRATION

For questions regarding group registration, please contact Leslie Jones at NACE Headquarters at 410-290-5410.

INSTALLMENT PLAN

Attendees may register and pay for the conference in three installments by completing the installment agreement form available from www.nace.net or by emailing conference@nacenet.org. Forms must be received by April 15 to receive the installment plan. Payments will be processed by credit card only.

MEMBERSHIP PROMOTION

Everyone is invited to attend Experience! And if you decide to join NACE, your full conference registration will entitle you to one year of free membership!

PAYMENT/CONFIRMATION

Attendees may register in advance or in person at Experience! 2010. Full payment by check or credit card must accompany all registrations. Checks should be made payable in US funds to the National Association of Catering Executives (NACE). A \$30 return check fee will be applied to all returned checks. NACE will not process any registrations without full payment. A confirmation will be sent in writing prior to the conference for advance registrations.

CANCELLATION/CHANGES

There is a \$75 administrative fee on all changes, cancellations and/or refunds. All requests for cancellations, refunds, substitutions or changes must be received in writing at NACE HQ by fax 410.290.5460 or by emailing conference@nacenet.org.

REFUND SCHEDULE

By March 31, 2010

FULL refund minus \$75.00 cancellation charge

By June 26, 2010

50% refund minus \$75.00 cancellation charge

After June 26 NO REFUND





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