



## NACE Revs Up for Experience!™ 2009

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Vince DeFinis Scholarship



Please click on the image above to see a preview of the upcoming Experience!™ Conference in Charlotte, NC July 26-29.

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### New – Experience!™ Payment Plan

The National Association of Catering Executives announced that registration fees for the Experience!™ Conference can be spread over three payments, and that any members wishing to take advantage of this opportunity will be eligible for the discounted price of \$950.

However, this option must be chosen by May 15. To register using this option, visit [www.nace.net/cs/events](http://www.nace.net/cs/events).

### Are you the Best of the Best?

Here is your chance to shine with stars of NACE at the annual awards gala. Submit entries of your best work in the NACE Awards program at [www.naceawards.com](http://www.naceawards.com).

If selected, you will be on stage to receive a trophy, peer recognition and an opportunity to market yourself before a national audience. Don't delay! Deadline for submission is May 15, 2009.

- ✔ Start your own food-based business!
- ✔ Open a restaurant!
- ✔ Take your hospitality career further!



NEW ENGLAND CULINARY INSTITUTE™

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**President:** Greg Casella, CPCE; Owner, Catered Too, San Jose, CA

**Immediate Past President:** Kevin Brant, CPCE; Director of Sales, Wolfgang Puck Catering, Union Station, Dallas, TX

**First Vice President:** Stacy Zeigler, CPCE, CMP; Director of Sales, Bold American Catering, Atlanta, GA

**Second Vice President:** Cliff Schamber, CPCE, CMP; Corporate Director of Catering, Marriott International, Bethesda, MD

**Secretary/Treasurer:** Linwood Campbell, CPCE; Senior Convention Services Manager, The Westin Charlotte, Charlotte, NC

**Event Professional:** Tim Sudall; Owner, Video One Productions, Philadelphia, PA

**Chapter Presidents' Council Representative:** Lisa Hopkins, CPCE, CMP; Director of Catering, The Houstonian Hotel, Houston, TX

**Foundation of NACE President:** Eric Ostrow, CPCE New York, NY

**Member-At-Large:** David Reusche; National Director of Catering, ARAMARK, Philadelphia, PA

**Member-At-Large:** Michael Roman; Chairman and Founder, *catersource* magazine, conference and trade show, Chicago, IL

**Member-At-Large:** Vacant

**NACE Executive Director:** Bonnie Fedchock, Columbia, MD

## The President's Report: Notes from Greg Casella, CPCE

As we quite possibly near the worst of the recession, I can easily recall my early days in this business under similar circumstances.

I started my catering business in 1992 in the middle of a recession. There were some similarities to the conditions today, as the downturn was driven by a real estate collapse and saw the demise of part of the banking system, the savings and loan industry. Bankers went to jail and ordinary people lost their entire life savings.

At this same time, two other caterers in the Bay Area also started their businesses. Today, all three of us have survived and continue to thrive.

One of the lessons I draw from this is that in tough times, the tough get motivated and are forced to make changes in their lives. There are two cen-

tral things that I have also learned in business and they are that change will come and change is good.

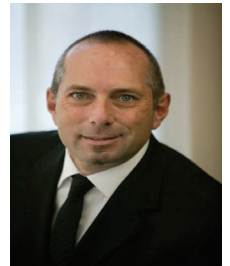
Yes, the economy is bad now but it will change and improve. I have no doubt about it. And there will come another downturn, that much is certain as well.

All we can do between now and then is learn as much as we can so that we are better prepared. The positive aspect of change is that it helps us grow, become better in our profession and perhaps prepares us for a new career.

This is one of those times of great career changes and fortunately for us, our field is the one calling new people to it.

The term "investment banker" is dated. Auto workers fear for their jobs. The glamour of

saying that you work on Wall Street has been replaced by near embarrassment.



But our field grows. According to a recent article on MSNBC.com, "more and more laid-off workers, those switching careers and young people just starting out are contemplating jobs in the food industry."

Notes the article, "last year, the Institute of Culinary Education (ICE) saw a record-setting 20,000 inquiries for enrollment, up more than 12 percent from the previous year."

We are seeing this trend at NACE as *See page 5*

## Notes From the Executive Director, Bonnie Fedchock



I'm very pleased that earlier this year, the board of the National Association of Catering Executives (NACE) adopted a new strategic plan for our organization. This plan sets an appropriate

direction that all of our leadership agrees with and that allows for the future growth and prosperity of NACE.

With the growth in popularity of food and design, particularly due to the Food Network and others, NACE is poised – even during a challenging economic time, to grow in both the short and long term.

There are five key areas that form the basis of our strategic plan. Underlying each is a series of action items and plans that are briefly highlighted below:

1. Growth – Through a targeted growth strategy, NACE will increase membership in market segments, strengthen financial *See page 5*

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### Fighting for a Good Cause Nashville Chapter Holds Fundraiser in Support of Local Charity

On Friday, March 13, 2009, the Nashville Chapter of NACE along with the Charley Foundation held their annual fundraiser in support of a local charity. The Factory in Franklin, Tennessee housed the 1950's-style Blues Juke Joint fundraiser, equipped with a sanctioned boxing ring. At the head of the room, a full performance stage was set where nearly 350 guests heard from notable speakers including Carolyn Miller, Executive Director of the Charley Foundation, Michael Swann, Executive Chef of the Gaylord Opryland Resort, The Alabama Blues Brothers and many more.

Between each course, guests were entertained with a sanctioned boxing match. The final round was an exhibition match featuring Keith Gale of Sony Music Nashville and Adrienne Michaels of Curb Records. This match is officially known as "Rumble from the Row" referring to Music Row— the famed location where most record labels are located. This created incredible energy for the crowd. Tables were pushed out of the way as attendees began to pick their favorites.

The Nashville Chapter of NACE is responsible for every aspect of the event with the exception of selling tickets and securing the boxers. In conjunction with Carolyn Miller of the Charley Foundation, the event logistics are a year-long process for both parties. In the end, Miller provides a world class event for her guests, raises money for the charities and Nashville NACE. "This has become progressively more and more rewarding for our efforts and could simply be applied to any organization and NACE Chapter partnership," said Vincent Dreffs, Director of Catering Operations, Gaylord Opryland Resort and Convention Center and Nashville Chapter Vice President.

A live auction sealed the deal for the fundraiser where items such as a private jet and weekend excursion with Kenny Chesney and a signed guitar by Paul McCartney were auctioned off. All proceeds from the auction benefit the Charley Foundation, a Tennessee non-profit agency that provides endowment funds for children's camps.



From left to right: Vincent Dreffs, CPCE, Mary Steinkirchner, NASCAR Daytona winner Ryan Newman, Linwood Campbell, CPCE, Amanda Robinson and Tom Mayberry.



#### Foundation of NACE Vince DeFinis Scholarship

Show your support as a NACE member by telling friends and colleagues about the Foundation of NACE Vince DeFinis Scholarship. A well-rounded student who is enrolled in a full-time hospitality program at an accredited college or university will have a chance to receive a \$15,000 scholarship. The scholarship will be presented at the Experience! 2009 conference in July in Charlotte, North Carolina. Please contact Cara Smith at 410-290-5410 or [csmith@nacenet.org](mailto:csmith@nacenet.org) with any questions. Thank you for your time and effort to help the future of hospitality!

## THE TRENDS REPORT: Member Question

**Q: Is social networking viable to your business? If so, how has it helped?**

**A: Kevin Brant, CPCE, Wolfgang Puck Catering, Union Station, Dallas, TX**

By the numbers:  
Nearly one-third  
of NACE members  
say that more  
weddings are  
taking place this  
year, than last  
year.



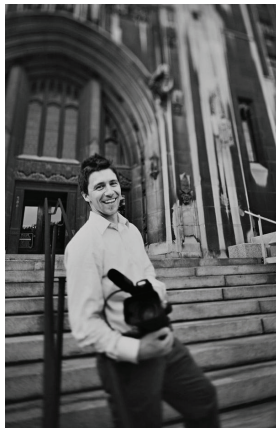
We are not currently using social networks as part of our marketing outreach at this time. We are finding that our business is driven the traditional ways -- advertising and building solid relationships through industry networking. In other words, the good old fashioned way.

I think that there's a possibility that we may begin to market through Facebook, but at

the moment it is not the direct route to our demographic. However, I think to a certain degree we will have to hit all avenues.

There is the question of how many times do you have to touch someone before they become a buyer or a customer? That number is increasing, from 7-10 to about 15 today, and you have to take advantage of every avenue that's out there.

**A: Ryan Koral, Epic Motion, Royal Oak, MI**



Facebook, Twitter and our company blog have been three of the biggest investments we have made for growing our business and strengthening our brand.

Of course, we haven't paid one penny to invest in these social networking sites - it's all about investing time.

I posted a wedding video on my blog and that same week I booked one of the attendants of that wedding because the

bride passed on the link. I have had a ton of people connect with me through Facebook and Twitter and inquire about our services because they keep up with our tweets/status.

The great thing about all three services is that they have helped with our SEO (Google rankings), too! Not only is staying connected through social networking addicting, but it is making us money. Other than direct referrals, it has become our best source of marketing.

### Go for the cover!

In case you missed it, the February issue of *catersource* magazine featured stunning photography from a recent NACE event in Philadelphia! Every month *catersource* invites submissions of excellent photography and includes a full page description of all who took part in the design and event.

The February issue not only featured Meryl Snow of Feastivities in Philadelphia, but showcased the amazing work that goes into NACE events as well.

If you would like to submit an entry, we'll take care of the legwork!

Send your high quality -- cover story-worthy material to us with detail of when it took place and where, and we will submit it for the next *catersource* cover!



## Casella, From Page 2

well. Membership continues to grow and due to the popularity of the Food Network and others, celebrity chefs and interest in food in general, ours may well be one of the industries that leads us out of the recession.

Two years after I started my business, I joined NACE and from that day forward my business flourished. I was able to network with my peers, learn

from the educational offerings at our chapter meetings and get more experience from our national conferences.

So as new people look to NACE and the catering world, I urge all of you both at your chapter level and nationally to welcome the “new recruits.” They are the future of our industry and they will need to learn from you.

As they change careers and

embrace change, they just might have something to teach, as well.

## Fedchock, From Page 2

stability and retain a higher percentage of members. We will reach out to new market segments, off-premise caterers, the next generation and diverse markets.

2. Thought Leader – NACE will be known as a thought leader and driving force in the catering industry. This begins by expanding on the wonderful culture that already exists – the NACE “community.” In addition, we will expand our public relations campaign of surveys and providing expertise for external media relations.

3. Education and Certification – NACE will serve as the conduit to deliver educational programs through integrated alliances, utilizing both chapter and national delivery systems. We will continue the aggressive marketing and promotion of the Certified Professional Catering Executive (CPCE) and expand it to include tertiary certifications and certificates that address critical skills for catering and event professionals industry-

wide.

4. Chapters – NACE, recognizing the importance of its chapters, will continually offer the tools, resources and training necessary to execute the organization’s mission. Our chapters are our lifeblood and they are what make NACE unique. The Chapter Presidents Council (CPC) leadership, along with the NACE manager of membership and chapter relations, currently reviews the status of each chapter.

The chapters have been divided into four districts and each CPC Leader has been assigned a district. The plans of action for each chapter include:

- Reviewing challenges and opportunities with each chapter president, as well as at least one other key local chapter leader.
- Participating in a chapter board meeting via conference call.

- Establish themselves as a contact for all board members. This process continues throughout the year.

In addition, a new strategy for the chapters including developing action plans for those that are at risk of not being able to continue a high performance of chapter programming, leadership in the community, etc. is being considered.

5. Technology – NACE will leverage the use of information technology to provide members with a full range of services that address their needs and provide innovative solutions. This includes improving the functionality of [www.nace.net](http://www.nace.net) and instituting a series of webinars for continuing education.

I hope that all of our members are as excited as I am about the solid new direction and foundation we are building for NACE. With these difficult, but important plans in place, there is no limit to what we can accomplish as an organization.



Check out today's tech tips on NACE TV.

**By the numbers:**  
The foodservice industry is expected to add 1.8 million jobs over the next 10 years.

## The New Green Events

**Ginia Lucas— Owner, Y-Knot Party & Rentals, Mesa, AZ  
Phoenix Chapter President**

Sustainability is an issue on everyone's minds these days, and the wedding and special event industry is stepping up to the plate to help minimize waste, recycle and still create great events that their clients won't feel guilty about.

New trends that are showing up are eco-friendly organic foods and soy-based meals, disposable bamboo flatware and even recyclable paper cups and plates, which are making a comeback in place of disposable plastic dinnerware.

Invitation companies are also creating their products with ecology on their minds. Tatex Thermographers offers a line called "Naturally Ever After" which not only uses 30% post-consumer fibers in all of their invitations and 100% recycled boxes for shipping and packaging, but also offers natural designs on the invitations to encourage "green" thinking. Other companies offering a choice of recycled papers are Carlson Craft, Birchcraft and Stylart, as well as many others.

Offering one-piece invitations such as seal and sends are another great way to conserve on paper. There are no envelopes to these invitations that fold up and are mailed as a single unit with the wedding and reception information all on one card with a tear-off postcard response note. Think of how many trees are being

### Here are a selection of earth-friendly tips for your next event:

1. Get the word out: Skip the fancy paper invites and send an e-vite instead.
2. Pick a greener venue: If you're holding your event in a hotel or restaurant, pick one that offers eco-friendly options like recycling, composting and fuel-efficient lighting.
3. Be fuel-efficient: Arrange for carpooling or choose a central location so guests can walk or take transit.
4. Decorate with flair: Deck your halls with art, reusable ribbons or elegant swags of-

saved, not to mention they are a lighter weight and easier to mail.

While it will be a while before e-mail invitations become the norm, many brides are opting to have e-mail RSVP's, or direct their guests to their wedding website to respond online instead of mailing back a response card.

Rentals are another great idea to increase sustainability. By renting vases, china and linens, you can decrease the amount of consumable waste that is found in disposables. Renting is truly the perfect way to recycle. Event rental companies make sure the quality and cleanliness of the products your bride chooses will not only compliment the event, but will also help the environment. The real question of course is: Why buy 200 utensil sets when you can rent them?

Most hotels have made major changes in the way they do business too. Having cards in hotel rooms that let the guest know they can get fresh towels and sheets or request to save water by reusing items more than once during their hotel stay is just one of the changes. This seemingly small change saves millions of gallons of water annually, saves on electricity and gas by not running the washers and dryers so much and decreases the amount of pollutants and heat that would end up in the atmosphere. They are also subscribing to

cloth. Or opt for the less-is-more approach, and skip the fancy decorations altogether.

5. Set a greener table: Buy yourself a supply of reusable party dishes or rent them from a party supply company.
6. Make the environment your centerpiece: Use potted plants, real wax candles instead of polluting paraffin ones, bunches of fall leaves or, in winter, dramatic bare branches hung with decorations.
7. Plan a kinder menu: Opt for organic, and local foods, which save on fuel and support local farmers.

food banks such as Waste Not that come and pick up unused food portions to feed the hungry.

Conventions are using recycle bins for unused seminar or marketplace literature, and alternate plastic and can recycle bins during breakout sessions. Instead of providing bottled waters, many conventions are providing water dispensers with a reusable water bottle that is handed out the first day of the convention. Depending on the size of the convention, this can save thousands of plastic bottles from being used each day.

Little steps are creating big change in the wedding and special event Industry. Change that helps the environment as well as saving money and our natural resources.



8. Drink sensibly: It's not always easy to find organic wine and spirits, but the choices are getting better. Some good options include Square One Vodka, Juniper Green London Dry Organic Gin and Bonterra Chardonnay.

9. Give generously: Fill your guests' goodie bags with consumable gifts like cookies or jam.


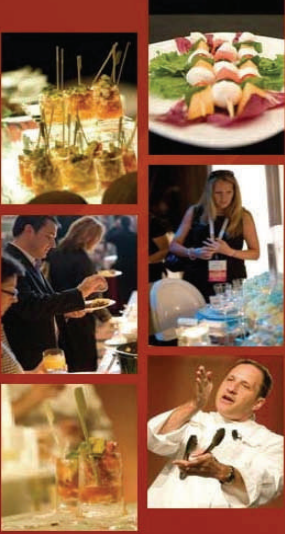
10. Clean up afterwards: Compost any vegetable matter, donate leftover food to local shelters or send it home with your guests.


## Catering Excellence, Event Success

THE NATIONAL ASSOCIATION  
OF CATERING EXECUTIVES

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 **EXPERIENCE™ 2008**  
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[www.nace.net](http://www.nace.net)

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## NACE Member Benefit

### NACE Members Save **BIG** with CORT.

NACE is proud to announce that CORT Event Furnishings is now a part of NACE's Affinity Program! As a NACE member, you are eligible to receive 15% off your next purchase.

CORT Event Furnishings offers the right high-quality furniture to inspire any event. With 12 distribution centers nationwide and an expansive inventory, they serve event and meeting planners with solution experts and 24/7 service. As a trusted leader in both style and quality since 1972, CORT is style and service delivered.



*\* Discount is not valid with any other discount. When ordering, please indicate that you are a NACE member. To place your order, please contact CORT's county-wide network of representatives.*