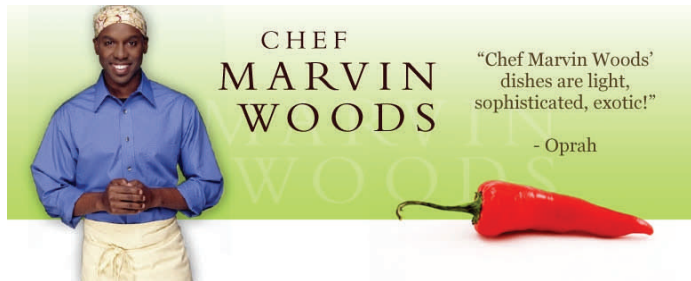




EXPERIENCE! 2009 July 26-29

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Chef Marvin Woods to Moderate the Culinary Experience Registration Deadline Extended to July 15

In late-breaking news for the NACE Experience!™ 2009 conference, Marvin Woods has been named as the moderator of the Culinary Experience.

Woods is an Emmy® Award-nominated television host, lauded cookbook author and celebrity chef. He is recognized by fans and peers alike by his infectious personality, signature bandanas and his wildly inventive take on food rooted in northern Africa, South America, the Caribbean and the Low Country.

Woods is a 23-year veteran in the hospitality and restaurant industry. His first big break came when he helped Donald Trump open Harrah's at Trump Plaza in Atlantic City. He then went on to New York City to build an impressive culinary pedigree, starting with The Sea Grill at Rockefeller Center, and then on to the Windows on the World, Helmsley Palace, Quatorze and Arizona 206. He further cultivated his talent in London.

He is the author of The New Low Country Cooking, Home Plate Cooking, and the host of the television show Home Plate.

"It's very exciting that Chef Marvin is going to join us," said Bonnie Fedchock, Executive Director of NACE. "Experience!™ will be an educational opportunity for chefs to meet and learn with people like Chef Marvin and Rocco DiSpirito."

Inside this issue:

Table with 2 columns: Article Title and Page Number. Includes items like News From National (2), Wedding Trend for Summer 2009: Cupcakes (3), Chapter News (4), Steve Kemble Partners with NACE (6), Foundation of NACE Wants to Know Are You IN? (6), and Member Benefit (7).



Follow us on twitter at www.twitter.com/NACENational to receive the latest NACE news and happenings

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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

Don't Miss Out on a Great Experience!

We are one month away from one of the most fantastic experiences of your career. I have been attending our summer conference, now known as Experience!™ for 10 years. And the knowledge that I gain, information that I receive, professional and personal friendships that I have made through networking have been an incredible part of my career.

This year, we have a fantastic keynote lineup. Celebrity chef Rocco DiSpirito along with Marvin Woods will both be on

hand to share what they know. Rocco, of course, is the host of *Rocco Gets Real* on A&E and the nutrition consultant on *The Biggest Loser*.

Woods is the author of *Low Country Cooking* and *Home Plate Cooking* and the host of *Home Plate* on the Turner South Network.

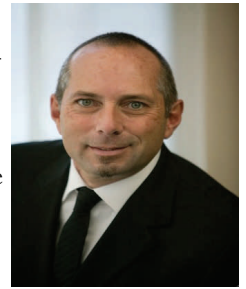
Once again, NACE brings you face to face with celebrities and leaders in our industry.

And the professional education agenda includes relevant courses on social networking, cooking for clients with aller-

gies, and the echo-boomer bride. I promise you these are classes full of content that will more than make up the value of the conference.

And that's only scratching the surface. From the Global Luncheon – which will feature Greek and Indian weddings, along with Mitzvahs and Quinceneras to the Culinary Experience – which will

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Notes From the Executive Director, Bonnie Fedchock



Changes, changes everywhere!

We at NACE settled into our new office space this month, and we invite all of our members to visit the exciting new space whenever you are near Columbia, MD, between Baltimore and Washington, D.C.

The new environs provide a

much better workspace and design for our hardworking staff.

NACE sends a special thank you to Michelle Hall at American Furniture Rental for her tremendous assistance with our new office furniture! She helped make our move go smoothly!

We also announced changes to our exciting Experience!™ 2009 line up in Charlotte. Celebrity Chef Marvin Woods will be our host for the Culinary Experience. He is the author of *The New Low Country*

Cooking, *Home Plate Cooking*, and the host of the television show *Home Plate*.

And NACE is once again experiencing growth. Our membership level has surpassed 4,000 and we are looking forward to seeing many of our members and those considering joining at our Experience!™ conference next month in Charlotte.

As we announced in this newsletter, we will also be partnering with Steve Kemble who produces the blog ADoseOfSass.

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News From the National Association of Catering Executives is published by the National Association of Catering Executives, 9891 Broken Land Parkway, Ste. 301, Columbia, MD 21046 P: 410-290-5410. The opinions, recommendations and information provided in the articles that appear in Trends Report are only those of the authors and do not represent the official policy or position of NACE. The Association specifically disclaims any liability for loss or risk incurred as a consequence of the use and application, either directly or indirectly, of any advice or information presented herein.

Wedding Trend for Summer 2009 A New Twist on an Old Favorite: Cupcakes

In a recent survey of NACE members, cupcakes were reported as being among the top wedding trends of the summer. NACE member and Pastry Chef Tiffani-Janelle, with Bobbi's Cake Creations in Houston submitted this article and the accompanying photographs that discusses the trend in greater detail.

Cupcakes are a nostalgic favorite that are the hottest trend in bakery retail.

They are everywhere, from small boutique bakeries to large conglomerate grocery stores. Not only is the everyday convenience of the cupcake on the rise, the treat is seeing newfound popularity as the perfect addition to a wedding celebration.

More and more brides are requesting that we design the cupcake tower of their dreams. Cupcakes can range in color and flavors and be ornately decorated to match the theme and color of the celebration.



Cupcakes may or may not represent a savings. Rather, cupcakes are a trendy execution of a very traditional celebratory staple, the wedding cake. In the specialty cake design firms, cupcakes can be “over the top” and outlandish, and can rival even the best wedding cake designs.

A cupcake could surprisingly be priced around \$3.00-\$5.00 per serving depending on where you are in the country. At some weddings, the bride will display a “dummy” cake, while others will have a traditional wedding cake complimented by cupcake favors to take home.

Either way you cut it, with individual cupcakes or a tower of traditional tiers, your guests will be impressed with the modern day evolution of this sweet ending.

What's the Buzz in the Motor City? The Greater Detroit Chapter of NACE of Course!

Submitted by: Todd Lloyd, Executive Team Member, Chair Covers and Linens, and President, Greater Detroit Chapter of NACE

Do you want to create a buzz about what's going on in your chapter? The buzz in Michigan is NACE is THE association to belong to if you want to network and learn from the best our state has to offer.

Greater Detroit NACE made an investment in their members by bringing in last year's National Experience!™ conference speaker, Cindy Novotny, to our May meeting. It is more important than ever for our members to feel like they are getting value from their membership. Chapter leaders are challenged with putting on great programs so members and prospective members want to show up and be a part of our fantastic organization.

Like many chapters, we were challenged with getting the attendance numbers where they needed to be to justify the cost. Our members are like many of our clients – everything happened at the last minute and the event was an overwhelming success. You know you have a great meeting when everyone rushes up to meet your speaker. Creating buzz about NACE is easy if you simply put on outstanding and memorable chapter meetings!



Cindy Novotny speaking to NACE members at the Greater Detroit chapter program. Photo Credit: MG Photography

TRENDS REPORT: Chapter News

Greater Denver Chapter Holds Annual Fundraiser

Submitted by: Monica Cheeks, CMP, LES, Director of Catering & Convention Services, Hyatt Regency Denver at Colorado Convention Center and President, Greater Denver Chapter of NACE

The Denver Chapter of NACE held its annual fundraiser Tuesday June 9, at Catering by Design's massive 32,000 square foot facility. Chef Cade Nagy, *Event Solutions Magazine's* 2009 Caterer of the Year, put a four-course spin on classic comfort foods titled "Pop Culture Cuisine."

Fabulous silent auction items were displayed throughout the evening. Guests walked away with prizes ranging from a suite at a Colorado Rockies game to lodging in Vail, Beaver Creek and Calgary. More than \$6,500 was raised to benefit a local hospitality student with a full 2009 NACE scholarship, as well as to help Denver NACE members attend educational seminars.

Michael Roman, president and founder of Catersource, informed and entertained the crowd of 130 guests, providing ideas on marketing and service, including how to provide clients more value without discounting.

The Greater Denver chapter would like to thank all who participated in yet another fantastic event!



Chef Cade Nagy displays a culinary delight from the fundraiser.

Columbus Chapter Learns "The Art of the Business Meal"

Submitted by: Sheri L. Brock, Director of Catering, Brookside Golf & Country Club, and President, Columbus Chapter of NACE

Columbus NACE recently hosted "The Art of the Business Meal" at Eddie Merlot's Steakhouse. According to an independent research firm, 49% of CFO's said their most successful business meetings, outside the office, were conducted at a restaurant. In addition, employers say that a person's table manners (or lack thereof) may be a deciding factor in securing a signed contract.

Cathi Fallon is the Founder and Director of The Etiquette Institute of Columbus, Cincinnati and Dayton, Ohio an etiquette consulting firm specializing in business and social etiquette programs for adults and children. A nationally recognized expert in etiquette, she is trained and certified by the Institute of Etiquette Consultants in St. Louis, Missouri, an international organization that believes that success in today's competitive business world requires more than an MBA and a speeding BMW.



Cathi did an excellent job of educating the chapter on Navigating the Place Setting - Silverware Savvy - Napkin Etiquette - Body Language at the Table - Handling Accidents - Methods of Eating Various Foods - Table Conversation American and Continental Styles of Eating - Host and Guest Duties - Toasting - Tipping and The Dos and Don'ts of Dining. Implementing proper etiquette will result in gaining the self-confidence needed to dine socially or for business over an elegant meal during a comprehensive dining seminar or business meeting.

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Casella, From Page 2

feature Asian Fusion, Middle Eastern, Classic American and South American menus, you will see and taste a truly global sampling of cultures and cuisines.

Most important is the networking. NACE truly is a big, happy, extended family. If you have not signed up for Experience!™ yet, please do so quickly as the room block is selling fast.

If you have never attended, you will feel welcomed and a part of the group from the first minute. And if you know you're going to attend but haven't registered yet...Come on! What are you waiting for!

See you in Charlotte.

Fedchock, From Page 2

We will promote the blog on our website, and NACE members will be featured prominently on the blog under the Sassy Bites feature. We believe this is going to be an excellent opportunity to cross promote NACE and the incredible lifestyle advice that Steve uniquely delivers.

Finally, we know that this is a difficult time for those considering travel and business related expenses, so we have extended the pre-conference registration deadline to July 15. In addition, we have offered payment installment packages for those needing to take advantage of this type of structure.

In the meantime, we have been busily preparing what is going to be one of our best conferences to date. I urge you to attend this conference, renew old relationships and make new ones and enrich your career by learning business practices, culinary trends and design fashions.

Experience!™ is critical to understanding how to manage change.

And you'll eat lots of amazing food! See you in Charlotte.



Check out today's tech tips
on NACE TV.

By the numbers:
49.5% percent of
caterers have seen an
increase in job
applications from
people in other
industries.

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!



Steve Kemble, PROUD! NACE Member and America's Saggiest Lifestyle Guru, Here with Some Exciting News!

Starting with the August issue of the NACE *Trends Report*, I will provide monthly commentary for the newsletter in the form of a **“What's Hot Party Trend.”** In return, NACE will have coverage on my blog site, ADoseOfSass.com. As most of you know, today, business in the electronic world in which we live is all about partnerships!

NACE will be featured on my blog in a section called **NACE Sassy Spirits and Bites!** Here's how it will work:

Each month, a NACE member will be featured on ADoseOfSass.com, the NACE member's **Sassy Spirit and Bite** will be featured.

Members interested in being featured should send information to david@harrisoncommunications.com by the first of each month.

Information should include:

- Information on you and your company-1 paragraph
- Your Sassy Spirit submission — a descriptive and recipe
- Your Sassy Bite submission — a descriptive and recipe
- We would also love any photos you have of the Spirit or Bite!
- And as an extra bonus, provide us with a link by which we can send people back to your site!

In addition to the **NACE Sassy Spirits and Bites** section, ADoseOfSass.com will also feature NACE activities and education news and a link back to the NACE web site in hopes of attracting new members to our amazing organization!



I look forward to NACE members being a part of the exciting partnership and benefit of your NACE membership!

I invite you to visit ADoseOfSass.com to get a flavor of the site and also to follow my updates on Twitter at [stevekemblechat](https://twitter.com/stevekemblechat).

Are You IN?

This spring, the Foundation of NACE launched its “Are You IN?” campaign, designed to raise money and renew the efforts of the Foundation.

Your Foundation has generated incredible momentum over the last year, launching a scholarship program for undergraduate students, providing national speakers such as Mindy Weiss and Rocco DiSpirito and embarking on a comprehensive research program.

By contributing a nominal amount of \$50, you will gain access to the Foundation of NACE lounge at the Experience!™ 2009 conference in Charlotte.

Even if you are not attending the conference, we urge you to donate whatever you can to help the Foundation of NACE meet its objective of professionalizing the catering and events industry. For more information contact Cara Smith at csmith@nacenet.org.



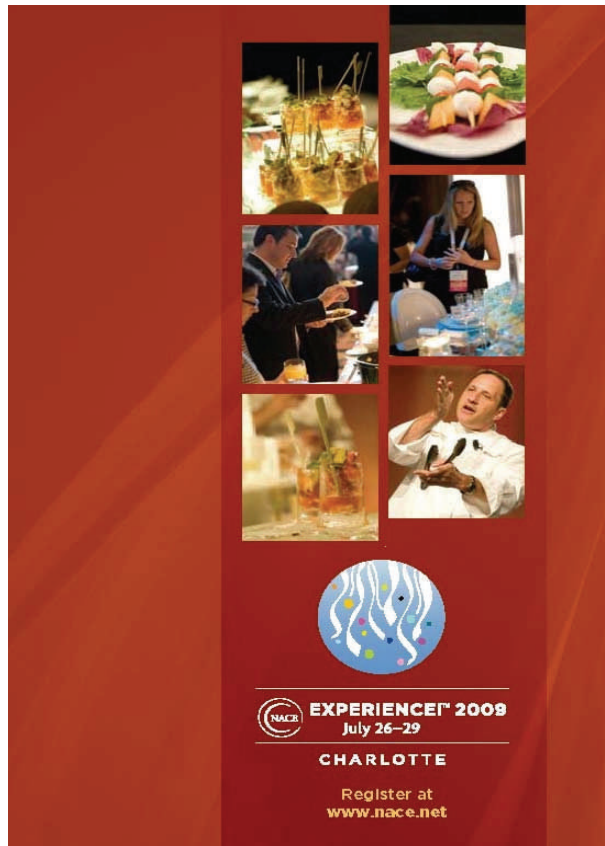
Are you IN?

Catering Excellence. Event Success

THE NATIONAL ASSOCIATION
OF CATERING EXECUTIVES

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Project Coordinator

Lauren Williams
Membership and Chapter
Relations Coordinator

We've moved! Our new
location and mailing address
is:

9891 Broken Land Parkway,
Ste. 301
Columbia, MD 21046

NACE Member Benefit



This summer, drive in style to the 2009 Experience!™ conference in Charlotte, North Carolina with Hertz. Use your NACE Member Discount Card (*provided in your new and renewal member packets*) to take advantage of savings on your daily, weekend, weekly and monthly business and personal rentals. Mention the discount **CDP# 1605259** located on your card when making your reservations and present your Member Discount Card for identification at the time of rental.

Hertz is the world's largest general car rental brand, operating from approximately 8,500 locations in 141 countries worldwide. Hertz is the number one airport car rental brand in the U.S. and at 42 major airports in Europe.