



NACE Takes Action to Defend Catering and Events Industry

In the wake of public criticism regarding the catering and events industry, the National Association of Catering Executives (NACE) took concrete steps to advance the public dialogue and inform the debate.

In a special message to the members, NACE urged emails and letters to members of Congress, launched a survey on the effects of the controversy on catering and events, and encouraged members to inform clients and colleagues that the catering and events industry is a viable segment of the American economy.

In addition, NACE encouraged members to sign an online petition on KeepAmericaMeeting.com. NACE joins many other associations in our

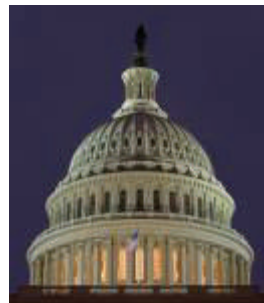
industry in voicing opposition to negative actions pertaining to catering and events.

One bill even seeks to prohibit firms from doing so.

“Our industry is one that creates jobs and serves a vital component of our economy,” said Bonnie Fedchock, NACE Executive Director.

“The criticism is silly and should end. Caterers are not the reason the economy has faltered and should not be the ones to take the blame. We urge our members to write Congress.”

NACE’s survey generated more than 250 responses. See inside for the results.



NACE is urging members to write their members of Congress to support the catering and events industry.



An online petition is found at www.keepamericameeting.com.

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



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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

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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

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

The past few weeks have been a confusing time for our industry. While the government bails out the financial sector, sharp criticism has been leveled at the hospitality and meetings industry.

Ours is an industry made up of many small businesses and larger companies, and managed by independent, honest, hard working and dedicated professionals.

And yet for many of us, the focus has shifted from "how do I grow my business?" to "how do I stay in business?" to "why are they attacking my profession?"

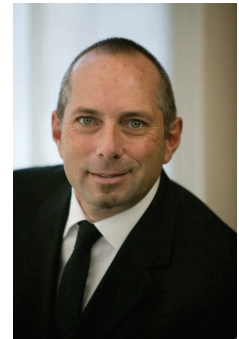
The Good News:

There is good news out there. Many NACE members are reporting extremely

healthy companies and increasing revenues. Even in a challenging economy, people will still get married, celebrate anniversaries, host awards ceremonies, hold fundraisers and entertain employees to keep morale up. Clients will still want these events, they might look a little different than they have in the past, but they will still take place.

The Challenge:

Our industry risks being painted with the scandalous brush of bailouts and bonuses. No one wants to see government bailout money being spent frivolously, but there are many healthy companies out there that have not gotten a government bailout and that are trying to conduct business as usual.



And, while I understand in these times it is important to spend carefully, I don't think we have to completely stop our way of life and eliminate celebrating – in fact now is when we probably need to celebrate and enjoy life a little bit more!

The bottom line is that the bashing of the catering, events, meetings and travel business must stop. It is unfair

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Notes From the Executive Director, Bonnie Fedchock



I am a firm believer that as we have more demands on our time, we need to find value – in our personal lives, professional lives and in our relationships. We are

always doing more with less! Therefore, we strive to improve our processes and services at the office because we are here for you. To increase our service to you, we are busy at the NACE office strengthening the value of your membership. Our recent activities include:

- Planning Experience! 2009, scheduled for July 26-29, in Charlotte, North Carolina. Experience! is the most comprehensive, all-inclusive conference for the catering and event industry. From our opening speaker, Rocco

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Network Now: Meet Lisa Hopkins, CPCE, CMP

Lisa Hopkins, CPCE, CMP is the director of catering at The Houstonian, in Houston, Texas. She serves on the national board as the chair of the Chapter Presidents' Council.

How long have you been a member of NACE?

I've been a member of NACE for 13 years total - 2 years when I lived in Chicago, 1 year when I lived in Louisville and 10 years while I've lived in Houston.

Why did you join NACE?

Initially I joined NACE to get to know people and learn about catering.

I continue to be a part of NACE to stay connected to the people and trends in the catering and events industry and to grow as a professional.

What has being a member done for you?

Membership in NACE has really helped me sustain my catering career - in other words - I feel I've been able to continually move forward as a catering professional because of NACE.

NACE has also given me the opportunity to contribute and give back to the catering industry, which is very important to me.

I really love the collaborative culture we have - it really allows all of us to grow the industry together!

What do you see for the future of catering?

I think catering will continue to be a part of the celebration of people's lives. I also believe that all of us in the catering and events industry will be asked to continually make the "gathering of people" more personal and more memorable. Everyone will be looking for an experience, not just another party. Our creativity and imaginations will be very valuable in the future.

What book are you reading right now?

I just finished reading *The Power of the Platform*, which was co-authored by my good friend and NACE member Andy Ebon.

I'm now planning to read *The Shack*, which was given to me by my mother.

We share the love of reading and frequently exchange books with each other.

What is the best lesson you have learned in catering?

I've learned to stay flexible and always be prepared for the next opportunity.

I've also learned that catering is a team sport - you win or lose as a team, and individual stardom doesn't get the job done - the team must win together.

What is your favorite FOOD?

I love caesar salad and am al-

ways looking for a good one whenever I go out for a meal. I think you can judge a chef by how tasty and authentic the caesar salad is on his or her menu. The key is the dressing - it must have the proper balance of anchovy, garlic and lemon.

What do you still have left to learn?

I'd like to learn Spanish and Italian.

Beyond that, I think learning is a continuous journey, and I want to always be open and available for the next opportunity.

What is your greatest achievement in life?

I think my great achievement is yet to happen in my young life (LOL!), but for now, I'll say finding a good career, and being a good friend and family member are very solid achievements that I'm happy to have succeeded in so far.

What is your goal for the next 12 months?

I've got several - to get ready for the economic recovery so I can help take The Houstonian to the next level, to continue to contribute to NACE in a positive way and to do some due diligence on getting an advanced academic degree.



Lisa Hopkins, CPCE, CMP is the director of catering at The Houstonian Hotel in Houston and serves on the national board as chair of the Chapter Presidents' Council.

"I think catering will continue to be a part of the celebration of peoples' lives."

THE TRENDS REPORT: NEWS FROM NACE

Recession? What Recession? NACE Members Say Business is Booming

By the numbers:

In a recent NACE survey, 30 percent of members reported that more weddings were taking place this year, compared to one year ago. However, more expensive items were being cut.

Jerry Edwards, CPCE, Chef's Expressions, Timonium, MD

I have faced three previous recessions. The first recession was when I was first in business and my response was the same as everyone's. Cut expenses, don't advertise or market and hope to get through the recession. In doing so, my business survived, but just barely.

During the second recession in the early 1990s, I approached the recession in the same way and again I saw a decline in business and I barely survived. Corporate sales dropped and my bridal market was not strong enough to support the business. We began at that time increasing the bridal

component in our business mix to a level above 50 percent.

In the early 2000s, just after September 11th, I recall making specific investments in a better sales team as well as better marketing and advertising. We saw an increase in business immediately and we also were able to gain some excellent team members that replaced others who were not performing as well as they could. These individuals are still working here and are pushing hard for sales during this recession.

The current recession is being hyped as the greatest in 80 years. Our approach beginning last summer was to be aggressive and increase marketing, advertising and sales efforts. So far this year it has paid off; 2008 was a record year and while we expect little or no growth by the end of this year, we are currently 15 percent ahead of last year and are positive that we will not slide backwards.



Todd Lloyd, Chair Covers and Linens Inc., Madison Heights, MI



Opportunity... NACE members who understand what this word

means are choosing to not participate in the reality others are experiencing. Yes, their sales are down, but at the same time they have become leaner organizations and are actually making more profit on less revenue. Running a profitable organization in tough economic times requires leaders to figure out

how to accomplish more with less. Those of us who have figured out how to do this actually love this chance to take advantage of the opportunities around us. Even though we are working harder, there is this sense of accomplishment that comes with finding the solutions to building profit into our businesses. In short, we are having fun because we know we are setting up our companies for long-term growth.

This message is not just for owners. Team members who understand the importance of helping their companies add profit to the bottom line will be the first ones rewarded when the fear is gone.

Casella, From Page 2

and prejudicial to our industry.

What can NACE do?

We will speak in a unified voice for the catering and events industry to educate our government leaders and the general public on just how important our industry has become, and there are things you can do as well:

- Tell your clients, em-

ployees and friends who have heard disparaging comments that catering and events is a viable sector of the US economy, that continues to grow and provide jobs and therefore should not be marginalized.

- Participate in our surveys so that we may add to the dialogue with concrete facts and data.

- Write to your members of Congress in opposition to bills that seek to diminish our industry.

And each day we should continue to go to work and do what we have always done — spread joy through the events we produce because our country needs that now, more than ever!



Check out today's tech tips on NACE TV.

Fedchock, From Page 2

DiSpirito, to our closing speaker, Janine Driver, you can expect to learn every moment of the event. Experience the creativity of our NACE members while enjoying incredible events with décor, food and entertainment, as well as amazing education sessions.

- Strengthening the Certified Professional Catering Executive (CPCE) credential through the development of a user-friendly study guide, developed by industry leaders.
- Strengthening the NACE Member ADVANTAGE program, including additional

benefits for your professional life, as well as your personal life.

- Launching a strong career development program, to include a robust job board.
- Increasing your networking opportunities through NACE with the development of social networking platforms.
- Delivering a NACE webinar series to assist you with your career and professional development.
- Developing a broad committee structure to provide for member input on our strategic initiatives – member-

ship growth and retention, chapter development and support, education and certification, technology and enhancing the NACE brand.

- Improving the search functionality on the NACE Web site, to increase access to NACE members.
- Enhancing customer service to you.

Our commitment to you is always in the forefront of our activities. We are very aware of your dedication to your profession. If you need any assistance, remember that we are just a phone call away.

By the numbers:

In the NACE survey, 97 percent felt that public comments critical of companies that hold conferences were having a negative effect on the economy; 37 percent reported that bailout funds for banks and financial institutions was having a negative effect on catering.

Ensure Your Restaurant's Success

One in five independent restaurants fail during their first year of operation, which is all the more reason today's food and beverage entrepreneurs need more than a trained palate - they need trained minds.

The New England Culinary Institute can help you change the odds.

The New England Culinary Institute's online bachelor's degree program in hospitality and restaurant management follows a learn-by-doing philosophy that has made our culinary programs so successful.

This multi-disciplinary program will provide you with practical training meant to equip you for a career in management as well as a sound foundation for those seeking to pursue an entrepreneurial venture.

You can help ensure your restaurant's success.

A bachelor's degree from the New England Culinary Institute will open doors you may never have known existed, by providing a solid educational foundation in hospitality and restaurant management. This program provides in-depth teaching in the following subject areas:

- Hotel and Restaurant Accounting
- Human Resources Management in the Hospitality Industry
- Operations Management
- Supervision in the Hospitality Industry
- Corporate Purchasing and Finance
- Marketing Theory and Research
- Food Systems, Inventory Control and Sanitation
- Critical Issues in Leadership
- Innovation and Creativity
- Ethical and Legal Issues
- Beverage Management
- Strategic Restaurant Planning

The National Restaurant Association forecasts that Americans

will boost the restaurant business to a record \$537 billion industry in 2008. How large a share do you want? Are you prepared to take your piece of the pie?

Younger consumers, the "restaurant generation", are dictating growth of the food industry. They want more than just higher nutritional standards, they also expect more sophistication from their restaurant experiences, and this means a better menu is no longer enough.

Finish your degree to ensure success.

Our admissions advisors will be happy to provide you with information on curriculum, start dates, tuition, faculty and financial aid and are available to walk you through the application process. To learn more, contact us today at 1.866.452.6896, ext 3520 or visit our website at www.neci-online.info/nace1.



Spring Into the NACE Membership Campaign

It is the moment you've been waiting for, the first day of spring — and the NACE spring membership campaign!

To celebrate the season, NACE is beginning its spring membership campaign: NACE-Now More Than Ever on Monday, March 23.

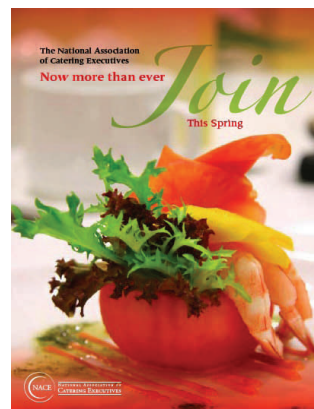
For \$295 (that's right, \$100 savings!) potential members can enjoy the many benefits the National Association of

Catering Executives has to offer! This offer is valid March 23 - May 25, 2009 for new members or for members who have lapsed for more than a year.

We look forward to another successful membership campaign as we work towards our goal of outstanding membership growth in 2009.

Questions?

Contact Jonathan Ortiz or Kim Grimm at NACE headquarters.



REGISTER NOW!

Catering Excellence, Event Success

THE NATIONAL ASSOCIATION
OF CATERING EXECUTIVES

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CHARLOTTE



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NACE Member Benefit

NACE Members Save BIG on FedEx® shipping services

NACE and FedEx are proud to announce a new member benefit! As a NACE member you are now eligible to receive valuable discounts of up to 26 percent on select FedEx shipping services:

- FedEx Express®: from 15% to 26% on select services

- FedEx Ground®: from 4% to 12% on select services

[Click here](#) and enter pass code 8MSF74 to start saving now. If you have additional questions, please call 1-800-MEMBERS (1.800.636.2377, 8 am-6 pm EST, M-F) to

speaking to a dedicated member service representative.

