



NACE Sees the Return of the Holiday Party

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In what may be viewed as an early sign that the economic situation is beginning to right itself in the catering and events world, NACE members responded positively to a survey about whether we are seeing the return of the office holiday party.

In the survey, nearly one third responded yes to the question: Do you think the corporate holiday party will rebound this year.

In addition, 87 percent of caterers and

event planners say that clients are still holding their events, albeit on smaller budgets than last year. Last year at this time, 63 percent reported that they were going forward with their events.

In the current survey, fifteen percent reported that they were proceeding with their events with no changes.

In addition, catering Thanksgiving meals continues to be popular business for caterers. This year, more than 40 percent reported that they will be catering Thanksgiving meals, *See page 6*

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THE TRENDS REPORT: News from National

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 Chamber, 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: Ed DiAntonio, CPCE, CMP; Director of Catering, Walt Disney World Swan & Dolphin, Lake Buena Vista, FL

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: Steve Kemble; Principal, Steve Kemble Event Design, A Dose of Sass, Dallas, TX

Member-At-Large: James Balda; Sr. Vice President, Membership, National Restaurant Association, Washington, DC

NACE Executive Director: Bonnie Fedchock, Columbia, MD

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

Get Involved with Your Chapter, And See How Much You Get Back!

This time of year many of our chapters begin the nominations process for leadership positions on their local boards. I want to take this time to encourage everyone to get involved in their chapters and seek a committee or board position.

Our leaders are the lifeline of the NACE organization, members who see the importance of continuing the NACE tradition of promoting our industry and also those who see the value in doing so.

I have to be honest; I didn't always see things that way. For six years I was a member of my chapter, happy to come and have a good meal once a month, make connections and network with other catering and event professionals, learning new trends but not actually getting involved. Slowly the chapter worked on me, asking if I would join the board and become one of its leaders...it took me a long time to say yes and I am so glad I did!

Once I did get involved I quickly learned the real value of NACE.

Building relationships with

competitors and event professionals that have lasted for more than a decade, working side by side we have become the best of friends. Working together on a board for the common good, I learned things about myself I didn't know, I was challenged to grow as a business owner and an individual. Over the years I have gotten back so much *See page 4*



Notes From the Executive Director, Bonnie Fedchock



NACE, Now More Than Ever

Here in the office, we recognize the hard eco-

nomical times all of our members are experiencing across the board.

But here's the good news. Membership in NACE helps you power through tough times, if you use your membership correctly and to the

fullest extent.

Do you attend your chapter meetings? On day one, you will meet great people who will have business leads and advice. No other professional association dedicated to catering and events has a chapter network as vast and strong as NACE.

Are you a leader in your chapter? NACE is unique in that it offers leadership training to those who have stepped up to the plate. Next year, we will offer leadership training summits in Orlando, FL, Nashville, TN and Portland, OR.

No other association grooms its leaders and encourages their growth more than we do through these summits. You learn the hands on skills necessary to run a chapter as well interpersonal skills that will stay with you for a lifetime.

Are you a CPCE? Becoming certified in our profession with the Certified Professional Catering Executive designation instantly communicates to vendors, clients and peers that you are a leader in your field, that you have what it takes to deliver excellence.

Do you write for our

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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.

Issue #12 September 2009

Exciting News from the Foundation of NACE *Vince DeFinis Scholarship Program Expands Offerings*

The Foundation of the National Association of Catering Executives (NACE) announced that it has expanded its Vince DeFinis Scholarship program for undergraduate students and will award two, \$10,000 scholarships in summer 2010.



NATIONAL ASSOCIATION OF
CATERING EXECUTIVES

The two grants will be awarded at the 2010 NACE annual convention, Experience!™ 2009, in Austin, TX.

The money will be distributed in two disbursements, upon presentation of enrollment documents and the maintenance of a 3.0 GPA. The recipient will also receive complimentary student membership in NACE.

“Now in our third year, we are pleased to announce the growth of this program to two students as we plan for the future of our industry,” said Eric Ostrow, CPCE, president of the board of trustees of the Foundation of NACE.

Applicants must be currently enrolled as a full-time student (12 credits or more) in an accredited hospitality, culinary, or related program. Students who have not yet completed 60 credits are not eligible to apply. Judging will be based on an essay and two letters of reference, which must be included in the application. All applications must be submitted by March 31. The winners will be selected April 30, and announced at the NACE Experience! conference, July 25-28, 2010, in Austin, TX.

Students who are interested in applying for the scholarship may find more information at www.nace.net.

DeFinis, who passed away in December 2007, was one of the co-founders of NACE and a visionary in the field of catering and special events. On June 3, 1958 in New York City, DeFinis helped found the Banquet Managers Guild, which would grow to become the National Association of Catering Executives. He spent his entire career dedicated to the profession and to seeing that NACE properly reflected and served its members. The scholarship honoring DeFinis was launched in 2008.

The mission of the Foundation of NACE is to professionalize the catering and events industry by fostering education, research and scholarship. Corporations and individuals who are interested in assisting the Foundation of NACE in this mission are encouraged to contribute and should contact NACE at 410-290-5410.

Orlando Chapter of NACE

A World of Taste at the 3rd Annual Taste of NACE Catering for the Cure

Submitted by: Jennifer Shepherd, Public Relations Director, Orlando Chapter of NACE

Event attendees at the 3rd Annual Taste of NACE Catering for the Cure® experienced all that the Orlando Chapter of the National Association of Catering Executive (NACE) has to offer on Tuesday, August 25th at the Buena Vista Palace Hotel and Spa. Like no other industry event, the 3rd Annual Taste of NACE Catering for the Cure® offered guests an opportunity to raise funds and awareness for Susan G. Komen for the Cure® Central Florida, while partying the night away.



Event décor provided by sponsors.

Taste of NACE is an annual gathering of Orlando's top event industry professionals designed to bring people together for networking, education and to raise money for local charities as well as for the Orlando Chapter of NACE Scholarship Fund.

Taste of NACE attendees participated in a spectrum of activities throughout the course of the night. From breast cancer awareness to live entertainment to decadent food and beverage items to a one-of-a-kind fashion show and tabletop designs, attendees could leave feeling satisfied with their contribution to a successful event.

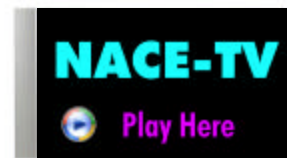
A total of 20 percent of event proceeds will benefit Susan G. Komen for the Cure® Central Florida, the global leader of the breast cancer movement. Susan G. Komen for the Cure® Central Florida has become the largest source of nonprofit funds dedicated to the fight against breast cancer in the world. Additional funds will be used for Orlando NACE Scholarships for students and members.

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Casella, From Page 2

more than I have given and that is the gift we receive by being involved.

So, I ask each of you when someone in your chapter asks you to join the board or help with a chapter meeting, say yes! These people see in you what you may not see in yourself, and then hold on for the ride because it will be fun, exhilarating and educational and will lead you to new places.



[Check out today's tech tips on NACE TV.](#)

Fedchock, From Page 2

newsletter? Each month we invite submissions of photography and articles about the things that your business and your chapter are doing that are unique and innovative. It's free national exposure and it's yours for the taking.

Do you attend the Experience! conference? Each summer, we execute demonstrations of culinary excellence, design trends and powerful educational break out sessions. Add to this mix nationally known keynote industry and motivational speakers, unequalled networking sessions with the nation's leaders in catering and event design, and professional prepared meals that are learning experiences themselves.

We have already been told that several members have gotten new leads and in fact signed big deals as a result of attending Experience! in July. All these features of our conference are included in one price – a value you can't fully appreciate until after the conference. Register early and receive special pricing incentives, too.

This is just a sampling of the benefits to being a member of NACE -- are you taking full advantage?

Right now, we are launching a membership drive that will allow you to recruit your friends and to renew your own membership at a reduced rate.

Instead of talking about "tough economic times," we are saying, "Now More Than Ever, NACE is here for you!"



2009 Experience!™ Photos

Take some time to relive the special memories from the 2009 Experience! conference held in Charlotte, NC.

Your favorite photos can be easily ordered with your credit card in a highly secure purchasing environment.

Please visit <http://www.collages.net>, and fill in the following information:

Username: NACE Convention

Password: 16616



10 Frugal, Yet Fabulous Ideas for Your Party

We asked Steve Hemble, America's Sassiest Lifestyle Guru, to give us some fabulous ideas for low-cost parties! "I feel firmly that you can still give your soirée some glitz and glamour without breaking the bank!"

1. Establish a Budget

First and foremost determine how much you can afford to spend on your party and then invite guests accordingly. The amount you can invest into your fete will help you determine the number of guests you can realistically entertain without breaking the bank! Just don't forget to invite me! I love parties! Additionally, be sure and ask for an RSVP; this will enable you to better monitor your budget.

2. Consider a Co-Host

Consider asking a friend, neighbor or business associate to help you co-host. Not only will sharing duties help with the monetary aspect of the event, it will also bring some new and fresh ideas to your party! Not only can you divide the party expenses among your co-host, you can also delegate the responsibilities during the party itself — no one wants dishpan hands!

3. Create Your Own Invitation

Create a fun and unique invitation at home. Not only will your hand-crafted invitation provide memories for years to come, it's just plain fun to make!

4. Timing of Your Party/ Menu on a Small Budget

There are many times of day a fabulous party can take place; it does not have to occur just in the evening. Consider hosting a holiday breakfast or brunch, or even an afternoon tea! One of my favorites is to have a dessert party. Guests can come over after they have been to a dinner party or other soirée. Additionally, don't be shy about asking your guests to bring their favorite dessert to the party. Not only is this wonderful for conversation, it will greatly help you with your budget. Who does not like wonderful coffees, cordials and delectable desserts! With your budget in mind, I very much encourage you to set a time limit to your party of two hours. A good party does not have to go on to wee hours of the morning!

5. Theming Your Party

Many people think that if they host a party, it must be a cocktail party. A great gathering and mix of friends and associates can take place in many wonderful and budget-conscious ways. For example, consider hosting a movie night with flavored popcorns (everyone loves a good movie classic) or a game night, with a collection of your favorite board games and wonderful snacks! One of my favorites is to be invited to a fantastic wine tasting and fondue party!

6. Borrow from a Friend

If you don't have that perfect serving piece, stemware, table linen or decor piece, consider borrowing it from a friend or relative instead of buying it!

7. It's all in the Presentation

Once you have determined your menu and have borrowed some fabulous serving pieces, think about what you can do to dress up the presentation without spending a lot of money. One of my favorite examples is to think about how much more amazing a pitcher of water looks when you simply put lemon slices in it. Dress up your service trays with wonderful leafy lettuces and other garnishes.

8. Minimalistic Decor

It is not so much about having lots and lots of decor but making what you have look fabulous! For example, consider using lots of candles. Candles are the most cost effective (not to mention romantic) way to create an atmosphere. One of my favorite party "tricks" is to change the light bulbs in my lamps from bright white to a soft pink; it is amazing the wonderful glow this creates (and everyone looks more fabulous out of bright white light!). Another great party "trick" is to rearrange your furniture in clusters (much like you would see in a hotel lobby). Not only will this give your home a new look for the party (without buying anything new), it will also create conversation areas

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Fall in Love with NACE



Photo Credit: Person + Killian Photography

This fall, NACE is launching a special membership and renewal offer. All new members can join and existing members can renew at the rate of \$295. Take advantage of this opportunity by visiting www.nace.net or emailing kgrimm@nacenet.org. Offer valid September 22-November 20, 2009. Discount cannot be used with other offers. **Fall campaign discount code for online use: New Members Only- FC09 Returning Members- Download this form and fax, mail or email to NACE Headquarters.**

Holiday Party, from page 1

while only 36 percent reported that they would be catering Thanksgiving last year.

“We hope that this means we are turning the corner,” said Bonnie Fedchock, executive director of the National Association of Catering Executives. “It’s small, but we see it is a bright spot that business is going to expand this year and early next year.”

The survey also asked members to suggest the best strategies for holding celebratory events, that do not break the budget.

“Keeping it simple seems to work best. Concentrating on doing one thing well. For example instead of a four hour dinner party, you can do a two hour hors d’oeuvres event after work still with great food. You could also do a dessert party with fabulous chocolates and flambé action, but still a shortened event with a limited focus,” said one.

And another said, “one idea that has been circulating is cater-sharing in which two or more companies get together and share a venue and catering costs. No matter the size of the group(s) the cost goes steadily downward as the size of the group increases so the member of each company benefit from a great party while sharing the cost burden with another company or group.”

Kemble, from page 5

and nooks for your guests. If you think about it, many times people come to your home they move your furniture around anyway to be able to converse with other guests, so why not do it for them!

9. Dress the Part

Ask your guests to dress in a particular color to your party. For example, you will be amazed how, if you ask everyone to dress in red, the impact this will have (not to mention the free decor!).

10. Don't forget YOU

No one likes a frazzled host, so be sure and leave plenty of time for yourself on the date of your soirée! It is never a good idea to stress yourself out over trying to impress your guests. Leaving ample time to relax at home before your guests arrive will not cost you a thing and will make all the difference in your fabulous but frugal party!

Catering Excellence. Event Success

THE NATIONAL ASSOCIATION
OF CATERING EXECUTIVES

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Experience!™ 2010
Hilton Austin
July 25-28, 2010
Room Rate - \$169 per night (single/double)

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Administrative Assistant

Bonnie Fedchock
Executive Director

Kim Grimm
Manager
Membership and Chapter
Relations

Leslie Jones
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Education and Certification

Kris Schneider
Foundation Coordinator

Danielle Richards
Membership Coordinator

Lauren Williams
Membership and Chapter
Relations Coordinator

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NACE Member Benefit



[NACE Career Center](#)

Members take advantage of posting up to ten job openings for **FREE** at the NACE Career Center

Through the NACE Career Center, post your resume or find your next position to advance your career. Employers, target your recruiting and reach qualified candidates quickly and easily. As a member of NACE, [post](#) vacant positions today for **FREE**. Visit www.nace.net, then click "Job Board" at the top of the page for more details.