



NACE Marketplace Delivers

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An Experience!™ You Don't Want to Miss!

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If you didn't participate in the NACE Marketplace this past summer in Charlotte, take a minute now to hear from those who did.

A recent survey of NACE Marketplace participants revealed extremely high levels of satisfaction with the event:

Do you feel that your participation in the NACE Marketplace in 2009 was beneficial to your business?

Yes- 76.9 percent
No- 23.1 percent

Did your participation at NACE Experience! 2009 directly result in new business for your company?

Yes- 23.1 percent
No- 76.9 percent

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NACE National is on facebook! [Join](#) our group to find out what's going on nationally or at a chapter near you.



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

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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 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: 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

I hope everyone is getting ready to enjoy the holiday season and that it means as much to you professionally as it does personally. But the holidays will go by in a blip and the next thing you know we will be into 2010.

I wanted to make sure you are all aware of some of the exciting things NACE has planned for next year, including our activities at The Special Event and Catersource 2010. At both events, look for our expanded booth and special opportunities to network with industry leaders and NACE peers. The Special Event will be held January 13-15 in New Orleans.

And this year, at Catersource, we will promote NACE, our chapter meetings throughout the country, our Experience! Conference and the CPCE. This is a great opportunity we have to brand the NACE community to those who might not know us that well and also another chance for members to get together.

Catersource is being held March 7-11 in Las Vegas and includes a trade show with nearly 1000 exhibitors! A majority of the attendees at the show are off-premise caterers, which is an area of membership that we want to attract to

continue to grow our organization.

Our goal at Catersource is to create the energy and excitement that NACE has at our own Experience! Conference within the Catersource Show. We are going to do this in many different ways:

- Hosting the closing night celebration on Wednesday, March 10
- Providing the

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Notes From the Executive Director, Bonnie Fedchock



In this month's newsletter, we reveal some very telling information about the NACE Marketplace.

Whenever an organization puts together a trade show, one wonders what is happening on the floor. Are people milling around looking for free stuffed animals and yo-yos to take home to the kids? Or are they inquiring about ways to improve their business, try out the newest recipes and sample the products that will

make their lives better?

You always hope for the latter. And I am pleased to report this month that at our Experience! conference this summer in Charlotte, our ever growing Marketplace was just that, a true marketplace. We heard anecdotally, and from our survey as well, that deals were getting done and business transacted at, and immediately following, our conference.

This means two things:

1. As an exhibitor at Marketplace, you get exceptional value for the dollar. We work

very hard to deliver foot traffic to the floor and our conference is a very tightly focused event. In other words, our attendees are your customers.

2. You need to attend our conference for unique opportunities throughout the event and particularly at the Marketplace. Our conference is critical for you to keep that competitive edge. The exhibitors are relevant and focused specifically on the NACE attendees. That means you don't have to wade through tons of booths selling you things you don't need.

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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.

You do the math!

Value + Education = Experience!

The NACE Experience! 2010 Conference, July 25-28, in Austin, Texas, will be the most valuable education and lead-generating opportunity you can receive in catering and event design. Every breakout session, speaker, national expert and themed event will leave you with knowledge to take back home and improve your business and career.

And with all meals and special events included in one price, at today's early registration rates, you actually get MORE than you pay for. Really.

You Get:

- ✓ Education Sessions (\$500 value)
- ✓ All Meals and Events Included in Registration (\$300 value)
- ✓ Early Registration Discounts (\$200 value)
- ✓ Networking and Business Opportunities: Priceless

After the Experience! 2009 conference, 92 percent of the attendees reported that it was a positive return on the investment of time and cost, and 95 percent of the attendees said that the education offered was directly relevant to their job.

Here is what they had to say:

"NACE members have provided our company with thousands of dollars in business. The customers that have been referred by NACE members have allowed us to be truly creative and innovative, generating additional revenue to our company."

Kristen Stewart
Three Little Birds Stationery & Gifts
www.threelittlebirdsinc.com

"The NACE National Conference in Charlotte was one of the best networking and educational events of my career thus far."

Ellie LaBar
Entertainment Consultant
EastCoast Entertainment



How to Have a Holiday Party on a Budget

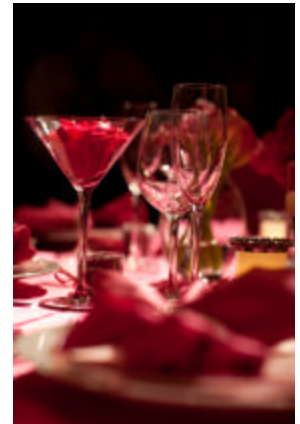
No question that the trend in holiday parties this year is how to have a respectable event on a reasonable budget. Last month, we reported that many clients were moving ahead with their events, albeit on tighter budgets. But how?

Here are some of the best responses we received in answer to that very question. We hope these pearls of wisdom help you generate more business this holiday season:

- A happy hour time frame is more casual, less expensive
- Less food, more décor
- Have the party at a unique venue, such as a museum or art galleries
- Have a daytime or afternoon event
- Advise the client to decide what and where they wish to spend money. Make it stand out in areas that will be remembered by the people enjoying the party (the personnel). Keep it simple, but high quality in food areas and beverage.
- Try offering a "drop off" seasonal menu for our clients who can't afford a full catered event with service. They can still show appreciation for a job well done, but reign in the budget. It's a step up from the "Office Pot Luck" scenario. Caterers still get some business from an event which would

otherwise be self-catered.

- Having a hands on activity for the guest to partake in is a great way to impress and make a great memory for the season
- Offer a specialty cocktail as the only alcoholic beverage; coupled with a ramped up coffee station, hot mulled cider and the traditional soft drinks available upon request saves the clients money and appears more festive to their guests. Small Plates - a meal on a small plate; i.e., Miniature Scallop BLT sandwich with Micro Greens salad all on one plate - serve with demi-fork.
- Have companies share the costs with other companies
- Make it more of a lounge party - start later, serve desserts and light foods because it isn't dinner, have great entertainment and provide a variety of seating options including couches.



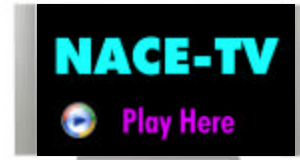
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Casella, From Page 2

NACE Facility Tours, organized by our Las Vegas chapter

- Hosting our expanded NACE Lounge on the tradeshow floor
- Offering the CPCE Fast Track training and exam

So enjoy the holidays, work hard and plan now to be a part of all our activities across the country in early 2010!



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

Fedchock, From Page 2

The downside? You might not find a whole lot of toys to take home to the kids. But you'll save so much and become so much more profitable by attending our conference, you'll have more to share. That's the greatest gift of all!

Who wants to be the next chapter of NACE?

Starting this fall, NACE is taking a proactive approach to spreading the word about our association. As a way to introduce NACE to areas without a chapter, we will hold receptions to familiarize catering and event industry professionals to our association. The first reception took place on October 15, 2009 at the Holiday Inn Select in Norfolk, Virginia. Members of the NACE national staff were on hand to mix and mingle with potential members to give them insight on what NACE is all about. Sponsors of the event included AFR Event Furnishings, BBJ Linens, Bowen Rain Photography, EastCoast Entertainment, Holiday Inn Select and LTD Management Company, LLC.



*Hampton Roads, VA reception held at the Holiday Inn Select, Norfolk.
Photo credit: Bowen Rain Photography*

On average, the national office receives one to two inquiries per month regarding chapter start-ups. The most recent inquiries emerged from Greater Portland, Oregon, Northern New Jersey and Greater Hampton Roads, Virginia. All developing chapters are spearheaded by a steering committee, but the national office as well as the new chapter development subcommittee provide support and resources for the potential chapters.

On October 5, 2009, the Greater Portland chapter hosted a launch party at Departure Restaurant + Lounge where more than 100 event industry professionals from the area were in attendance. Local members from the Greater Seattle and Tacoma South Puget Sound chapters showed their support by attending the event.

NACE is always looking for the next chapter start-up. If you know someone who has expressed interest in starting a chapter, are an at-large member looking to create a NACE community in your area or want more information about the potential chapters already mentioned in this article, please contact Kim Grimm at kgrimm@nacenet.org or Lauren Williams at lwilliams@nacenet.org.



Sassy Holiday Dinner Party Checklist

As hospitality professionals, we are always thinking about what we need to do to make other individuals' and clients' parties perfect! Therefore, I thought I would share a few tips and reminders for making a holiday party in your home perfect... and of course, with a dose of sass!

Household Maintenance

Before a major function at your home, it is always a good idea to check out the major household electrical outlets. You don't want to borrow the neighbor's fantastic stereo system only to find out that your electrical outlet is dead or that it only takes a three-prong plug. Secondly, there is nothing worse than attending a holiday party at someone's home only to arrive and hear, "We're so sorry, but our heating or air system went out today!" A service call for your heating system is never a bad idea, and a party is a perfect excuse.

Baby-Sitting Service

If you have guests with children coming to your party from out-of-town, and they are staying at your home, arrangements need to be made for the children during the party. Consider hiring a nanny or sitter service to take the children to an activity in the evening. A great solution is to ask neighbors who also have children and are invited to the party if their house can become the location for a children's party with the understanding that you will provide the sitter, the video movies, pizza and soft drinks. Your guests will feel so much more comfortable knowing that their children are safe and nearby.

Bathrooms

One of the most embarrassing questions a guest has to

ask during a party is "Do you have more toilet paper?" Bathrooms should be stocked with toilet tissues, tissues, hand towels and soap. If you have service personnel available for the evening, then the duty of checking the toiletries should be assigned to one of them.

Pets

Most people don't think about Spot until the first guest rings the door. By then Spot is all over Mrs. Randolph III's panty house with his muddy paws. If your pet is not accustomed to you entertaining at home, then keep it in the backyard, at a friend's home or at a boarding kennel for the evening.

Spills

Spills will occur whether it be on your furniture, carpet or a guest's clothing. The key is to BE PREPARED. It is a good idea to have club soda and carpet fabric cleaners available. This way, if a spill occurs, pandemonium will not erupt in the middle of an otherwise splendid evening.

Steve Kemble is a proud member of NACE and serves as a Member-At-Large on the national Board of Directors. To find out more tips from Steve Kemble, visit www.stevekemble.com or www.adoseofsass.com.

Experience! 2009 Photos

Take some time to relive the special memories from the Experience! 2009 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

Catering Careers 2.0

Have you gotten the upgrade?

It's never been easier to get the upgrade. Improve your career, knowledge base and skills by becoming a Certified Professional Catering Executive (CPCE). Offered exclusively by the National Association of Catering Executives, the CPCE improves your marketability to clients, customers and potential employers.

NACE recently posted the following schedule of CPCE exam dates:

- January 10, 2010 – Orlando, FL
- January 15, 2010 – New Orleans, LA (in conjunction with The Special Event)
- January 30, 2010 – Nashville, TX
- March 9, 2010 – Las Vegas, NV (in conjunction with Catersource conference)
- July 25, 2010 – Austin, TX



For more information and to download the application form, visit <http://www.nace.net/cs/education/cpce>.

If you would like to come to NACE Headquarters to take the exam, please email cpce@nacenet.org.

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.**

Marketplace Survey, from page 1

And, a stunning 100 percent of the respondents said that they would participate in future NACE conferences and events.

"NACE members have provided our company with thousands of dollars in business. The customers that have been referred by NACE members have allowed us to be truly creative and innovative and generating additional revenue to our company," said Kristin Stewart, Three Little Birds Stationary & Gifts.

"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," said Dr. Drax, American Disc Jockey Association.

"The NACE National Conference in Charlotte was one of the best networking and educational events of my career thus far. I had the opportunity to participate on a committee for months prior to the event and gained valuable friendships and business relationships that will last a lifetime. Being a part of the 2009 Experience felt like a launch pad into the rest of my career. The NACE family consists of some of the most elite and creative in our industry and I was honored to be a part of such a wonderful event. I will most certainly have a special place for NACE in my heart forever," said Ellie LaBar, East-Coast Entertainment.

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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Bonnie Fedchock
Executive Director

Kim Grimm
Manager
Membership and Chapter
Relations

Leslie Jones
Manager
Education and Certification

Kristen Reilly
Education Coordinator

Danielle Richards
Membership Coordinator

Kris Schneider
Foundation Coordinator

Lauren Williams
Chapter Relations Coordinator

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NACE Member Benefit



NACE members save 10% on all linens (excluding the already low priced Lamour Line). Also receive a FREE linen swatch book, valued at \$120.

Creative Coverings is a nationwide specialty linen rental and sales company that offers high-end tablecloths, chair covers, sashes and napkins. Their extensive line of colors and fabrics will suit any occasion. To receive your discount and FREE swatch book contact Creative Coverings and identify yourself as a NACE member.