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Featured Business Partners

Announcing the 2010 NACE Business Partners of the Year:



NACE Webinar Series

Experience!™ Conference News



EXPERIENCE! 2010 BUZZ CONTINUES TO REACH BEYOND AUSTIN!

Did you miss the NACE Experience conference in Austin last month? If you did, you missed out on an amazing event. Here is what attendees had to say on our conference Facebook page:



Jodi Barberi Harris I'm so proud to be a member of the coolest association on the planet! NACE Experience 2010 ROCKED! Can't wait till we hit Reno-Tahoe for 2011! Congratulations to all the award winners.

July 31 at 8:35pm · Comment · Unlike · Flag

You, Robin Leddel Brockelsby, Joe Mahoney and 2 others like this.



Kate Kovalick Thank you Austin!!! What a fabulous time! I look forward to hosting next year in Reno-Tahoe!!!

July 30 at 7:54pm · Comment · Like · Flag



Michele Benitez Edison I look forward to being there. Can't wait!

August 2 at 3:02pm · Like · Delete · Flag



John Zucco Great time in Austin and I actually went to every session!! Some of the best education ever!! Yee Haa!!

July 30 at 10:03am · Comment · Unlike · Flag

You, Kate Kovalick and Christine O'hagan like this.



Christine O'hagan It was fantastic!

July 30 at 11:23am · Like · Delete · Flag



Vincent Dreffs Thank you for a great Experience! A big shout out to the Austin Chapter, all of it's generous donors and to all NACE Awards winners. What an incredible conference.

July 30 at 7:19pm via Facebook for iPhone · Comment · Like



Kate Kovalick I second that!

July 30 at 7:24pm · Like · Delete · Flag



Linnyette Richardson-Hall I third that!! And thank you for being such a handsomely dashing date at the Gala - it was so good seeing and being around you again!!!

July 30 at 9:30pm · Like · Delete · Flag

And there's more. Visit our [Conference Facebook page](#) to see more of the positive feedback that we are getting on this year's conference.

Want to see what all the buzz is about? [Purchase](#) a copy of the information-packed 2010 general sessions from the NACE Store. Available sessions include the Industry Summit moderated by Marc Summers, the Culinary Experience and Networking for Success with CNN's Nadia Bilchik. Order individually for \$25 each or save by purchasing all three for \$65!

SAVE-THE-DATE!

You Say More Than You Think, presented by Janine Driver

October 20, 2010

RECORDED WEBINARS AVAILABLE

[3 P's of Successful Marketing](#)

[Building SEO Success](#)

[How Wedding Pros Can Survive in a DIY World Your Future Workplace](#)

Did you miss any of the past NACE webinars? Visit the [NACE Store](#) to order the recorded version from the list of available webinars. The August recording now available.

Each webinar is worth one contact hour towards your CPCE certification.

Special Offer to NACE Members



NACE BUSINESS PARTNER OF THE YEAR

NACE members **save 10%** on all linens (excluding the already low priced Lamour Line) and also receive a FREE linen swatch book, valued at \$120. To receive your discount and FREE swatch book contact [Robin Brockelsby](#) at 775-359-6733 and identify yourself as a NACE member.

Creative Coverings wants you to be in the loop: find them on [Facebook](#) and [sign up](#) for their newsletter today!

NACE Newsroom

RECENT PRESS RELEASES AND MEDIA COVERAGE

[9NewsNow - Greater DC chapter meeting](#)
[News 8 Austin - Experience! 2010 in Austin](#)
[2010-2011 Board of Directors](#)
[2010 NACE Awards Winners](#)

For more, visit the NACE Web site for [Press Releases](#) and [Newsroom](#).

TAKE A PEEK AT EXPERIENCE! 2011 IN RENO-TAHOE



Click on logo to view 2011 promo video

Make plans now to attend the conference in Reno-Tahoe, July 24-27, 2011. Registration opens January 2011.

Call for proposals reminder: Are you an expert in your field? Are you a dynamic speaker? We are currently in the selection process and would like to hear from you by **September 20, 2010**. View the [NACE events](#) page for submission details.

NACE AWARDS PRESENTED AT GALA EVENT

LIGHTS! CAMERA! ACTION! Winners took center stage at the annual Closing Gala Awards Dinner in Austin. Two dedicated business partners were awarded the Business Partner of the Year award. Individuals captivated the audience with their touching acceptance speeches, companies inspired us with their masterpieces and chapters took home bragging rights. And the winner is...[Read more](#)

NACE PRESIDENT'S LIST RECIPIENTS ANNOUNCED

This year, NACE President Greg Casella, recognized outstanding chapter members who demonstrated leadership and commitment in their roles as chapter board members. Congratulations to the following individuals who were selected for the 2010 NACE President's List:

Lori Adair (New York City)
Donnell Bayot, CHE, M.Ed. (Las Vegas)
Blaire Blechinger (Columbus)
Kelly Brennan, CPCE, CMP (Greater Detroit)
Kellie Bryson (Nashville)
Toshi Lee Dale (Greater Seattle)
Lisa Delon (Reno/Tahoe)
Jenny Giallanza (Sacramento)
John Fucci (Greater New Jersey)
Jessica Furlow (Dallas/Ft. Worth)
Allen Greenstein (Inland Empire)
Zena Hawes, CPCE (South Florida)
Katrina Hayes (Greater Omaha)
Deborah Henderson (Los Angeles)
Rebecca Nagy (Charlotte)
Dulany Noble (Baltimore)
Erin Oeser (Houston)
Jaclyn Parks (Triangle)
Nancy Pavesich (Southern Wisconsin)
Jill Person (New England)
Natti Pierce-Thomson (Silicon Valley)
Nems Scarim (Tacoma South Puget Sound)
Jennifer Shepherd (Orlando)
Jason Stewart (Austin)
Amber Weberpal (Phoenix)
Nicole Wiatrek-Jarzombek, CPCE (Alamo)

The Results Are In

THE FOUNDATION OF NACE



The Foundation of NACE held their after-party "funraiser" on Sunday, July 25, following the Opening Reception of the NACE Experience! 2010 conference in Austin, TX. Together, individual donors raised more than \$3500 towards this year's Foundation fundraiser goals. A special thank you to each donor who generously contributed to the scholarship fund.

CPCE News

NACE is proud to announce the following catering and event professionals who recently passed the CPCE exam in Austin!



Kimberley Baker, CPCE
(Tampa Bay chapter)
Aymee Brace, CPCE
(Tampa Bay and Orlando chapters)
Terrie Bulanek, CPCE
(Minneapolis/St. Paul chapter)
Jackie Campbell, CPCE
(San Diego chapter)
Dee Lane Eades, CPCE
(Atlanta chapter)
Zena Hawes, CPCE
(South Florida chapter)
Jeffery Kline, CPCE
(At Large)
Shauna Lederman, CPCE
(Las Vegas chapter)
Lyndsay Picciano, CPCE
(New England chapter)
Emilie Schroeder, CPCE
(Southern Wisconsin chapter)
Natalie Storrs, CPCE
(Dallas/Ft. Worth chapter)
Nicole Wiatrek-Jarzombek, CPCE
(Alamo chapter)

Start preparing for the next Certified Professional Catering Executive (CPCE) exam on January 14, 2011 in conjunction with the NACE Leadership Summit in Salt Lake City, UT. Visit the [NACE Web site](#) or [email us](#) for more info on earning your CPCE designation and for the full list of exam and training locations.

CHAPTER PRESIDENTS' COUNCIL LEADERSHIP ELECTION RESULTS

All chapter presidents are members of the Chapter Presidents' Council (CPC). The CPC provides a forum to discuss chapter issues, share ideas, find solutions and generate recommendations to the national board of directors. The CPC members are represented by the council leaders, whom they elect each year. The following presidents were elected as the new CPC leadership at this year's conference. [Contact information](#) for leadership is available on the NACE Web site.

Terry Shields, CPCE, CSEP (CPC Chair)
Angie Bricker (CPC Vice Chair, Catering Professional)
Todd Lloyd (CPC Vice Chair, Event Professional)
Michele Edison (CPC Secretary)

Letter From the President

The Spirit of NACE

I recently returned from our NACE Experience conference in Austin, Texas and what an amazing time everyone had. First I'd like to thank the Austin chapter for hosting the event, they did such a fantastic job! Kudos to co-chairs Michele Edison and Michelle Morris, they worked very hard over the past year with all of their committees getting donations and putting together great themes and programs for all of us to enjoy.



Whenever I return from Experience I am so energized not just by what I learned at sessions, at the events or breaks, but by the Spirit of NACE that surrounds us at these gatherings. I remember my first conference in Seattle many years ago and the excitement, the energy, that Spirit that I was surrounded by; I was quickly hooked. When we gather together you see the love that all of our members have for our industry, for their jobs and for NACE as a way of promoting what we do and giving back to our communities. We have members throughout the country who believe in NACE and continue to contribute their time and money to make our association an even better place.

I recently read the book *In Defense of Food* and the author Michael Pollan wrote "Food is about pleasure, about community, about family and spirituality, about our relationship to the natural world and about expressing identity. As long as humans have been taking meals together, eating has been as much about culture as it has been about biology." This is what we as NACE members have known for many years, and what the Spirit of NACE is all about. We do more than just serve food. We create celebrations, assist clients in expressing themselves, build community and please people.

We play an important role in our society and we LOVE doing it!

Greg Casella, CPCE

Chapter News

THE 2010 NACE AWARDS RECOGNIZE SIX CHAPTERS



After months of anticipation, this year's NACE awards winners were announced during the Closing Gala Awards Dinner on July 27. The Hilton Austin Downtown was filled with cheers and thundering applause as the list of chapter nominations were called for each category. The categories included Chapter Program of the Year, Chapter of the Year, Chapter Community Service of the Year and Fundraising Event of the Year for fewer and more than 100 members. Anchorage, Austin, Baltimore, Dallas/Ft. Worth, Minneapolis/St. Paul and Triangle chapters all took home awards. Find out which chapters took home the coveted Chapter of the Year Award by viewing the [winner's list](#) and [slideshow](#) on the NACE Web site. Let's raise our glasses to all of the winners and chapters that were

Did you know? You can earn CPCE contact hours with the [NACE Webinar Series](#) (live or recorded)?

Industry Announcements

ON THE MOVE

Announcing our newest addition to NACE Headquarters! **Alicia Crosby**, Membership and Chapter Relations Manager, comes with more than seven years as a NACE member and more recently served as immediate past president of the Baltimore chapter. She is highly in tune with the needs of chapter leaders and manages her time as the liaison for chapter and membership issues. View the [NACE Headquarters Staff List](#).

Amy Brace, CPCE, former Senior Account Executive at Brides.com has moved to a Special Event Planner position at Puff n Stuff.

CALLING ALL CHEFS

Grapes From California Recipe Contest: Got grapes? Experience! 2010 conference event sponsor California Table Grape Commission is sponsoring the [2010 Foodservice Chef Recipe Contest](#).

Quick Links on www.nace.net

[More About NACE](#)

[NACE National Board](#)

[NACE Newsroom](#)

[Newsletter Archive](#)

nominated in each category. Your passion for professionalism, service and education show the world why NACE continues to be the community for leaders in the catering and event industry!

GREATER RICHMOND CHAPTER LAUNCHES AND SOARS



RICHMOND, VIRGINIA CHAPTER
NATIONAL ASSOCIATION OF
CATERING EXECUTIVES

More than 100 enthusiastic catering and event professionals gathered on August 11 at The Westin Richmond for a successful launch event of the Greater

Richmond chapter (in formation). Congratulations to the brilliant group of professionals who made it a grand event! Find the Greater Richmond chapter on [Facebook](#) to see who attended and show your support for our newest addition to the NACE family! For more information, [contact President Carlos Velez](#) or [view the Richmond Board of Directors](#) here.



GREATER NEW JERSEY AND GREATER PORTLAND CHARTERED



GREATER NEW JERSEY CHAPTER
NATIONAL ASSOCIATION OF
CATERING EXECUTIVES



GREATER PORTLAND CHAPTER
NATIONAL ASSOCIATION OF
CATERING EXECUTIVES

The NACE community continues to grow! This July, the [Greater New Jersey](#) and the [Greater Portland](#) chapters were officially chartered at Experience in Austin. Check out what our youngest chapters are doing by attending one of their meetings or joining their chapter.

Baking Cupcakes Into a Household Brand

NACE SPEAKER TERENCE NOONAN GETS CANDID ON TLC'S *DC CUPCAKES* SUCCESS

Photo credits: Max Krupka, Washington Executive Photographic Services, Washington DC chapter of NACE

This summer, the Greater Washington DC chapter invited Terence Noonan to speak at a [monthly chapter meeting](#). Terence is the supervising producer of *The Dr. Oz show* and the executive producer of TLC's newest smash hit, *DC Cupcakes*.

Terence spoke to the chapter about how to market yourself via [television and the media](#). Since his [presentation](#) in July, his show *DC Cupcakes* has premiered to huge acclaim and been renewed for a second season. The show's stars have been featured in major media, including the *Today Show*, CNN and many, many other outlets.



For this month's newsletter, Terence exclusively shared his tips on how to turn what you are doing into a national marketing opportunity.

Q. *DC Cupcakes* has garnered AMAZING press. How does that happen? Did you do that or was it a PR firm or the network? Any tips you can share?

There was a great team involved. TLC did a great job of promoting the show and Georgetown Cupcake is represented by a great PR firm, TL Communications. I think the key here is that we all worked together and I have to say that this launch was about relationships. I stress all the time that you have to keep up with your relationships because in the end so many people I had worked with did stories about *DC Cupcakes*. The key was getting cupcakes to people and also having a story that people could connect to. We also reached out to anyone who would listen to us!

Q. Tell us how you identified *DC Cupcakes* as a potential subject for a reality show.

Believe it or not I ordered cupcakes and went into the shop. As soon as I saw the craziness that went on in the shop, I knew there was a reality show there!



Q. What was it about the owners that you thought would work?

I LOVED that they were sisters and the story of giving up their jobs to follow their dream. It's what we all think about doing and they actually did it. They also have an amazing product and the branding is so perfect. Sometimes you just know and when I met them, I just knew!

Q. You've been very active on Facebook, promoting the show, do you think it is making a difference. What are some social networking tips that you would share?

Twitter and Facebook were a huge tool for the launch of *DC Cupcakes*. We would send cupcakes to anyone we thought might tweet or post something on Facebook about it. From *Real Housewives* Jill Zarin to Celeb Rocco DiSpirito we had people talking cupcakes! I have to say I learned so much about social networking through this launch and the power that it has. I have to give props to a friend, PR Guru Andy Morris. He told me that this would be key in the success of cupcakes and he was right!

Q. How is the show doing? What is the update?

Great news on *DC Cupcakes*. We have been picked up for season 2 and TLC increased the order from 6 to 13 episodes.



Q. Any other tips that you have for NACE members?

Never get comfortable, stay true to what got you there. I told the girls a month before the show launched...I want you in the shop every day making cupcakes...remember, you are cupcake makers not TV stars! Also, put yourself inside that talking box and promote your business, sell books, launch your iPhone app, or make your ex-business partner jealous. Analyze current trends, listen to your clients and customers, and create a position that catapults you as the expert in your industry. Monitor your competition effectively and you will become the go-to expert for the media, even if you have a newer company who is not doing as well as your competitor across the street. Create rock-star counter-punch pitch ideas to regain lost business to your competition. Finally, use the right tools to make sure the producers and assignment desk editors are fully informed of your company or special event, but do it in a professional way so as not to drive them crazy.

Terence Noonan is a four-time Emmy Award winner and is currently the Supervising Producer of *The Doctor Oz Show*. Noonan is the co-author with Marta Tracy of *Starring You! Insider Strategies On How TV and Media Can Help You Launch Your Brand, Your Business and Your Life!* Over the course of Noonan's fifteen-year career, he has produced hundreds of successful lifestyle, business, and reality, brand, and celebrity segments for such shows as *Ellen DeGeneres*, *Rosie O'Donnell Show*, and *Isaac Mizrahi*. Today, he is training entrepreneurs and organizations around the country on how to get on TV.

Event Professional Corner

A WINNING COMBINATION WITH MONIQUE A. STUDAK (NACE EVENT PROFESSIONAL OF THE YEAR) AND E&J GALLO WINERY (NACE BUSINESS PARTNER OF THE YEAR)

Photo credits: D. Jones Photography, Houston chapter of NACE

NACE recently recognized Monique Studak as the Event Professional of the Year for her leadership and active role in shaping future catering and event professionals. But pair this wine and beverage expert with the NACE Business Partner of the Year and you have the makings of a well-balanced blend that will exceed all expectations.



Wondering what it takes to get here? When asked, Monique was open to share her insights about how she got started and secrets to her success.

Q: How did you get into the beverage sales and training profession?

While looking for a hotel job in Bryan/College Station, Texas, I stumbled into working for a Texas Winery called Messina Hof. They were looking for a sales manager to develop their group tourism business. Coincidentally, I was coming from an Embassy Suites hotel in Austin where I was a sales manager working with groups. It was, you might say, a perfect pairing. There I found my passion - helping people understand all the interesting, wonderful and profitable qualities that the grape brings to the table. And, it doesn't matter if your table is serving four or four hundred.



E&J Gallo Winery
NACE Business
Partner of the Year

Q: What are some of the core values of E&J Gallo Winery?

E&J Gallo is a family business, a fact that influences all aspects of how we treat co-workers and customers. The family has a clear vision of our role as the industry leader in all we do. We always strive to provide the best portfolio of products and services that will help our customers grow their business.

Q: How do you see the NACE Event Professional of the Year Award helping you in your business or career?

I see this award as recognition of an exceptional level of service that I want to live up to every day, every year, not just this year. I believe this award will make me work harder, at every opportunity, to be the best partner to my customers and peers.



Q: Are there any secrets to your success that would share with our NACE members?

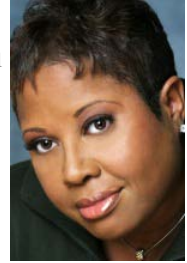
I would say that my secrets are not secret, that are just the basics. Work hard to fulfill your customers needs, treat their success as your success and everyone wins.

The Wedding Diva

MEET LINNYETTE RICHARDSON-HALL (NACE'S NEWLY APPOINTED CELEBRITY SPOKESPERSON AND DIRECTOR-AT-LARGE)

Hello...goodmorning!

That's one of my favorite songs right now - being the mother of a 21 year old and a 14 year old really keeps me on my musical toes! I want to take a moment to say "Hi" to all of you, my fellow NACE members and supporters of this amazing organization!! I am truly honored to have been appointed as your Celebrity Spokesperson & Director-At-Large, it's a one-of-a-kind opportunity and I'm ready to hit the ground running!



Over the duration of my term, you'll see me out and about at various events, "pressing the flesh" and making sure EVERYONE knows about NACE!! I'm a gregariously shy person by nature (like that combo, huh?), but I really love meeting people and learning more about them!! You will also be able to read my "musings" here in the newsletter - from menus to weddings, entertaining to ethics, I plan to talk about a few things and to engage you in the conversation. While many people know me as the "wedding planner", I think you'll be surprised to see what other "talents" I have up my sleeve - food being one of them!

I'm excited about this journey...won't you join me on the ride????

Linnyette Richardson-Hall

Can't wait to hear what Linnyette has in store? Check out her blogs:

<http://www.theweddingdiva.com>

<http://www.mystyle.com>

<http://www.confessionsoftheweddingdiva.blogspot.com>

LET THE GUESTS KNOW, TOO

LOCAL FOODS COST MORE, BUT PROVIDE MARKETING OPPORTUNITIES

The local foods movement is definitely here to stay, according to a survey from the National Association of Catering Executives (NACE).

In the survey, which was conducted in July, more than 76 percent of the respondents reported that they make it a priority to use local foods

While 41 percent said that they do this because they are motivated by cost savings, a clear majority, more than 58 percent reported that they are motivated by ecological concerns.

But the survey respondents were unanimous in believing that there are long-term benefits to using local foods. The survey confirmed that using local foods led to new business with eco-savvy clients, allowed more marketing opportunities and gave them a competitive advantage. This, even though nearly three quarters, 74 percent, reported that using local goods is generally more expensive. Only 26 percent reported that the practice

was less expensive.

Survey respondent Tracy Stuckrath, a CPCE candidate, CSEP, CHC, CMM is the chief connecting officer of Thrive Meetings and Events. Stuckrath, a member of the Atlanta chapter of NACE believes the survey findings are justified.

"Customers are asking for it," Stuckrath explained. "It's a little bit more expensive in the short term, but with the way the world is going -- we're trying to be more conscious of the earth - you're going to get more business if you make the effort."

Costs can be managed, she said, by buying and offering foods that are in season for your region; if you want raspberries in December you might end up paying a premium.

Teresa Burr, a member of the Austin chapter of NACE and Associate Facilitator with Master Connections learned that the key is to communicate to not only clients, but to also communicate to guests at the event where the foods are from.

She attended a recent event where even the cheeses had an identification card that described the dish, and identified which local dairies were used.

"People pay attention to those signs and they talk about it," Burr said. "I do believe that adds value. It becomes a way to make your property stand out."

The NACE survey was conducted among the association's more than 4,100 members. Membership in NACE, the nation's oldest and largest professional association for catering and events means instant access to breaking news and trends in the catering and events world. Look for future surveys on compensation and other industry data.

To learn more about NACE and the year-round educational opportunities that it offers in more than 47 chapters across the country and at national events, visit www.nace.net.

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