



The Experience of a Lifetime!

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

[Make plans now to visit us in Austin, TX for the Experience! 2010](#)



More than 500 people attended the NACE Experience!™ conference last month in Charlotte, NC and the feedback from the conference has indicated that it was one of the most popular conferences we've ever held!

Even though many members are facing tough financial times, those who did attend learned a lot, and had the Experience of a lifetime. Check out page 4 for a photo recap.

Also, be sure to [order](#) your CDs and DVDs of the conference education.

[View](#) a video of all the highlights!



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

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NACE Executive Director:
Bonnie Fedchock,
Columbia, MD

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

Experience! 2009

For those of you who attended Experience! in Charlotte, I hope you are settled back into work and energized from such an amazing conference! For those who didn't get a chance to go, please make sure you catch up at a chapter meeting about all the phenomenal events and training that went on in Charlotte.

I want to publicly commend the Charlotte Chapter and conference co-chairs Cortenay Matters and Katie Perrin, who put on one of the best conferences we have ever had. Those who were there can tell you that not one detail was left out,

they thought of everything. From the gospel breakfast with live music from the Praise Ensemble Choir, the NACE-decade NASCAR and the EMT's rushing through the crowd with the injured to the best band ever at an off-premise event. All of this was hosted at the Westin Charlotte with impeccable service and meals!

The chapter helped create a new model for hosting an Experience! conference, ISES hosted our Welcome Reception, the Greater Atlanta Chapter designed the Global Luncheon and the Triangle Chapter organized the NASCAR lunch. In addition, the Foundation of

NACE's extremely successful *I'm IN* campaign, along with all of the

chapter and individual contributions raised more than \$60,000. And, we awarded our second \$15,000 scholarship to Purdue undergraduate student, Lauren Burkitt.

I know that NACE is doing our job when we can bring so many event professionals together in a tough economy and celebrate what we do.

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Notes From the Executive Director, Bonnie Fedchock



What an Experience!

Having returned earlier this month from our fantastic Experience! 2009 conference in Charlotte, NC, I want to urge all of our members to begin planning now for next year's conference in Austin, TX.

Experience! is unlike any other industry event. It is wall-to-wall activities, learning, net-

working, dining and becoming more seasoned catering and event professionals.

From the opening reception, where we were greeted with living tree characters, to the off-premise Moroccan-themed event with a live boa constrictor, belly dancers and a sultan, NACE members learned and participated in the height of event planning, food, décor and design presented by the best of the best in the industry.

The conference also included a fabulous session, the Design Experience!, hosted by one of

the nation's most up and coming designers, Stephanie Bradshaw of Bradshaw Stylings in Baltimore.

There were also dozens of incredible breakout sessions on important topics such as food allergies, wine pairings, managing sales and many other topics.

In the Culinary Experience!, we heard from chefs at several Charlotte-area culinary schools, moderated by celebrity chef Marvin Woods of Atlanta.

Our special campaign

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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.

Fierce Competition Congratulations to the 2009 NACE Award Winners

Your NACE membership includes eligibility for the annual NACE Awards program. Let your inspiration, vision and imagination be recognized and honored by your peers.

NACE Award categories cover the spectrum from Best Event Production to Chapter Community Service Award, from Chapter Program of the Year to Best Buffet Table — guaranteeing a place for your achievements to shine!

* Industry Awards recognize superior achievement in on and off-premise event execution, event production, food and beverage presentation, overall wedding design and guest table or buffet design.

* Chapter Awards recognize chapters with outstanding achievements in chapter growth, retention, education, fundraising and community service.

* Individual Awards recognize NACE members who exemplify the goals and values of NACE and with outstanding participation and contributions at the local, national and humanitarian levels.

What does you proud? A challenging wedding design, beautifully executed? A spectacular event on a shoestring budget? Setting up a successful community service program in your chapter? Wherever you've channeled your inspiration, your vision and your imagination, the NACE Awards are your chance to be honored for your creativity and achievements.

This year's awards competition was fierce! [View](#) a complete listing and slideshow presentation of the 2009 NACE Award winners at www.nace.net.



Kevin Brant, CPCE, NACE Immediate Past President and Greg Casella, CPCE, NACE President present Alicia Karoll with the Caterer Member of the Year award at the 2009 Experience! Awards gala.

NACE's own Stephanie Bradshaw Rocked the House with her Design Experience!



Stephanie Bradshaw on the set of her Design Experience at the 2009 Experience! conference.

One of the highlights of Experience! 2009 was the Design Experience, moderated by Linwood Campbell, and hosted by up and coming designer Stephanie Bradshaw of Bradshaw Stylings in Baltimore.

Stephanie walked the attendees through four case studies where she designed events that suited individual personalities and styles.

Events were designed for Alicia Karoll, and included Alicia's very own home furnishings that had been trucked down from Baltimore; Cortenay Matters, whose devotion to Red Bull was a key part of the event designed for her, and whose unique style and flair for fashion was represented in the party that was designed for her; and Kelley Lynn Freeman who received help from Stephanie by designing the vacation of a lifetime for her.

But the emotional highlight of the Design Experience and perhaps the overall conference came when Stephanie designed a party for two members in Philadelphia, Daniel and Evelyn Watson-Bey, who celebrated their wedding anniversary. There was not a dry eye in the house when Daniel serenaded his bride in the center of Stephanie's amazing design!

TRENDS REPORT:

2009 Experience!™ Photo Recap
July 26-29, 2009 Charlotte, NC

Photo Credit: Phil Kramer, Phil Kramer Photographers, Inc.



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Casella, From Page 2

In the process, we form stronger relationships with each other and learn a tremendous amount through our training, general speakers and hands-on events. Coming together is what NACE is all about!

I am also very pleased that so many businesses are already reporting that they made new deals and gained new customers through being at the Experience conference.

This year we had more students attend than in years past and we also had a strong amount of new attendees. Our audience is getting younger and while they can learn from those of us who have been in the industry for awhile; we also have a lot to learn on how to keep up with them and how to sell to a new generation.

The Experience conference was a thriving mixture of education, business, networking, training and celebrating all that we are as an exciting, dynamic association.

I want to thank everyone involved, all of the volunteers, donors, business partners, NACE staff and everyone else who attended and worked on this conference. It could not have been such a success without you.



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

Fedchock, From Page 2

for the Foundation of NACE raised more than \$60,000 and because of this success we will be able to continue offering college scholarships as we did again this year.

Most importantly, we held our conference in the midst of a challenging economic time and we were very pleased with the number of people who still attended from all across the country. This speaks to the incredible value of our conference and the amazing learning opportunity that it offers.

I would like to personally thank everyone who attended and especially everyone for whom this was a challenging proposition financially.

Finally I would like to thank the incredible NACE staff, who worked tirelessly to execute this wonderful Experience.

And, there is of course, no rest for the weary. We are already planning the Experience! 2010 conference that will be held in Austin, TX, July 25-28, 2010. The camaraderie of the NACE attendees is unlike any other association industry conference.

If you missed the Experience! this year, check out the photos and the video highlights on NACE-TV and begin planning now to attend next year's conference.

This is simply an Experience! you don't want to miss!



R.O.A.R. with Your Body Language Buddy

By: Janine Driver, the Lyin' Tamer, Closing Speaker at 2009 Experience!™ Conference



Thank you National Association of Catering Executives for bringing me in – I had a blast working with you all! Now that you have all learned how to R.O.A.R with me, Janine Driver, the Lyin' Tamer – Let's buddy up! Grab yourself, a NACE member, and YOU-talize “*The New Body Language*”!

With your Body Language Buddy, pick a topic to focus on for the day/week.

- ✓ **Baselining:** What are you and your buddy's normal behavior? What is your boss's/co-workers
- ✓ **Navel Intelligence:** Check out where your belly button is pointing? Where is everyone else's belly button pointing?
- ✓ **Stance:** Are you a short fat candle or a tall skinny candle?
- ✓ **Got Questions?:** Ask Powerful “How” and “Why” questions.
- ✓ **Hands:** Are you “hooking”, Angelina Jolie or are you confident with hands to your side
- ✓ **Opening the Bits:** Are you creating walls with the “fig leaf” pose or by crossing your legs?
- ✓ **We Like You!** People Like People Like themselves; mirror positive body language and combat other's negative body language with your positive body language.
- ✓ **Where Your Palms At?:** Palms Up/Palms Down
- ✓ **NACE?:** Empower yourself
- ✓ **Enter the Lyin' Tamer Zone:** Keep your zones open - neck dimple, belly button and the naughty bits.
- ✓ **Killer Handshake:** I don't want to let you go and give compliments!

Help each other by pointing out positives and negatives in each other's body language, and take note of the body language of the people around you.

Got an awesome way to YOU-talize “*The New Body Language*”? I want to hear from you! Reach me at twitter.com/lyintamer or search for me on Facebook – Janine Driver and Janine Driver, Lyin' Tamer Education, LLC and post your comments today!

Janine Driver, Lyin' Tamer, is a body language & deception detection expert, author, and contributor to NBC's Today Show. Janine offers her signature training to Fortune 500 companies across the globe, to give them an edge in the game of life! For your free mini-course on “Body Language Business Bloopers Successful People Avoid at All Costs” visit www.lyintamer.com today!

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

Hey there NACE members!

It's me -- Steve Kemble, America's Saggiest Lifestyle Guru, AND the newest board member of NACE, here to tell you all to visit my blog, adoseofsass.com and check out the Sassy Bites and Libations button so that you can read about NACE members and their hottest tips and recipes for food and drink!

I will also be contributing SASSY articles and columns in the NACE newsletter, so check back!



Congratulations Lauren Burkitt, 2009 Vince DeFinis Scholarship Award Winner



Foundation of NACE President, Eric Ostrow, CPCE and Vice President Troy Conklin present a \$15,000 check to this year's Vince DeFinis Scholarship recipient, Lauren Burkitt at the 2009 Experience! conference.

Congratulations to Lauren Burkitt, a junior at Purdue University, studying Hospitality and Tourism Management with a minor in Theatre.

"I love everything about this industry and know that my passion, confidence, hard work ethic, flexibility, and positive attitude will be the drive that helps me to succeed no matter where I get a job."

At the Experience! 2009 conference, Burkitt was presented with a \$15,000 scholarship by the Foundation of NACE President, Eric Ostrow, CPCE and Vice President Troy Conklin. Ostrow bestowed the award, telling Burkitt, "To whom much is given, much is expected."

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.

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 Kris Schneider at kschneider@nacenet.org.



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)**

NACE Headquarters Staff

Sylvia Buell
Administrative Assistant

Bonnie Fedchock
Executive Director

Kim Grimm
Manager
Membership and Chapter
Relations

Leslie Jones
Manager
Education and Certification

Kris Schneider
Membership Services
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



NACE and FedEx now work together to bring you special FedEx discounts. Save up to 26% on select FedEx Express shipping services and up to 12% on select FedEx Ground services— no enrollment fees or minimum shipping quotas apply. Current FedEx customers can also take advantage of this offer. Visit www.enrolladvantage.fedex.com/4974. Use pass code 8MSF74.