

In This Issue

[Featured Business Partners](#)

[Watch NACE-TV](#)

[NACE Extends Expertise to Industry Publication and Tees off With Eco-Catering Tips](#)

[More Weddings, Bigger Budgets](#)

[Your Very Own Royal Affair](#)

[Letter from the Executive Director](#)

[Spring has Sprung...First Quarter Gone!](#)

[Guerrilla \(Marketing\) Spotted in Portland](#)

[What Students Gain From Chapter Leadership Positions](#)

[Industry News From Around the Web](#)

[Industry Press Releases](#)

Featured Business Partners



Your Opinion Counts!

Business Solutions Survey

NACE Extends Expertise to Industry Publication and Tees off with Eco-Catering Tips



NACE is proud to announce that it is a regular contributor to *The BoardRoom* magazine, which serves the country club and private club market. NACE members will be contributing articles on catering and event design. In the May/June issue, NACE member Cate Buscher, event specialist at [Putting on the Ritz Catering](#) in Baltimore, contributed an article on eco-catering.

If you are interested in submitting articles for *The BoardRoom*, contact [David Harrison](#). Be sure to check out *The BoardRoom* next month to see Cate's full piece. We've included a synopsis of the article below:

Tips on Eco-Catering: Choose Your Shade of Green By Cate Buscher

With the many different ways a caterer is actually involved in the production of an event (planner/decorator/food prep/bar services/day of coordination), the opportunities to include green elements are abundant and not limited to simply offering organic items. Caterers can essentially choose the shade of green that best suits an event or their capabilities. Here are a few of the many options to consider incorporating in your next eco-fete:

1. **Go Vegetarian.** Not only is a vegetarian menu generally more affordable, it is also much more environmentally friendly than a meat-heavy menu.
2. **Recycle.** If nothing else, make the effort to recycle at each and every event.
3. **Compost.** While it is easy for clients to instruct caterers to donate leftover food items to homeless shelters, in reality many shelters will not accept food that has been affected by time or temperature. Mother Nature, on the other hand, will gladly accept any leftover food waste.
4. **Buy Local.** "Local" is not as clearly-defined a concept as "organic," but the basic principle is straightforward: Local



NACE is conducting a membership survey regarding the business solutions and benefits that you would like to see from an association. Help shape NACE benefits to cater to your needs!

[Take me to the survey](#)

NACE Events

NACE Webinar Series

REGISTRATION OPEN

April 20, 2011

2:00 pm ET / 11:00 pm PT



[Social Media and Managing Your Online Reputation](#)

presented by

Kristi Serrano,

The Knot Wedding Network

Registration fee: \$35

Participation in this Webinar is worth 1 contact hour towards your initial certification or recertification as a Certified Professional Catering Executive (CPCE).

REGISTRATION OPEN

May 18, 2011

2:00 pm ET / 11:00 pm PT



[This Little Chicky Wants to Market](#)

presented by Nems Scarim,

Three Chicks Catering Company

Registration fee: \$35

Participation in this Webinar is worth 1 contact hour towards your initial certification or recertification as a

foods are produced as close to home as possible.

There are plenty more ways to "Go Green" than the few listed here, some of which might suit one particular off-premise or on-site caterer better than the next. And if your company does not currently incorporate any green practices, do not feel overwhelmed by the pressure to be 100% environmentally-conscious. That will come in time. Start with a light shade of green and work your way up. Your clients and the environment will thank you.



(Pictured left) Sustainable Foods: Putting On The Ritz's Mango Radicchio Salad. A composed tower of radicchio with three slices of mango, sliced mozzarella balls and fresh basil, drizzled with white balsamic & basil.

More Weddings, Bigger Budgets

NACE Wedding Survey Results



In the National Association of Catering Executives' (NACE) recent survey on wedding planning and spending, nearly 80 percent of the respondents reported that more weddings were taking place in 2011 compared to 2010. Only 21.4 percent reported fewer weddings taking place when compared to last year. This is the second consecutive year of growth in the number of weddings taking place, according to the NACE survey.

In the 2011 survey, almost half - 46 percent - reported increases in wedding budgets. This compares favorably to one year ago, when nearly 30 percent reported seeing an increase in expenditures per event. And it reflects a growing, upwards trend. In 2009, nearly 90 percent reported seeing a decline in overall wedding spending due to the economy.

"We continue to see positive growth in the area of wedding spending," said Bonnie Fedchock, executive director of the National Association of Catering Executives. "Many had wondered whether weddings were recession-proof and in fact, they were not. We definitely saw a drop in spending when the recession began, but for two years now we are seeing a strong rebound."

Other survey highlights:

- Purple is one of the most popular colors for weddings in 2011
- More people are booking their weddings on shorter notice (six months to one year ahead) than in the past
- Green weddings remain as popular as last year

SAVE THE DATE!

June 15, 2011

2:00 pm ET / 11:00 pm PT



Selling with Style - How to Skyrocket Sales by Understanding the Four Different Buying Styles

presented by Robert Carrow, *Carrow Group International, LLC.*

Registration fee: \$35

Participation in this Webinar is worth 1 contact hour towards your initial certification or recertification as a Certified Professional Catering Executive (CPCE).

Sponsorship Opportunity

Looking for a way to showcase your company? Become a sponsor for the popular NACE Webinar Series. Select by month or the entire series. Contact [Matt Dirks](#) or 303-565-4020.

Affiliate Events



Join us May 21-24 at the **National Restaurant Association, Hotel-Motel Show**, in Chicago, IL. Stop by the NACE kiosk near the Power of Partnership Area (Booth #995) in the North Hall. [Visit the event Web site for more information.](#)

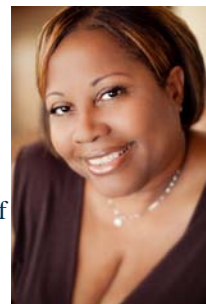


Save the date! We are excited to announce that NACE members are invited to

attend the **International Military Community Executives Association (IMCEA) Tradeshow: A Fiesta of Flavors** in San Antonio, TX on July 20 for \$35. Members interested should [download the registration form or](#)

Your Very Own Royal Affair

Presented by **Linnyette Richardson-Hall, The Wedding Diva**



The world is "buzz" about the upcoming nuptials of Britain's Prince William to Miss Catherine Middleton on April 29, 2011. The energy, the fervor, the questions are all colliding into a busy melting pot of wedding frenzy...and I can assure you that those of us on this side of the "pond" are just as curious about how it will all play out!

I remember quite vividly, the elaborate spectacle that was Diana and Prince Charles' wedding - I was 18 at the time and to me, it looked like a fairytale come true. All of the pomp and circumstance: her gown (with that AMAZING train!) and the gilded carriage she arrived in...truly, it was a Cinderella story. And now all these years later, as her eldest child takes those first steps into married life, I think many of us will fondly remember the images of a shy, yet lovely new princess, embarking into a totally different realm and living a life that many dream about but never get to experience.

So, with all of the excitement surrounding the royal wedding, I thought this would be a great time to dole out a few tips on how to pull off your own version of a "royal" affair...even if you don't have the titles, lineage or crown!

- 1) Speaking of lineage - why not do a bit of family history investigation? Perhaps there is royalty on one side of the aisle...and if so, incorporate that bit of knowledge into favors or on a wedding Web site. Nothing like a bit of the "crown" in your bloodline to make for interesting conversation!
- 2) A family crest: This is an "add-on" to your lineage investigation - if either of your families have a coat-of-arms or crest, consider making that a part of your "married monogram." How cool would it be to have the emblem of your family embossed onto menu cards or even reproduced as a GOBO to shine brightly within your reception venue or on the dance floor!
- 3) William and Kate's wedding will be FORMAL. To the MAX. Ladies will be stylishly attired in gorgeous suits and amazing hats whilst the gentlemen will be in morning suits and cutaways. Consider having a truly sophisticated morning wedding that can allow for this brand of fashion to be on grand display!
- 4) And speaking of morning weddings - incorporating the tradition of "high tea" might be just the ticket to bring a bit of the English lifestyle to your own nuptials. It's a beautifully elegant way to mix, mingle and celebrate with your guests, at a price point that is much lower than the typical dinner receptions we host here in the States.

[register online](#) (Select member type: NACE Member). Contact [Toni Shortsleeve](#) for more information.

For more NACE events, please visit our [Web site](#).

NACE IDEA SWAP for EVENT PLANNERS

(Members Only)



April 26, 2011

3:00 pm - 4:00 pm ET

Moderators:

Linnyette Richardson-Hall and
Michelle Hall

Contact [Joanne Kim](#) for the
registration link.

NACE IDEA SWAP for OFF-PREMISE CATERERS

(Members Only)



May 24, 2011

Time TBD

Contact [Joanne Kim](#) for the
registration link.

NACE Experience!™ 2011

July 24-27, 2011



5) While Prince William and his new bride are true royalty in the sense of heritage, I think that every bride and groom are "kings and queens" on their wedding day! It's all in how you think about it - as "royalty," you command and take care of your own private kingdom - your new life together...

Congratulations to Prince William and Catherine - as well as all of the brides and grooms who are about to say "I DO!" Here's wishing all of you a lifetime of love and happiness together!!!

Letter From the Executive Director



As always, if you want to find things to worry about, you can find some:

- At the time of this writing, the federal government is considering a shutdown - and even if it is brief, caterers who depend on the federal government will be affected by budget cuts.
- Our economy is recovering, but it is fragile at best.
- The threat of inflation could impact food purchasing, which is key to our industry.

But, if you want reasons for optimism, for our industry and for NACE, there are plenty of those too:

- Our spring membership campaign is in full swing and already demonstrating results. Our overall membership continues to grow above 4,000. Registrations for this summer's [NACE Experience!™ conference](#) are steady and growing. This is going to be our best conference to date.
- There is good news for the hospitality industry overall - spending on weddings is up, as are the number of weddings. Those who question the value and legitimacy of what we do will have a hard time explaining why billions of people around the world will be tuned in to the royal wedding later this month.
- Hotel room rates are steadily increasing, as you can see in our news report.

At NACE, we are always looking at the big picture. We believe this spring, more than any other, is a time of renewal and hope. As an association we are staying loyal to our tradition, while becoming adaptable to new trends and growth patterns.

We have reorganized and retooled; and we continue to think of how NACE can become as big a tent as possible for the entire catering AND event industry.

Next month, *Associations Now* magazine, the bible of the association industry, will pay special tribute to all that we have accomplished as an organization in a feature length article. We were proud to host their team of writers and photographers in our office and look forward to sharing our success with the entire association community.

And you have every right to be proud of NACE and optimistic about the association and our industry's future.

[Register online now!](#)

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[View the agenda](#)

 [Join the Experience event](#)

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NACE AWARDS:

Chapter, Individual and Industry recognition you deserve!



Last day for submissions: **May 20**

[Enter to win](#)

[View the NACE web site for details](#)



[View the latest conference update](#)

Now remind me -- what was so bad in the first place?

Bonnie Fedchok

Spring Has Sprung...First Quarter Gone!

Presented by Lynne LaFond DeLuca, Beverly Clark Hospitality Training



Yes, believe it or not, the first quarter of 2011 has **sprung the coop** (gone!). For those of you savvy enough to have written a marketing plan this year, now is a great time for a good status update on your progress. For those of you who did not, it's never too late! You can start now...

Before looking forward into our second and third quarter marketing, it's important to review what happened in the first quarter to determine if we have any ground to make up in terms of revenue. Maybe some of the programming that you thought would yield bigger revenues fell short. So, we have to make that up in the second quarter otherwise we will fall short of our annual goal. So, take a look at how your year-to-date revenues compare to what your goal was and to your annual goal.

Next, look at the execution and results of the programming (marketing) you did in the first quarter. Did you achieve the results you expected? Some marketing programs are great ideas to start with, but the execution just falls short and maybe can just be **tweaked** to produce the desired results. Some programs were maybe just not the great idea you thought they would be so we can eliminate those going forward and replace them with something more productive.

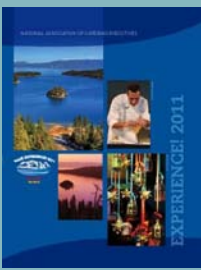
Lastly, think about the different markets you can focus on for the upcoming second and third quarters. Here are a few ideas of some of the **seasonal favorites** right now:

Schools

- Update your school email and mailing lists with the correct contact names and begin contacting the appropriate person in regard to graduation breakfasts or luncheons; spring sports banquets and end of year teacher luncheons and/or teacher appreciation luncheons or dinners.

Corporate Repeat Business

- Create a "**bounce back**" program for businesses that have previously hosted a meeting but have not re-booked yet this year.
- Contact Human Resource Directors of all local companies or



[Download the conference brochure](#)

BUY NACE



Looking for new resources to add to your professional library? Visit the [NACE Store](#) for

NACE brand items, recorded webinars, CPCE study materials and more.

OUR CPCE FLASHCARDS HAVE ARRIVED!



NACE is the only place to get the highly anticipated [CPCE Flashcards](#) (\$25). Visit the [NACE Store](#) to order a set of these compact cards.



Save when you purchase the [CPCE Study Toolkit](#) (\$145) which includes one set of [Flashcards](#), a [4 DVD set](#), and the [Companion Workbook](#). Extra bonus when you buy the toolkit: you receive \$50 off the CPCE exam application fee.

organizations to promote meetings and summer "strategy meetings" for employees.

- **Search Google Maps for prospecting to:**
 - Pharmaceutical companies
 - Healthcare organizations
 - Financial planners
 - Any market segment that is on your target list for this quarter

Referral Relationships

- Our relationships with other industry vendors (our peers) can be one of the biggest sources of new business. Do you have enough and are you maximizing these relationships? Find new and exciting vendors to partner with and make sure it is a "**win/win**" for both parties - you have to refer as much business as you receive!
- Think about kicking up one or two of those relationships to an actual "strategic partnership." Create a new product or package together that takes advantage of both of your strengths and opens up new clients to both of you.

Weddings

- We are entering into the biggest wedding months of the year. It's not too late to upsell! Make sure you have an "upsell" list in place with all of the "trendy extras" to entice the bride. Increasing the "per event revenue" will help your financial statement tremendously! Here are a few more ideas for some last minute revenue:
 - Send out e-mails to all prospects with information on rehearsal dinners, showers, engagement parties and Sunday brunch
 - Incorporate wedding insurance in the packages
 - Advertising your open dates on all your websites
 - Exchange "need dates" with other properties or vendors
 - Market wedding vow renewal packages
 - Partner with wedding planners or consultants about available dates
 - Contact church coordinators or place ads in church bulletins
 - Call bride to get name of maid of honor to discuss bridal shower ideas
 - Discount on rehearsal dinners if they have ceremony and reception booked with you
 - Value added items to packages already sold - any upsell you offer!
 - Themed or seasonal upgrades

Lynne is the Senior Vice President, Business Development and Education for Beverly Clark Hospitality Training. C&E readers recognize Lynne as a recent NACE Webinar Series presenter. She is a highly regarded speaker in the special events industry and has written

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CPCE News

The Certified Professional Catering Executive (CPCE) designation sets you apart in the catering and event industry as a leader and growing professional. [Apply today.](#)



RECERTIFIED IN APRIL:

Tim DeBruin, CPCE

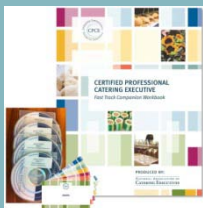
(Southern Wisconsin chapter)

Gil Hall, CPCE

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NACE is the only place to get the highly anticipated [CPCE Flashcards](#) (\$25). Visit the NACE Store to order a set of these compact cards.



for industry publications including *The BoardRoom* and *Catering* magazines. View more articles and see her newsletter at <http://www.beverlyclarktraining.com>.

If you missed the original presentation of Lynne's webinar, you can still [purchase a copy of the recording.](#)

Guerrilla (Marketing) Spotted in Portland

Submitted by **Chris Barrie, Director of Membership, Portland chapter of NACE and Portland Art Museum Site Manager, Vibrant Table Catering and Events**

Photo credits: [Evrin Icoz Photography](#)



This past February, the [Portland chapter of NACE](#) was honored to host Tres Shannon and Kenneth "Cat Daddy" Pogson as our guest speakers. These guerilla gurus are the owners of Portland's [Voodoo Doughnuts](#). We invited Tres and Cat Daddy to teach about their amazing marketing plan, which is very simple: spend no money!

[Vibrant Table Catering and Events](#) hosted the event at their "Loft on Belmont." Guests arrived on a cold and windy night to a warm room with a crackling fire place. Before dinner, NACE members enjoyed some networking while munching on delicious hors d'oeuvres and drinking some hosted beer and wine and signature VooDoo Cocktail. The real treat, however, was hearing the Voodoo owners tell their personalized tales of success and many humorous occasions along the way. They had the audience laughing through most of the program as well as asking many questions about building a die-hard following of customers.

Throughout the evening one theme that kept being repeated was "feed the monkey!" Today's media is saturated with numerous channels and programs all looking for material. Voodoo capitalized on this by creating products that intentionally, or not, provided these media outlets with material to fill their now endless programming cycles. In doing so, they created a symbiotic relationship. The media filled some airtime...and Voodoo spread their brand.

So if you happen to travel to Portland, do yourself a favor and stop in and see the boys at Voodoo. The moment you walk in you quickly realize that this donut shop is unlike anything you've seen before. And did you notice that? They just received more free advertising. These guys are geniuses...

Voodoo Cocktail Recipe

1 ½ oz Vanilla Vodka

1 oz Blood Orange Juice

Shake until icy and serve up in a martini glass. Garnish with a thinly sliced orange wheel floating in the glass.

"Just wanted to send a quick note of thanks for a great time last night! Speakers were hilarious, food amazing and service impeccable! My

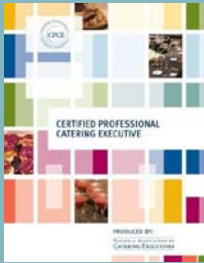
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**2011 CPCE Exam
July 24 - Reno, NV**

[Submit your application](#) by June 24 to be considered for this exam. Visit the NACE [Web site](#) for the full list of exam and training details. [Email us](#) for more info on earning your CPCE designation.

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[Pre-conference Fast Track Sessions](#) (7)
NACE Chapter meeting (1 per hour of education)

We're on YouTube!

NEW videos recently posted!

wine glass wasn't empty once. Kudus!"

- Cindy Labuhn, *The Party Place*

What Students Gain from Chapter Leadership Positions

Submitted by Kayla Elston, University of Houston Community Service Chair

STUDENT INVOLVEMENT

In hospitality schools, students know that their education does not stop with going to classes and studying for exams. In this industry, network building and involvement with industry organizations is just as important as hitting the books. We have talked with many of our student leaders from across the country and they gave us great insight into what they have gained as student leaders and why other students should be motivated to run for leadership positions.

Jennifer Corenblieth is the NACE student chapter president at The International School of Hospitality in Las Vegas, NV. Jennifer emphasized how the position has connected her with industry professionals. "As [student chapter] president, I have a personal line of communication with 'movers and shakers' in the catering world. It is all about networking." In talking with Jennifer and other student leaders, this benefit came up over and over again. Student leaders are at the forefront when students and professionals connect.

Leadership skills are ever important to students and professionals alike and can be difficult to master. Brittany Talavera is the NACE student chapter president at the Conrad N. Hilton College at the University of Houston. She emphasized her growth as a leader, "What I will walk away with the most from my experience as [student] chapter president is the leadership skills that I have learned. It has been extremely hands-on; I wouldn't have learned that in a classroom. Plus, all the wonderful advice I received from other great leaders will be something that I will be able to use for the rest of my life."

The education process guides students through an array of career options with the hope of narrowing in on an industry where a student finds their personal passion. Student NACE members have the opportunity to gain knowledge outside of the classroom that can further pinpoint what it is about the hospitality industry that strikes their passion. Heather Stuckey, student chapter president at University of Central Florida (UCF) in Orlando, told us how her leadership position has affected her education experience and developed her passion, "As the NACE at UCF student chapter president, I have learned a lot about the hospitality industry. I think it is important to join an organization outside of school because the books can only take you so far. Actually being out in the industry and experiencing catering or event planning opens the doors for more education. I am so thankful I am able to experience this opportunity and sharpen my leadership skills, as well as, find my passion in the hospitality industry."

Similarly, Taylor Niceforo, student chapter president at Johnson and Wales University in Denver, CO, told us about her leadership learning experience, "Being student chapter president has given me numerous

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opportunities to expand my career options, meet new people and learn new aspects of the industry I love. I was able to go to NACE Experience! 2010 in Austin and it totally changed my mind about what I wanted to be when I grow up. The Denver chapter has welcomed me with warm hearts and open arms and I have never had so much fun exploring the hospitality industry!"

Becoming a student leader is for any student who is ready to take advantage of the many opportunities that come along with leadership. Student chapters are now starting succession planning for next year and this could be your opportunity!

Industry News From Around the Web

[USDA Enacts New Rules to Protect Against Foodborne Illnesses](#) (Washington Post)

[Average Daily Rates Increase](#) (Hotel News Now)

[Nevada Lawmakers Urged To Reject Alcohol Tax Hike](#) (Fox Reno)

["Green" Hotels on the Rise](#) (Property Magazine)

[Caterers and Hoteliers Turning to Social Media](#) (EquiMedia)

Industry Press Releases

[National Association of Catering Executives Survey: More Weddings, Bigger Budgets](#) (NACE)

[MTV's Quiero Mis Quinces - Features San Francisco Bay Area Companies](#) (Lone Star Limosine)

Quick Links



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