



CATERING & EVENTS

NEWS FROM THE NATIONAL ASSOCIATION OF CATERING EXECUTIVES

January 2011
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Featured Business Partners



The Scoop in This Year's Bowl



Let's face it, it's not just sports fans who celebrate the Super Bowl - the event has become a national cultural tradition. And that means there are parties to be held, menus to be created and events to be planned.

Here's a sampling of ideas from around the NACE world, and even from outside the NACE world, that should help you score with your event!

The Dallas Way:

Super Bowl XLV will be held in Dallas, Texas on February 6, so who else to turn to but Wendy Timson, CPCE, CMP, Social Catering Sales Manager at [Wolfgang Puck Catering](#) in Dallas (*courtesy of Kevin Brant, CPCE, General Manager of the [Belo Mansion & Pavilion](#) also in Dallas*) to share some insider scoop on what will be highlighted at this year's festivities:

Wendy says, "We are doing a boneless wing bar at one event that will have a variety of sauces and attendants [get] to toss the wings in whatever sauce the guest would like."

Passed items will include the following:

- Mini Frito Pies
- Mini Kobe Beef Cheeseburgers (photo)
- Cheddar Cheese Grits with BBQ Shrimp and Green Onions
- Fried Green Tomato "BLT"
- Pulled Pork on Toasted Corn Bread
- Texas Fish Tacos (photo)

And don't forget the client! We are also pulling in some of the client's products - for Pepsi we are doing a brunch and are including things like:

NACE Events

NACE Seminar Series in Baltimore, MD!

Make Your Mark: A Strategic Approach to Advanced Marketing and Branding presented by Lynne LaFond DeLuca



February 17, 2011
(8 am - 4:30 pm)
Registration fee: \$99 (member) / \$119 (non-member)

NACE Webinar Series

What You Don't Know About Customer Service presented by Larry Williams




February 16, 2011
(2 pm ET/11 am PT)
Registration fee: \$50 (incl. Larry's book, *Customer Service A to Z*)

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

Look for the Event Calendar in the mail.

Affiliate Events

 Join us at The Special Event Show, January 25-

- Migas: Eggs scrambled with tortillas, onions and peppers using Jalapeno Tostitos Scoops
- Cherry Pepsi and bourbon glazed ham with Pepsi macerated cherries

A Healthy Approach to the Game:

Visit the EatingWell.com for a super list of [25 Healthy Super Bowl recipes and menus](#).

Try our easy Super Bowl recipes for healthier homemade chips and dips, like Chile Con Queso and Chile-Lime Tortilla Chips, which pack less than half the calories and fat of traditional versions of Super Bowl favorites. Or try our healthier Boneless Buffalo Wings, chili recipes and desserts so you can still enjoy all of your favorite Super Bowl party recipes. Regardless of who wins the game, you'll score points among your fellow fans with these healthy Super Bowl recipes.

And Don't Forget to Make the Ice!

No party is complete without plenty of ice. But we're talking about ice sculptures. Over the years, the pros at [Sculptured Ice Occasions](#) (yes, they're NACE members) in South Florida have come with some great takes on celebrating the nation's favorite event of the year. Get inspired by some of their centerpiece creations from past Super Bowls.

Super Size It - Sassy and Sensational Super Bowl Soirée



Presented by Steve Kemble, America's Sassiest Lifestyle Guru, www.adoseofsass.com

Steve Kemble, America's Sassiest Lifestyle Guru and a Dallas, Texas resident, gives these quick and easy tips for planning a perfect and sassy Super Bowl party! Over 100 million people will attend Super Bowl parties this year, and Kemble feels if you want to have the best Super Bowl party of them all, you must first get into the hysteria that is Super Bowl Sunday! Think pom-poms, streamers, whistles, hats, life-size cardboard novelty cut-outs of players and more!

Keep It Simple!

Remember, it doesn't have to be gourmet to be good! A Super Bowl party is the most casual of all parties! By keeping it simple, you, too, can enjoy the party. Invite your friends to participate in a potluck. (If you choose a potluck, I suggest giving your friends a list of items you would like for them to bring; if you don't, you'll end up with 27 bags of chips!) Or you can think of items such as Chicken Wings, Egg Rolls, Quesadillas, Meatballs, Pizza (call the pizza delivery company early in the day and pre-schedule your delivery), Dips, Nachos, Ribs, Chili and more. For those healthy-conscious guests, consider having available pretzels instead of chips, cereal mix instead of mixed nuts and fruit trays instead of cheese trays.

28, in Phoenix, AZ and earn 25 contact hours towards CPCE initial certification or recertification. This is a location for the CPCE Fast Track Training and CPCE exam. Must use special registration site. Free exhibit hall pass available now. Visit NACE at booth #501.



Join us at Catersource, February 27-

March 2, in Las Vegas, NV and earn 20 valuable CPCE contact hours. Enter the discount code **NACE11** when you register by January 24 and save \$50 off your full conference package! This is a location for the CPCE exam. Visit NACE at booth #1117.

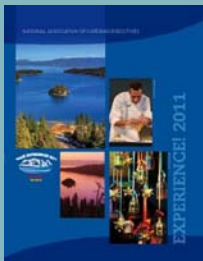
NACE Experience!TM 2011

SAVE THE DATE!
July 24-27, 2011



Online registration opens soon!
View the registration Web site.

Stay in the loop by visiting our Facebook event and follow @NACENational and use #NACEEXP011 on twitter



Look for the conference brochure in

Go for the Green!

Go to your local hardware store and purchase some inexpensive Astro Turf carpet to use as a cover for your Super Bowl party buffet table. Take white adhesive tape and make lines to depict the yard lines on the field. Be sure and remove the chairs from your table so your guests can get to your fabulous Super Bowl party spread without tackling each other! If you want to spread your guests throughout the house, the best way to do it is to set up separate food stations in different areas.

No Dishpan Hands!

No need for fine china! Go to your local party store and purchase football-themed paper goods or visit internet sites that carry fabulous items done specifically for the Super Bowl, such as 4Fun.MakesParties.com

No Surfing!

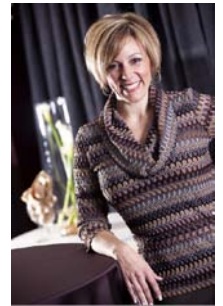
Hide the remotes so your channel flipping friends will be out of business. Besides, the commercials are sometimes the best part of the game (so plan your bathroom breaks accordingly!). Additionally, consider placing smaller TVs in various rooms throughout the house.

Dress the Part!

Invite your guests to dress in the jersey or colors of their favorite team! This will add an unbelievable amount of décor, color and fun to your party at no cost to you! As the host, you should of course be dressed in a referee's outfit!

"The Art of Expansion" - How to Grow Your Business in 2011

Presented by Robin Brockelsby, NACE Business Partner of the Year and Owner, [Creative Coverings](http://CreativeCoverings.com)



Is your resolution for 2011 to exceed your revenue forecasts? Mine is! After many years of learning how to grow Creative Coverings into a national presence (which includes a banner year in 2010), I've figured out the recipe - and I'm here to share it with you!

To grow your business and get ahead of your competitors, you must have three key components: passion, effective selling and an "A" team. Once these components are in place, you will grow leaps and bounds!

SELLING CORRECTLY!

In order to sell correctly, there are four key areas: networking, follow-up, marketing and public relations. In order to do any of these well, you need one thing, PASSION! Like Donald Trump said, "...if you don't have passion, you have no energy, and if you don't have energy, you have NOTHING."

Once you find your passion, use it! Here is the key to successful

the mail or [download a copy](#).

Justify your Experience!



Host hotel: Silver Legacy Resort and Casino is a steal at \$95/per night plus tax and \$6 resort fee (single/double occ.). Mention NACE when you make your reservation.

ANNOUNCING THE OPENING KEYNOTE SPEAKER

CHEF JEFF HENDERSON



From the Streets to the Stove: The Power of Change

Chef Jeff Henderson is an award winning chef, motivational speaker, *New York Times* best-selling author and Food Network television personality. Join Chef Jeff as he talks about his transition from prison life to becoming the executive chef of Café Bellagio in Las Vegas to running his own catering business, Posh Urban Cuisine. Learn how Chef Jeff is inspiring young people to take up a career in the culinary world and be inspired to take charge of your life as he teaches you effective and simple

networking, "You've got to start with a friendship and work backwards towards the sale, not the other way around." This is why NACE is a great tool. All the new industry friends you get to know at a meeting will lead you to more business! Remember...having your name on a chapter roster isn't the tool. The tool is going to the meetings, getting involved and developing friendships by not talking about your business. Make your sales call after the NACE meeting to talk business.

Follow-up is crucial! Take notes about your contacts (after the networking event), so you have something to talk about during your "follow-up" call. Making phone calls and staying in touch is the name of the game! Schedule phone calls to prospective and current customers every week! If you stay fresh in peoples' minds, they will call you first when they need your services.

Many people (myself included) don't give enough attention to **marketing and public relations**, but during the past year I've come to discover that it is as important as "selling". Your company needs to be in front of people on many levels! Sending a monthly newsletter is great (and inexpensive), have a blog with it! **BE CONSISTENT** in updating them and sending them out! Facebook is a great tool (and FREE) if you are careful and regular about your postings. Advertising is expensive, so pick carefully. One ad in a magazine can be far more expensive than a one year membership in NACE.

The art of public relations is beautiful, here's why. When people read an ad they know it's paid for, but people generally trust the press. Journalists are ALWAYS looking for stories. Think of a press release as FREE advertising. Make sure your press releases are not self-indulgent. Write about something the readers will care about. Partnering with a charity is always a great way for press coverage.

Here is my last bit of advice. If you are a one-man show, think about the things you do that make your company the most money! If you don't have enough time to do those things, hire a part-time sub-contractor to do the things that don't make the company money. Concentrate on making the sale! If you are a multi-person show, put the right personalities in the right positions. A great sales person doesn't always make the best customer service person. A great marketing person may not be a great logistics person. Put your team into positions where they will succeed, and you will see your business grow.

Letter From the President

Several years ago, when the then-booming economy was on the brink of busting, a *BusinessWeek* reporter called NACE to ask if it was true that weddings were recession-proof.

It turns out they are, as we documented through our surveys and research. Even though budgets may have been reduced, and guest lists may have become smaller, weddings still took place as frequently as they did before. And that, of course, is good news for our industry.



strategies to navigate through the detours and roadblocks of life.

BUY NACE



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

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

CPCE FAST TRACK SESSIONS
4 DVD set, Companion Workbook and Bundle now available! Extra bonus when you buy the Bundle - you receive \$50 off the CPCE exam application fee.

RECORDED WEBINARS
AVAILABLE (\$35 each)

3 P's of Successful Marketing

Building SEO Success

How Wedding Pros Can Survive in a DIY World

Rules of Engagement - Connecting Your Way to New Business

Using Entertainment to Unify Your Event

You Say More Than You Think

Your Future Workforce

CPCE News

NACE is proud to announce the following catering and event professionals who recertified in December!



The same is true for corporate events. President Obama may have criticized Las Vegas-based conferences, and corporations may have shut down some of their more excessive events, but for the most part, they still took place.

The political campaign of last year was actually a boon to our industry. Candidates spent at least \$50 million during the campaign on catering and alcohol, according to *The Washington Post*. And we found that end of year holiday parties bounced back, as companies realized the value in holding them, even in smaller ways.

This year figures to be a good one as well. Our own NACE survey indicates that there will be significant growth over 2010. We will get off to a great start as the Super Bowl takes place in Dallas - where our members there are gearing up for fantastic celebrations of this uniquely American cultural event.

And for us at NACE, it will be a busy year, too. We will head to The Special Event in Phoenix, January 25-28, and then to Catersource, the annual gathering in Las Vegas, where we will have our booth, host our facilities tours, provide the CPCE exam and present special membership offers.

We will also be holding our distinctive Leadership Summits in the first part of the year, in Salt Lake City, Detroit and Charlotte.

Later in the year, of course will be the amazing NACE Experience! conference in Reno Tahoe. Every year our conference gets bigger and provides greater value to those who attend.

So, through our careers, in our businesses and with our activities with NACE, we are looking forward to a very busy year.

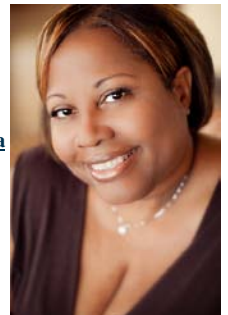
Here's one more toast to a great 2011!

Greg Casella, CPCE

The Diva's Crystal Ball - Visions for Wedding Season 2011

Presented by Linnyyette Richardson-Hall, [The Wedding Diva](#)

Happy New Year!! You know, I'm not really psychic...but I have an uncanny ability to "see" things long before they appear. Not sure if it's because I've been in this business for a minute or not. However, I try to use this "gift" for good!



As we start the trek through the year 2011, I really think the past couple

RECERTIFIED

Darla Mercer, CPCE

(San Diego chapter)

Gayle Skelton, CPCE

(Atlanta chapter)

Debra Wilson, CPCE

(Atlanta chapter)

Michael Rabe, CPCE

(Hawaii chapter)

Abby Fitzpatrick, CPCE

(Dallas/ Ft. Worth chapter)

2011 Exam Dates and Locations

January 28 - Phoenix, AZ

February 3 - Detroit, MI

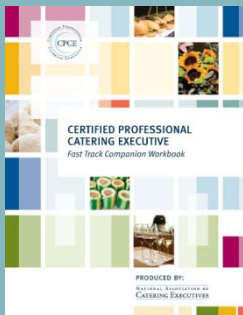
February 11 - Charlotte, NC

February 27 - Las Vegas, NV

July 24 - Reno, NV

Visit the NACE [Web site](#) or [email us](#) for more info on earning your CPCE designation and for the full list of exam details and training locations.

FAST TRACK UPDATE - Dates and Locations, plus CPCE Fast Track DVDs and Companion Workbook now on sale.



CPCE candidates can receive 7 contact hours by taking the in-person Fast Track session in Phoenix, AZ (January 25) or Reno (July 23). In addition, the highly anticipated CPCE Fast Track DVDs and Companion Workbook are fresh off the press and available to help you prepare for the CPCE exam. Choose from the four

of years will "shape" how things turn out this YEAR. The economy has played a huge role as to how clients celebrated their milestone occasions, but the good part of that equation is that people are becoming SMARTER with their decisions. I've always held true to my theory that a smart client is the one I want to have.

So - what does my delightful crystal ball predict for the year of our Lord, two thousand eleven? Allow me to wave a very well manicured hand to reveal these gems:

- 1) People are starting to spend money again. But before you breathe that sigh of relief, understand that they've become increasingly savvy about what they want and what they are willing to pay. As product and service providers, it's even more vital that we stay on top of trends and be able to succinctly price what we do.
- 2) There are three parts of the spectrum: People who will buy on price alone, people who don't care about pricing and the ones in the middle - those are the folks who want great value AND a great price. Be ready for all three personalities and make sure you are also taking on what's best for you and your enterprise.
- 3) Parents are playing a lesser role in the wedding planning process. It's simple, really - the average age of brides and grooms is increasing rapidly and as such, many of them are already out on their own and fully able to pay for the shindig themselves. Not to mention, Mommy and Daddy's savings may have taken a hit during the economic downturn, therefore, they have no money to contribute.
- 4) Personalization is making a big stamp on how weddings look, feel, smell, sound and taste. Gone are the days of cookie-cutter, "do it like your cousin Mabel did" affairs. Today's brides and grooms are style mavens, foodies and tech-indulgent. Their events WILL look like them and their lifestyles, so the smart vendor will make sure to introduce the fine art of "distinctly individual" into the overall event.
- 5) Destination weddings will continue to grow at a rapid pace. Why? Let's go back to prediction #4 - personalization. A destination wedding allows a couple to really get "intimate" with their guests, thereby giving them the opportunity to be daring and do stuff they otherwise may not think of in a traditional setting. Money also plays a part...but destination doesn't always equate to frugality. I'm seeing and planning destination events with budgets that rival a stateside affair; for many of these couples, it's simply about being different.

I really believe that 2011 will be a game-changing year for our industry. There are going to be so many ways to expand and expound upon the services we offer and to become an excellent resource for our clientele. We'll be more successful if we remain focused, yet open to all of the new possibilities and technologies that are on the horizon...and we'll be happier for it!!

DVD set (\$100), Companion Workbook (\$40) or Bundle (\$125). Bundle orders also save \$50 off the CPCE Exam application fee. [Order your copy today](#) or [email cpce](#) for more info.

Let us count some ways you can earn CPCE contact hours...

[NACE Webinar](#) (1 per)

[The Special Event](#) (up to 25)

[Catersource](#) (up to 20)

[Experience! 2011](#) (up to 10.75)

[Fast Track DVDs](#) (up to 7)

Quick Links on www.nace.net

[More About NACE](#)

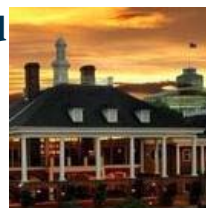
[NACE National Board](#)

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Lessons from the Great Nashville Flood

Presented by Vincent Dreffs, Director of Catering Operations, [Gaylord Opryland Resort and Convention Center](#) and President of the [Nashville NACE chapter](#)



On May 1-2, 2010, Nashville, Tennessee received record rainfall - ultimately culminating in devastating and historic floods, now known as the 500 year flood. In addition to the thousands that lost their homes, the flood also closed a historic landmark - The Grand Ole Opry, America's longest running radio show and the Gaylord Opryland Resort, Convention Center and its attractions (The Wildhorse Saloon, The General Jackson Showboat and Gaylord Springs Golf Links). Mayor Karl Dean estimated the economic impact of Gaylord's business closure at a loss of \$50 million per month, not to mention the 3,000 employees who were temporarily laid off.

While the company had the resources mobilized within 24 hours to begin the restoration processes, it did not have a method of communication to reach its most treasured resource - the STARS. STARS (Smiles, Teamwork, Attitude, Reliability and Service with a passion) is an acronym and the term Gaylord uses when referencing its employees. They embarked upon a social media campaign in order to communicate timely and factual information to those that loved its buildings most. The lesson learned is to always have a contingency plan to communicate using several mediums. Gaylord Entertainment hosted several all-STAR meetings at Two Rivers Baptist Church, one of the few places in town that could seat 3,500 people and wasn't directly or indirectly affected by flood water.

With zero revenue dollars being generated, Gaylord Opryland decided to pay its STARS six weeks worth of wages and benefits as it figured out a reopening date. At nearly \$1.5 million dollars per week, the STARS knew it was a generous gesture; however, it was uncertain how long that commitment would stand. Immediately, Gaylord's STAR Events and Communications Team organized Team Gaylord to offer assistance in restoring homes of residents. The goodwill gesture allowed everyone to gain that sense of community - one of Gaylord's Core Values.

In record time, Gaylord Entertainment was able to get the world-famous Wildhorse Saloon open in time for Nashville's CMA Festival beginning June 6. Immediately following that, permits were granted from the Corps of Engineers to dock the General Jackson Showboat at Riverfront Park and conduct business from that point of embarkation. Gaylord Springs Golf Links was able to reopen in early August and the Grand Ole Opry returned to its home on September 28, 2010.

Gaylord Opryland Resort welcomed guests for the first time on November 15, despite being over-shadowed by the Gulf oil spill and the Times Square bombing. Nashvillians banded together and came to the aid of each other and we are pleased to report 'we are open for

business.'

Dallas Gears up for Super Bowl XLV



**Submitted by Dana Carroll, CWC,
President of the Dallas/Ft. Worth NACE
Chapter and Catering Sales Manager, The
Stoneleigh Hotel and Spa**

When it comes to the Super Bowl in the Big D, it's Go Big or Go Home! North Texas is proud to host Super Bowl XLV on Sunday, February 6, 2011! And many members from the Dallas chapter of NACE are involved with the more than 150 events being held throughout the city. If you are planning to attend the Super Bowl in the Big D, you better be ready for a BIG PARTY but if you work here in the hospitality industry you better be ready for one crazy non-stop week.

"As one of two caterer managers that handle Union Station events and offsite catering, I am anticipating no sleep that weekend," shares Wendy Timson, CPCE, CMP with Wolfgang Puck Catering who is personally detailing the Hall of Fame Luncheon, a special event for E&J Gallo, the NFL Alumni Player of the Year Awards and events for PepsiCo and Verizon, all taking place from Wednesday to Sunday.

Entertainment is of course key and Luana Stoutmeyer with Center Stage Band and owner of Encore Entertainment shared the following, "Many events are requesting multiple entertainment options for each event, as they want to create an experience for their guests, Center Stage is performing for Fox Television Networks and they asked us to bring additional entertainment including butt sketch artists, cigar rollers, air brush tattoo artists and face painters. We are in for a crazy weekend and we cannot wait."

Are we excited? Of course! Some of us are ready to see everything come together and most of us are excited that it will all be over in 18 days, 23 hours and 42 minutes from the time this was written (see countdown on North Texas Super Bowl Committee Web site).

Keep a lookout for post-event pictures and details in the near future.

Happy NACEgiving

**Submitted by Jaclyn Parks, President of
the Triangle NACE Chapter and Special
Events Manager, TPC Wakefield
Plantation**



Photo credit: Martha Manning Photography

For their November meeting, the Triangle, NC NACE chapter wanted an event that incorporated a community service project, the Fall membership drive, a wrap up from their annual fundraiser, a fun

educational topic and board inductions. What they came up with was a multi-faceted event called "Happy NACEgiving," which focused on the NACE chapter as a family and coming together during a busy time for a great meal (served family-style, of course) and a great time of giving and support to those less fortunate.

To tie in their check presentation to the Interfaith Food Shuttle, attendees were encouraged to bring a turkey to donate and were offered \$5.00 off their attendance fee in return. In addition, The Body Shop was on hand selling gift packages at highly discounted rates with proceeds going to The Body Shop Foundation which, among many things, helps end world hunger.

As attendees were ushered into the ballroom, they were automatically split into two sides by the seating layout. Chapter president Jaclyn Parks acted as the host for a Family Feud game that challenged the membership on their knowledge and benefits of NACE and commented, "After a successful and increasingly busy year for our membership, we decided to go with a fun and lighthearted education component."

The teams really got into the game, which consisted of three rounds set up in a PowerPoint program run by Programs Chair Amy Greene. The team with the highest score then selected two members to move on to the "Fast Money" Round.

After the game, the new board was inducted and a celebratory toast was offered.

Feedback from the event was incredibly positive, with most members saying that the timing and theme of the event was perfect. With everyone gearing up for the holidays, a fun and interactive event was exactly what everyone needed.

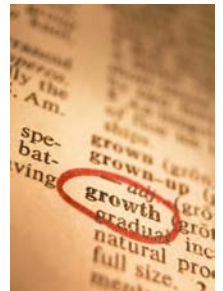
Caterers See New Optimism in 2011

After several years of seeing cutbacks in wedding and corporate event spending, a new NACE survey reveals that members project significant growth in 2011 compared to 2010.

Nearly 60 percent projected overall growth for the catering and events industry in 2011. And, more than 31 percent projected revenue growth of greater than 10 percent for their business, while 48 percent reported revenue growth of 0-10 percent. Only two percent reported projected declines.

Nearly 85 percent reported increases in the number of weddings, but most indicated that budgets per wedding would not change from 2010 levels.

With respect to corporate and special events, 85 percent reported that there would be more in 2011 compared to 2010, and nearly a third



indicated that budgets for these types of events would increase.

"We're seeing tremendous optimism," said Bonnie Fedchock, NACE's Executive Director. "And the survey confirms what we are hearing anecdotally from members all over the country. It's going to be a great year."

The survey was conducted in December 2010 and completed by 148 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.

Industry News From Around the Web

CALLING ALL NACE CHEFS: Notional, LLC is now casting chefs to compete in the ultimate dinner party challenge for Bravo's new competition show, "Rocco's Dinner Party!" Here's your chance to be on TV. [View details here.](#)

CASTING CALL FOR FEBRUARY WEDDINGS IN SOUTHERN CA: Do you know a couple tying the knot this February? Kassting, Inc. is currently in search of brides and grooms in Los Angeles or southern California for a new Lifetime channel show. Mention NACE on your intro - [View details here.](#)

[Party Time Again: Holiday Events Point to a Recovering Economy](#) (AOL Daily Finance)

[Hospitality industry saw signs of recovery in 2010](#) (San Diego Union Tribune)

[Obama signs food safety bill, could trigger budget battle](#) (USA Today)

[Pantone 2011 Color of the Year Announced](#) (Pantone)

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