



CATERING & EVENTS

NEWS FROM THE NATIONAL ASSOCIATION OF CATERING EXECUTIVES

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NACE Events

The NACE Experience: What Are You Waiting For?



We are just more than one month away from the NACE Experience! in Reno-Tahoe.

You won't want to miss this opportunity that only comes once a year to reunite with your NACE friends and contacts and forge new ties with excellent business contacts from all across the country.

And you'll want to take home the menu ideas, design inspirations and other professional tips from our incredible [speaker lineup](#).

And that's not to mention the food for thought you will get from our keynote speaker **Chef Jeff Henderson**. Henderson is an award-winning chef, motivational speaker, *New York Times* best-selling author and Food Network television personality with a triumphant story of change and the power of potential.

Henderson is the Food Network personality behind *The Chef Jeff Project*, in which he put at-risk youths to work for his catering company, Posh Urban Cuisine, and provided them with the knowledge, skills and opportunity for a new life with a culinary career. The show also inspired the companion cookbook, *Chef Jeff Cooks: In the Kitchen with America's Inspirational New Culinary Star*. Attendees of Experience can meet Chef Henderson immediately following his session during his book signing - copies of *Cooked* and *America I AM* will be available for purchase onsite at the NACE Bookstore.

NACE is an exceptional value. If you haven't registered yet, but want to make the argument to your bosses, check out the justification tool kit.

"Experience 2010! in Austin was my first NACE conference. I attended the conference shortly after graduating as a NACE student and transitioning into the professional environment. It was a valuable opportunity to learn from other people in the industry as I began my professional career. With more than a year of experience in the industry, it will be great to gain new insight from a different perspective at EXPERIENCE! 2011! (plus who wants to turn down a

Krystal Peay
Director of Sales and Marketing
Elegant Beginnings, Inc

Can't attend on these dates? Register now and receive a recording after the webinar.

REGISTRATION OPEN
July 13, 2011
2:00 pm ET / 11:00 pm PT



Knock Out Strategies for Working with Price Conscious Customers
presented by Linwood Campbell, CPCE and Lisa Hopkins, CPCE, CMP
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
August 17, 2011
2:00 pm ET / 11:00 pm PT



An Indian Wedding Primer
presented by Terese Cole-Hubbs
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.

NACE IDEA SWAP for ON-PREMISE CATERERS

Letter From the Executive Director



Welcome NACE Members!

With the beginning of summer, we have seen strong renewal of members in NACE. During our spring campaign, 250 new members joined the NACE community. In addition, more than 340 members renewed, taking advantage of our offer. That means that NACE now stands at nearly 4,100 active members, which is terrific news for our industry!

While some of the latest economic news isn't terrific, I continually hear how our members are succeeding in their local markets. I am always reminded about how the NACE community is the most important asset they have in their industry contacts and friends. And connections and community are one of the most central offerings that NACE provides to its membership. From our chapter's monthly meetings to the upcoming Experience! conference in Reno-Tahoe, you always have a place to find the latest in education ideas, business solutions and fantastic NACE members.

As our new members who are reading this will also soon learn, the other elements that make NACE valuable are education, business solutions and our charitable foundation, which ensures that we are endowing our industry with a bright and promising future.

So, welcome new members! It may have been for networking purposes that you joined, but I'm sure you will want to stay because of the many ways that NACE enriches your career and your business.

I hope that I will meet you at our Experience! conference in Reno-Tahoe next month. There, you will see how the cream of the crop in our industry executes meals, events and weddings. You will come home enriched, educated and enlightened.

And you will meet even more people outside of your specific geographic region, making your investment in networking that much more worthwhile.

Bonnie Fedchock

BBQ Ideas and Recipes for Dads and



(Members Only)



June 28, 2011

3:00 pm - 4:00 pm ET

Facilitated by Kevin Brant, CPCE

To participate in this FREE discussion, you must pre-register and be a member in good standing. Registrants will receive an email with call-in information on joining the Webinar **upon approval** and verification of membership status.

**NACE IDEA SWAP for
HOTEL CATERING
PROFESSIONALS
(Members Only)**



July 12, 2011

3:00 pm - 4:00 pm ET

To participate in this FREE discussion, you must pre-register and be a member in good standing. Registrants will receive an email with call-in information on joining the Webinar **upon approval** and verification of membership status.

Affiliate Events



Save the date! We are excited to announce that NACE members are invited to attend the **International Military**

Grads

It's time to break out the Weber for your Dads and Grads. We turn to the [Wall Street Journal](#) for five excellent new takes on an old favorite, the burger. Check out the recipes for The Hatch Chile Burger, The 10 p.m. Burger, Lamb Burger with Feta & Cumin Mayo, House-Ground Steak Burger.

Your dads and grads will be grateful, and so will your clients throwing outdoor parties in June.

And for some outdoor design tips, check out [Country Living's top 20 decoration themes](#).

How Big is Your Sales Team?

Traditionally in tough times, sales teams are sometimes asked to take on more responsibility in order to reduce costs and save on labor. And, although all trends right now in the special events industry are looking very positive, with bookings increasing, we still have residual of this from the trying times we have recently been through.



This is especially prevalent in hotels, resorts, private clubs and event venues. Among other budget cutting tactics, sales teams have been reduced, however the overall financial goals have remained the same if not increased. Once again, the name of the game is adaptability and those who adapt easily and gracefully stand to benefit the most. Not only by the perception of being a team player, but you will also learn the most about constantly raising the level of your game - strategic thinking! Working smart is a lesson well learned early in the game, and when presented with difficult and challenging situations, industry professionals are given the opportunity to grow.

Whether or not you are faced with a reduced sales team, one tremendous opportunity for growing your business and increasing your "sales team" comes through the other people and companies that you align yourself with that, in essence, become an extension of your sales team.

The only difference is that they are not on your payroll! This comes through our wonderful network of other industry vendors and venues that we refer and who refer us back. Learning to carefully select and maximize these relationships is a very effective way to increase revenues and create an extraordinary network within your industry.

[View fees page](#)

Membership Quick Links:
[Become a part of the NACE community](#)
[View membership dues page](#)
[View membership benefits page](#)



[Visit YouTube to view our Experience testimonials.](#)

Experience! 2011 for Event Professionals



So as an Event Professional, have you ever asked yourself, "Why should I go to Experience?" Well I am here to tell you why you should go. I believe that first and foremost it is the Networking that takes place. There are people at the conference who have never asked themselves that question and just invested in the opportunity to meet people from all over the country and share their stories, hear how other people are handling the same issues that you are having and how they are being solved. You are establishing relationships that can last a lifetime. I have never had an issue with calling a fellow NACE Member that I met at Experience, if I needed help with something or was traveling to that particular area and needed advice on where to stay or what to do.



[View the latest conference update](#)

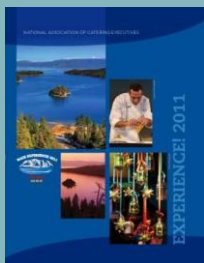
I think the second reason is the Education that is received. There is an entire track designated for Event Professionals. This year, you can learn how to up sell your events, how to market yourself and your business, maximize your efforts with entertainment, win-win event relationships, the Power of Relationships: Connecting Event Professionals and Caterers, taking advantage of new technology. If The Event Professional Track doesn't interest you, there are tracks for Event Management, Business, Catering and Beverage. So I am sure you will be able to find a breakout session that works for you. The Opening session, the Design and Culinary sessions and the closing session all promise to be very informative. The special events that will be taking place are all fun and allow for plenty of networking as well as socializing including the opening reception in Carson City, The Signature Event for The Foundation and the Gala Awards Dinner.



[View the invitation from Jerry and Troy](#)

Remember, this is an investment in you. We are constantly learning and should always look to new information to make us better business people, help us make our lives easier with technology and provide the best service we can to our clients and guests. So, I will be at Experience will you?

Joe Mahoney, CPCE
Managing Partner, HospitalityStaff® Orlando
National Event Professional



[Download the conference brochure](#)

"I Want Trucks!" at Pacific Event Productions

Written by Jose Ramirez of Backdrops Beautiful,
NACE San Diego chapter Social Media Chair
Photo credits: [Xavier Bailey Photography](#)





[View the agenda highlight email](#)

This month's meeting was hosted at the warehouses of Pacific Event Productions and White Wedding Day Events. NACE attendees were given the opportunity to explore the many corridors and get an inside look at the workings of a large production house while learning about current trends in the event industry. The event was held outdoors which provided the ideal networking event space. Pacific Event Productions created an amazing cozy ambiance with their sustainable furniture items and décor.

Our educational topic for this meeting was current trends. We were lucky to have Kristen Elgo from PEP and White Wedding Day Events speak on the topic. She highlighted that "people still love a variety of seating; loving it to be mixed up and casual and even formal affairs still doing head tables of 15 people which is kind of unusual." Kristen informed us of their Malibu Furniture line which is versatile and can be used for food stations, seating tables and belly tables. Sustainability is very important to people nowadays and the great thing of this furniture line is that it doesn't need linens.

Dinner was provided by the trendy local Food Trucks of San Diego. MIHO Gastrotruck featured Grass-fed Sliders, Seasonal Salad, and Belgian-style Fries. Chop Soeey Truck (A Chef Deborah Scott Creation) menu included Mini-Asian Calamari Salads with Cellophane Noodles, Peanut Sauce, & Vietnamese Dressing. Green Truck prepared a Rosemary Farmers Market Skewer with Curried Lemongrass Basmati Rice and Joes on the Nose Orange Organic Coffee Truck provided an extensive menu of awesome espresso, tea, and chocolate drinks. And it wouldn't have been a complete meal adventure without savory deserts by Sweet Treats Truck.

Contrary to what some news outlets in the mainstream report, food trucks are not a trend. As David Wasserman from Joes on the Nose said, "food trucks are a unique way to spice up a venue and/or event with fresh gourmet food." However, Social Media has helped boost popularity of food trucks by fostering a new energy driven by fans. Customers are able to obtain up-to-the-minute menu and schedule updates by food trucks engaging in platforms such as Twitter and Facebook. So make sure to follow @Choptruck @MIHOGastrotruck @GreenTruck_SD @joesonthenose and @SDSweetTreats to obtain their latest news!

We'd like to thank everyone who attended the May meeting including our sponsors: Pacific Event Productions, White Wedding Day Events, Joes On The Nose, Chop Soeey, Green Truck, MIHO Gastro Truck, Sweet Treats, Food Team, Joe Park, Classy Event Group, Party Pals, Xavier Bailey Photography, Young's Market Company and Stone Brewing Company.

We had some great feedback from all our attendees...Some quotes from the guests include... "That driveway was totally transformed. It was a great space." and "Totally better than I expected. Those sliders were worth waiting for..."

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NACE New York Chapter: Sake Tasting at Haru on Park Avenue, NYC



Written by Stella Inserra, Owner, Simply Dazzling Events and New York chapter Director of Marketing

What do you call a restaurant with nine locations that has maintained its individuality? HARU Sushi Bar. On Monday, April 11, 2011, the NACE New York chapter was pleased to have the HARU Gramercy Park Avenue location show chapter members an evening true to the intricate flavors of Japanese cuisine and to a culture rich in traditions.

Executive Chef Alex Aratake planned an evening of fine dining, which included hors d'oeuvres, a family-style dinner, splendid desserts and "hands-on" sushi demonstrations. Some of the items on the menu included king crab dumplings, filet mignon yakitori, grilled garlic shrimp, kiss of fire roll and beef negimaki. Keith Dusko, Senior Director of Operations and "Mixologist-in-Chief" led a sake tasting and informed the chapter on how Haru has achieved individuality without sacrificing Japanese tradition and culture.

According to Dusko, like wines, sake can be defined whether as dry or sweet as its basic characteristics. In Japan, Nihonshudo, or the Sake Meter Value, is often used to determine whether a sake is either dry or sweet, or in between, by measuring the amount of residual sugar and alcohol in it. In this measurement, water is give a value of ± 0 , and a sake with Sake Meter Value of ± 0 should taste neutral, neither dry nor sweet. A positive value means a less residual sugar and therefore a dry sake. Likewise, a negative value indicates a sweet sake.

Sake can be divided into the following groups according to the type of brewing process. NACE New York chapter members experienced sake from each category:

- **Junmai** - The name means "pure rice." Junmai is sake composed of only rice, water, koji and sake yeast. No other ingredients or additives, such as alcohol or sugar, are added. The sake character tends to be full-bodied and slightly acidic.
- **Honjozo** - in this sake, not more than 120 liters of raw alcohol per each metric ton of white rice and no glucose have been added during brewing process. In the U.S. it is not legal to make Honjozo or to add alcohol to sake. Imported Honjozo is categorized into distilled spirits. The sake character tends to be lighter than Jumai.
- **Ginjo** - Ginjo is a special type of Junmai or Honjozo and considered the highest achievement of the brewer's art. Many Ginjo brewers use special yeasts in its making and ferment the final mash very slowly at a low temperature. This extra effort produces a sake with a light, clean taste and a tangy flavor and aroma.
- **Nama** - Nama means "draft sake." In this classification, fresh

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:

David Cronin, CPCE, CMP

(South Florida chapter)

DEADLINE REMINDER June 24 Approaching!

**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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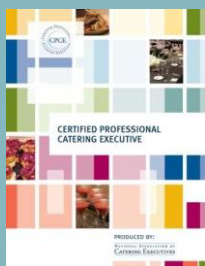
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(7)

[NACE Chapter meeting](#) (1 per hour of education)

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Quick Links on www.nace.net

sake is micro filtered once before aging and once in the process of bottling. Nama's fresh taste is fruity and has a pleasant aroma.

The evening ended with a selection of cheesecake tempura, mochi ice cream and networking NACE New York style.

GOURMET-OPOLY Offers Night of Games, Gourmet Cuisine

Written by [Melissa McEver](#), Writer/Editor for the [Conrad N. Hilton College of Hotel and Restaurant Management at University of Houston](#)



Photo credit: Steve Lee Photography

From the "passed" GO appetizers available on the "Boardwalk" to the Water Works-tinis and the table centerpieces-giant game tokens of thimbles, Scottie dogs, racecars and wheelbarrows, to name a few-Hilton College's 38th Annual Gourmet Night on April 9 delivered a GOURMET-OPOLY-themed evening to remember.

The 350 guests sat at tables laid out like a Monopoly game board in the Conrad N. Hilton Ballroom-the room ablaze in the game's signature colors of green, blue, pink and orange. The six-course dinner names also called Monopoly to mind, from Marvin Gardens & Beef Carpaccio to Pacific Avenue and Mr. Pennybags & His Set of Dice. The scrumptious meal included a baby arugula salad with goat cheese medallion and shaved filet mignon; herb-crusted duck breast with duck liver mousse accompanied by braised duck stuffed in saffron ravioli; miso-glazed Chilean sea bass over wasabi mashed potatoes, sautéed spinach and soft-shell crawfish topped with Kimchi; and a white chocolate bomb with vanilla bean panna cotta, dark chocolate mousse and yellow cake finished with a strawberry champagne soup and edible dice for dessert. Each course featured a custom wine pairing.

"Our guests really loved this year's fun theme and menu-we had lots of clean plates coming back to the kitchen and we received a lot of compliments on the décor, the service and, really, on everything," said Baker Goldsmith, student general manager of this year's Gourmet Night.

The silent auction, which included numerous gift certificates for luxury hotel stays, concert and arts event tickets, wine baskets and much more, raised nearly \$20,000 for scholarships, said Goldsmith, who managed a team of nine student directors and more than 300 student volunteers under the guidance of Gourmet Night executive director Erin Kenyan Oeser ('98).

Guest chef Craig T. Meyer, executive chef at Lakeside Country Club, said he helped the student chefs-banquet chef Ryan Smith and sous chef Kaitlyn Venable-stay true to their vision for the evening.

"We just wanted to incorporate the themes from Monopoly as much as possible into our menu," Venable said.

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Congratulations to all the student leaders and volunteers who made the 38th Annual Gourmet Night a winning event! And mark your calendars for the next Gourmet Night slated for April 14, 2012. Tickets will go on sale at the end of January.

Check out NACE in the News!

Many news media outlets are covering NACE and introducing our association to their readers!

[Catering magazine reports on our 2011 wedding survey](#)

[Exciting Associations Now article on how NACE has turned itself around organizationally with the help of its excellent staff led by executive director Bonnie Fedchock](#)

Industry News

[CMP Board Approves Revised CMP Blueprint to Support Globalization of the Certification](#)

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