



May 2011  
Issue No. 30

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### Featured Business Partners



### Your Opinion Counts!

Business Solutions Survey



NACE is conducting a membership

## NACE Members Provide Expert Commentary On The Royal Wedding



The Royal Wedding provided an opportunity for many NACE members to showcase their expertise in the media.

The Wedding Guys, Minneapolis wedding experts Bruce Vassar and Matthew Trettel, were in London for the royal wedding and made quite a media splash! View their blog and their interviews [here](#).

Philadelphia-based Mark Kingsdorf, owner of Queen of Hearts wedding consultants was interviewed by several outlets in Philadelphia. Check out the collaboration with Mark and fellow NACE members (Gala Cloths and Eventricity) in the segment! You can see the video clips here:

- [KYW News Radio](#)
- [Philadelphia CBS stations](#)
- [Philadelphia NBC 10! Show](#)

And, NACE national board member Linnyette Richardson-Hall was interviewed by [MSNBC](#) on the finances of pulling such a large event together.

## Submit Your Work For The NACE Awards!



The 2011 NACE Awards recognize the best of the best in the catering and events world. Your work was excellent this year and should be recognized.

NATIONAL ASSOCIATION OF CATERING EXECUTIVES  
*Representing the Best in Catering & Event Design*

The corporate client that called with 2 months to go and you needed to pull the event together? The bride and groom that wanted something that had never been done before and you delivered? You've already done the work, now just claim the credit you deserve.

Share your best work with your peers and be recognized as the leader that you are.

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

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

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 Certified Professional Catering Executive (CPCE).

REGISTRATION OPEN  
**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).

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



#### [Knock Out Strategies for Working with Price Conscious Customers](#)

***The NACE Awards deadline for submissions is May 20 - there is still time!***

Visit the [NACE Web site](#) for more information. Or, [enter to win](#)

## Chef Jeff To Headline The NACE Experience! Conference



Chef Jeff Henderson will deliver the opening keynote address as the National Association of Catering Executives (NACE) presents Experience!™ 2011 in Reno-Tahoe, July 24-27.

Henderson will share his personal story of redemption. He served nearly a decade in prison for drugs, but discovered a love of cooking and eventually became the first African American chef de cuisine at Caesars Palace. Since then, he has become an author (*Cooked*) and celebrity chef.

Attendees will hear his riveting, inspirational story of turning one's life around.

As always, Experience! is the best educational value for catering and event professionals and provides a unique opportunity to network with global leaders in the catering and events world.

An overwhelming percentage of people who have attended the Experience conference report that the conference has led to new business deals and has provided valuable education and unique networking.

The NACE Experience includes all meals, with dining experiences that are so artfully and expertly prepared. Keep your notepad and digital camera handy so that you can create them again back home.

Dee Lane Eades, CPCE, Senior Sales Representative with Graceful Tables, says that every year, the Experience conference is an opportunity to reconnect with contacts and establish new business leads.

"Every opportunity I have to attend an Experience conference, I take it because I am continually exposed to new and innovative ideas from industry leaders and speakers that give me the knowledge base to enhance my performance within our industry. Information of this caliber and in this short span of time is invaluable to furthering my career and continuing my professional development," Eades said.

The NACE conference is not only educational, valuable and a business lead generator - it is also fun. Social networking, hey, we practically invented it. To register and to learn more, visit [www.nace.net](http://www.nace.net).

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).

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### 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.

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

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

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**NACE IDEA SWAP for  
OFF-PREMISE CATERERS**  
(Members Only)



**May 24, 2011**  
3:00 pm - 4:00 pm ET

Moderator:  
Warren Dietel

Contact [Joanne Kim](#) for the

## Letter From the President



As we all head into the busy spring and summer  
season producing more outdoor events, we have  
new challenges that come with them: wind, rain,  
heat and insects! We never know what we are  
getting into and that's what makes the catering and  
events business so much fun! We are continually  
thrown curve balls that we need to deal with. There  
is never a way to prepare for every problem that may come our way,  
we can only be mentally and physically ready for the job at hand.

And since we are talking about outside, I want to suggest that you all  
do something for yourselves outside in the fresh air! We spend so much  
time working because we love what we do, but we can't forget to make  
time for ourselves and our families. Balance is important, moving our  
bodies helps move our minds and there is no better time than now to  
start an exercise program, begin a new hobby or just start taking walks  
each evening. It doesn't have to be big, we just need to start moving.

Mentally, we need to be more than ready for those daily work  
challenges, it's not just how much you know, but it's the attitude we  
bring every day to our jobs. Our Experience! conference is the ideal  
attitude adjustment. We get to learn new things, take home great ideas,  
and probably most often relearn what we already knew but have  
forgotten. The comments I most often hear about our Experience is "I  
really needed this." The connection to others in our industry to share  
our successes and failures, helps us go back to our real lives energized  
and ready to take on any challenge!

Summer is just around the corner and so is our Experience! 2011  
conference hosted by the Reno-Tahoe chapter of NACE. If you haven't  
signed up for your attitude adjustment then I highly recommend you do  
it today, for yourself and for those around you!

Greg Casella, CPCE

## Fire It Up!

Here is a special outdoor grilling recipe from Chef  
Corey Sibley, who is a NACE member and the  
owner of C&K Catering and Personal Chef Services  
in Nashville, Tennessee. Chef Corey is a U.S. Army  
veteran; he was injured in Iraq in 2003 and nearly  
killed on three different occasions. Though he has a  
mild traumatic brain injury, Chef Corey has  
rebounded and started his own catering business.



Enjoy Chef Corey's suggestion for your outdoor recipes:

### Hickory Smoked Catfish Sandwich

4 (about 6 ounces each) U.S. farm-raised catfish fillets  
catfish brine\*  
8 slices, toasted wheat bread  
tomato aioli\*\*  
8 slices crispy, cooked thick-sliced bacon  
8 thin slices ripe tomato  
1 cup packed baby arugula

Directions

registration link.

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**NACE IDEA SWAP for  
ON-PREMISE CATERERS**  
(Members Only)



**June 28, 2011**  
3:00 pm - 4:00 pm ET

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



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**NACE Experience!<sup>TM</sup> 2011**

**July 24-27, 2011**



[Register online now!](#)  
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[View the agenda](#)

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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](#)

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1. Add catfish fillets to the brine; cover and refrigerate for 3 to 4 hours.
2. In a hot smoker, using hickory chips, follow manufacturer's instructions to prepare fillets until lightly smoked and fully cooked.
3. Spread each toast slice with aioli.
4. To assemble sandwiches: Place a slice of toast, aioli side up, on each of four plates. Top with a fillet. Layer each slice with 2 slices each of the bacon and tomato, top with arugula. Cover with remaining toast. Cut sandwiches in halves. Serve with chips, if desired. YIELD: 4 portions.

For the catfish brine\*: In a large bowl, combine 3 cups water with 1/2 sliced lemon, 1/3 cup Worcestershire sauce, 1/4 cup white wine, 2 tablespoons kosher salt, 1 tablespoon each black pepper and sugar and 1-1/2 teaspoons each dried thyme and red pepper flakes. YIELD: about 3 cups.

For the tomato aioli\*\*\*: Pour boiling water over 4 dried tomato halves; set aside to soften, about 15 minutes; drain well and finely chop. Combine tomatoes with 2 cups mayonnaise, 2 tablespoons lemon juice, 4 teaspoons olive oil, 1 teaspoon each dried thyme, chopped garlic, 1/2 teaspoon grated lemon zest and 1/4 teaspoon each salt and pepper. YIELD: about 2 cups.

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## Design Tips for Outdoor Tents

Written by Stella Inserra, Owner, [Simply Dazzling Events](#) and NACE [New York City chapter](#) Director of Marketing

Photo credits: [Andre Maier Photography](#)



The thought of orchestrating a tented event may strike fear into the hearts of some and conjure images of campfires and sleeping bags in the minds of others. Nothing could be further from the truth. A tent is a blank slate and a design opportunity ideal for corporate and social events. From traditional to futuristic or simple to extravagant, no matter the season, the number of ways to design a tent is endless.

Tent design is a process which starts with an in-depth understanding of the event's goals and presentation requirements. Based on this, elements of inspiration are then gathered. For a corporate event, the corporation's logo is an element of inspiration. For a bride, her love of vintage cameras may be an element of inspiration. Design is unique to each tented event; hence, elements of inspiration will vary greatly from event to event and client to client. Design boards are then created. That which best matches the event's goals and presentation requirements is selected. This design board then becomes the reference point from which all, if not most, tent design decisions are made. Once tent basics, such size, shape, style, are selected it is time to incorporate the selected design elements.

Lighting is an element of design that can be used in a number of ways with tents. A tent's ceiling may be lit in a single color or a multitude of colors. Lighting may even be programmed to fade and cycle into a selection of different colors throughout the event. A gobo of a wedding couple's monogram or a corporate logo may be shown on one or more of the tent's ceiling panels. This effect is especially effective if the tent's side panels are tied, clear or eliminated completely. Assorted chandeliers may be hung and lit from the tent's ceiling. Tent poles, typically covered with fabric, can be wrapped with white lights for added effect. Before adding lights to your tent poles, decide if you would or would not like attention drawn to them. Colorful Chinese



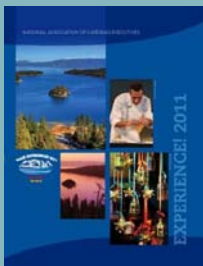
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lanterns can add bursts of color throughout the tent's ceiling.

Less tables, more highboys and lounge furniture. Who says all tented events must use round dinner tables. These days there are numerous options in terms of lounge furniture, side and coffee tables. Lounge furniture can be set around a dance floor and highboys can be covered with fitted spandex. The color options for spandex table covers are numerous. Take it a step further and rent an LED dance floor for the VIP lounge look. Note, you will have to rent a wooden floor to set below the LED dance floor unless otherwise noted by the rental company.

Although there are many ways to design a tented event, implementing a design process is the best way to start. Know your event goals and presentation requirements then proceed with the initial design process. Once a master design board has been selected, refer back to it for every tent design decision that needs to be made.

## Richmond, Virginia Chapter Teaches How To Size Tents and Outdoor Functions



RICHMOND, VIRGINIA CHAPTER  
NATIONAL ASSOCIATION OF  
CATERING EXECUTIVES

The [Richmond, Virginia chapter](#) of NACE was recently shown the *ins* and *outs* of sizing an event with regards to tent sizing, table linen sizing and dance floor sizing.

Nina Whittleton, owner of [Classic Party Rentals of Virginia, Inc](#) and Programs Chairperson for the Richmond chapter of NACE and Kevin Thomason, owner of [Rent-E-Quip, Inc.](#) and Treasurer of Richmond chapter of NACE, led a program to educate clients about sizing events. Kevin and Nina both knew that many event planners would enjoy learning more about the products they offered. Angela Smith, Director of Bridal Sales at Classic Party Rentals of VA, demonstrated linen sizing and the various aspects of renting linens to brides and caterers. Kevin presented the various styles and sizes of tenting and safe anchoring methods of tents.

After the presentation both Kevin and Nina were amazed at the positive response and volume of questions from the group. "I took it for granted that most in this group (NACE) knew more than they did about sizing events. I failed to consider that since this is what I do daily it is second nature for me, but quite foreign for others," said Kevin. Sizing an event begins by asking a lot of questions. What type of event? How many people? Standing or sitting? Bars, bandstands, dance floor, etc.? Since every budget is already stressed, sizing an event becomes critical in managing the costs and expectations. Therefore it is crucial for caterers to know some very basic techniques for sizing an event.

**Size matters:** The basic sizing technique Kevin uses most often is 20 square feet minimum per person for an event, especially a wedding, but that is just the beginning.

A mixer with food stations also requires a minimum of eight square feet per person. Planners should place a lot of emphasis on "the minimum" amount of space because clients tend to under estimate their needs mostly due to budget constraints. The absolute fool-proof method to eliminate all surprises is to plan the event using Party-Cad® software. "With this software I can show the brides or caterers on paper what will or will not fit. I am even able to present their event in a three-dimension virtual tour," says Kevin.

Dance floors always seem to be a challenge for the clients. Most planners know that at any given time about half of the crowd will be on



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### CPCE News

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#### RECERTIFIED IN APRIL:

**Whitney Brown, CPCE**  
(Greater Seattle chapter)

**Jerry Edwards, CPCE**  
(Baltimore chapter)

#### EMERITUS STATUS:

**Dan Dablow, CPCE**

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the dance floor. Once the number of dancers is determined a good rule of thumb is then five square feet per person minimum. Again that makes the dance floor very personal and up close. When staging is needed for the band, then stage size simply is a function of the number of band members. A lot of bands will give the required stage size in their contract. But for those bands who don't dictate the size, there is a basic method of determining the size you should need. The drummer usually uses 100 square feet and each other member needs approximately 60 square feet. Thus a five piece band needs 340 square feet minimum. The stage size would then be 21 panels of 4' x 4' staging, (340/16=21.25) set up as a 12' x 28' stage or 20 panels set up as a 16' x 20' stage. Buffet lines usually need 100 square feet for every 50 guests.

Bars and food stations require 200 square feet each which allows 100 for the bar or chef and another 100 for the guests in line. Lastly, allow 100 square feet each for the DJ, cake table, gift table and each table in a bridal party head table. With just this short list of rules-of-thumb you can very quickly and fairly accurately size your event.

**What if it rains:** Wedding planners using tents need to assume at the outset that the event is going to be rained out. That means that everything must be under the tent. Twenty square feet is the bare minimum because dining, dancing, music, food buffets and bars quickly squeeze the event to a very intimate level. However, speeches or wedding ceremonies - only require theater style seating which only needs eight square feet per person.

**What type of tent?** Other considerations for tenting are the style of tent such as frame, pole, or structure. The ground surface at the venue whether grass, concrete or asphalt dictates the safest anchoring methods. Lastly, accessories such as heating, lighting and even air-conditioning are available in many options and configurations. When the event reaches this level of sophistication, however, you are always better off consulting your preferred rental professional at the initial stages of planning.

### Take GO-NACE Out to the Ballgame in Omaha Submitted by Lynn Reynolds



The [Greater Omaha chapter](#) of the National Association of Catering Executives (NACE) has strived to provide relevant, timely educational and networking opportunities for its membership and the April 2011 program proved to be a successful execution of this philosophy with the "Take GO-NACE Out To The Ballgame" event at Omaha's new TD Ameritrade Ballpark on April 26. The event enticed members by claiming - "You've heard the news, followed the stories and watched the last game. Now it is time to learn about the new home of the [NCAA Men's College World Series](#) and Creighton University - TD Ameritrade Park...Take a tour of the park - Learn about the impact the stadium will have on Omaha businesses - See first hand what your clients will be talking about." As a result, there were more than 50 attendees at this program, all anxious to see the "new place to be" in Omaha. Here's what some had to say about the event:

Angie Kistakis, senior sales manager with the [Mid-America Center](#) (MAC) in Council Bluffs, IA, attended the GO NACE event at the new ballpark with 10 managers from the MAC. "I am a newer member to NACE and when the opportunity arose to bring some coworkers with me to a NACE event to see the types of events that NACE does - I jumped at the chance. Being from a convention center and arena, this was also a great opportunity to see the "new kid on the block" - TD



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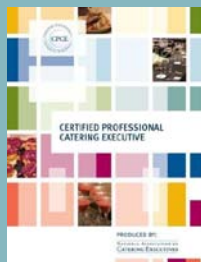
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Ameritrade stadium. What a great event. It was a nice welcome. It was a privilege to get a tour of the new stadium and get treated to baseball cuisine and sit and watch the game. Everyone from the Mid-America Center had a wonderful time at the event."

Joe Thallas, owner and general manager of [Brandeis Catering](#), brought 13 staff members and guests to the GO NACE event at the new ballpark. He felt it was "a good opportunity for the staff to see the new facility." Brandeis owns and operates the Tip Top Ballroom within walking distance from TD Ameritrade Park. The venue will host the "Tip Top Party Zone" this year for the almost two week celebration of the College World Series with music, food and drinks. Joe believes "the permanent structures in the north downtown area will offer a whole new concept."

It's in the stats! Of course there is a big history to this event which humbly began in 1946 with the East-West College All-Star game at Fenway Park in Boston. In 1948, the Men's Division I College World Series (CWS) had its first official game at what was originally Omaha Municipal Stadium. That first year, total series attendance was 17,805. Through the incredible effort of Omaha's then mayor, Johnny Rosenblatt and numerous volunteers and civic organizations, the CWS found its long-term home in Omaha. The stadium, which was the largest minor league stadium in the United States, was soon renamed Rosenblatt Stadium and was also known lovingly as "the Johnny." As the years flew by and crowds grew, the College World Series has become part of Omaha's culture and has had a major economic impact on the city. ESPN began coverage in 1980, and by 2006, the 60th year of the series, the 6 millionth fan had arrived in Omaha. On June 15, 2009 at the 861st game, the 7millionth fan walked through the gates at Rosenblatt Stadium. Of course every relationship comes with compromise and the NCAA asked Omaha for a major commitment in order to extend its contract for the CWS. As a result, ground was broken for the new TD Ameritrade Ballpark and the final College World Series Game at Rosenblatt was played on June 29, 2010. Sadly, "The Johnny" will be meeting the wrecking ball soon.

This will definitely be a contrast to the shantytown feel around Rosenblatt. The NCAA has signed an agreement with the city to keep the CWS in Omaha until at least 2035. We hope to see NACE members at the ballpark June 18-29.

*Play Ball!!!*

## Turning Student Involvement into Professional Careers

Submitted by Kayla Elston, University of Houston Community Service Chair



Among the many benefits of membership, NACE student members are often able to turn networking opportunities in to exciting career positions. Career development is happening in NACE student chapters across the country, with potential for many more success stories as student chapters grow and thrive.

Former Boston University NACE student member, Jessica Milano began her career with an opportunity that arose directly through her involvement. While attending a monthly meeting, Jessica was invited to an upcoming bridal show hosted by Entertainment Specialists. At the bridal show Jessica met Mike, the president of Entertainment Specialists. As a result of this networking opportunity, Jessica was offered an internship with Entertainment Specialists, and was subsequently offered a full-time position before graduation. This

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position gave her great experience working with hotels, bands and entertainment industry pros. Jessica thanks NACE for the career jumpstart, "It is no secret that the best thing about being a NACE student member is the abundant opportunity that arises at the monthly networking meetings. People at these meetings are looking to enhance their businesses, and one way of doing this is hiring students for internship positions."

Jessica Choate, formerly of the NACE [University of Houston chapter](#), has a similar story. Jessica currently works as a Catering Sales Manager at the Westin Galleria; a position that she was recommended to through a professional member. Jessica currently serves NACE on the Student Chapter Relations Committee and hopes to help students become involved and reap the benefits of student membership, "I remember as a student at the first meetings I attended. I was terrified to network with the professionals, and I hope in my position I can help students get the most out of their membership through making those connections. The NACE professionals I met as a student are the people that cheer me on in my young career and provide guidance."

Current President of the Boston University student chapter, Rachel Finkelstein, has not graduated yet, but was offered an internship due to her involvement. At a "Wedding Planner Panel" the student chapter held last spring, I got the opportunity to network with a well-known event planner. After the event she contacted me to help her execute several events. Because she knew about my interest in marketing and advertising she gave my name to a friend that owns a graphic design and special event invitation company called BK Design who was looking for a marketing/advertising intern. Almost a year later, I still maintain the blog and other social networking efforts for BK Designs."

Rachel's experience is not uncommon throughout student chapters. Students should know that their next great opportunity is just around the corner. While opportunities may arise to work with professional members themselves, most NACE members also have a rolodex packed full of industry contacts that may also be in search of good employees.

Terri Porche, from the University of Houston student chapter is a current student who works full time as catering manager at The Houston Club. Terri attended her first Houston chapter meeting and met a new friend who asked if Terri would help her work a bridal show. Terri was working in dentistry at the time and had been sending out applications for months in effort to break in to the hospitality industry. Terri helped with the bridal show and was subsequently offered an internship with the company where her new friend worked. She worked for the term of the internship, and in the meantime her new friend moved on to work at The Houston Club. After Terri's internship ended, she continued working in the dental industry and taking classes to finish her degree. One day, Terri received a call from that friend that she had made months before who told her that The Houston Club was looking for a catering assistant. As it would happen, after the interview process, Terri was actually offered the catering manager position and has been with The Houston Club since. When asked about 'pivotal moments', Terri gave great advice for current hospitality students: "It was a pivotal moment for me to leave an industry (dentistry) that I had been in for 13 years (that paid very well), to take an internship that paid minimum wage. To totally step out on faith to pursue my passion." Terri tells us that her advice to students is to "take an internship whether it pays or not. When you take internships that don't pay or pay very little it shows how bad you want to be in this industry."

With today's economy, stepping into the real world can be intimidating. Jessica Milano gave this advice, "The job market is tough and jobs will not come to you. Be pro-active and utilize the opportunities that are

made available through NACE. As college graduates, we expect the best job opportunities. Unfortunately, that isn't reality anymore. Dream big, of course, but stay focused and don't let your pride get the better of you. You may have to start at the bottom, but that is okay because in this industry, growth can happen faster than you imagined."

## Members in the News

[Building a Flexible Culture From Chaos](#)

[Greater Atlanta Area NACE Members Honored with Allie Awards](#)

[NACE Member Margery Reinhardt Wins Director of Catering of the Year Award From Hilton Worldwide](#)

[NACE Member Marries in Beirut](#)

[Sheer Bliss: Greater Detroit's Royal Park Hotel Rocks Event Planners With Promotional F&B](#)

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