



CATERING & EVENTS

NEWS FROM THE NATIONAL ASSOCIATION OF CATERING EXECUTIVES

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NACE Events

NACE Webinar Series



January 20, 2011
(2pm ET/11am PT)
Secrets of Super-Productivity: Get More Done presented by Neen James, MBA.
Registration fee: \$55 includes webinar and book.

NACE Leadership Summits

Chapter leaders, registration is now open!

January 14 -16 in [Salt Lake City, UT](#)

February 3 - 5 in [Detroit, MI](#)

February 11 - 13 in [Charlotte, NC](#)

Fun and Festive Holiday Menus

Presented by Puff 'n Stuff



Magical holiday soirees start with **Seared Ahi Tuna on a Lotus Chip Snowflake**. This festive hors d'oeuvre sparkles with a pomegranate glaze, mango brunoise and an ornamental pomegranate seed. Everyone's favorite ahi tuna is dressed up for the holidays, and the result is a delightful bite featuring fresh, seasonal pomegranate. Capture imaginations and emphasize creativity by serving this dish - each presentation can be as unique as an individual snowflake.

Light up the night with a **Pomegranate-Champagne Sparkler**. A bubbly combination of champagne, Chambord Black Raspberry Liqueur, vodka and pomegranate juice, this merry cocktail is a gift in itself.

Inspire new holiday traditions with **Tasmanian Pepperberry-Crusted Lamb Chops**. Offering a novel twist on a classic luxury, this beautifully plated entrée is accompanied by a root vegetable hash and finished with a crimson beet reduction. The succulent lamb chops are awakened by the Tasmanian pepperberry crust, which provides an explosion of flavor and a delayed warmth. Grant holiday wishes with this savory dish - it's sure to satisfy the entire guestlist.

HOLIDAY RECIPES:

SEARED AHI TUNA ON A LOTUS CHIP SNOWFLAKE

Ingredients

- 8 ounces fresh sushi grade tuna
- lotus root chip
- 3 ounces mango brunoise (1/8 inch dice)
- 1 ounce red pepper brunoise
- 1/2 ounce finely chopped chive
- 1 ounce pomegranate juice
- dash of chili oil
- 1/2 teaspoon salt
- fresh pomegranate seeds

Tuna Marinade:

- 3 ounces lite soy
- 1/2 teaspoon Sriracha sauce
- 1 tablespoon brown sugar
- 1 tablespoon rice vinegar
- 2 ounces sesame oil (reserve 1 ounce to sear tuna)

Directions

Cut tuna into 1" x 1-1/2" strips. Marinade tuna for at least 1 hour up to 24 hours. In a hot skillet, heat 1 ounce sesame oil until smoking. Sear tuna strips for 20 seconds on all four sides. Remove from pan and cool. Mix brunoise of fresh mango, red pepper and chives with pomegranate juice and salt. Slice tuna when cool into bite size rectangles. Place on top of lotus root chip (snowflake) and top with mango salsa and a pomegranate seed for garnish.



Affiliate Events

The Special Event Join us at The Special Event Show, January 25-28, 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.](#)

catersource 2011 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 and save \$50 off your full conference package! This is a location for the CPCE exam.

NACE Experience!™ 2011



SAVE THE DATE! July 24-27, 2011

Online registration opens in January!

Stay in the loop by visiting our [Facebook event](#) for updates.

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 Closing Keynote Speaker for Experience! 2011

Brian Blasko - Recipe For Success: 5 Key Ingredients for Well-Balanced Leadership

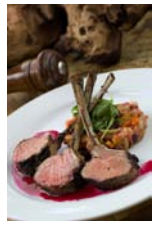


Would your employees benefit from a fresh batch of motivation? Do your leadership skills need a refresher course? If you answered yes, then come have some fun with Brian Blasko and enjoy the opportunity to relax, laugh and learn useful leadership strategies for success.

TASMANIAN PEPPERBERRY-CRUSTED LAMB CHOPS

Ingredients

- New Zealand 24 ounces rack of lamb
- 2 pounds 5/16 dice parsnips
- 2 pounds 5/16 dice celery root
- 2 pounds 5/16 dice rutabaga
- 2 pounds 5/16 dice carrot
- 1 pound 5/16 dice red beet
- 4 pounds red beet
- 1 tablespoon chopped garlic
- 2 cups chicken stock
- vegetable oil
- cornstarch
- salt
- pepper
- white onion
- arugula
- 1 shallot, finely diced
- 1 cup red wine
- 1 cup cranberry juice
- pepperberry rub (Bush Dreams available through Sysco)



Directions

French racks of lamb and liberally rub with pepperberry rub. Wash well 4 pounds of beets. Run beets through a juicer. Dice all root vegetable to 5/16 dice. Sauté shallots in vegetable oil and add beet juice, red wine and cranberry juice. Reduce by half and season to taste. Thicken with cornstarch slurry until it naps the back of a spoon. In a sauté pan, sear lamb in vegetable oil. Transfer pan with lamb to oven until 100 degrees. Pull and rest 8 mins. Roast diced red beets in 350 degree oven for 10 minutes. Sauté garlic and root vegetables except red beets in vegetable oil until golden brown, add chicken stock and reduce until dry. Wilt arugula in vegetable oil with a pinch of salt and pepper. Add the red beets to the root vegetable hash and form a cake on plate. Slice lamb and top cake with wilted arugula and lamb.

POMEGRANATE-CHAMPAGNE SPARKLER

Ingredients

- 1-1/2 ounce champagne
- 3/4 ounce Chambord black raspberry liqueur
- 1/2 ounce Absolut citron or mandarin vodka
- 1 ounce pomegranate juice

Directions

Shake all ingredients but champagne with ice and strain into flute glass. Top with champagne. Garnish with a lemon or an orange twist.



"That's Fabulous!"

A Designer's Review of 2010

Presented by [David Caruso](#), [Dynamic Events](#) by [David Caruso](#)

Photo Credits: Manning Photography (Color, Photo Booth and Style), Scott Patrick Photography (Design and Flowers) and Artist Group Photography (Theme)

Two thousand and ten has come and gone, but NACE members created some of the most inspired events ever! The year was full of life celebrations that offered designers a chance to exert their unique and creative ideas in trend-setting, fabulous ways. Here are some of the highlights:

Color

[Pantone](#) named Turquoise the color of the year and it was featured all over some of the most fabulous events. This luminous, invigorating color offered designers the opportunity to create unique settings that were appropriate for a soothing wedding on the beach or an exciting celebration lively with interesting color combinations.



Style

There is no doubt that lounge areas took precedence at events in 2010. From cocktail receptions to dance areas, lounge furniture offered guests the chance to kick back and relax in swanky "club-like" areas. The addition of light up



BUY NACE



RED HOT FIRE SALE!
There's still time to place your order for your **NACE Store** clearance items. Order today to have in time for handing out as chapter gifts and holiday stocking stuffers! Sale ends 12/31/10. *Limited stock and exclusions apply.

CPCE FAST TRACK SESSIONS

(Not included in Fire Sale)

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

(Not included in Fire Sale)

Webinar cost: \$35 each

3 P's of Successful Marketing
Building SEO Success

How Wedding Pros Can Survive in a DIY World

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 and the first two Emeritus Status achievements in October / November!



RECERTIFIED

Valerie Vollmer, CPCE
(Ventura chapter)

EMERITUS STATUS ACHIEVED

Permanent CPCE designation awarded to those 60 years or older and have active CPCE for 10 years.

(See full detail on how to achieve the Emeritus Status.)

Patti Shock, CPCE
(Las Vegas chapter)

Peter Gunther, CPCE
(Orange County chapter)

2011 EXAM DATES AND LOCATIONS

- January 14** - Salt Lake City, UT
- January 26** - 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.

bars and hi-boy tables added sparkle and pizzazz to groupings and provided a fabulous backdrop for signature drinks and cocktailing.



Design

The key to successful design in 2010 was incorporating texture - using lighting techniques, fabric and other details to create a highly sensory experience for guests. Whether on the ceiling, the walls, the floors or on the tables, texture provided elements of fabulous engagement and allowed designers to create statements in bold ways.

Flowers

Table tops were adorned with low and lush arrangements that often incorporated a unique composite of monochromatic design and architecturally inspired features. Designers used impressive blooms such as hydrangeas, orchids, calla lilies, peonies and ranunculus to create signature statements of art.



Photo Booths

Designers were encouraged to step out of the box and to create themed areas where guests could have fun and create lasting memories for a personalized guest book. This example from a 2010 wedding in Delafield, Wisconsin shows a fabulous custom family photo wall where guests became part of the wall by standing behind it and placing their faces in the framed openings to "say cheese!"



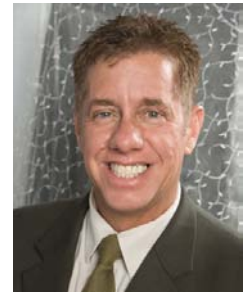
Theme

The Vintage-Chic theme was all the rage! The style was relaxed, crafty, eclectic and recycled. From bird cage veils to homemade dessert stations, this fabulous theme provided comfort and simplicity in a time that was, for many people, economically challenging and emotionally stressful. The throw back to "better times" helped us to celebrate the simple pleasures in life.



It will be exciting to see what fabulous trends all of us will incorporate into our 2011 events. I'm confident that they will be inspiring and exciting - all in the spirit of NACE!

Event Professional's Perspective - The Year in Review



Presented by John Zucco, Entertainment Specialists

As operators and employees of businesses small and large, there isn't a day that goes by that we don't hear of challenges faced by many companies and with 2010 coming to a close, NACE event professionals have found themselves with another challenging year under their belts. Companies that were once very successful like Blockbuster or Kia Motors, for instance, are now facing the demise of their brand name. Banks are still tight with credit and advertising is just too expensive for many small businesses. However, 2010 has also brought about a growing opportunity to get the word out without spending a fortune or breaking the bank.

Whenever I feel like I am in a rut, I remember the words of a friend of mine who once told me "there are three kinds of people in the world. Those that make things happen, those that wait for things to happen and those that simply say 'What happened?'" In order to survive in this economy you must make things happen. I constantly speak with NACE event professionals and follow their activities on social networking sites. Yes, social networking is free and a great way to 'make things happen'.

In 2010, NACE has been at the forefront of getting the word out to event and catering professionals as to the benefits of Facebook, Twitter, YouTube, etc. If you attended NACE Experience!™ 2010 you had a myriad of informative sessions regarding self-promotion to choose from. More webinars than ever before are now offered on the national level with the [NACE Webinar Series](#) and monthly meetings are still a great way to stay engaged with what is happening in your area.

As I look at the year in review, as it pertains to the company that I work for, I see one constant that is still a source for revenue. Weddings!! Yes, they are demanding and you have to put the time in to be successful, but you must also remember that even though

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 free off the press and available to help you prepare for the CPCE exam. Choose from the four 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 Series](#) (1 contact hour per webinar)

[The Special Event](#) (25 contact hours)

[Catersource](#) (20 contact hours)

[Experience! 2011](#) (10.75 contact hours)

[Fast Track DVDs](#) (7 contact hours)

Featured Business Partners



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brides are spending less than before, it still beats working at an entry level job at a fast food place or department store. I swore off weddings in 2008 and realizing the error of my ways, was back in full force by the end of 2009. I made 'things happen' just like so many other event professionals in 2010. Sometimes it involved an early evening meeting or weekend consultation. That is just another example of making things happen.

2010 has also brought about a very interesting trend in that many of us were tweeting, posting photos and updating actual events as they were happening. Some were also posting pictures of their events on Facebook the day after the event. What a great way to advertise what you do at a cost of absolutely nothing to you. There is hardly a day that goes by that I don't know what Steve Kemble, Andy Ebon, Jody Harris, Greg Casella, CPCE, et al, are doing. And that is advertising that we do for free!

In closing, yes the economy is still down, and there are many challenges ahead for NACE Event Professionals. It is still very tough out there and holiday parties are not as abundant as they were in the past. Everyone wants a 'deal' and you do not want to sell yourself short. I remember learning at a local NACE monthly meeting (yes, you can learn things at NACE meetings!!) featuring a panel of several hotel general managers at the end of 2009, that were facing the same challenges we were. Prices came down in 2008 and customers expected them to stay that way. We now had to get them back up. Thankfully, we have been able to gradually increase our prices as people begin to see the difference in quality and take off the money blinders. NACE event professionals have a great support system in this organization whether it is NACE National or just getting on the phone with other event professionals across the country. As we say goodbye to 2010, we look forward to increasing the opportunities, education, support and lines of communication for NACE event professionals in 2011. Good luck and stay involved in NACE.

Respectfully yours,

John Zucco

2nd Vice President & Event Professional Chair Elect NACE

[New England chapter of NACE](#)

[Entertainment Specialists](#)

Boston, MA

Letter From the Executive Director



NACE has come so far over the last several years that as the holiday season approaches we have much to celebrate - a vibrant membership of more than 4,200 strong leaders and volunteers all involved in an industry whose main goal is to make people happy.

And while it is a time to rejoice, it is not a time to be complacent.

I recently attended a workshop with other association industry leaders and we watched a video of the head of an association that - unlike NACE - was on a downturn (members were leaving; services were not relevant, etc).

But this executive director took a bold step. He created a YouTube video, which was part mea culpa, part outreach and part listening exercise. His message was, simply, how can we do better?

As I said, NACE is in a much stronger position. But that doesn't mean that I don't ask, every day, how can we do better?

And the only person who can truly answer that question is you, our member. Are we doing a particularly good job in some areas? We'd love to know that you feel that way. And, are there areas to improve or suggestions that you have? We will listen to that, too.

Our goal is to continue to make NACE a relevant, helpful association that suits your needs. And we know that that is always a moving target.

Thank you and happy holidays!

Bonnie Fedchok

2010 - The Wedding Year in Review

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



As we prepare to end the year, I thought this would be an excellent opportunity to highlight the trends I've loved seeing and producing as a wedding planning professional this season. We've all seen amazing tidbits of inspiration that make us go "wow", so without further adieu - here are my "Favorite Things - Weddings 2010" (drum roll please).

- 1. A Return to the Smaller Wedding Party** - It is so refreshing to see brides and grooms choose their attendants based on the ties that bond and not for obligatory reasons. Smaller wedding party also equals less drama....as the wedding planner, you have no idea how much that pleases me!!!
- 2. Comfort Food** - I can't say enough good things about meatloaf, mashed potatoes, fried chicken, homemade pies and cakes. This was a trend that I saw a lot of my clients opting for and their guests LOVED it!
- 3. The Daytime Wedding** - While evening soirees' will never go out of style, many couples decided to get hitched during the light of day, thereby setting a whole new tone of elegance and fun! I had the pleasure of producing quite a few morning nuptials that were full to capacity, had amazing menus...not to mention that the newlyweds got a head start on their honeymoons!
- 4. Smaller Guest Lists** - The economy may have had a part to play in this, but I definitely saw more guest lists hovering around the 125 mark rather than the 300-400 of the past. Even if it was about the dollars, the true payoff was intimacy. Couples had a real chance to connect with ALL of their special guests and not just eke out a perfunctory handshake or table-to-table race around the reception room.
- 5. Suits, Suits and More Suits** - Truly, one of the highlights of the wedding season was the appearance of grooms and their attendants in sharply tailored suits. Not tuxedos...suits. Great fashion statement and an economically practical one to boot - the attire can be used AGAIN (unlike those wonderful frothy confections known as wedding gowns).
- 6. The Decline of the "bric-a-brac" Wedding Favors** - Couples have definitely scaled back on the "takeaways", instead of choosing items that may or may not make it home with the guest, we saw tons of edibles and drinkables such as cookie/brownie displays, the stalwart candy buffets, wines and spirits which closely resembled the event's bar offerings and of course - donations to charitable causes. It was a twofold success - the hosts felt good about what they gave and the guests LOVED what they received!
- 7. Creative Liquors and Bars** - Even though the open bar concept is still popular, many newlyweds took the standard wedding bar to a different level. From wine displays to beer gardens, frozen drinks to vodka bars, brides and grooms got extremely interested in how to offer alcohol, but in a different light. Cost may have been a factor, but the end results were nothing short of marvelous - there's nothing like "shaking" things up a bit!

I am certain that as we usher in a new year, some of these concepts will carry over and others will come onto the scene. The best thing about being a professional in this industry is the fact that we get to witness the birth of exciting, wonderful, unique ways to celebrate all things nuptial every single day!!

Here's wishing all of you a happy, safe and prosperous holiday season!!!

The Catering Outlook Improves

Presented by **Anirban Basu**
Economist, **Sage Policy Group, Inc.**



As the economic recovery has matured and gained momentum, particularly in the areas of corporate profits and consumer spending, the outlook among caterers among others has steadily improved. Two years ago, the outlook was perfectly dreadful as a combination of economic and political pressures crushed demand for catering, particularly demand associated with lavish events. While some of these pressures remain, they have significantly abated and the outlook for 2011 is better than it has been for several years.

The outlook for gross domestic expansion is generally 2 percent or better depending upon the economist asked. True, there will be challenges next year as some of the transitory factors motivating the recovery to date wind toward a close, including the impact of the federal stimulus package passed in February 2009 and the effects of inventory rebuilding, but strong growth in exports and business investment are anticipated to compensate. The wildcard is consumer spending, which exceeded most expectations in 2010, but is still suppressed by a host of factors, including still large household indebtedness, slow income growth, unemployment clinging near 10 percent and a still struggling housing market.

Correspondingly, the value proposition remains front and center in the catering industry. While a rebounding stock market is likely to loosen purse strings just a bit (Dow Jones was below 6,500 on March 9th of last year, above 11,000 at the time of this writing), permitting a bit more pricing power and more extravagance, the typical customer will continue to favor those industry participants able to provide the illusion of excess on a fixed budget.

Data pertinent to the industry are consistent with this notion. For instance, after four consecutive quarters of sales declines, total spending at U.S. restaurants began expanding during the second quarter of 2010. By the third quarter, restaurants were reporting even more transactions, but the average check size declined due to heavy discounting. According to data from RBC Capital Markets, value entrees were trending higher in August, but premium entrees were in retreat.

Caterers should take note that consumers have been quite active during the early phases of the holiday shopping season. While that is good news for obvious reasons, including because this represents further indication of a return to normalcy, there is a negative aspect to this since some consumers may be overdoing it. Consequently, there may be a pullback in consumer spending early next year as credit card statements roll in and as consumers deal with a certain level of buyers' remorse. This would be particularly true if the labor market fails to pick up early next year as many people now anticipate and if the U.S. unemployment rate rises back above the psychologically important 10 percent threshold.

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.](#)

[Job Perks Begin to Reappear in Workplaces](#) (USA Today)

[Return of the Holiday Party](#) (Silicon Valley Business Journal)

[Office Parties a Little More Festive](#) (Philadelphia Business Journal)

[Hospitality Sector Abuzz with Corporate Holiday Bookings](#) (Washington Business Journal)

[Catering to the New Norm: Operators Offer Holiday Parties for Post-recession Tastes;](#)

[Election Season was a Winner for Caterers](#) (Washington Post)

A Season of Giving

Submitted by Robin L. Eissinger, President, Reno-Tahoe chapter of NACE, Catering Sales Manager, Harrah's Lake Tahoe

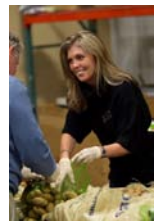
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Left to Right: Felicia Gantar of Felicia Events, Hospitality Chair, Julie Nobis of Red Carpet Events & Design and Vicki Musni of EAC Video & Design, Event Professional Representative.

The holiday season is the time year when we all like to dig a little deeper into our hearts and give more of ourselves to help those less fortunate than ourselves. For the second year in a row the Reno-Tahoe NACE chapter did just that by hosting our 2nd Annual "Season of Giving" event at the main distribution site of the Food Bank of Northern Nevada. It was a very special evening where members and other area event professionals all joined forces to help pack food for needy families. The event included a chili cook off, raffle prizes and packing duty for all who attended. Our goal was to raise 500 pounds of donated food items and we exceeded that goal for the second year in a row!

The Food Bank of Northern Nevada is located in Sparks, Nevada and serves as a regional distribution center for more than 100 different direct services serving the needy, ill, elderly and children. Last year, they distributed food products to provide the equivalent of more than 4 million meals to those in need. "Hunger is a real problem in Northern Nevada. Our customer isn't the stereotypical homeless person; they're people just like you and me. It's the person you work with, the person who you see in the hallways, it's your friends and neighbors," says Bill Kolton, Events and Volunteer Coordinator.



Kate Kovalick-Patay, Vice President & Programs Co-Chair of Reno-Tahoe chapter of NACE



Volunteer Group Shot

"Season of Giving" is now an annual event - one that we all look forward to being a part of. This time of year helps remind us that philanthropic partnerships and giving back to our communities is a critical component to the strength of both our chapters and to ourselves as individuals; not just at

the holidays, but throughout the entire year as well.

Happy Holidays!

Quick Links



NATIONAL ASSOCIATION OF CATERING EXECUTIVES



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