



Quick Links

[CPCE Info](#)



Featured Business Partner



Featured Business Partner




NACE EXPERIENCE! 2010
JULY 25-28 AUSTIN
An Experience!™ You Don't Want to Miss!
[Make plans now to visit us in Austin, TX for Experience! 2010](#)



[NEW! Denver video posted on NACE TV!!!](#)



[Join](#) our group to find out what's going on nationally or at a chapter near you.



Follow us.
www.twitter.com/NACENational

Meetings and Conventions Magazine Lists F&B Trends for 2010 January 2010 Article Features NACE First Vice President Stacy Zeigler

The lead article in the January 2010 edition of *Meetings & Conventions Magazine* outlines food and beverage trends for the year and quotes as a source for the article, Stacy Zeigler, CPCE, CMP, Director of Sales at Bold American Catering in Atlanta, GA and NACE First Vice President.



“Most of the food trends on M&C's 2010 hot list are cost-cutting tips in disguise. Even organizations that still can afford caviar and lobster will be opting for modesty this year. Opulence has become tacky,” according to the article.

Also in the article, Stacy Zeigler advocates a return to Julia Child, as repopularized in the movie *Julie & Julia*. “Beef bourguignon, coq au vin, apple tarte tatin, recites Zeigler, ‘they sound fancy, but they're really simple, warm comfort foods. It's an inexpensive cuisine, but it has some flair and specialness to it. Julia Child has made simple cool again.”

The article goes on to point out that while chicken again is king, cows are versatile and that for the price of a traditional filet, chefs can do exciting things with different cuts, such as braised short ribs with ginger, chilies and hoisin, served on steamed jasmine rice.

Another trend the magazine cites includes one special surprise. “Even on a budget, planners can include just one ‘wow’ item during the meal, suggests Zeigler. She recommends a hot doughnut station or fish and chips served in a newspaper cone -- creative elements that will build some buzz.”

One other tip the magazine suggests is that people now like to know where their food came from. “There are more locally sourced items that have a story and involve little culinary manipulation,” according to the article. “If the cheese plate of the past was a huge mirror loaded with diced varieties, this year's plate is a smaller cutting board with local artisanal cheeses and signage that tells a little about each.”

To read the entire article and learn about *Meeting & Convention Magazine's* predictions of trends for 2010, visit <http://www.meetings-conventions.com>.



Inside this issue:

News From National	2
NACE = Leadership, Fall Results Are In	3
Chapter News, New Conference! Format	3
Kemble's Blueprint	4
Member Benefits, NACE 2010 Events Calendar	5

President: Greg Casella, CPCE; Owner, Catered Too, San Jose, CA

Immediate Past President: Kevin Brant, CPCE; Director of Sales, Wolfgang Puck Catering, Union Station, Dallas, TX

First Vice President: Stacy Zeigler, CPCE, CMP; Director of Sales, Bold American Catering, Atlanta, GA

Second Vice President: Cliff Schamber, CPCE, CMP; Corporate Director of Catering, Marriott International, Bethesda, MD

Secretary/Treasurer: Linwood Campbell, CPCE; Senior Convention Services Manager, The Westin Charlotte, Charlotte, NC

Event Professional: Tim Sudall; Owner, Video One Productions, Philadelphia, PA

Chapter Presidents' Council Representative: Ed DiAntonio, CPCE, CMP; Director of Catering and Convention Services, Walt Disney World Swan & Dolphin, Lake Buena Vista, FL

Foundation of NACE President: Eric Ostrow, New York, NY

Member-At-Large: David Reusche; National Director of Catering, ARAMARK, Philadelphia, PA

Member-At-Large: Steve Kemble; Principal, Steve Kemble Event Design, A Dose of Sass, Dallas, TX

Member-At-Large: James Balda; Sr. Vice President, Membership, National Restaurant Association, Washington, DC

NACE Executive Director: Bonnie Fedchock, Columbia, MD

The President's Report: Notes from Greg Casella, CPCE

It's been a busy month!

I have just returned from our first Leadership Summit of 2010 in Orlando and although it was absolutely freezing outside, our summit was hot with new ideas, strategies and growth plans for our chapters that attended!

This is the third year that we have hosted these smaller, more intimate Leadership Summits, as opposed to the larger annual gathering with all of the chapter leaders at once. We believe our new format is working very well with all of the participants fully engaged in the process and able to bring back to their chapters new ways to lead.

It continues to be wonderful to

see NACE representatives from throughout the country share ideas, brainstorm and create new and fresh ideas to manage chapters. From this experience, our chapters grow stronger each year and our leaders come away with skills that benefit them in all areas of their lives!

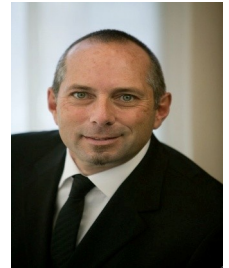
We also participated at The Special Event Trade Show in New Orleans two weeks ago. And for the first time, Cliff Schamber, CPCE, CMP and Lisa Hopkins, CPCE, CMP taught a Fast Track class for the CPCE for a group of more than 40 people with two people sitting for the exam afterwards.

The New Orleans Chapter put on an over-the-top welcome

event for the show with 1,100 attendees, 30 food stations, an amazing band, crazy entertainment followed up by a fireworks show that would rival any you see on Fourth of July. NACE looked really good! Thanks to all the members who continue to give their all to making our association so impressive.

At our booth, there was a definite buzz about NACE, as many attendees approached us because they were told by others that they need to be a member, attend local chapter meetings. We kept up

See page 3



Notes From the Executive Director, Bonnie Fedchock



My New Year's Resolutions for NACE

Welcome back from what I hope was a long and restful holiday

season with your family and friends. As we embark upon the New Year, I thought I would share with you my top New Year's resolutions for NACE:

1. A NACE member in every house. You've heard me say this before, and we are getting there! Even in the toughest of times,

NACE membership has grown. We now have more than 4,100 members and we are trending upwards.

2. A NACE member in every dorm. This is a new one, but our student membership is one of the most exciting aspects of our membership growth. We now have 356 student members, which doubled in just two months!

3. Increased sales for all of our members. I am hoping that by taking the lead on issues such as local foods, green events and even managing budgets, NACE members will see increased sales and continue to

be viewed as the leaders and professionals they are. Here at NACE we resolve to provide the education, networking, resources and events to help our members meet this goal.

4. An amazing Experience. We are hard at work now on the NACE Experience! 2010 conference, July 25-28 in Austin, TX. Several elements are coming together earlier in the process than they ever have before to make this one of the most exciting Experiences ever. You should plan now to attend and get the most out of your membership with NACE.

5. A Happy and

See page 3

News From the National Association of Catering Executives is published by the National Association of Catering Executives, 9891 Broken Land Parkway, Ste. 301, Columbia, MD 21046 P: 410-290-5410. The opinions, recommendations and information provided in the articles that appear in Trends Report are only those of the authors and do not represent the official policy or position of NACE. The Association specifically disclaims any liability for loss or risk incurred as a consequence of the use and application, either directly or indirectly, of any advice or information presented herein.

Issue # 16 January 2010

Casella, From Page 2

the drumbeat about NACE on Twitter posts, too!

We continue to grow our NACE brand in the industry as the place to be.

There's no rest for the weary, so keep up the good work!

Fedchock, From Page 2

healthy New Year. Allow me a rare moment to get "touchy-feely!" One of the things that's so great about our members is their consistent desire to give back and to help others. So I wish every one of our members a healthy year and a prosperous one.

Here's to a great year!

NACE Fall Membership Campaign A Success!

Thank you for making the fall membership campaign an unqualified success!

Many of you "Fell in Love With NACE." We now have more than 4,100 members. The fall campaign generated 266 new members and 349 renewals.

The student program has also been an unqualified success. We doubled and now have more than 350 students!

News from the Las Vegas Chapter



*Photo credits:
Photos by
Laratonda*

Three members of the Las Vegas Chapter of NACE received industry awards in December from *Las Vegas Bride Magazine* which honors upstanding wedding professionals of Las Vegas. Lisa Lynn Backus, CPCE, CMP, Catering/Convention Services Manager at Trump International took the honors of the "Best Wedding Resort" for her property. Mikka Moon of Tuxedo Junction received the award for "Best Men's Formalwear", and Michael Testagrossa, Director of Catering Sales at the JW Marriott Resort and Spa won the "Wedding Professional of the Year" award. Kudos!

NACE = Leadership!

One of the not-so-secret benefits to being a NACE member is the leadership experience and training members receive by getting involved in their chapter or the national board and committees.

NACE will offer [Leadership Summits](#) in January and February 2010 for chapter leaders across the country:

January 30 - February 1	Nashville, TN
February 19-21	Portland, OR

"The Leadership Summits are a member value," said Kim Grimm, Manager of Member and Chapter Relations. "Attendees learn about leading and managing chapters specifically, but the leadership skills really do translate into managing businesses and careers as well."

In addition to the Summits, NACE is providing new tools and guidelines for chapter leaders who want to expand their media relations program. Visit the NACE Web site for new press release templates, media relations tools and tips. Check back for new guidelines on expanding your chapter's presence on Facebook and Twitter.

New NACE Experience! 2010 Format Provides Greater Value. Online Registration Open in January.

This year, NACE has redesigned the Experience conference format to provide you greater value in a schedule that respects your travel and budget:

- **The Awards Gala will be held Tuesday night, July 27**
- The entire conference will require one less hotel night
- Experience will end on Wednesday, July 28 at noon

This year, you will receive all of the benefits you are accustomed to in a NACE Experience conference in an updated format that has been redesigned to meet your needs. You will receive all of the education, meals, general sessions, breakout sessions and networking — and you will get home one day sooner to start putting into practice all that you have learned.

Check the NACE Web site, www.nace.net, and your email inbox for a link to register!



Are you ready for the excitement of Experience! 2010? It's coming to the Hilton Austin Downtown July 25-28, 2010!

Online registration coming soon!

Maximize your savings.
Don't miss out on our special early-bird rates available to all attendees.



Steve Kemble
America's Saggiest Lifestyle Guru



Blueprint for Beating the Winter Blues

Atmosphere

The holiday festivities are over and the Winter Blues are setting in! Steve Kemble, America's Saggiest Lifestyle Guru, gives you this blueprint for a cozy get-together that will create the perfect climate

for a sassy soirée! Start off by sending invitations on blue paper inviting your guests to your own specially created Blues Brunch. Guests should be encouraged to dress in comfortable clothes which, of course, include blue

jeans! As guests arrive, greet them at the door with a pair of Blues Brothers-styled sunglasses available at any party supply store. For music, select a few CDs containing the sounds of blues greats, such as Ella Fitzgerald, BB King, Jelly Roll Morton, Stevie Ray Vaughn and more. Jazz up your atmosphere by changing your standard light bulbs to blue for your party.

Food

To help beat the Winter Blues, I suggest a Jazz Blues Brunch menu to include wonderful comfort items such as Granny Smith Apple Pancakes, Eggs Benedict Chopped Salad "BLT," Marinated

Vegetable Salad, Shrimp and Three Cheese Quiche, Prime Rib of Beef Au Jus, or Chicken Kabobs with Jerk Sauce. And for the dessert that will definitely cheer your guests up, offer a wonderful Pineapple Rum Upside Down Cake. Spice up your table by easily creating a tablecloth of blue denim material which can be purchased at your local fabric store, and then

warm up the table with blue votive candles, in delicious scents. As an additional accent piece, talk to your friends and associates and ask if any have any jazz instruments you can borrow to decorate your buffet table. And by all means, if any of your friends play a jazz instrument such as the saxophone, clarinet or even the harmonica, invite them to play the Blues at the party!

Drinks

Spiced Apple Toddy

- Created by: Tony Abu Ganim
750 ml bottle 10 Cane Rum
1 gallon Apple Cider
½ cup Clover Honey
5 Cinnamon Sticks
30 Whole Cloves
½ Vanilla Bean
Garnish: Cinnamon Sticks

Directions: Begin by breaking the cinnamon sticks and cloves and bruising the vanilla bean. Next, make a Mirpoix bag with the spices. In a large saucepan combine cider, honey, and Mirpoix bag; bring to a boil and let cool for at least 4 hours. Remove Mirpoix bag and re-heat when ready to serve adding the 10 Cane at the last moment. Serve in heated mugs with cinnamon stick garnish. Serves 15.

Favors

Something as simple as blue and white Jordan almonds or blue M&Ms placed in a clear-top tin or wrapped in clear cellophane and tied with a blue ribbon are sure to put a smile on your guests' faces.

NACE Headquarters Staff

Catering Excellence. Event Success

THE NATIONAL ASSOCIATION
OF CATERING EXECUTIVES

9891 Broken Land Parkway
Suite 301
Columbia, MD 21046

Phone: 410-290-5410
Fax: 410-290-5460
E-mail: info@nacenet.org

Sylvia Buell
Administrative Assistant

Bonnie Fedchock
Executive Director

Kim Grimm
Manager
Membership and Chapter
Relations

Leslie Jones
Manager
Education and Certification

Joanne Kim
Marketing and Communications
Coordinator

Kristen Reilly
Education Coordinator

Danielle Richards
Membership Coordinator

Kris Schneider
Foundation Coordinator

Lauren Williams
Membership and Chapter
Relations Coordinator

NACE 2010 EVENTS CALENDAR

[NACE Experience! 2010 Conference](#)

Hilton Austin Downtown
July 25-28



Don't miss out on the most important network-
ing and education Experience of 2010!

Online registration coming soon! Special early-bird rates will be avail-
able until March 31: Members \$995 and Non-Members \$1,295.

[Reserve](#) your room at the Hilton Austin Downtown and get our special
group rate. Room Rate - \$169 per night (single/double). Make your
reservations online or call 1-800-236-1592 and **use group rate code,**
NACE2010.

NACE Leadership Summit NASHVILLE
Sheraton Nashville Downtown
(CPCE Exam Location)
January 30-February 1

NACE Chapter Leaders will have an opportunity to build leadership
skills in a comprehensive and interactive environment. [Register](#) for the
Nashville Leadership Summit today.

[CPCE Exam](#): In conjunction with the Leadership Summit on January
30 from 9:00 am-12:00 pm.

Sneak Peak

February

TBD: February Webinar (Week of February 14)
19: [CPCE Exam](#) - In conjunction with the Leadership
Summit in Portland, OR
19-21 [NACE Leadership Summit](#) - Portland, OR

March

7-8: CPCE Fast Track Training - Las Vegas, NV
9: [CPCE Exam](#) - In conjunction with Catersource,
Las Vegas, NV
9-10: NACE Booth at Catersource - Paris Hotel,
Las Vegas, NV
10: NACE Las Vegas Chapter Facility Tour
10: NACE Closing Party at Catersource - Caesars Palace,
Las Vegas, NV

July

25: [CPCE Exam](#) - In conjunction with NACE
Experience! 2010 Conference, Austin, TX
25-28: [NACE Experience! 2010 Conference](#) - Hilton
Austin Downtown, Austin, TX