



NACE Survey Reveals Impact of Inauguration



In a recent survey, NACE members revealed that the Inauguration of President Obama, was, as expected, good for business.

NACE conducted the survey in late December among the entire membership and received 146 responses.

Twenty percent of NACE members across the country expected to be involved in the Inauguration, with many of those reporting that the event would be worth more than \$10,000 in revenue.

Though the Inauguration was historic in nature, NACE members reported that in

terms of sales and revenue, the 2009 ceremonies were expected to rank similarly to the previous inaugurations in 2005, 2001, 1997 and 1993.

Nearly a fourth of those who responded to the survey reported that they would be planning events outside of Washington, DC to mark the inauguration.

Cities where such events were taking place include Hawaii, Atlanta, Detroit and Los Angeles.

“The Inauguration is seen as a seminal moment in our nation’s history, so we are pleased to see that NACE members are playing a major role,” said Bonnie Fedchock, NACE Executive Director.

Casella Takes Reins of NACE

Greg Casella, CPCE, and owner of Catered Too in San Jose, CA, takes over as president of NACE in January.

Casella made his first “official” appearance at the Leadership Summit in Singer Island, FL, where he spoke of continuing the excellent mo-

mentum for NACE that has been building up over the last several years in terms of membership growth, business partner activity, the enhancements made to the Certified Professional Catering Executive (CPCE) program, and the repositioning of Experience!, the annual confer-

ence of the National Association of Catering Executives.

Casella said that he wants NACE to be the “go-to” organization for the catering industry and for members to recognize their true potential as professionals and industry leaders.

Catering to History

CATERERS IN WASHINGTON, DC WERE BUSY PREPARING FOR THE INAUGURAL, BUT THE EVENT DID NOT RANK HIGHER THAN OTHER INAUGURALS IN TERMS OF SPENDING, ACCORDING TO A NACE SURVEY

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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: Lisa Hopkins, CPCE, CMP; Director of Catering, The Houstonian Hotel, Houston, TX

Foundation of NACE President: Eric Ostrow, CPCE

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

Member-At-Large: Michael Roman; Chairman and Founder, *caterersource* magazine, conference and trade show, Chicago, IL

Member-At-Large: Vacant

NACE Executive Director: Bonnie Fedchock, Columbia, MD

The President's Report: Notes from Greg Casella

I have just returned from the second of our three Leadership Summits (in Florida and Chicago) and I'm pleased to report how proud I am of our Association and its members.

I continue to be impressed by all of the local leaders who take time from their busy schedules to be involved and attend training sessions on how to make NACE a better organization. We are an amazingly energetic and creative group of individuals.

As the New Year begins and our economy enters uncharted territory, there seems to be a renewed commitment to NACE and all that it can do for us as business professionals.

After having been in business many years, what I am certain of is that **this current economic climate will improve.** However, it is during the toughest of times that we all need to band together, improve our personal and professional skills and stay connected more than ever!

As a NACE member, your

continuing education is taking place all the time; formally at events such as chapter meetings, Leadership Summits and Experience! conferences; and informally just about anytime a few of our members gather together to talk "shop."

During this (hopefully brief) slowdown, we can take advantage of some extra time and devote our energies to learning more, improving ourselves as catering and event professionals, and becoming better business people! When the glut of business returns – and it will! – we will be better suited to take advantage of every opportunity.

Another central benefit provided by NACE is a reliable and steady way to stay connected to others in our industry both in our respective markets and nationwide.

Now more than ever, because we are in a slow economy, relationships with others in our industry have never been more critical. Who knows where the next big piece of business, job, or career move is coming from? It is much easier to build



your network when you are in a secure position, than when you are desperate for work or a new job.

All this is why I believe you should consider your NACE membership as an investment, and a hedge against the current economy.

With continuing education, CPCE certification, networking, career outreach and so many other intangible benefits to being a member of NACE, you are protecting the one asset even a troubled economy can't hurt: Yourself.

As we start the new year, I hope you are as proud of your membership in NACE as I am in everything that our association is delivering.

Visit January's Featured Business Partners



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Network Now: Meet Linwood Campbell, CPCE



Linwood Campbell, CPCE, is the senior convention services manager at the Westin Charlotte, which will be hosting Experience! 2009, July 26-29. He has been a member of NACE for 12 years.

Why did you join NACE?

I joined NACE in the beginning based on the collateral I received. Then my commitment was solidified when I attended my first conference in New Orleans.

What has being a member done for you?

It has polished my social skills. It has given me knowledge and allowed me to be a cutting edge leader in my market. It has also allowed me to develop a national network of professionals who I know when called upon will

always rise to the occasion and exceed my clients' expectations.

What do you see for the future of catering?

In the very present, I see catering being an industry that will have to be innovative to keep the ordinary extraordinary without affecting the retail price of the production.

I see catering also being more family oriented and about bringing guests together. It is all about how every element of an event creates a feel or memory.

When I plan events I plan them based on the fact that the client may not remember what I did for them, but they will remember how I made them feel.

What book are you reading right now?

I am reading the Twilight series. I have always found the super natural inspiration for some over the top events.

What is the best lesson you have learned in catering?

Don't always judge a book by its cover. At one of the

largest per person average check weddings I ever did, the mother of the bride wore "Daisy Dukes" and a tank top to our first site visit.

What is your favorite food?

I love all food except seafood and fish.

What do you still have left to learn?

I have an entire lifetime of learning ahead of me. I learn something new every day.

What is your greatest achievement in life?

There are so many. My CPCE designation was 10 years in the making. It has really set me apart in my industry showing clients and industry members alike that I have the knowledge and ability to produce exceptional events from all aspects.

What is your goal for the next 12 months?

My professional goal is to maintain my commitment to my industry and Starwood hotels.

My personal goal is to lose 150 pounds in the next year.



Experience! 2009 will take place at the Westin Charlotte, where Campbell is the director of catering

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NACE Surveys Featured in National Media

Once again, NACE and its members have been featured in the national media.

NACE President Greg Casella, CPCE, owner of Catered Too in San Jose, CA was interviewed by *Entrepreneur* magazine writer Jennifer Wang for an article on

how clients were addressing holiday parties during the downturn. The story was picked up by MSNBC.com. Casella was also interviewed by syndicated writer Marni Jameson for her column on decorating for the holidays, published by several news-

papers including the *Calgary Herald*.

In addition, former NACE President Daniel Briones was interviewed on "Get Married" which airs January 16 and January 30 and can be viewed on Get Married.com.



NACE has been featured in the national media for its expertise on holiday planning

THE TRENDS REPORT: NEWS FROM NACE

NACE Leaders Gain Expertise at Singer Island, FL

The first of three Leadership Summits was held at the Resort at Singer Island, FL, January 4-6.

Attendees from chapters along the eastern seaboard were among the first to attend the 2009 Leadership Summit series.

Additional Leadership Summits are being held in Chicago and Las Vegas.

Attendees played rounds of NACE Jeopardy, featuring

trivia —but not “trivial” questions about NACE, catering, the CPCE and many other topics of interest.

In addition to hearing NACE updates from NACE President Greg Casella, and NACE executive director Bonnie Fedchock, the attendees had break out sessions on marketing, bylaws, chapter events and other topics.

The 2009 Leadership Summit sponsors are: American Furniture Rental and Reigel

Updates on Leadership Summits:

Check future issues for updates on the Leadership Summits held in Chicago and the upcoming summit in Las Vegas!



Thank you Todd Lloyd, Detroit chapter, for the picture

NACE TV Is On the Air! www.nacstv01.netdrivein.com

Congratulations to NACE National board member Tim Sudall for launching NACE-TV.

Sudall, the Event Professional representative on the board, and owner of Video One Productions in Philadelphia, has pioneered the online concept, which will be used to give tech tips and other useful advice to NACE members.

To view NACE TV, click on www.nacstv01.netdrivein.com

“People are overwhelmed by the latest technological and communications-related innovations. But our members are caterers, that is their first order of business,” Sudall said.

The goal for NACE TV is to easily relate to people with how they can best use the sites and features available to them.

This week, Sudall discuss “cha-cha” a cell phone feature,



Tim Sudall

and a site that compares web traffic of other sites. In addition, he explains how to use Google news alerts for news monitoring and public relations purposes.



Check out today's tech tips on NACE TV

Couples Tour New Hawaii Venue

Hawaii Chapter member Mona Hirata designed an event for 80 couples that took place at The Waterfront, one of Hawaii's newest venues.

The Waterfront boasts the historic Aloha Tower as it's centerpiece. The couples were interested in learning about the setting as well as an array of designs, under

the creative direction of Weddings by Grace and Mona.

Also, NACE member the Wedding Café publicized and rounded up the 80 couples to attend.



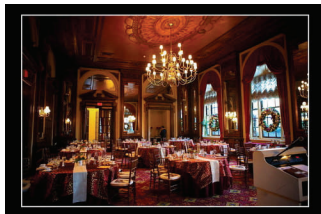
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NACE New England Monthly Meeting

It is a New England NACE tradition to hold the Leadership/GM breakfast each year at the Fairmount Copley Plaza. This year's meeting turned out to be the most important meeting of the year.

Not only were the GM's invited, they became the fea-

tured panel discussing how to survive tough economic times.



Tell us about your event! Email us at naceheadquarters@nace.net

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July 26–29

CHARLOTTE



NACE Headquarters Staff

The NACE headquarters staff, led by Bonnie Fedchock, Executive Director, is here to help you with any need:

Kelley Noone
Associate Director

Sylvia Buell
Administrative Assistant

Kim Grimm
Manager, Membership and
Chapter Relations

Leslie Jones
Manager, Education and Certi-
fication

Jonathan Ortiz
Membership Services Coordi-
nator

Cara Smith
Project Coordinator

Lauren Williams
Membership and chapter Rela-
tions Coordinator

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