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Featured Business Partners



CPCE News



NACE is proud to announce the following catering and event professionals who recertified in the month

Can We Talk?

NACE MEMBER SYLVIA WEINSTOCK IS PROFILED ON JOAN RIVERS' HOW'D YOU GET SO RICH PROGRAM ON TV LAND

One of the most well-known members and greatest supporters of the National Association of Catering Executives (NACE), Sylvia Weinstock, was recently profiled by Joan Rivers, host of the TV Land program, *How'd You Get So Rich?*



Weinstock is the owner of Sylvia Weinstock Cakes in New York, a high-end company that boasts a large celebrity clientele.

Weinstock, who made the wedding cake for Rivers' daughter Melissa, shared her inspiring story of success and gave Rivers a tour of her New York home and bakery.

A former schoolteacher, Weinstock has revolutionized the wedding cake industry, according to Rivers. Her message to anyone considering pursuing their dream, just go out there and do it!

Letter From the Executive Director

As you read this newsletter, you can't help but notice the incredible effect that NACE and our members are having on the catering and events world.



From the inspiring life story of one of our treasured members, Sylvia Weinstock, to the Red Carpet adventures of our board member Steve Kemble, NACE's brand continues to grow.

We are informing the industry through our surveys and education, certifying true leaders as CPCEs, and we are about to embark on the best industry conference for catering and events, Experience! 2010 in Austin.

If you haven't registered yet, you haven't fully taken advantage of everything that NACE has to offer. Use NACE as a springboard to great career success, as Sylvia and Steve have done.

And that can be you on the Red Carpet!

See you in Austin.

Bonnie Fedchock



Experience!™ 2010 Conference News

of May!

Alan Ehrich, CPCE (New Orleans chapter)

Cindy Marshall, CPCE (Anchorage chapter)

Rachel C. Chadderdon, CPCE (Washington D.C. and Baltimore chapters)

Take the Certified Professional Catering Executive (CPCE) exam on Sunday, July 25 in conjunction with Experience! 2010 and save \$195! Visit the [NACE Web site](#) or [email us](#) for more info on earning your CPCE designation.

Did you know? You can earn CPCE contact hours with [affiliate conferences](#) and the [NACE Webinar Series](#) (live or recorded)?

NACE Webinar Series

Did you miss any of the past NACE webinars? Visit the [NACE Store](#) to order a live recording from the list of available webinars.

JUST ADDED TODAY! **HOW WEDDING PROS CAN SURVIVE IN A DIY WORLD**



Join wedding experts Mark Kingsdorf of The Queen of Hearts Wedding Consultants and Alan Berg of The Knot Wedding Network as they help you grab the attention of the "do-it-yourself" bride!

Each webinar is worth one contact hour towards your [CPCE](#).

The Results Are In

SPRING MEMBERSHIP CAMPAIGN IS A SUCCESS

Welcome to NACE! Thanks to you, our spring membership campaign has been a huge success. We are proud to announce that 26 people renewed their membership during the drive and we welcomed 370 new members! NACE membership now

MARC SUMMERS TO CONVEENE A CATERING AND EVENTS INDUSTRY SUMMIT AT EXPERIENCE! 2010 IN AUSTIN, TEXAS

Photo credits: Food Network

Food Network celebrity, host of *Unwrapped* and executive producer of *Dinner Impossible*, Marc Summers will host an industry summit at the opening general session of NACE's Experience! 2010 conference on July 26.



Summers, who also serves as a member of the board of trustees of the Foundation of NACE, will convene a panel that includes Anirban Basu, a national economist, Jerry Edwards, former NACE President and owner of Chef's Expressions in Maryland, Jan Triplett, a Business Success Center expert and Armando Perez, Senior VP of H-E-B Houston Division.

What will be the impact of the economy, the crisis in the gulf and the other trends taking root in our industry? With this panel of experts to guide you, you will leave this opening general session much better prepared to chart the next six to 12 months of your business and your career.

THE FOUNDATION OF NACE - MAKE IT COUNT!



NATIONAL ASSOCIATION OF CATERING EXECUTIVES

Did you know? Your \$50 donation to the Foundation of NACE gives you entrance to the much anticipated Foundation Event at Max's Wine Dive on July 25. Bump up your donation to \$75 or more and you are also entitled to early entrance into both the Design Experience on July 26 and the Culinary Experience on July 27. [Donate](#) or [get your event ticket](#) today!

Chapter News

FAIRYTALES DO COME TRUE, SUBMITTED BY AMY GREENE

Photo credits: Brian Mullins Photography, NACE Member and Katie Hamister Photography, NACE Member

The Triangle Chapter of NACE celebrated a bittersweet 2nd Annual Fairytale Wedding Giveaway with a most deserving family. The bride, Christine Linn, was diagnosed with terminal cancer, then discovered she lost her wedding budget when her venue went bankrupt.



Triangle NACE members and local businesses graciously stepped in to give the couple the wedding of a lifetime, worth approximately \$50,000 in goods and services.



Officiant, Becky Sansbury commented, "Turning a special experience into a life-long memory that is part of a family's legacy is what each of us strives to do week in and week out. Christine saying, "today I feel like a princess" summed it all up.

For touching all of the senses, then capturing the experience for repeated delight, congratulations to everyone involved with this wedding. For realizing the importance of sponsoring an event like last night, congratulations to NACE, whose members appreciate the significance of giving back.

stands at more than 4100, demonstrating strong growth even during a challenging economy.

A special congratulations to the following chapters whose local NACE community expanded the most:

Greater Denver
Greater Detroit
Houston
Reno/Tahoe
South Florida
Tacoma South Puget Sound
Tampa Bay Area

Survey Says

WHAT IS THE MOST POPULAR COLOR FOR THIS WEDDING SEASON?

According to our survey, it is anything peacock-themed: purples, blues and turquoise. Recommend this color scheme to your clients and you will be on top of the trends.



Special Offer to NACE Members



FTD® and NACE FLOWER POWER!

NACE now has buying power with world class growers! [FTD Flower Exchange](#) provides NACE with...

...The highest quality fresh flowers and greens

...Better than wholesale prices

...Next day delivery

[Request](#) your **FREE** sign-on by 7/28 to receive 20% off.

See us in Austin, TX on 7/27 at Booth #212!

Community Announcements

FOOD TV NETWORK CASTING CALL:

<http://www.choppedcasting.com/>



The Sutherland Estate and Gardens

Steve Kemble's Tips

FOR PLANNING A PERFECT (AND SASSY!) GRADUATION PARTY

Every month, NACE Member and National Board member Steve Kemble features another NACE member on his blog, AdoseofSass.com. Check out this month's "Sassy Bites" feature, a profile of New Orleans chapter president Alan Ehrich, CPCE.

Take a look at Steve's graduation party tips:

1. First, pick a location. Your home will always be the least expensive option, yet if your guest list is too large for your home, consider a restaurant with a private room or event venue. If you do select a restaurant or event venue, consider holding your party on a weekday! Weekday rates are less expensive than weekend rates.
2. For food, of course I always recommend a caterer; however, if you are only inviting close family and friends, consider a Pot Luck Dinner. Friend and family bring their favorite recipes. If you choose to have food catered in, remember almost every kid at any age loves pizza! And pizza is always a great value! A word of caution: when considering beverages, many Graduation Parties have underage kids in attendance!
3. You can find lots of graduation party decorations at your local party stores or discount stores. If you want to make your own decorations, two of my favorites include getting some butcher paper and making a large sign on your wall where people can write special notes. Additionally, I love blank scrapbooks where people can write special messages. Ask everyone to bring a favorite photo and affix it in the book next to his or her message!



NACE Newsroom

WEDDINGS REBOUND AS CLIENTS BOOK ON SHORTER NOTICE

NACE continues to be a thought leader and prominent voice in the catering and events industry. Our survey on wedding spending, which revealed an increase for the first time in nearly two years, was quoted by the AP, BusinessWeek.com and numerous other outlets.

AP Associated Press

We thank everyone who completes these surveys as the more responses we get,

AFFILIATE CONFERENCES:



Earn up to 12 contact hours by attending Southwest Foodservice Expo, in Houston, Texas, June 27-29, 2010. [Register](#) now!

Quick Links

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the greater our ability to advocate for and guide our members in key business decisions.

For example, one of the more significant findings from the survey was that more clients are booking on shorter notice, some just three months ahead of the planned event.

We are advising our members to be prepared and open to a shorter event planning time. Be proactive and encourage clients that you can be flexible with the amount of time needed, as many may want to get their events in before an anticipated job or life change.

Visit the NACE Web site for more on [Press Releases](#).

Event Professional Corner

AVOIDING IPOD PITFALLS, SUBMITTED BY DR. DRAX, ADJA

As is often the case in society, some things or ideas become trendy with little thought to practical implementation. A few years ago, it was the idea of a "sponsored wedding" that somehow everyone would want to donate their services to you in the hopes of getting business from others.



Sounds like a good idea, but never really took off because all the vendors realized that a sponsored wedding only generated more requests for sponsored weddings, not more business for them. So people that overspent on some items because they were counting on the reception being paid for by others soon were in trouble as their budget was gone and they were still missing major parts of their event program.

Today, the trendy topic is DIY receptions by using an iPod and a rented sound system instead of a professional wedding entertainer, the DJ. This idea is fraught with peril, because a great event is more than simply gear and music. It is the talent that a qualified professional brings to the event that matters most. It is what allows for a smooth flow to the event, with no embarrassing surprises.

The American Disc Jockey Association ([ADJA](#)) has put together a [video](#) demonstrating to the consumer the effects of using an ipod on their special day. What you are about to see is real. It is video from an actual wedding where they chose to use an iPod and gambled their event's success on a trend.

Recipe Contest: Get Quacking!

MAPLE LEAF FARMS LAUNCHES CHEF RECIPE CONTEST



MILFORD, IN (June 3, 2010) -- Maple Leaf Farms is calling for entries for The 2010 Discover Duck™ Chef Recipe Contest now through September 10, 2010. Open to professional chefs and culinary students, the contest challenges entrants to create up to three original recipes that showcase duck in creative ways.

"The possibilities are endless with duck. It's so versatile," said Maple Leaf Farms Marketing Manager Cindy Turk. "This contest is a chance for chefs to use their culinary creativity. We look forward to seeing a lot of innovative and inspired

Find us on Facebook 

Follow us on 

recipes."

Recipe entries may be submitted for any menu part -- appetizer, soup, salad or entrée -- and must include a Maple Leaf Farms duck product. The recipes will be judged according to originality, flavor, simplicity (easily sourced ingredients and ease of preparation) and accuracy of the recipe ingredients and method.

Entrants have a chance to win one of three prizes. The grand prize winning recipe will be awarded \$5,000; second place \$3,000; and third place \$1,500.

The contest is open to residents of the 50 United States and Washington, D.C. that are 18 years old or older. Additionally, entrants must be one of the following: professional chef, sous chef or lead line cook in a restaurant or non-commercial foodservice establishment, or a student currently enrolled at a professional culinary school.

See complete contest [rules](#) and entry details. All entries must be postmarked or submitted online no later than September 10, 2010.

About Maple Leaf Farms:

Maple Leaf Farms, Inc. is America's leading producer of quality duck products, supplying retail and foodservice markets throughout the world with innovative, value-added foods. Founded in 1958, Maple Leaf Farms is a third generation family-owned company. For more information, contact Maple Leaf Farms at 1-800-348-2812 or visit the [Web site](#).