



CATERING & EVENTS

NEWS FROM THE NATIONAL ASSOCIATION OF CATERING EXECUTIVES

March 2011  
Issue No. 28

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## Featured Business Partners



## National Association of Catering Executives To Launch Comprehensive Industry Survey



The National Association of Catering Executives (NACE) is embarking on one of the most complete and comprehensive surveys of the catering and events industry.

How big is our industry? How many players and how much revenue is generated? Our goal is to be armed with these facts, along with many others, for several reasons:

- Members of the news media are frequently seeking complete data on the industry and look to NACE as a resource
- Members want to know industry tracking data for benchmarking and measurement purposes
- Leaders in the industry want to review salary and compensation data to set industry best practices

Today, NACE's quick polls and Internet-based surveys have already established our association as a resource of trends and data among the national media. As we further our role as an industry resource in all of the above contexts, as well as others, our landmark industry survey will propel catering and event professionals forward by providing an incredible reference tool for our industry - a universal set of data and standards for the catering and events industry.

"I believe this is the first time that a survey of this magnitude will closely examine and measure the impact of our industry," said Bonnie Fedchok, NACE's executive director.

"With the data to support us, we will be better able to explain the significance - in terms of jobs, revenue and economic impact - of our industry. This will be particularly helpful when it comes under fire, as it has in the past for being less than consequential."

## Your Opinion Counts!

### Business Solutions Survey



NACE is conducting a membership 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



### **The ONLY 3 Ways to Increase and Book MORE Event Revenue!**

presented by Lynne LaFond DeLuca,  
*Beverly Clark Hospitality Training*

**March 29, 2011**  
(2 pm ET/11 am PT)

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). This webinar is worth 1 clock hour towards continuing education for your CMP application or recertification.

## Where's the Beef? It's Local and Sustainable!

Submitted by Liz Walton, Director of Catering and Convention Services, Hyatt Regency Austin



Looking for the newest way to impress your clients, yet still keep your bottom line happy? Take a cue from savvy restaurant and food truck chefs and try "value" cuts of meat provided by local farmers. With value cuts showing up on restaurant and food truck menus everywhere, your clients are more aware of the great flavor of pork belly or beef short ribs and are willing to give them a try in the banquet arena. And with careful planning, you can create a fantastic menu that works well for banquets.

Chefs and foodies have long known that tougher cuts of meat are generally tastier than premium cuts when cooked properly. While these cuts can help save on your food costs, the tradeoff is in labor as they need more skillful preparation and longer cooking time. But the impact of the flavor will have your clients calling to rebook their events. Here at the Hyatt Regency Austin, our restaurant chef, Kevin Dee spends at least 4-5 hours braising the Texas Kobe Short Ribs, which makes the meat fall off the bone when eaten. We pair this with a Blackberry Basil Martini using Prairie Organic Vodka.

Wonder where to source these value cuts? Start locally by checking out your farmer's market and get to know the farmers. More and more farmers are choosing to sell directly to their consumers. We've found that most jump at the chance to have you visit their farms so that they can show off their products first hand. Once you've developed a relationship, invite the farmers to your next tasting and let them sell the menu for you.

View full article for recipes.

#### Sources:

Kevin Dee, Restaurant Chef, Hyatt Regency Austin  
Alyson Anderson, National Account Manager, Hotel Specialist,  
Republic National Distributing

#### Products mentioned:

Ed Phillips & Sons Prairie Organic Vodka  
Texas Kobe Short Ribs sourced by Strube Ranch in Pittsburgh, TX  
Goat Cheese sourced by Pure Luck Goat Cheese, Dripping Springs, TX  
Chard sourced by Boggy Creek Farm, Austin, TX



**Social Media and Managing Your Online Reputation** presented by  
 Kristi Serrano, *Senior Online Marketing Manager, SEO and Social Media of The Knot Wedding Network*

**April 20, 2011**  
 (2 pm ET/11 am PT)

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).

**For more NACE events, please visit our Web site.**

**NACE IDEA SWAP**  
*(Members Only)*  
**Save the Date!**



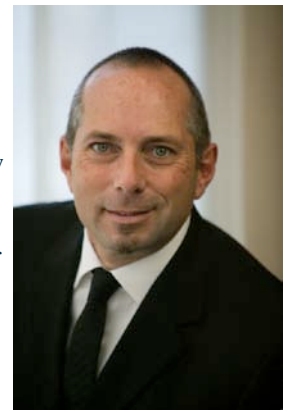
April 26 for Event Planners  
 3:00pm - 4:00pm EDT  
 Contact Joanne Kim for the registration link.

**Affiliate Events**

**BIZBASH EXPO & AWARDS** Join us at **BizBash South Florida**, April 12, in Fort Lauderdale Convention Center. Look for NACE members and Cafe ala Carte near the Registration Area.

**Letter From the President**

NACE has had a busy couple months in January and February. Our leadership summits were very successful with many new chapter leaders attending. The chapter presidents' council led a great session based on the book *Radical Leap*, a great training for leading a chapter and for personal improvement. If you haven't read the book, I highly recommend it!



I continue to be impressed with new leaders who come to our summits. I am confident that our chapters are in good hands and that NACE will continue to become bigger and better in the future knowing these leaders will continue to stay involved and bring their energy to the national board. We are a very talented group!

At The Special Event in Phoenix, our chapter hosted an amazing Welcome Event, chaired by Kristina Celik, Regina Osgood and the Phoenix chapter. The event was held at the Arizona Grand Resort where Phoenix chapter president, Jessica Sprouse works as the Senior Catering Sales Manager.

At Catersource, the board spent an entire weekend working with a facilitator and having our annual meeting so that we could be a better board and lead NACE into the future. Our goal is to make sure NACE remains relevant and is the industry leader for catering and events. One way we hope to do this is to change our thinking, from being an association that is chapter driven to become truly a national association, providing many more services and benefits to our members. In turn, our chapters will have more support and will be able to easily recruit and retain members.

Our booth on the trade show floor was like party central, except we didn't have any refreshments! Linnyette Richardson-Hall was on site for photo ops, autographs and advice and we constantly promoted our business partners and chapter meetings. We were running into NACE members everywhere during the conference and show, it is great to see NACE making a place for ourselves at Catersource!

Greg Casella, CPCE

Grab your complimentary coffee and network with the South Florida chapter. Find out more about [BizBash](#).



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](#). Contact [Toni Shortsleeve](#) for more information.

## NACE Experience!™ 2011

July 24-27, 2011



[Register online now!](#)  
Early bird discount ends 3/31

Now students, members and non-members can pay for conference registration in 3 easy installments! Application deadline is 4/15. Fill out the new [Installment Plan Form](#).

 [Join the Experience event](#)

 [Recommend Experience 2011](#)

 Follow [@NACENational](#) and use [#NACEEXP011](#)

**NACE AWARDS:**  
**Chapter, Individual and Industry recognition you deserve!**

## 2011 Wedding Trends

As the 2011 wedding season heats up, what are some emerging trends that you can advise your clients so that they have the most unique and stylish event? Here are 11 trends for 2011 courtesy of our business partner, [TheKnot.com](#):



1. **Prohibition-era elegance:** Think Boardwalk Empire, not Mad Men
2. **The redefined princess wedding dress:** Let the royals inspire you
3. **Sultry ballerina themed:** Shredded fabrics, airy plumes and pale pinks
4. **Ivy league chic:** Plaids and stripes for a retro mix of preppy sensibility
5. **Exotic indian:** Purples, reds, golds and lavish décor
6. **Man caves:** Blackjack tables, brandy bars and stogies. Give the man credit he deserves!
7. **Pre-wedding pj parties:** Enough said
8. **Food truck fun:** Waffles, tacos and dumplings
9. **Haute desserts:** All those cake shows are having an impact!
10. **Video guest books:** Take the photo booths up a notch
11. **Surprise Honeymoons:** Let the groom plan this part!

## 2011 Leadership Summit Recap

More than 100 NACE leaders attended the 2011 Leadership Summits this winter. This year, the summits were held in Salt Lake City, UT, Detroit, MI and Charlotte, NC, and attendees overwhelmingly agreed that having three summits to choose from worked well when trying to fit leadership training into both their calendar and their budget!



Salt Lake City was identified as a great place to start a chapter, so we held a NACE information reception for area industry professionals. More than 30 excited Utahns attended the event and were very excited to hear NACE was coming to town! The Detroit summit was the smallest group. Attendees instantly bonded over the weather everyone had to endure to get there! Once on-site, the energy was amazing including at the off-premise event at the Henry Ford Museum which was definitely a highlight - what an incredible venue! It is so great to see Detroit doing so well! Our final summit in Charlotte had the most leaders under one roof. And, The Westin Charlotte did not disappoint as our host hotel - the food, service and accommodations were all top-notch.

The feedback received from leaders who attended was very positive - attendees were informed and re-energized, and all gained invaluable tools and resources to take back to their chapters. But don't take our



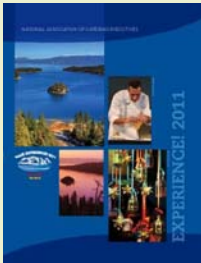
Last day for submissions: 5/20

[Enter to win](#)

[View the NACE web site for details](#)



[View the latest conference update](#)



[Download the conference brochure](#)

## BUY NACE



Looking for new resources to add to your professional library? Visit the [NACE Store](#) for

NACE brand items, recorded webinars, CPCE study materials and more.

**EXTREMELY POPULAR!**

word for it, here's what just a few people had to say:

*"This summit was one of the most valuable training opportunities I have ever attended. Content was on cue and contacts made were invaluable!"*

- **Lori Adair**, New York City chapter (Salt Lake City Summit)

*"This was this most informative and overall experience that I have had at a NACE National conference. The hotel accommodations were excellent; the food - both quality and quantity - was superb. The presentations were very informative and interactive. You kept me engaged throughout. Thank you for the experience. It was well worth the drive!!"*

- **Evelyn Watson-Bey**, Baltimore chapter (Detroit Summit)

*"Overall great event - learned several useful tools....a lot to digest, but I am looking forward to bringing ideas back to my chapter."*

- **Shauna Lederman**, Las Vegas chapter (Charlotte Summit)

## NACE Member, Audubon Catering of the Audubon Nature Institute, First Certified Green Caterer in Louisiana

Submitted by Chef Alan Ehrich, CPCE, Member of the New Orleans chapter of NACE and Executive Chef, Audubon Nature Institute



Inspired by caterers from around the country and our own mission of *Celebrating the Wonders of Nature*, myself, sous chef Lee Sands and the director of operations for the Audubon Tea Room Mary Mouton, embarked on having Audubon Catering be the first certified green caterer in the state of Louisiana. During these tough economic times, my boss's first reaction to the idea was, 'How much will it cost us?' The second was, 'Do you have a plan of action? How will you implement becoming green? And what is green exactly?' As we delved into the cost, surprisingly I found that switching over to green products was not as costly as I had first thought, and in some cases cheaper than the normal alternative.

The first step was to green our kitchen by changing out the chemicals that we used to clean the kitchen from the normal toxic kind to environmentally friendly cleaners that we could buy in a highly concentrated form, and then dilute with water. This turned out to be cheaper, as we were not paying to ship the water used for dilution. Eco-lab has green chemicals that can be used for dishwashing that is environmentally friendly and comes in concentrated bricks, as opposed to plastic containers.

Our second initiative in the kitchen was to take all of our cardboard and turn that into compost. All of our white paper, cans and plastic containers are being recycled, and our vegetable food scraps went to either feed the animals at the zoo, or to our compost pile. On a side note, the compost that we generate is mixed with other organics and is

## CPCE FAST TRACK SESSIONS

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## CPCE News

The Certified Professional Catering Executive (CPCE) designation sets you apart in the catering and event industry as a leader and growing professional. Apply today.



### NEWLY CERTIFIED IN MARCH:

**Robin Jass, CPCE**  
(Houston chapter)

**Kristyn Kerkorian, CPCE**  
(New England chapter)

**Robert Neubert, CPCE, CMP**  
**Jamie Rock-Kelly, CPCE**  
(Philadelphia / South Jersey / Delaware chapter)

**Allison Schultz, CPCE**  
(Atlanta chapter)

**Scott Vollmer, CPCE**  
(New York City chapter)

**Jessica Wallace, CPCE**

### RECERTIFIED:

**Joseph James, CPCE, CMP**  
(Philadelphia / South Jersey / Delaware chapter)

**Alphonso Maiorani, CPCE, CMP**  
(Philadelphia / South Jersey / Delaware chapter)

**Charles Savarese, CPCE**  
(Orlando chapter)

**Andrea Sligar, CPCE**  
(Greater Seattle chapter)

now being sold in the gift shop and in local nurseries as ZooDoo Gold.

The result of this effort has reduced our impact on the landfill by 24 yards a week, therefore also reducing our cost of trash pickup significantly. The paper products we are now using are either 100% post consumer content, or 100% compostable or recyclable, again reducing our trash pickup and reducing the related cost.

We switched to energy efficient bulbs, adding dimmers and motion activated lights to cut energy consumption. To conserve water we installed aerators on our hand sinks.

We redesigned our menu to focus on the seasonable foods that are available from local vendors and farmer's markets. Our herbs are grown here at the zoo in "Carl's Garden," which was built by our kitchen staff, and maintained by one of our volunteers.

Our certification was guided by the Green Restaurant Association (GRA), a national non-profit organization that provides convenient and cost-effective tools for restaurants, manufacturers, distributors and consumers to become more environmentally responsible.

Just like most change, the green initiation did not come easily. As with most organizations you have go getters and you will have nay sayers. Some people have to be brought to the table kicking and screaming, and follow up is a constant, but in the end going green is the right form of action for our environment, our mission, and our business model. Now that we have done it for a while, even the most resistant of crew members would not change back. So embark on your journey to your green catering. There is help along the way, and the rewards are great for all of us.

*Editor's note: Shortly after this article was submitted, there was a luncheon for the Audubon Commission announcing their Green Certification. Richard Buchsbaum, vice president of food and beverage and catering sales, created the décor by using re-purposed Astroturf from an NFL event and flowers that were recycled afterwards back into the zoo's garden. Chef Alan Ehrich, CPCE, executive chef, prepared the food and the photography was provided by John Mitchell, catering manager.*



## NACE National President Offers Advice to Our Growing Student Members

Submitted by **Kayla Elston, University of  
Houston Community Service Chair**

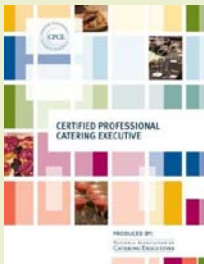
As we conduct our NACE student chapter business each semester, it is increasingly important that we understand the impact of our work and how professional members on the national level view student chapters.

STUDENT  
INVOLVEMENT

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## CPCE BROCHURE

NACE brings new educational tools and valuable resources to help you attain the highly respected CPCE designation. See for yourself.



[Download the new CPCE brochure](#)

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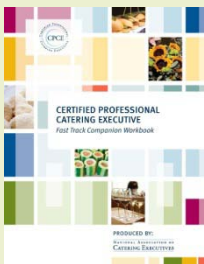
## 2011 CPCE Exam

July 24 - Reno, NV

Visit the [NACE Web site](#) for the full list of exam and training details. [Email us](#) for more info on earning your CPCE designation.

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## GET ON THE FAST TRACK



CPCE candidates can receive 7 contact hours by taking the in-person Fast Track session in Reno (July 23). The new CPCE Fast Track DVDs (\$100) and Companion Workbook

Greg Casella, CPCE, is the current NACE National president residing in San Jose, California. Mr. Casella is owner of Catered Too, and has been NACE president for two years. We talked with Mr. Casella to get his perspective on NACE student chapters.

We asked Mr. Casella about the impact of NACE student chapters on the local professional chapters, and he gave some great insight, "Adding Student chapters has been fantastic for NACE. From a long time member's perspective, it has reinvigorated our chapters in ways we never thought possible and has helped us all look at ourselves and realize we are in a great profession and that we better keep current on trends because there are many very talented students who will soon be joining our industry."

The first student chapter was developed in Houston in 2005, while today there are eight student chapters in formation nationally, with growth potential in many other cities. Student chapters are creating exciting opportunities for students to get involved in catering and events before graduation, and to get real insight and experience from industry professionals. As for the future for NACE student chapters, President Casella had this to say, "I think we have just begun with the formation of Student Chapters and we will see them grow a lot in the next few years. The benefit for NACE members is that we are looked at as the experts in our industry and can be counted on to share our experience."

As many of us have experienced, there are local NACE professionals who are available and eager to get involved with student members, to share expertise and potentially recruit their next great intern or employee. The key for us, as student members, is to get involved and stay in contact with industry professionals by continually participating in student and professional activities. President Casella offered his advice to student members on how to get the most out of your NACE student experience, "I would advise student members to get involved, you get out of NACE what you put into it. Meet as many members as you can, work part time for members to get hands on experience in an area of the industry you think you are interested in. Find a mentor through our members. "

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## Industry News From Around the Web

[U.S. Committed Hotel Occupancy for 2011 Up 6% Compared to 2010](#) (Hotel Interactive)

[When 'organic' food isn't](#) (The Register-Guard)

[Starbucks at 40: Java juggernaut branches out](#) (USA Today)

[Food prices heading for second-biggest jump in past two decades](#) (Cattle Network.com)

[U.S. Farmers Head Into Key Stretch for Harvests](#) (Wall Street Journal)

[Top 10 Costs of Producing a Meeting](#) (Successful Meetings)

(\$40) is in stock. Or, get the Bundle (\$125) and save \$50 off the CPCE Exam application fee. Order your copy today or email cpce for more info.

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Fast Track DVDs (up to 7)

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Education Channel

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**Quick Links on [www.nace.net](http://www.nace.net)**

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## Industry Press Releases

Colorado Meetings + Events Magazine Announces 2011 Best of Colorado Award Winners and Hall of Fame inductees

Graceful Tables Names New Board of Directors

Hilton Garden Inn Richmond Downtown Is First Hotel In Region To Compost Food Wastes

## Quick Links



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