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Foundation of NACE Scholarship

The deadline for applications for the Vince DeFinis Scholarship program for undergraduate students is April 1. The Foundation of NACE will award two \$10,000 scholarships at the NACE annual convention, Experience! 2010 conference, July 25-28, in Austin, TX.

The money will be distributed in two payments. Students must maintain a 3.0 GPA and be enrolled as a full-time student (12 credits or more) in an accredited hospitality, culinary or related program to be eligible for the scholarship. Each recipient will also receive a complimentary student membership for the National Association of Catering Executives (NACE).

"Now in our third year, we are pleased to announce the growth of this program to two students as we plan for the future of our industry," said Eric Ostrow, president of the board of trustees of the Foundation of NACE.

Students must have completed 60 credits to be eligible. Judging will be based on an essay and two letters of reference, which must be included

in the application. All applications must be submitted by April 1. The winners will be selected April 30 and announced at Experience!

Students who are interested in applying for the scholarship may find more information online. DeFinis, who passed away in December 2007, was one of the co-founders of NACE and a visionary in the field of catering and special events. On June 3, 1958 in New York City, DeFinis helped found the Banquet Managers Guild, which would grow to become the National Association of Catering Executives. He spent his entire career dedicated to the profession and to seeing that NACE properly reflected and served its members. The scholarship honoring DeFinis was launched in 2008.

The mission of the Foundation of NACE is to professionalize the catering and events industry by fostering education, research and scholarship. Corporations and individuals who are interested in assisting the Foundation of NACE in this mission are encouraged to contribute and should contact the Foundation of NACE at 410-290-5410.



Come to Experience! in Austin - check out the preview video!

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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

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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, Certe 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

What a month! Just after we wrapped our excellent series of Leadership Summits in Nashville, Orlando and Portland, OR, the NACE team headed to Las Vegas for the Catersource Conference and Tradeshow.

Thousands of attendees learned more about NACE, participated in our back of the house tours of prominent Vegas venues and attended the first ever NACE Closing Party. Held at Caesars Palace Las Vegas, the food stations matched astrological signs and a great time was had by many.

Now we are gearing up for the

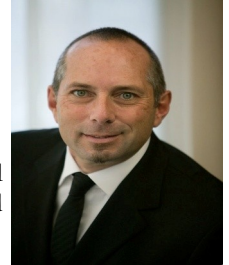
NACE Experience! 2010 conference and it is going to be amazing.

I hear from members at chapters all across the country that they are fired up and ready to attend and that should make this our best conference ever!

Only the NACE Experience! offers wall to wall education, networking, meals and the camaraderie of being a part of NACE.

If there's one thing I've learned through all the travel, trade shows, summits and chapter meetings I've attended, it is

that we have something special that we all should feel very proud of.



I was happy to see so many NACE members attend Catersource this year, we really were out in force at the show. Our lounge on the trade show floor created a fun atmosphere, along with the CPCE game show with NACE prizes.

I hope to see you in Austin!

Notes From the Executive Director, Bonnie Fedchock



Having spent many hours in the first part of the year at both TSE, and most recently, Catersource, I now can't wait for the NACE Experience!

2010 conference in Austin.

Seeing other conferences only makes me more aware and proud of how special our conference is and how meaningful it is to the people who attend.

We truly offer an Experience, we

present all of our meals in a professional way so that they too become a part of the value of the conference. And that's just the beginning. Our speaker line up this year is exceptional. If you haven't already seen it, you will soon be receiving our conference brochure with the speaker line up.

And then there is the networking. The NACE conference is a gathering of members, non-members and colleagues who have become friends over the years. When people ask me why they should join, I think

of the easiest, most basic answer: it is good for business. NACE members tell me time and again that when they need to refer business, they look for a NACE member first. And this makes business sense for them too. They want to send their customers to companies and people that they know and trust. And NACE membership is the best, most immediate filter.

I look forward to seeing you in Austin. Don't forget to [register now](#) to take advantage of our early pricing discounts and payment plans still available!

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.

Catersource News: CORT Event Furnishings Adds Glamour to the NACE Booth



Photo provided by CORT Event Furnishings

CORT Event Furnishings was pleased to sponsor furniture for the NACE booth at Catersource 2010 last week in Las Vegas, NV. CORT featured product from their new Modern Glamour and Gamer collections, providing attendees a stylish lounge to relax and network within the booth. CORT guarantees Style & Service Delivered, anywhere you want. Exciting new collections - Luna Lighting, Endless Seating and Gamer - are designed specifically for catering and event professionals. Visit www.CORTEvents.com to view the full product catalog or call 1.888.CORT.YES.

Member Spotlight: Kellie Bryson, Communications Chair, Nashville Chapter of NACE Declares 2010 “A Year of Giving” - Submitted by Keely Evans, A Catered Affair

2009 was quite the year for many of our catering companies, but one small business is holding true to making 2010 a year for positive remembrance. A Catered Affair, located in Nashville, TN, has deemed 2010 a *Year of Giving* and will be providing complimentary events for selected non-profit organizations around the community.

Kellie Bryson, Communications Chair for the Nashville chapter of NACE, originated the idea while reflecting on the long business year of 2009. Grateful for surviving that part of the recession, Bryson wanted to give back to some of the organizations that have given so much to the community. Each company will be invited to Events at 1418, an event venue also owned by Bryson, with an evening of free catering and services.

“These organizations have given so much to the community and we really wanted to give something back to them,” Bryson commented.

Recipients for 2010 will include: Tennessee Kidney Foundation, Hearing Bridges, Youth Villages, YWCA Nashville and Mid-



Photo credit (left to right): David Wright and Divine Images

dle TN, Big Brothers Big Sisters of Middle TN, Tennessee Voices for Children, Second Harvest Food Bank of Middle TN and W.O. Smith/Nashville Community Music School.

“It’s a way for us to honor those patrons. Give them an extra little burst for what they do all year!”

-Teresa Davidson, CEO
Tennessee Kidney Foundation



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2010 Format Provides Greater Value. Early-Bird Registration Specials End March 31!

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

Experience! 2010 will offer 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 turning your Experience into business growth.



[Become a fan of The NACE Experience! 2010 Conference](#)



Follow us.
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Share your excitement for Experience! 2010 with hashtag: #NACEEXP10

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

[Register](#) today!

Make registration even easier.
Sign up for our [Installation Plan](#).





Steve Hemble

America's Saggiest Lifestyle Guru



WOW! The recent Catersource/Event Solutions Conference was AMAZING! After talking with many catering and event professionals throughout the conference, I wanted to share with you what I feel will be the Top 10 Event Trends in 2010!



NATIONAL ASSOCIATION OF
CATERING EXECUTIVES

Top 10 Event Trends for 2010

Helping you to be On-Trend vs. Trendy

The Overall Atmosphere - A more architectural, modern and environmental look will be prevalent, versus a frilly and fussy atmosphere!

Alternative Spaces - People will continue to love the comforts of being able to produce their event or wedding in a hotel, but will want to use alternative spaces in the hotel for their function(s).

The Lounge Look - Furniture of all shapes and sizes will take center stage! Groupings much like you would see in a hotel lobby will be wildly popular!

Table Design - Long share tables remain popular and on trend! Additionally square and rectangular shapes will be requested even more in 2010. People want texture; they want delights both to the touch and eye!

Lighting - Whether it is gobos, dimming, gelling the existing lights in the ballroom or contracting with a lighting designer and company to wash the ballroom in color, lighting will be at it most popular height ever!

Floral - More organic arrangements that are loose and lush, using the natural shape of a vine or branch to guide the arrangement. More fruit will be used in the floral arrangements...the look of a still life painting!

Going even more Green! - Organic flowers, recycled paper for invitations, biodegradable plates and utensils, reusing materials, and scrapping unnecessary and wasteful flourishes will become standard.

Photography/Videography - There is a trend toward more high-concept, fashion editorial-style photos with an edge that are shot very much in a photo journalistic manner.

Entertainment - Jazz, photo booths, Wii games, dance lessons on vinyl covered dance floors, DJs and mixing various forms of entertainment (jazz with dinner, band for dancing and a DJ for an after-party) will be all the rage in '10!

Food and Beverage

- ✓ His and Her Stations (each having their respective favorite foods!)
- ✓ Sample Stations - for example, pairing wine and cheese. Not only fun, but educational!
- ✓ Small Plates - I love the pairing of comfort foods along with something a bit more on trend and decadent!
- ✓ Familiar/Identifiable Foods - jazzing them up a bit. For example, Abigail Kirsch in NY does Portobello sirloin burgers with truffle potato chips instead of basic sliders.
- ✓ Ethnic Food Stations - for example, stations based on the Pacific Rim. Caterers are also telling me they predict that Greek, Middle Eastern, North African and Lebanese cuisines will grow in popularity.
- ✓ Seeing fabulous family-style platters and the trend of using fabulous and unique serving pieces for a combination of beef, fish and all types of sides.
- ✓ Late Night Snack - becoming even more popular, whether it's a traditional egg offering, or pizza and sliders. I have seen gourmet popcorn stations served in little brown cups.
- ✓ Seeing lots of tray passed sweets, lollipop-style and mini ice cream sandwiches are very popular
- ✓ A special treat while guests are waiting in their cars, such as warm chocolate chip cookies, mini milk shots or root beer floats.
- ✓ Wine - becoming more popular served in fabulous decanters and paired with food.
- ✓ Also seeing dark drinks come back; whiskey and scotch are becoming increasingly popular! Seeing lots of scotch bars.
- ✓ Specialty Drink Bars - once I saw a six flavor Bellini bar that was amazing. Fun champagne bars with mixers (Chambord, Midori, cranberry or pineapple juice).
- ✓ Seeing lots of stylish items to dress up your drinks such as lavender or rose petals.

NACE Member Benefit

As a NACE member, you can use the NACE Member ADVANTAGE Program to save on a wide variety of business management products and services. Even if your business or organization already receives a discount with these companies, you may be able to increase those savings through the ADVANTAGE program. [Access](#) the program using your member login.



Enroll today in the [Staples Business Advantage](#) program and save on office supplies, equipment, furniture and more. Even if you already have a Staples account, you'll want to compare these NACE member prices to your current pricing.

NACE 2010 EVENTS CALENDAR

[NACE Experience! 2010 Conference](#)

**Hilton Austin Downtown
(CPCE Exam Location)
July 25-28**



Don't miss out on the most important networking and education Experience of 2010!

Online registration is open! Special early-bird rates will be available until March 31: Members \$995 and Non-Members \$1,295. Special [group discounts](#) available. Call 410-290-5410 or email conference@nacenet.org to inquire.

[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**.

[CPCE Exam](#) - In conjunction with NACE Experience! 2010 Conference on July 25, 1:30pm-4:30pm.

Announcement



The call for proposals to speak at The Special Event 2011 in Phoenix, AZ is currently open. They are especially looking for submissions in the Food Services track which is sponsored by NACE. To begin the online session proposal process, go to [Submit Proposal](#) to receive an ecode. The deadline for speaker submissions is Friday, June 4, 2010.

CPCE News

NACE is proud to congratulate the following catering and event professionals who passed the CPCE exam!

Wendy Brown-Haddock, CPCE
(Capital Area of Wisconsin and Southern Wisconsin)

Marie Caci, CPCE
(At Large)

Jennifer Johnson, CPCE

Donald Seo, CPCE
(At Large, Germany)

Michelle O'Neill, CPCE
(Las Vegas)

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THE NATIONAL ASSOCIATION
OF CATERING EXECUTIVES

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