



## A Special Message from Rocco DiSpirito, Keynote Speaker at 2009 Experience!™



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[Listen](#) to a special message from our keynote speaker, celebrity chef Rocco DiSpirito, about why he is looking forward to meeting YOU in Charlotte!

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**Member-At-Large: Vacant**

**NACE Executive Director:**  
Bonnie Fedchock, Columbia,  
MD

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

### Celebrating our NACE Chapters

With fantastic events, excep-  
tional networking and fun ex-  
periences, it is easy to see why  
NACE's list of chapters con-  
tinues to grow!

I had the opportunity to attend  
the Austin chapter meeting last  
week and to take in their an-  
nual Iron Chef competition. I  
would like to thank Michele  
Edison and the entire chapter  
for going out of their way to  
make me feel welcomed. They  
pulled off a flawless and enter-  
taining evening.

While I was there I couldn't  
help but notice all of the simi-  
larities between Austin and the  
Silicon Valley chapter (to  
which I belong), as well as Sac-  
ramento and San Francisco  
(which I visit often).

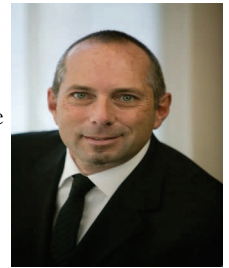
All are about the same size in  
membership, have very profes-  
sional and educational pro-  
grams, delicious food and fine  
service. There was a good mix  
of old members, new members  
and some just checking out the  
association for the first time.

By taking in the sites and  
sounds of a new region, I was  
reminded of how proud I am

of our  
chapters.

One of the  
greatest  
aspects of  
NACE is  
the in-  
credible  
chapter network and the bene-  
fits that it brings to the local  
level. Many of our members  
may never attend a national  
meeting or become a commit-  
tee leader, but they come to  
NACE to meet business con-  
tacts and to become more edu-  
cated in their profession.

We have built a



*See page 5*

## Notes From the Executive Director, Bonnie Fedchock



One of the  
main reasons  
I have a pas-  
sion for  
working with  
NACE is the  
opportunity  
to learn new  
things.

Through interactions with our  
members, our leaders, my col-  
leagues and our staff, I have  
learned about catering, events,  
food and design.

In addition, I am constantly  
being exposed to new con-  
cepts and trends by my two  
children, who always love to  
discover things -- particularly  
related to technology -- that I  
don't know!

Which brings me to social  
networking, an incredible new  
tool that NACE members are  
using to grow and expand  
their businesses.

And so is NACE. You should  
be pleased to know that our  
new marketing and communi-  
cations committee members,  
as well as members of our  
subcommittee on technology  
and staff, are rapidly expand-  
ing the social networking  
channels to communicate with  
NACE members.

This includes: NACE TV, on-  
line videos, our Twitter han-  
dle, Facebook page and a new  
social collaboration platform.  
In addition, we just posted a  
special audio invitation mes-

sage from Rocco DiSpirito.  
You can listen to it on the  
home page, [www.nace.net](http://www.nace.net).

These myriad communication  
platforms are designed to al-  
low you to exchange informa-  
tion, explore new ideas, net-  
work and find answers to spe-  
cific challenges. Please take a  
few minutes to visit our op-  
tions.

**Twitter** -- Follow us on Twit-  
ter! Our twitter handle is  
NACE National. You can add  
us to your TweetDeck and  
look for tweets on news about  
our members, chapters, events  
and education, as well as spe-  
cial NACE discount offers on  
membership and much more!

*See page 5*

News From the National Association of Catering Executives is published by the National Association of Catering Executives, 9881  
Broken Land Parkway, Ste. 101, Columbia, MD 21046 P: 410-290-5410. The opinions, recommendations and information provided in  
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rectly, of any advice or information presented herein.

## Orlando Chapter of NACE *Keeping Green with Whole Foods*

*Submitted by: Jennifer Shepherd, Public Relations Director, Orlando Chapter of NACE*

For its monthly chapter meeting, the Orlando chapter visited Whole Foods Market in Winter Park, FL on Tuesday, April 28 to learn about sustainable food purchasing and use. NACE attendees had a behind the scenes experience that showed how one of the most innovative grocers in the country does it!

By providing the finest natural and organic foods available and maintaining the strictest quality standards in the industry, Whole Foods Market is a leader in the natural and organic grocer industry. NACE attendees experienced, first hand, a sampling of the highest quality, least processed, most flavorful and natural foods that Whole Foods Market can offer.

Much of the food provided at Whole Foods Market is locally grown and adheres to environmental and sustainable practices and therefore supports the local community that NACE members live in.



*Orlando chapter of NACE at Whole Foods Market in Winter Park, FL.*

Throughout the networking portion of the event, attendees were able to tour the store and speak with members of the Produce, Meat and Seafood, Wine and Beer, Cheese, Bakery and Prepared Foods departments. Each Department Manager is an expert and specializes in providing the best selection of natural and organic products. NACE attendees sampled a selection of the best cheeses and organic wines from around the world. In addition, Orlando Brewing, Florida's only certified organic brewer, provided their Blonde and Red Ales for attendees to enjoy.

To showcase how natural and organic foods can be flavorful and filling, the catering team at Whole Foods Market served: Grass-fed Beef Shank from White Oak Pastures in Georgia, Chilean Sea Bass, Fresh Vegetables and White Rice. For dessert, Muse Gelato provided chocolate chip gelato to top off the evening. During dinner, Whole Foods Market Store Team Leader, Laurie Davis spoke with NACE attendees and described the mission and history of Whole Foods Market. Attendees had the opportunity to ask questions regarding the difference between natural and organic and learn how Whole Foods Market can help catering businesses. Everyone is impacted by the movement in the catering industry towards natural and organic food options.

As attendees enjoyed the delicious meal and luxurious Moss Dazzle Linen and Mahogany Chiavari Chairs and Barstools provided by Kirby Rental Service, American Entertainment Resources entertained attendees with a one-man-band.

### Have you signed up for Experience!™ yet?

[Listen](#) to a message from our keynote speaker, celebrity chef Rocco DiSpirito, about why he is looking forward to meeting YOU in Charlotte!

Rocco is the author of numerous cookbooks and host of A&E's "Rocco Get's Real." He is also the nutrition consultant on the hit show, "The Biggest Loser."

Don't miss your chance on a fantastic Experience!™ and your meeting with Rocco!



# TRENDS REPORT: Industry News

## Yes, I'm Hiring!

### *Bankers, Financial Professionals Seek Catering Jobs*

People who formerly worked in the banking, finance and manufacturing industry are turning to the catering and events profession, according to a recent survey conducted by the National Association of Catering Executives.

In the survey, half the respondents reported they were seeing an increase in the number of job applicants from people who worked in a different industry.

Of those who said yes, the most often cited industries that people were seeking to make a career switch from were finance, banking and real estate.

In addition, nearly a quarter of the respondents reported that they will need to hire additional employees over the next six months to keep up with business. Only 14 percent reported they will need to lay off workers and 63 percent re-

ported there would be no changes in employment levels over the next six months.

However, in a concession to the economy, 81 percent of the respondents reported that their company was freezing bonuses and raises.

“The survey demonstrates that catering is a viable and healthy segment of the economy and that people perceive it as one that is creating jobs,” said Bonnie Fedchock, Executive Director of NACE. “However, the fact that many are freezing salaries and bonuses does tell us that the recession is affecting everyone and that businesses are watching expenses very carefully.”



## Spring/Summer Wedding Trends

### Top Ways to Have a Great Wedding on a Budget

In a recent survey of NACE members, we asked for the top ways to recommend to clients on how save money on their wedding.

Here are some of the more popular and innovative ideas that members reported:

- Use the bridesmaids' bouquets as centerpieces
- Hire an event planner to negotiate best deals
- Consider a day wedding
- Hold the wedding on a Friday or Sunday
- Focus on one or two items that are most important to you and allocate budget toward them, allow the rest of the event to be normal
- Lower your guest count
- Make your own guest cards and invitations
- Plan your wedding for July, August or September
- Look for menus that serve smaller portions
- Eliminate favors and trinkets

### Top Wedding Trends for Spring and Summer NACE Members Weigh In

In a recent survey of NACE members, we asked for the top wedding trends for spring and summer

Here are the most interesting responses:

- Natural centerpieces that can be handmade
- Veggie smoothies
- Dummy cake followed by cupcakes
- Food stations instead of sit down meals
- Yellow tones
- Over the top weddings are out; green is in
- Home celebrations
- Indian themes
- Greens and pinks
- Beatles music
- Bold prints
- Table runners
- Cost effective strategies



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## Casella, From Page 2

network of roughly 4,000 professionals in which caterers and event designers can network with peers and others in our industry and have a fun time doing it.

We all come to NACE with different agendas and contribute at different levels and in different ways.

And we all receive and value different things from NACE. But the best part is that we get *something* back, we all become better in our field as the result of being involved at our chapter meetings.

In any association one can stay connected and learn about trends shaping the industry. But the bonus of being a NACE member is that we become the *trend-setters* as well!

That is exactly why our soon to be chartered chapter in New York continues to flourish and we are looking to establish new chapters in New Jersey and in other cities across the country.

Keep up the great work, and maybe I'll see you at the next chapter meeting!



Check out today's tech tips on NACE TV.

## Fedchock, From Page 2

Is Twitter for real? Well, judge for yourself. On May 13, we tweeted about a special membership opportunity only for people following us on twitter. Less than 24 hours later, NACE had six new members.

**Facebook** – The official NACE Facebook page is NACENational. Add us as a friend and follow the postings. This is a great way to stay informed about your fellow members.

**Social Collaboration Platform** – the committee is close to identifying a national social collaboration platform for all of our members to use to exchange ideas, e-mails and information. Functionalities within this program will include

discussion rooms, listservs, file cabinets for file sharing and blogs. Look for new information on this in a few months.

If you haven't jumped on the social networking bandwagon, now is the time. Learn a new skill with your NACE friends. You can expand your skills, your business and your circle of friends. Let's enjoy the journey.

We are living and working in an exciting time of change. Use your membership in NACE to learn more about and master these new modes of communicating and selling.

I will look for your tweets!

By the numbers:  
For NACE members, the average cost of a wedding ranges from \$10,000-\$50,000.

## Reality Television Opportunities

NACE is currently working with two production companies that are casting for participants in possible reality television programs.

One program is about inspiring stories generated by people who were left at the alter just moments before their wedding. What did they do with their wedding? Did they use the event as a celebration? And what became of their lives?

Another producer is looking for people getting married who are blending large families – a modern day Brady Bunch. The series would start with the wedding and follow the characters after that.

Do you have any suggestions of clients that fit either of the above descriptions? If so, contact [david@harrisoncommunications.net](mailto:david@harrisoncommunications.net).

Thank you!

## Website Help from Wedzip

### *Improve your Website Presence with Some Simple Tweets*

Now that Google has replaced flipping through local phone books for wedding vendors, do you have a strategy in place to attract attention from web savvy clients to your site? This shift in technology has caught some off guard, but there are simple and inexpensive ways to address your website in a way that will book more clients this year. Face it, we have all been to sites that are hard to navigate, cluttered in appearance, and seem dated. What kind of impression does that leave you with? The following are some quick tips to avoid leaving your visitors with a bad taste in their mouth.

- **Website.** Pictures and content that is dated or poorly presented can deter visitors and even dissuade potential clients. Get a local photographer to shoot your latest culinary offering and trade for referrals or other business. A good balance between text and pictures will help create interest to explore further. They know you serve food, tell the story with pictures that make them run to the phone. Simple adjustments to color schemes and updated pictures can make any site fresh and relevant. Be sure to connect analytics to your site. This will help you understand how people found you and help direct future marketing efforts. Google offers this for FREE!
- **Bloggng.** If you don't blog, stop what you are doing and create one. Blogs allow you to post ideas, showcase your most recent work, dialogue with prospective clients and most importantly help increase ranking on search engines. Be sure to create links between your site and your blog. Interestingly enough, if your blog attracts a large enough readership that likes and trusts your perspectives, thoughts and opinions, you can quickly become a thought leader or expert in your specific field or market. With this leadership comes influence and power... and bookings!
- **Social media.** With every year that passes, new and innovative methods of web-based communication are being launched. Facebook provides a great way to connect with local vendors and create viral campaigns. Twitter, which is considered micro-blogging with each post being less than 140 characters, can help you distribute branding messages and updates. Some posts are about work and some about play, but the most important part is that it creates a relationship with potential clients. These are FREE communication channels that extend your reach and widen your audience! More importantly, they tell your story and people like doing business with people.

All of these practical solutions can be accomplished using website designs from Wedzip, at a price point below \$500, perfect for small to medium size catering companies. The site designs integrate stunning galleries, blogs, availability calendars, contact forms and help increase traffic with our search engine friendly layouts. We provide a user friendly control panel that allows you to effortlessly update your site. Recently rated in the WEB TOP 100 as the best supported website designs, feel free to drop by [www.wedzip.com](http://www.wedzip.com) to see our samples. You can also email Casey Caston at [casey@wedzip.com](mailto:casey@wedzip.com).

#### Go for the cover!

In case you missed it, the February issue of catersource magazine featured stunning photography from a recent NACE event in Philadelphia! Every month catersource invites submissions of excellent photography and includes a full page description of all who took part in the design and event.

The February issue not only featured Meryl Snow of Feastivities in Philadelphia, but showcased the amazing work that goes into NACE events as well.

If you would like to submit an entry, we'll take care of the legwork!

Send your high quality -- cover story-worthy material to us with detail of when it took place and where, and we will submit it for the next catersource cover!


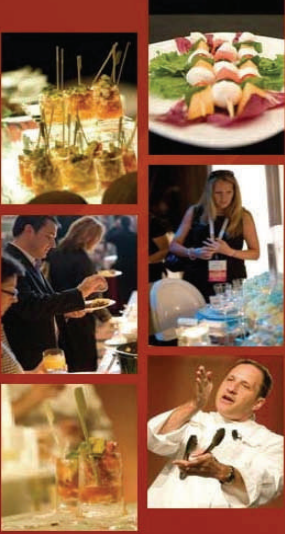



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## NACE Headquarters Staff

Bonnie Fedchock  
Executive Director

Sylvia Buell  
Administrative Assistant

Kim Grimm  
Manager  
Membership and Chapter  
Relations

Leslie Jones  
Manager  
Education and Certification

Jonathan Ortiz  
Membership Services  
Coordinator

Cara Smith  
Project Coordinator

Lauren Williams  
Membership and Chapter  
Relations Coordinator

**We're moving!** Our new  
location and mailing address,  
effective June 5, 2009 is:

9891 Broken Land Parkway,  
Ste. 301  
Columbia, MD 21046

## NACE Member Benefit



NACE National Business Partner, AFR Event Furnishings, proudly extends a 15% discount to all NACE members. Offer is valid on rentals only. Transportation is additional. When placing your order, simply identify yourself as a NACE member and mention this offer!

*AFR is thrilled to introduce a new, captivating custom line of event furnishings. We guarantee quality, style, and competitive pricing and compliment our products with outstanding customer service. With 11 facilities throughout the nation, AFR has the ability to offer consistency on a national basis. We take great pride in offering assistance from concept to completion. Our inventory is extensive and our quality is impeccable. Delivery on demand, 24 hours a day, seven days a week.*