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NATIONAL ASSOCIATION OF CATERING EXECUTIVES



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NACE Members Report Uptick in Business

In a recent survey of National Association of Catering Executives (NACE) membership, respondents reported a surge in wedding business.

- Nearly 30% reported increases in expenditures per event.
- 40% increased in total wedding revenues.
- 76% reported that there were more weddings taking place this year, compared to 28% in 2009.

Perhaps in response to the economy, many respondents – 44%, said that clients were booking with shorter advance time, while 66% reported that clients were booking weddings between six months and one year out.

Most respondents also reported that the average cost of a wedding has increased.

“I think the survey reflects what we are seeing overall in the economy, which is that we have turned the corner on the economy and our members are of course benefitting from that and perhaps

See page 3

Steve Kemble's Fresh and Fabulous Summer Party



Summer entertaining is all about a fabulous and fresh outdoor summer fête! The outdoors provides the perfect backdrop to host everything from a laid back soirée with cocktails and hors d'oeuvres to an elegant dinner for friends, family and neighbors, all in celebration of warm temperatures and amazing sunsets!

One of my personal favorites is an **ALL WHITE SUMMER SOIRÉE!** *White provides an elegant twist to an outdoor picnic.*

For more summer party ideas and my favorite summer recipes, click [here](#). *See page 5*



Come to Experience! in Austin - [Check out the preview video!](#)

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THE TRENDS REPORT: News from National

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; Cor-
porate Director of Catering, Mar-
riott 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:** Ed DiAntonio,
CPCE, CMP; Director of
Catering and Convention Services,
Walt Disney World Swan & Dol-
phin, Lake Buena Vista, FL

Foundation of NACE President:
Troy Conklin; Director, National
Account On Premise Sales,
Winebow Imports, Montvale, NJ

Member-At-Large:
David Reusche; National Director
of Catering, ARAMARK, Philadel-
phia, 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 Fedchok,
Columbia, MD

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

Finally the corporate calls are coming in, business meetings are starting to take place again and wedding season is upon us. Professionals in our industry around the country are telling me business is increasing and probably not a minute too soon for most of us.

As we noted in our news article this month, in a recent survey of the NACE membership, respondents reported a surge in wedding business. Nearly 30% reported increases in expenditures per event and 40% reported increases in total wedding revenues.

NACE members have been preparing for the uptick. We have immersed ourselves in the social networking tools, and learned how to market in different ways through Facebook, LinkedIn and Twitter. But with the return of business comes new challenges, too.

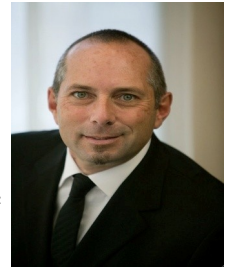
We are all more prepared for a turnaround because of the investments we have made in ourselves. All indications show that we are going to need to continue to increase our

knowledge in of the industry because this is a whole new world.

We all share stories of customers asking "Is this the recession price?" or the bride who sees a perfect wedding on reality TV and wants her special day to be more special than anyone else's, even though she really can't afford it. Yes, this new world is filled with challenges that we need to understand.

Just as themes and trends change each year, customer demands and styles change too. Today's client is much more well informed and specific about what they want and how much they will spend for it.

How do you keep up? Stay with NACE. Go to your chapter meeting. Attend our Experience conference in Austin, Texas. And become a CPCE. The recovery will still be a challenging road, but you don't need to go at it alone.



Notes From the Executive Director, Bonnie Fedchok



Excitement is building for Experience! - which is going to be here sooner than you think. This conference is the perfect opportunity for you to learn about the latest trends, meet with other leaders within the industry, get reinvigorated about this great procession and continue your professional development.

The past year has been a challenging one, not only for our industry, but for the entire country. Now is the time to get refocused, energized and also have some fun with your peers.

We are pleased to see that more than 330 people have already registered, which means you are going to have a conference with new people

to meet, contacts to make and business resources of which you can take advantage.

One of my favorite things to do around this time of year is to see the plans develop for the speaker sessions, creative breaks, opening session and the Design and Culinary Experiences.

It really is thrilling not only to watch the creativity unfold, but to see the inspired effort put forth by our staff and the chapter working together to deliver a conference unlike any other.

It really isn't a business conference, but rather, a full Experience that you don't want to miss. So, pack your cowboy boots and get ready for an adventure with NACE in Texas! I hope to meet you in Austin so you can see what I am talking about!

Satisfy Your Taste Buds at Experience with an Array of Keynote Speakers!



NACE is pleased to provide you access to the best in the catering and event professional industry. Attend the general sessions at Experience and let the experts show you how to make your business even better. Here's a taste of what you will experience:

Opening Panel: NACE Industry Summit Marc Summers will moderate our panel of experts as they discuss the keys for success in our changing market. Get a forecast of what you can expect for the future of our industry from four different points of view in business, economics, food production and off-premise catering.

Culinary Experience! Join Nona Evans of Whole Foods as she moderates this year's Culinary Experience with chefs from four different areas of the catering world. They will demonstrate how you can make your events green, local and fresh.

Design Experience! Find out what's HOT in event design now and what trends we can expect in the coming year. Join Travis Lee Moore, CPCE and Billinda Wilkinson as they bring their de-

sign expertise and unique flair to create inspiring vignettes for you.

Closing Keynote Speaker: Networking for Success: Kick Your Relationships Up a Notch Discover how you can create new opportunities for yourself and your business. Nadia Bilchik will teach you how to "kick your relationships up a notch" with tips on how you can create memorable conversations and find ways to quickly relate to the people you meet. Get the tools to create truly meaningful and lasting relationships so that you can make networking an investment in your future success.

Hungry for more? Get your spot at [Experience](#) today!

Fly Your NACE Flag High

Proud to be a member of NACE? You should be. It shows that you are smart, savvy, creative and an expert in your field.



So show everyone! Visit the [NACE store](#) for amazing NACE-logo items, including water bottles, flash drives and apparel.

You can also order copies of the CPCE Study Guide, CPCE Fast Track Sessions and recorded educational webinars.



Most Popular Color for Weddings in 2010 (According to the NACE Survey):

Colors of the Peacock: Purple, green and turquoise

About.com Features NACE Members

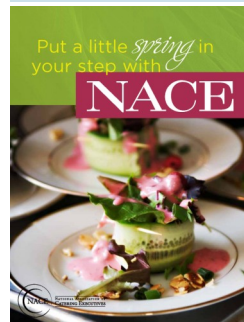
NACE has been working closely with About.com, the popular search engine site and web portal, to supply content on the catering industry. The first article appeared in April, with tips from NACE President Greg Casella, CPCE, on how to start a catering business.

Read the [article](#) and check back for additional features highlighting more NACE expertise.

Uptick in Business, from page 1

leading the way. Weddings remain an important part of the social fabric and people have found creative ways to have the wedding they want," said Bonnie Fedchock, NACE Executive Director.

Spring Campaign Deadline: May 21



NACE is already over the top in so many ways, and now you can help us reach farther. Membership in NACE, even through a rough economic stretch, is at its highest. A bigger association means more networking, more services and more benefits.

Our spring membership campaign is about to expire, so get those friends of yours to sign up before May 21 so they can receive \$100 off the membership price and a \$25 [NACE Store](#) gift certificate. Check out the [details](#).

As one of the show partners for the 2011 Cater-source Conference and Tradeshow, NACE has the opportunity for two speakers to present sessions at the conference. If you are interested in speaking at the conference, please contact [Leslie Jones](#) (ljones@nacenet.org) at NACE Headquarters no later than June 4, 2010. In your email, please include the title of your session as well as a brief description. Your support in providing quality catering education is appreciated.

Twin Cities Puts on an Education Conference Worthy of Competition

Submitted by Terrie Bulanek, President of Minneapolis/St. Paul Chapter of NACE

On April 7, the Twin Cities (MSP) NACE chapter held its annual educational conference at the Hilton Hotel in downtown Minneapolis, Minnesota. As the chapter's pinnacle event of the year, the production brings top quality education to local attendees in the format and style of the NACE Experience! conference. This was the eighth year in the running and has become the highest chapter revenue generating event, drawing attendees from four states – Minnesota, North Dakota, South Dakota and Wisconsin. There is great success in partnering with other associations on this event such as American Culinary Federation (ACF), while also generating interest in NACE from hospitality and culinary students.

“The MSP NACE educational conference is the most informative and best educational event in our industry. The local NACE board of directors brings knowledgeable and engaging speakers and presents the current topics of discussion in an exciting format,” commented Greg Geiger, Senior Event Specialist at Macy's Design Cuisine.

In addition to all catering disciplines, there is also a trade-show for event professionals to get fully involved in the day. This year's program line up started with a trend breakfast, and included three general sessions and two breakout sessions (four concurrent topics). Twelve local décor and production companies participated in the success of the event. Keynote speaker [Sonny Ganguly](#), Chief



Photo credit: Susan Austin, Austin Images Photography, Member of NACE

Marketing Officer from WeddingWire, addressed the hot topic of social networking. While attendees enjoyed lunch, four local top chefs were front and center presenting a food styling demonstration. Guests were fully immersed as they

tasted the items being presented. The attendees were thrilled to be joined by Leslie Jones, Manager of Education and Certification, who flew in from NACE Headquarters to assist with a round of NACE Jeopardy which promoted the CPCE. The game encouraged some friendly competition to the Minneapolis/St. Paul chapter. In case that day wasn't full enough, the conference ended with an ultra trendy wedding reception which included a five course dinner “butler passed” in an hors d'oeuvres style arena presented by The Wedding Guys – Bruce Vasar and Matthew Trettel.

Wendy Gustafson, Director of Catering of Sofitel Minneapolis best summed it up, “I enjoyed the educational conference from start to finish! The breakfast and opening session were a great way to start the day, the breakouts were interesting and NACE Jeopardy was fun with a bit of healthy competition thrown in! I loved the Wedding Guys segment showcasing the latest in wedding trends and concluding the day with an edgy reception.”

Those of us who live here know the Midwest is not just a “fly over area of the country”. Quite the contrary! Minneapolis/St. Paul has incredible catering



and events talent and we are proud to bring a progressive national quality conference to our local chapter.

Geiger added, “It was a great experience to be inspired to be your best while learning the latest trends, tips, networking and exceptional resources. Already looking forward to 2011!”

Interestingly enough the Hilton also hosted a fundraising dinner with Sarah Palin speaking to 1,000 people that night. All went off without a hitch and all VIPs (NACE and Palin attendees) involved were thrilled!



NATIONAL ASSOCIATION OF CATERING EXECUTIVES

The Foundation of NACE presents Diamonds, Denim and Disco "Fundraiser" Sunday, July 25, 2010 at 9:00 pm

Dance your way to the hottest event at Experience in Austin, Texas! Your \$75 donation to the “I'm IN” campaign gets you free entry into the party and entitles you to exclusive NACE Foundation benefits, such as VIP access to conference educational sessions. Or, purchase your [ticket](#) for \$50 as an optional item for the conference. Don't be left out, bling it on!



Trivia Contest— One Lucky Member Will Win \$40 off of Experience! Conference Registration Fees!

Let the fun begin!

Experience is coming to the Hilton Austin Downtown, July 25-28, 2010! [Register](#) today!



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

Members special: You have a chance to win \$40 off of your registration fee. It's time to play NACE Trivia! Put on your NACE thinking caps and ACT FAST! Only the first five people to submit the correct answers will win. Check your inbox on May 21 for more information.

Be the First to
Get the Latest
Conference
Updates!



Use #NACEEXP10



Steve Kemble

America's Sassiest Lifestyle Guru



Signature Cocktails featuring my favorite luxury rum—10 Cane:

The Millionaire Mojito:

Ingredients:

1 ½ oz. 10 Cane Rum
 ½ oz. Simple Syrup
 1 oz. Fresh Squeezed Lime Juice
 8-10 Mint Leaves
 Splash of Chandon Brut Classic
 Garnish: Mint Sprig

Directions:

Place simple syrup and mint leaves in the bottom of a tall glass. Press gently with a muddler. Fill with cracked ice. Add 10 Cane and lime juice. Stir gently and top off with Chandon Brut Classic. Garnish with a mint sprig.

The Light & Stormy

Ingredients:

2 oz. 10 Cane Rum
 3-4 oz. Ginger Beer
 ½ oz. Fresh Squeezed Lime Juice
 Garnish: Lime Wedge and Candied Ginger

Directions:

Fill a high-ball glass ¾ full with ice. Combine all ingredients and stir. Garnish with lime wedge and candied ginger.

The Mai Tai

Ingredients:

1 ½ oz. 10 Cane Rum
 1 oz. Grand Marnier
 ¼ oz. Orgeat Syrup
 1 oz. Fresh Squeezed Lime Juice
 ¼ oz. Simple Syrup
 Garnish: Mint Sprig & Lemon Wheel

Directions:

Combine all ingredients into a mixing glass. Add ice and shake vigorously. Pour all contents into a rocks glass. Garnish with mint sprig and lemon wheel.

Kemble's Summer Party Tips, from page 1

- Create your outdoor summer party on a beach, in a garden, backyard or small townhouse lawn or patio.
- Use a crisp summer white as your primary color! Don't hesitate to pair white and off-white.
- Invite your guests to dress in all white and upon arrival to go barefoot if they like!
- Define your entertaining space by placing white paper bag luminaries with tea lights in sand.
- Keep your alcohol budget in check and offer a signature cocktail at your party. I never suggest simply going for the "cheap stuff" because my guests, like your guests, come to my parties wanting only the best. This summer, I'm serving my favorite sassy 10 Cane signature cocktails: The Millionaire Mojito, The Light & Stormy, and a fabulous Mai Tai!
- You'll want to have a variety of non-alcoholic options available for your guests. Assign a few of your good friends to keep an eye on the bar area and alert you if anything needs refreshing.
- If space permits, place a white tent in your entertaining space and take white fabric and simply drape it over the tent poles at the top (this also allows you to cover the tent poles) to create sheer and billowy drapes. If space is an issue, consider using white market umbrellas.
- Straw beach mats create a wonderful floor surface on the ground and under the tent. For a touch of fun, top the mats with white pillows to promote ground seating and conversation!
- Gorgeous airy summer white flowers, such as roses, stephanotis, white phlox, white calla lilies, huge fragrant Casablanca lilies and hydrangea are a perfect touch for an outdoor party. Arrange the flowers in silver or crystal containers from indoors to add a touch of sass and elegance. For a more casual look, float flowers in large glass cylinders or oval bowls.
- Bring the indoors out. If you have a wonderful wood dining or coffee table that is easy to transport outside, then do so. This makes for a fantastic dining or buffet table (the table will be ok as it will not be in the elements too long).
- White wood garden chairs are a great and comfortable touch to any summer event. Arrange these casually in an easy form to encourage relaxed conversation amongst your guests.
- String stylish white paper lanterns, white twinkle lights or solar lanterns to create ambiance. Additionally, I always love to add a touch of romance by adding white candles in various sizes and heights in hurricane vases around the lawn area and on the table.
- Table cloths in crisp linen, sheer, textured or a gauzy white add a special touch to any table setting. I personally love to layer white napkins in between white dishware to give the table setting depth and dimension.
- Music is a must! As a general rule remember to have it loud enough to hear, yet soft enough for conversation.
- If you live in an area where temperatures dip in the evening, an outdoor fireplace, fire pit or chimenea is wonderful!
- And last but not least, no summer outdoor party would be complete without taking into consideration there may be some outdoor critters! Think about spraying the area the day before or putting some citronella candles in the distance and providing a few cans of bug repellent. I feel the electronic apparatuses are a zapper to any party conversation!
- Always have numbers for a local taxi service on hand for your guests!
- Gift bags! Make your guests feel like a VIP as they head home. Also, I love to give my guests a treat to remember the night – this summer I'm giving 10 Cane and (MALIN+GOETZ) [Mojito Lip Balm](#)! It is sassy and delicious!



Steve Kemble is a proud member of NACE and serves as a Member-At-Large on the NACE Board of Directors. To find out more tips from Steve Kemble, visit www.stevekemble.com or www.adoseofsass.com.

NACE 2010 EVENTS CALENDAR

NACE Webinar Series



[Building SEO Success - 10 Steps to Search Engine Optimization](#)

May 26, 2010
2:00 pm - 3:00 pm EDT
\$35 registration fee

Join Sonny Ganguly, chief marketing officer of Wedding-Wire, as seen at the recent annual [Twin Cities NACE chapter educational conference](#), as he discusses how to **optimize your website's performance** in search engines and get **higher rankings for your business**.

Participation in the May webinar is worth one contact hour towards your initial certification or recertification as a Certified Professional Catering Executive (CPCE). For more information on certification, contact cpce@nacenet.org

Want to participate, but have a scheduling conflict? A recording of the webinar will be available to all registered attendees following the presentation!

[NACE Experience! 2010 Conference](#)

**Hilton Austin Downtown
(CPCE Exam Location)
July 25-28, 2010**



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

Online registration is open! Good thru July 15: \$1,095 members/\$1,395 non-members. 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 (**use code NACE2010**).

CPCE Exam - July 25, 1:30 pm-4:30 pm (In conjunction with Experience). [Application](#) deadline is **June 25**. \$395 members/\$495 non-members. For more information, visit our [Web site](#) or contact cpce@nacenet.org.

Pre-Conference Fast Track Sessions* - July 24, 9:00 am-5:00 pm. \$100 registration fee. [Register](#) now.

*Select the Certified Professional Catering Executive (CPCE) Fast Track Sessions in the Optional Items section of the online registration form. You do not need to purchase a conference registration to register for the Fast Track Sessions. If you will not be attending the conference, select the "Ticket Only" admission item.

NACE Member Benefit



NACE 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.

CPCE News

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

Cynthia Griffith, CPCE
(Greater Washington D.C. and Baltimore chapters)

Matt Ball, CPCE
(Philadelphia/S. Jersey/Delaware chapter)

To find out more information on how to become a Certified Professional Catering Executive, visit our [Web site](#) or contact cpce@nacenet.org today!

Catering Excellence. Event Success

THE NATIONAL ASSOCIATION
OF CATERING EXECUTIVES

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