



## NACE Members Shine in the National Spotlight!

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Sylvia Weinstock

**Weinstock delivers the Trump wedding cake; Kemble wins on *Battle of the Wedding Planners!***

It seems you can't watch TV or read a magazine anymore without seeing a fellow NACE member delivering on the promise of excellence before a national audience.

For example, in the November 7 issue of *People* magazine, longtime NACE member and frequent conference speaker, Sylvia Weinstock, described the cake she prepared for the wedding of Ivanka Trump.

"The cake was amazing and just beautiful," Weinstock was quoted in ShowBizSpy.com. "It was 70 inches on the table with about 13 layers," described the cakemaker. "Each layer was ringed with flowers. We had lisianthus, roses, peonies, lilies of the valley, baby's breath — all in the coloring of whites, creams, pinks, ivory and flush tones."

In that same issue of *People*, longtime Baltimore chapter member and the Food Network's *Ace of Cakes*, Duff Goldman, was featured along with his new book, *Ace of Cakes: Inside the World of Charm City Cakes*.

Also earlier in the month, NACE President, Greg Casella, was quoted in an article by the Associated Press concerning the future of holiday parties. Despite there being some bashing of holiday parties last year as symbols of greed and decadence, Casella, a strong voice of confidence for the value of the end of year party, stated "now is the time to build community." The AP article was reproduced in hundreds of media outlets across the country.



Duff Goldman

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## THE TRENDS REPORT: News from National

**President:** Greg Casella, CPCE;  
Owner, Catered Too, San Jose,  
CA

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Kevin Brant, CPCE; Director of  
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Union Station, Dallas, TX

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Catering, Atlanta, GA

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Convention Services Manager,  
The Westin Charlotte,  
Charlotte, NC

**Event Professional:**  
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CPCE, CMP; Director of  
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Swan & Dolphin, Lake Buena  
Vista, FL

**Foundation of NACE Presi-  
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New York, NY

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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

With the holidays upon us, those of us in the catering and events world seem like we never really get to enjoy the season as we end up working most weekends. If we do get to attend parties as guests, we are either late or just plain tired by the time we get there. So hopefully, this season you will be busy with work, but also will have time to celebrate with friends and family!

Each year I find it important to make time to reflect on the year and acknowledge all the things I have to be grateful for. Of course I am thankful for all my family and friends and for

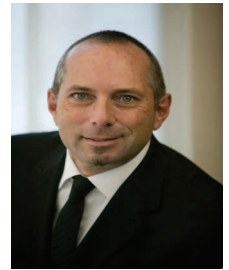
good health, but each year NACE becomes a bigger part of what I am grateful for!

This year, more than ever I have seen the way NACE brings people together in good ways for our community. Having been involved with my chapter in our community service project over the years helping underprivileged schools, along with clothing and food drives, I have had the chance to see what chapters all over the country do for our industry and community. Local and national scholarships, cash contributions to charitable groups and -- doing what we do best -- putting on great

events for those in need thru the Make-A-Wish Foundation.

Each year we get better and better in giving back, and this is something we should all be very proud of!

We may not be as busy this year, unfortunately, as business for many of us has slowed. But we should take the opportunity to spend more time giving back to our communities, *See page 4*



### Notes From the Executive Director, Bonnie Fedchock



**NACE is the Platform!**

As your NACE Executive Director, I have a lot to be thankful for this

month!

I am particularly inspired by the subjects of our lead article in this month's newsletter. We've long known about, cultivated and appreciated our members who reach the pinnacles of their career. November, however, was just an embarrassment of riches.

There was Steve Kemble on TLC winning a competition on *Battle of the Wedding Planners* and Sylvia Weinstock talking about the cake she prepared for Ivanka Trump.

Does anything say excellence, or communicate that you are at the top of your game more than preparing an event for Donald Trump?

But what truly inspires me is this: Even though many of our members shine in the light of the national spotlight with increasing regularity, ALL of our members work hard every

day to raise the bar on the definition of excellence in catering and special events.

As I've said before in this space, "these challenging economic times" has become almost a cliché, but in the shadows of the economic malaise, new recipes are emerging, new ways to design events are being created, new strategies to produce "green" events are contributing to the national discourse.

High-end events are flourishing; thank you Sylvia! But the word budget is no longer a bad word either, as *See page 4*

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## “Your Future Workforce”

*Submitted by: Adam Rineer, CMP, President of the Greater Philadelphia, South Jersey and Delaware Chapter of NACE*



*NACE student members from Widener University along with NACE members at recent chapter program. Photo credit: Kampli Photography*

The Greater Philadelphia, South Jersey and Delaware Chapter welcomed Experience! 2009 presenter, Eric Papp, for “Your Future Workforce.” Our host and brand new student chapter in formation, Weidner University School of Hospitality Management, along with ARAMARK, provided the perfect academic setting. During the networking reception, student volunteers served food, giving them invaluable time to interact with members as well as making the overall event more labor cost effective. Eric’s presentation and underlying message “Lead with the head and the heart” got members and students involved and sparked back-and-forth conversation across the generations. The presentation touched on three key parts – four generations, one workforce; understanding Generation Y; and managing and retaining Generation Y. One takeaway highlighted how Generation Y makes our workforce better with their ability to

multi-task, their confidence, their speed, their ability to change and their tech savviness. In the end, our evening was the perfect beginning for our student chapter members.

## San Diego Chapter of NACE Defines “Urban-chic”

*Submitted by: Chris Agrippe, CPCE, Hilton Harbor Island and Public Relations Chair of the San Diego Chapter of NACE*

The San Diego Chapter of NACE produced a spectacular warehouse party this past June that was the classic definition of “urban-chic.” Members arrived at the loading dock where four of the chapter’s Top Chefs were preparing signature salads at action stations, and during cocktails they tasted and voted, as the team from ChileCo Catering set one very amazing 2-sided table for 150 people that spanned the entire length of the building. The stark juxtaposition of concrete to linen and steel against candlelight was subtle and understated, yet the entire scene was breathtaking and dramatic in its effect.

The theme was “sustainability” and was demonstrated by the caterer’s sparse use of utensils and the living centerpieces of fresh vegetables and candles that ran the full length of the 80 foot table. Guest speaker for the evening was NACE President Greg Casella who also announced the winners of the Salad Competition.



*Top Chef competition at the San Diego chapter program  
Photo credit: ABIPhoto.com*

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### Casella, From Page 2

seeing family and friends and recognizing that busier times will be here soon – and we'll all go back to wishing we had more free time!

Happy Thanksgiving!



[Check out today's tech tips on NACE TV.](#)

### Fedchock, From Page 2

Steve demonstrated on TLC. The show was clear that his event must adhere to the clients' budget.

Our NACE membership continues to grow and we are amazingly proud of the results of our Fall membership drive. In addition, our 45 amazing chapters across the country continue to lead the way. As we nourish our members with education, conferences, leadership training and certification, they honor us by rising to the top of their field.

I want to send a big congratulations to our “stars” this month, but I also want to send a thank you to all of our members, whose contributions day in and day out do just as much to advance NACE and our entire industry! Keep up the great work! You are appreciated.

### You do the math!

#### *Value + Education = Experience!*

The NACE Experience! 2010 Conference, July 25-28, in Austin, TX, will be the most valuable education and lead-generating opportunity you can receive in catering and event design. Every breakout session, speaker, national expert and themed event will leave you with knowledge to take back home and improve your business and career.

And with all meals and special events included -- at today's early registration rates -- you actually get MORE than you pay for. Really!

You Get:

- ✓ Education Sessions (\$500 value)
- ✓ All Meals and Events Included in Registration (\$300 value)
- ✓ Early Registration Discounts (\$200 value)
- ✓ Networking and Business Opportunities (Unlimited value)

After the Experience! 2009 conference, 92 percent of the attendees reported that it was a positive return on the investment of time and cost, and 95 percent of the attendees said that the

education offered was directly relevant to their job.

Here is what they had to say:

“NACE members have provided our company with thousands of dollars in business. The customers that have been referred by NACE members have allowed us to be truly creative and innovative, generating additional revenue to our company.”

Kristen Stewart  
Three Little Birds Stationery & Gifts  
[www.threelittlebirdsinc.com](http://www.threelittlebirdsinc.com)

“The NACE National Conference in Charlotte was one of the best networking and educational events of my career thus far.”

Ellie LaBar  
Entertainment Consultant  
EastCoast Entertainment





## Hot Holiday Trends and Items for 2009

I have been getting so many emails from members asking what are going to be hot holiday gift-giving trends this season, so I thought I would share my coveted list with all of you, so you can complete your last minute shopping. So many of us in the industry stay busy producing end of year parties and events that we find ourselves days before the holidays shopping madly! The shopping sprees, if planned without a list, can be more stressful than planning an 800 person dinner party! I do research throughout the year to determine what people really want. I want to share this with each of you as a holiday gift to our members! I wish you and yours a wonderful and safe holiday! Merry Giving!

The holiday season is just around the corner, and while the economy is down, it doesn't mean that you should cut down your holiday shopping list, it simply means that you should SHOP SMARTER! We are seeing a few trends tied into this theme, including:

- Double duty gifts - Gifts that have multiple purposes or uses offer even more bang for your buck. For example, instead of buying a stuffed animal for the little one on your gift list, buy him/her an educational toy that will entertain AND teach or for the family that likes to eat out, purchase a crock-pot and recipe book that will provide many nights of delicious dinners.
  - Quality vs. quantity - Instead of buying multiple lower-priced gifts for a special friend, buy him/her one item for the same price that will last long and hold its value. For example, instead of three pairs of fashion earrings, buy one pair of pearls that will last a lifetime, or instead of a wool hat, glove and scarf set, buy one pair of cashmere blend gloves.
  - Gift cards - Always a great stand-by or back-up gift, the gift card is getting even more attention this season. For friends or family who may be staying in more often to cut costs, giving a gift card is a great way to get them out of the house on your dime. Restaurant gift cards for those who like to eat out or retail gift cards for the fashionista are a welcome treat and two gifts in one.
- Zhu Zhu Hamsters - Interactive squeaking toy rodents that retail for about \$10 - tested extremely well this summer.
  - Nintendo Wii will continue to be popular with two new games launching in time for the holidays – the highly anticipated “New Super Mario Bros Wii” and “Wii Fit Plus.”
  - Faux fur vests and thigh-high boots for women are two Fall '09 fashion trends sure to become popular holiday gifts – both are available in a variety of styles and price points.
  - With more people staying in, products and items that giftees can enjoy around the house are sure to become more popular. Examples include DIY type books (home, cooking, crafting, etc.), kitchenware (appliances, serving pieces) and personalized pieces (adding a touch of luxury at a reasonable price) such as monogrammed towels, sheets, etc.
  - As the price of HD and LCD screen TVs continues to fall, they will continue to be a hot gift for guys and electronics-lovers.
  - With the holidays providing an excuse for people to shop and splurge a little more than they normally would, simple and affordable luxuries will be very hot. Gourmet chocolates, fine wine, cashmere-blend sweaters and other similar merchandise will be popular.

And of course, as usual, there are an array of highly anticipated items and categories sure to be hits this holiday season, including:

***Steve Kemble is a proud member of NACE and serves as an At-large Director on the National Board of Directors. To find out more tips from Steve Kemble, visit [www.stevkemble.com](http://www.stevkemble.com) or [www.adoseofsass.com](http://www.adoseofsass.com).***

**South Florida Chapter of NACE Presents: *The All White Affair***  
 Submitted by: *Bonnie Fimiano, Café Ala Carte and President of the South Florida Chapter of NACE*



On Tuesday, August 18th, over 80 event professionals attended the South Florida Chapter's White Party. The event was held in true South Beach style at the bold new Eden Roc Resort & Spa in Miami Beach, a legendary property that just completed a \$180 million renovation and expansion. The Mona Lisa room was transformed into a sleek lounge, featuring ambient uplighting, music and audio-visual by Complete Music; a NACE ice sculpture by Ice Occasions; and tropical white florals by Beautiful Kreations. Guests enjoyed passed hors d'oeuvres, food stations and open bar compliments of the Eden Roc, plus everyone's favorite - a white chocolate fountain, courtesy of Chocolate Fountains of South Florida.

The meeting highlight was the live video put together by Creative Focus, making South Florida the first chapter to feature a meeting on NACE TV. View the video clip at <http://www.nacetube.com/ch-3-local-chapter-scene> and see how the South Florida chapter does it!

**By the numbers:**  
 Consumers who first try restaurant catering for their ambitious holiday entertaining may come back for other party catering throughout the year.

**NACE Members Shine, from page 1**

Also, every Friday night at 10pm on TLC, you can catch NACE members Robert and Jerry Frungillo as they host *Masters of Reception*.

And of course, who is the sassiest member of NACE? Gotta be Steve Kemble, America's sassiest lifestyle guru, who appeared on an episode of TLC's *Battle of the Wedding Planners* on November 13.

On the show, Steve competed with two other wedding planners in a competition to design the perfect wedding.

Overcoming even the bride's objections to a hotel setting, Steve was able to show how a proper venue can be converted into the ideal event location with the right expertise.

NACE is extremely proud of all of its members. And with the growing popularity of food and event design, television programming is providing all of our members with more opportunities everyday to gain national exposure and demonstrate the excellence of the catering and events arts.

Are you participating in a reality program, television show, book or something else exciting? Let us know and we will be sure to hold you up as the next example that NACE members can aspire to become!



Steve Kemble

## Catering: The New Frontier

Sysco's monthly newsletter in October described catering as the "new frontier." This is, of course, welcome news.



According to the article, consumers are eating and entertaining at home more. Of consumers surveyed for a recent study by Technomic, more than a third (36%) report that they are entertaining at home more frequently than a year ago. And it's not just because of the recession. Instead, the new pattern seems to represent a longer-term lifestyle shift toward "cocooning," driven by the longing to reconnect with family and friends in a familiar, cozy, no-hassle environment.

Just because Americans are eating and entertaining at home more often doesn't mean they're cooking. Instead, they're turning to takeout and catering for all sorts of occasions. Almost 7 out of 10 consumers have used catering from a restaurant or retailer at least once.

### The Catering Lifestyle

For social occasions, consumers tend to mix and match items sourced at home, beverages and snacks purchased from retail outlets, and prepared foods catered from restaurants or food retailers.

Two-fifths of consumers (40%) expect that they will entertain at home more often in the future. Whether or not the economy improves, takeout and catering are seen as all-purpose food solutions. Catered meals can be either splurges (such as catering a party meal so that the host can relax and spend more time with guests) or ways to economize (for instance, ordering a dozen burger meals for an office lunch rather than going out to a restaurant).

Home parties, however, are only part of the catering market. Also huge is corporate catering - from muffins and coffee for a morning meeting; to a sandwich and salad lunch for doctors hearing a presentation from a pharmaceutical representative; to a lavish spread for the office Christmas party.

Technomic calculated that business and medical markets represent an \$18.5 billion opportunity for restaurants, with most orders for lunch or breakfast.

Business and medical customers are particularly attractive to restaurants because they place more frequent catering orders and are less price-sensitive than those who place orders for social occasions.

### *By the Numbers:*

#### **Large, Off-Premise Catering Orders by Industry** *In billions*

Service Industries\*

\$13.5B

Pharmaceutical Reps

\$1.5B

Manufacturing Facilities

\$3.0B

All Other Industries\*\*

\$0.5B

*\*Service industries includes financial, real estate, professional, information, etc.*

*\*\*All other industries includes farming, mines, retail, etc.*

*Source: Technomic*



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Administrative Assistant

Bonnie Fedchock  
Executive Director

Kim Grimm  
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Membership and Chapter  
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Leslie Jones  
Manager  
Education and Certification

Joanne Kim  
Marketing and Communications  
Coordinator

Kristen Reilly  
Education Coordinator

Danielle Richards  
Membership Coordinator

Kris Schneider  
Foundation Coordinator

Lauren Williams  
Membership and Chapter  
Relations Coordinator

### NACE Member Benefit



#### Take the QOS Challenge!

QOS offers special credit card processing rates for NACE members. If they can't beat your current processing rates for VISA and MasterCard, they will pay you \$100! If you do not currently process credit cards, QOS can get you started.

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