



CATERING & EVENTS

NEWS FROM THE NATIONAL ASSOCIATION OF CATERING EXECUTIVES

November 2010
Issue No. 24

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December 16, 2010
(2pm ET/11am PT)
**Rules of Engagement:
Connecting Your Way to
New Business** presented
by Alice Heiman, Alice
Heiman, LLC.

Holiday Party Tips and Special Recipes

Presented by Jerry Edwards, CPCE
Owner and Corporate Chef, Chef's Expressions



Mae West said "I don't know much about politics, but I know a good party when I see one." That is exactly the sentiment you are looking for when throwing your holiday party this year. You want people to remember that it was a great party. In order for that to happen, you want three things out of the party. First, the design should entice guests into a festive and talkative mood. Second, the food should be remarkable. Lastly, the energy should remain constant throughout the evening.

The Design: When designing any party, do your best to enable the guests to converse and mingle with little effort. That means the beverages should be easily accessible, the food easily eaten in one bite or with a fork.

The Food: At cocktail parties, less is more. I am not suggesting that you skimp on food, but suggesting that you serve a few great items rather than a vast array of mediocre morsels. Passed hors d'oeuvres are always a great idea. Choose no more than six items that really pack a punch in flavor and are easily eaten. These items should all contain great flavor combinations like the flavor of an Asian marinated shrimp that contains sweetness from sugar, saltiness from the brine of the shrimp and a bit of heat from chilies that round out the excitement of the dish. I have included a few recipes for wonderful hors d'oeuvres that fit the bill perfectly.

The Energy: How do you bring energy to a party and then keep it going? The atmosphere must be conducive to conversation. Therefore, music is very important. It should reflect the crowd. The music should have some energy, but it should not be so loud that the guests can not talk without raising their voice. Choose music that fits the crowd and the purpose.

The Lighting: This also has its place in creating the perfect atmosphere. Candles and area lighting are preferred to overhead lighting. Think of your favorite restaurant and think of the lighting there. This will help you when trying to create the right mood lighting.

HOLIDAY COCKTAIL PARTY RECIPES:

ZESTY ORANGE GINGER SIDECAR

Ingredients

- 1 cube Candied Ginger
- 2 ounces Orange Juice



January 20, 2011
 (2pm ET/11am PT)
Secrets of Super-Productivity: Get More Done presented by Neen James, MBA.

SAVE-THE-DATE FOR 2011:

NACE Leadership Summits

Chapter leaders, registration is now open!
 January 14 -16 in [Salt Lake City, UT](#)
 February 3 - 5 in [Detroit, MI](#)
 February 11 - 13 in [Charlotte, NC](#)

NACE Leadership Webinars

Chapter leaders are invited to weekly webinars designed to provide the valuable tools for success in chapter development and growth.
[More info.](#)

Affiliate Events



Join us at The Special Event Show, January 25-28, in Phoenix, AZ and earn valuable CPCE contact hours. This is a location for the CPCE Fast Track Training and CPCE exam. NACE members receive a special 10% discount off of the full conference registration until November 24. [Must use special registration site.](#)



Join us at Catersource, February 27-March 2, in Las Vegas, NV and earn 20 valuable CPCE contact hours. Enter the discount code **NACE11** when you [register](#) and save \$50 off your full conference package!

NACE Experience! 2011



SAVE THE DATE! July 24-27, 2011
 Online registration opens in January!
 Visit our [Facebook event](#) for updates.

Host hotel: Silver Legacy Resort and Casino is a steal at \$95 plus tax and \$6 resort fee per night (single/double occ.). Mention NACE when you book your room!

- ½ ounce Lime Juice
- 2 ounces Jamaican Dark Rum
- 2 ounces Sparkling Soda Water
- 2 Basil Leaves

Directions

Muddle the ginger and basil together in the base of a martini shaker. Fill the shaker with ice. Add the orange juice, lime juice and rum. Shake till frothy. Pour into a tall tulip shaped glass and top with soda. Garnish with fruit.

WHITE PEACH SANGRIA - MAKES 1 GALLON

Ingredients

- 2/3 cup Sugar
- 1/2 bottle Brandy
- 1 sliced Lemon
- 1 sliced Orange
- 1 sliced Lime
- 3 bottles Vioignier White Wine
- 1/3 gallon Peach Juice (can substitute with Mango Juice)



HONEY PEPPER SHRIMP

Ingredients

- 16 (16-20 count) White Shrimp
- 16 thin slices of Apple-Wood Smoked Bacon
- ½ cup Panko Crumbs
- 4 tablespoon of Lavender Honey
- Sea Salt & Pepper

Directions

Pre-heat oven 375°. Wrap each cleaned shrimp with bacon, sprinkle with Panko crumbs and bake for 4 minutes in oven. Remove let cool and set on a new baking sheet, season with fresh ground pepper and pour 1/2 of the honey on shrimp and bake in oven for 4-6 minutes till bacon is crispy. Season with black pepper and remaining honey. Serve.

SMOKED SALMON MAKI

Filling:

- 1 pound softened Cream Cheese
- 1/4 pound roasted Italian Pistachios
- 1/8 pound finely chopped Candied Ginger

Directions

Blend together until smooth and fully incorporated.

1 pound Smoked Salmon

On a piece of Saran Wrap on top of a bamboo sushi roller lay out salmon pieces into 4 inch wide strip from end to end of bamboo roller. Lay 1/2 inch strip of cheese filling onto salmon and wrap tight as if you were making sushi. Place in freezer for 1/2 hour until firm. Slice while semi-frozen and serve.



SHITAKE CHOPSTICKS

Ingredients

- 1 pound Fresh Shitake Mushrooms with stems removed
- 1/4 stick Butter
- 2 Shallots
- 3 Cloves Garlic
- 12 Spring Roll Wrappers
- 1 beaten Egg

Directions

Sauté shallots, garlic and mushrooms in butter. Remove from pan and purée in a food processor. Place the spring roll wrapper on a work surface with the points



Announcing Closing Keynote Speaker for Experience! 2011



Brian Blasko - Recipe For Success: 5 Key Ingredients for Well-Balanced Leadership

Would your employees benefit from a fresh batch of motivation? Do your leadership skills need a refresher course? Would your business like to "gobble up" more clients? If you answered no, then I want your job! If you answered yes, then come have some fun with Brian Blasko and enjoy the opportunity to relax, laugh and learn useful leadership strategies for success.

The 5 key ingredients presented during this program have all been marinated, baked and are ready to be served. This keynote presentation is one main course you will not want to miss... You are the fuel that keeps the engine of your organization running smoothly. Come find out how to cater to your personal and professional well-being and make sure your leadership techniques are a Recipe for Success!

Attendees of the NACE Experience! in Austin described Brian's session as: "Amazing", "Very motivational" and "Inspirational."

BUY NACE



RED HOT FIRE SALE!

We're clearing out our inventory* for an end of the year sale. Visit the [NACE Store](#) before we run out!

Makes great chapter gifts and holiday stocking stuffers! Sale ends 12/31/10. Clearance items are noted when you select to read more in the NACE Store.

*Limited stock and exclusions apply. [Contact us](#) for more info.

RECORDED WEBINARS AVAILABLE

(Not included in Fire Sale)

Webinar cost: \$35 each

[3 P's of Successful Marketing](#)

[Building SEO Success](#)

[How Wedding Pros Can Survive in a DIY](#)

[World](#)

[You Say More Than You Think](#)

[Your Future Workforce](#)

or corners facing north to south as a compass would be set. It should look like a diamond to you. In the center of each spring roll wrapper from the east to west points (side to side) spoon a 1/4 inch x 1/4 inch line of the mixture. Fold the points from south to north (bottom to the top). Brush the folded corner with egg wash and roll the spring roll taut like a cigar. Make sure the wrapped egg roll sticks together with the egg wash. Deep fry the roll until golden brown.

Remove from heat and cut on a deep bias to look like a chopstick.

Raspberry Hoisin Sauce

Combine 1/4 cup Hoisin Sauce and 1/4 cup of melted Raspberry Jam.

How to Decorate for the Holidays! Winter/Holiday Tablescape Tips

Presented by Bruce Vassar, The Wedding Guys



Bruce Vassar
Vice - President

Phone: 612-770-3635 | Fax: 888-716-8550



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Whether you are planning a wedding or a holiday dinner for friends or family, setting the table utilizing traditional elements in a twisted yet magical way makes for a great entertaining season.

· Think of ice in its natural form as 'water' and utilize clear items -- not glitter -- perhaps light blue in a glowing flow of candlelight.

· Snowflake embellishments from ornaments to balance the twisted napkin fold.

· Who said you can't spill at the table? Let the marshmallows flow like snowballs. Go ahead you know you will eat one!

· Mix different flatware patterns.

· Create a soft furry centerpiece echoing the marshmallows.

· Use clear acrylic menu cards to create the magic of the season by seeing through to the plate design.

· The fuller the table the more bountiful it appears, creating a warm, cozy inviting feeling for your guests.

· Faux fur on the floor showcasing your table allows the room to appear ethereal and graceful.



NACE is proud to announce the following catering and event professionals who recertified in October!



Kathy Ackley, CPCE

(Ventura chapter)

Joseph Mahoney, CPCE

(Orlando chapter)

M. Victoria Dennison, CPCE

(Orange County chapter)

New 2011 Exam Dates and Locations

Start preparing for the next Certified Professional Catering Executive (CPCE) exam on January 14, 2011 in Salt Lake City, Utah (in conjunction with NACE Leadership Summit). Visit the NACE [Web site](#) or [email us](#) for more info on earning your CPCE designation and for the full list of exam and training locations.

Did you know? You can earn CPCE contact hours with the [NACE Webinar Series](#) (live or recorded).

Featured Business Partners



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[Newsletter Archive](#)



With these tips in mind, you can create a winter season event that warms your guests make them truly enjoy the season!

Letter From the President

In this newsletter, you will see the results of a survey that we conducted indicating that more of our members are seeing an uptick in holiday event planning than was the case last year.



This is welcome news and I am sure that it confirms what many of you have been experiencing. And while it may not wipe out the losses that many of us have seen over the last two years, it does show light at the end of the tunnel.

It also demonstrates the strength of our industry overall! We always come back and we come back stronger.

This is true of our association as well. We stand strong at more than 4,100 members. You have hung in there and we have been able to support you:

Our certification, the Certified Professional Catering Executive (CPCE) can help you market yourself to create more sales. Our recent survey of CPCEs reveals that those who have the certification feel that it has been a valuable investment of time and resources. And it is proven to have led to new business!

Your chapter events will introduce you to friends and business contacts. Our NACE Webinar Series provides monthly learning opportunities with national presenters and speakers.

Our leadership summits provide opportunities to grow and become stronger leaders and better people.

And there is our national Experience! conference, which is fast becoming a force in the industry and an opportunity once a year to renew and exceed expectations!

So stick with NACE and take advantage of all the fantastic opportunities to learn and to grow.

If our survey results reflect your business situation, I hope that as you are reading this you are swamped planning and executing events as only NACE members can! And I look forward to hearing about them and seeing photos. Please share with our newsletter team!

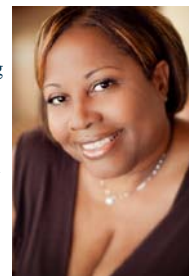
Have a great holiday season!

Greg Casella, CPCE

Home for the Holidays

Presented by Linnyette Richardson-Hall, The Wedding Diva

Next to Christmas (my birthday!), my favorite holiday is Thanksgiving. There's something about welcoming family and friends from all over into my home along with the blessing of being able to share a communal meal which warms my spirit to no end. As professionals in the industry, I think it's vital that we take time out to also plan our personal celebrations in a way that's stress free! Because many of us are deluged with food, spirits, florals and linen on a daily basis - when it's our turn to play host, we still feel the "pressure." I've got a few tried-and-true "tricks" that I want to share





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Industry News From Around the Web

CALLING ALL NACE CHEFS: Random House is in search of recipes for the 3rd book in the Country Comfort Cookbook series. Submit your recipe (soups, sauces, stews, chili, any meats you braise, breads and any slow cooker recipes) to traditionsus@yahoo.com by Nov. 30. Entries must include your name, city, state and website (if food related).

[Hospitality Tax in St. Louis Pits Industry Against City Officials](#) (Bizjournals.com)

[Catering Listed As Top Job Opportunity During Recession](#) (Consumer Affairs.com)

[US Organic Food Industry To Grow Over 12 Percent](#) (Fresh Plaza.com)

[Rutgers University Lauded for Food Industry Incubation Center](#) (Times of Trenton, NJ.com)

[Gender Roles in Food Choices? Can You Tell If Your Meal Was Prepared By A Man or A Woman?](#) (A debate in The Atlantic)

to make the journey to an amazing celebration easier:

1. **Make a list - check it twice** - Putting your menu and decor/design thoughts to paper is the **FIRST** thing you should do. It will help you get a sense of clarity as to what you want as well as what's doable in your universe at the moment.

2. **The pretty of it all** - C'mon - you know it has to all LOOK mah-velous, dahling!! Now is a great time to use those networking/industry connections to score fab linen and serving pieces (if you don't own them already!) so that your dining environment will make your guests go "wow". And let's face it - secretly, you KNOW that's the response you'd like to have from everyone :)

3. **Clean in stages** - Trust me on this one - don't try to tackle all of that holiday cleaning in one day!! You (and your body) will not be happy :(If you've got progeny (i.e. the kids) - make them a part of the program as it's their holiday (and home) too! Or...splurge on a cleaning service - especially if your schedule is hectic. Nothing like coming home to a SPOTLESS house that you didn't have to clean!!

4. **Shop in thirds** - Once you've gotten the final menu together - divide it into three parts and shop/purchase accordingly:

- a) Hard goods (4 weeks or more prior): China/serving ware, furniture (yes.....), to go containers, decor
- b) Staples (2 weeks prior): sugar, flour, canned goods, spices, beverages
- c) Perishables (week of): fruit, veggies, meats

5. **Each one - reach one** - While Thanksgiving is a time of family and friends - there are a lot of people who have nowhere to go on this day. Why not open your house and a space at the table for someone who's going to be alone. Being thankful also means that we extend ourselves to others - because we are grateful for the blessings that have been bestowed on us during the year, we can share that bounty with our fellow man.:

Trust and believe - I've already started implementing the ideas I've listed. I'm recuperating from major surgery - so I actually began this process a while ago. I'm looking forward to hosting 25 people for this year's gathering...but my home is always open to anyone who wants to join me and my raucous family. At the top of my menu for this year? A succulent Maple Bacon Roasted Turkey. I've been making it for the past 5 years and it is sooooo good :).

Happy Thanksgiving, NACE!

Tips for NACE Members, Consumers and Anyone Planning an Event

How do you find and hire an event professional for your holiday parties?

Presented by Robin Brockelsby, NACE Business Partner of the Year and Owner, Creative Coverings

The holiday event season is quickly approaching and the easiest way to make your event shine is to **"Let your vendors shine for YOU!"**

Picking the best vendors is the most important ingredient for a successful event. After many years of event planning and design, here are a few tips I've found to be helpful:

Search for vendors who are passionate about what they do. With passion, comes energy!!! It's the positive energy from your



vendors that will make your events great.

PRICE SHOULD NOT BE YOUR PRIMARY FOCUS! Look first for quality and customer service. Price should be 3rd on the list!

Your vendors are a reflection of you! Make sure that you choose vendors that can represent your style and quality in the product they provide.

Look for vendors that are involved in your networking associations. These vendors are typically very concerned about maintaining a great reputation and will go to the ends of the earth for their clients!

Keeping your vendor relationships is important, but don't be afraid to try someone new. Having a team of great vendors to call on is key to putting on great events. As a vendor myself, I value both old and new relationships.

Great NACE event professionals know that they are only as good as their last event. Trust in them, and they will deliver!

Caterers See Uptick in Holiday Event Planning

NACE Survey Finds New Optimism

In a recent survey conducted by the National Association of Catering Executives (NACE) of the entire membership, more than half the respondents - 52 percent - indicated that the corporate holiday party will see a resurgence this year. This compares to one year ago, when only 30 percent indicated that the corporate holiday party would rebound.

In addition, in 2010, 44 percent indicated that they are seeing an increase in the number of corporate clients that are planning holiday or end of year events, as compared to last year. In 2009, only 18 percent said that were seeing an increase compared to a year earlier.

And, in 2010, more than 10 percent of the survey respondents said that they were increasing their budgets, compared to less than one percent in 2009.

"As we have been saying for several years, the holiday or end of year party was bound to come back," said NACE Executive Director, Bonnie Fedchock. "These events serve a valuable function, in terms of increasing or maintaining employee morale, providing a sense of continuity, and reward for hard work over the course of the year. They don't have to be extravagant. We are not surprised to see more companies holding them once again."

The NACE survey was conducted among the association's more than 4,100 members. Membership in NACE, the nation's oldest and largest professional association for catering and events means instant access to breaking news and trends in the catering and events world. Look for future surveys on compensation and other industry data. To learn more about NACE and the year-round educational opportunities that it offers in more than 47 chapters across the country and at national events, visit www.nace.net.

Turkey Trotting for ThanksGIVING

Submitted by Bruce Vassar, Second Vice President of Minneapolis/St. Paul chapter of NACE



The month of November has always been known for the bountiful Thanksgiving holiday, college bowl games, MACY'S Thanksgiving Day Parade, eating too much and the preparation for the shopping experience of Black Friday. In the Twin Cities - Minneapolis and St. Paul, Minnesota - the month of November has historically been the local NACE chapter's month of charitable giving with

their charitable partner Open Arms of Minnesota (OAM). This year's event took place on Wednesday, November 10 and marked the fifth year of NACE's continued partnership to raise money for Open Arms of Minnesota. "Together we believe it to be a rather simple notion--people confronting critical illness should not be without one of life's basic necessities: food," said Terrie Bulanek, President of the Twin Cities chapter of NACE.

But it happens every day and this is where Open Arms comes in. Their program is unique, they are the only nonprofit organization in Minnesota that prepares and delivers free meals specifically tailored to meet the nutritional needs of individuals living with serious and life-threatening diseases. And they don't just serve the person who is ill. "We deliver meals to anyone in a household affected by disease, including caregivers and dependent children," said Jennifer Van Wyk, Deputy Director of OAM. Their volunteer network of nearly 1,500 people helps to prepare meals in the kitchen seven days a week and provides meal deliveries throughout the Twin Cities area. To qualify for Open Arms' meal delivery service, a person must be diagnosed with a chronic and progressive illness such as HIV/AIDS, Multiple Sclerosis (MS), Amyotrophic Lateral Sclerosis (ALS) or breast cancer and live in the Twin Cities metropolitan area.

The local NACE chapter has held their annual charity event by featuring some of the area's top chefs in an "Around the Twin Cities" culinary and wine experience accompanied by a silent auction. However, over time as with any charity event, it was time to change things up a bit so this year a different course was taken. The theme of this year's event was a ThanksGIVING of Wellness! The goal was to raise donations for organic turkeys and to sponsor the home meal deliveries for Thanksgiving Day for those who are healing, undergoing treatment, and hoping to enjoy the memories of Thanksgiving.

Encouraged to utilize technology for good, chapter members were given helpful tips to assist in raising money - turkey-trotting friends on Facebook, cell phone to cell phone and yes even texting to get pledges. It costs \$35 for an organic turkey meal. Any donation helped and the gift of time was just as important. The highest fundraiser would receive a holiday table design for 10 people courtesy of Apres Party and Tent Rental, and the second prize was a case of champagne for the holidays courtesy of The Wedding Guys!

The event was developed for NACE members and attendees to see the new OAM facility, to volunteer as a chapter each month and to experience the actual ThanksGIVING dinner OAM's clients would eat. Take a peek at the event details:

ThanksGIVING to Wellness menu

Station 1

Mini Organic oven roasted Turkey Ciabatta
Sandwiches with Cranberry Mayo and Tarragon Aioli.

Station 2

Caramelized Sweet Potato Puree with Pepitos

Station 3

Local Cheese Selection and Other Yummie Treats

The Program

Kevin with Open Arms shared about where this amazing journey has taken OAM and where they are headed in the future. He also informed us on how health and healing has been tied to nutritious foods, organic farming and how we can get involved and eat towards wellness in our own lives. Getting involved and being involved on a daily, weekly, monthly, quarterly or even yearly basis makes all the difference in someone's life!

Tour of Their New Location

Their new space is three times larger than the Franklin building. They have a full kitchen, cooler space, pastry shop and space for desks and phones to continue their fundraising efforts.

"Open Arms is thrilled to partner again for the 5th year on an event that raises awareness and funds for both organizations. As a non-profit leader in our community, we understand and appreciate the planning process for special events and fundraisers. We also know these events would not be successful without the wonderful vendors for food, lighting, linens, floral, venue, etc. It is a win-win for us to partner with folks from this industry so we can in fact stay "on our game" and see all the latest and greatest trends in the event world. It is also a value added benefit of our partnership to give referrals and help market both organizations throughout the year. We love our friendship with NACE!"
- Jennifer Van Wyk, the Deputy Director of Open Arms of Minnesota.