



NACE Members Help Clients Cope With the Downturn

The economic downturn has impacted holiday season event planning, as more than 70 percent of caterers and event planners reported in a recent survey by the National Association of Catering Executives that their seasonal business is on the decline this year. Slightly more than 11 percent reported an increase.

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NACE Launches New Online Career Center

This fall, NACE launched its interactive jobs board, the **NACE Career Center**.

With its focus on catering executive industry companies and professionals, the NACE Career Center offers members—and the industry at large—an easy-to-use and highly targeted resource for online employment connections.

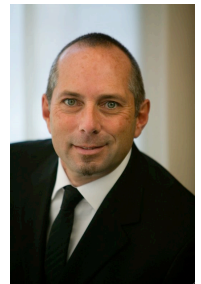
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November 2008

NEWS FROM THE NATIONAL ASSOCIATION OF CATERING EXECUTIVES

Network Now with Greg Casella, CPCE

NACE First Vice President and Owner, Catered Too



Greg Casella will become the NACE President this January. He kicks off our new monthly feature, Network Now.

How long have you been a member?

14 years

Why did you join NACE?

My business was two years old and I was invited by caterers in town, it gave me visibility in my market and I got some formal training through NACE programs.

What has being a member done for you?

First of all, it helped increase my sales. Other caterers got to know me and referred overflow business to me. I also gained a lot of knowledge of what other caterers were doing, what worked for them or didn't work. NACE helped me increase my professionalism, standing in the community and helped earn respect with my peers. On a personal level, I have grown so much by being involved in NACE, working with others and leading.

What do you see for the future of catering?

Short term, I definitely think we will continue to see a slowdown and more low-key events and regional meetings that are smaller vs. larger meetings. Long term, people will continue to celebrate special

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NACE National Board of Directors

President: Daniel Briones, CPCE; Director of Catering, Four Seasons Hotel, Philadelphia, PA

Immediate Past President: Kevin Brant, CPCE; Director of Sales, Wolfgang Puck Catering, Union Station, Dallas, TX

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

Second Vice President: Cliff Schamber, CPCE, CMP; Corporate Director of Catering, Marriott International, Bethesda, MD

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Event Professional: Tim Sudall; Owner Video One Productions, Philadelphia, PA

Chapter Presidents Council

Representative: Lisa Hopkins, CPCE, CMP; Director of Catering, The Houstonian Hotel, Houston, TX

Foundation of NACE President: Eric Ostrow, CPCE

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Member-At-Large: Michael Roman; Chairman and Founder, *catersource* magazine, conference and trade show, Chicago, IL

Member-At-Large: Stacy Zeigler, CPCE, CMP; Director of Sales, Bold American Catering, Atlanta, GA

NACE Executive Director: Bonnie Fedchok, Columbia, MD

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Casella (continued from page 1)

occasions and companies will need to have events in order to build community.

What book are you reading right now?

The Political Brain – (well I bought it and working on opening it)

What is the best lesson you have learned in catering?

You are only as good as the last event you catered.

What is your favorite food?

Dessert!

What do you still have left to learn?

I don't know yet, since I haven't learned it! I'd like to learn patience, but that is a long shot.

What is your greatest achievement in life?

My greatest achievement is starting my own business with no money, while being on unemployment at the time. I am completely driven by goals and usually not afraid to take a risk.

What is your goal for the next 12 months?

- To make the transition for NACE seamless, see through initiatives that were started
- Improve communications from the NACE Board of Directors
- Run a marathon



EXPERIENCE! 2009

July 26–29

CHARLOTTE

Downturn (continued from page 1)

“This is a seasonal trend, and not entirely unexpected given global economic conditions,” said Daniel Briones, president of the National Association of Catering Executives and director of catering at the Four Seasons Hotel Philadelphia. “Nevertheless, catering remains one of the fastest growing sectors of the foodservice industry, and we are confident that 2009 will be a year of overall growth.”

In addition, NACE member David Rand, Executive Director of Catering at Northeastern University, offers the following advice if clients want to cut back, but not cancel their holiday events:

- Cut back on specialty linens. Use table cloths draped over the table, rather than using both skirting and cloths. Clients can save on the cost of the skirting, while still displaying a special look and feel.
- Turn your typical "buffet or station" reception style event into a non-buffet event and simply pass amazing, substantial hors d'oeuvres. Your "entertainment" component is interpreted in how creative you present each hors d'oeuvre offering.
- Change the time of day of your event. Rather than have an event during the dinner hour where guests will consume more food, take the event back to a mid-afternoon event or a midday or event breakfast event where guests will be less inclined to consume as much food.
- Use handmade hors d'oeuvres! They are usually better quality, better tasting, allow for more creativity in your interpretation and typically can be cheaper to produce.
- Perhaps offer a discount or "frequent user" discount program. Offer a cheaper alternative for this year's event, while also offering a discount on next year's event or any event in the coming year. Based on your volume, you can offer a \$500 - 1000 discount off next year's event or any event in 2009 to entice the client to book this year, rather than forgoing the event all together.

In the survey, 44 percent reported that clients were canceling events altogether, while 63 percent reported that clients were holding events, but on smaller budgets. Twenty-two percent reported that clients were proceeding with their events with no changes.

The survey was conducted among the entire membership of the National Association of Catering Executives in October and November 2008 and generated 344 responses.

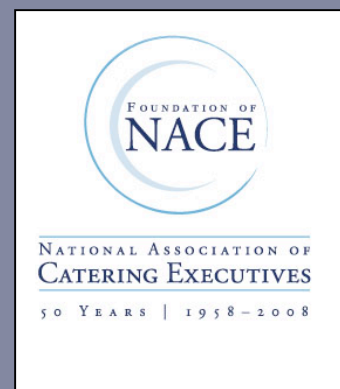
Job Board (continued from page 1)

Both members and non-members can use the NACE Career Center to reach qualified candidates. Employers can post jobs online, search for qualified candidates based on specific job criteria and create an online resume agent to email qualified candidates daily. The Career Center also includes online reporting that provides job activity statistics.

For job seekers, the NACE Career Center is a free service that provides access to employers and jobs in the catering executive industry. In addition to posting their resumes, job seekers can browse and view available jobs based on their criteria and save those jobs for later review if they choose. Job seekers can also create a search agent to send email notifications of jobs that match their criteria.

Visit <http://careers.nace.net>

Donate to the Foundation of NACE.
See Page 4 for form.





FOUNDATION DONATION

Here is my one-time donation to the Foundation of NACE in the amount of:

- | | | |
|----------------------------------|--------------------------------|---|
| <input type="checkbox"/> \$1,000 | <input type="checkbox"/> \$250 | <input type="checkbox"/> \$75 |
| <input type="checkbox"/> \$ 750 | <input type="checkbox"/> \$150 | <input type="checkbox"/> \$50 |
| <input type="checkbox"/> \$ 500 | <input type="checkbox"/> \$100 | <input type="checkbox"/> Other \$ _____ |

My donation is enclosed:

- Personal Check Business Check Credit Card

Cardholder's Name: _____

Card Number: _____ Expiration Date: _____

Signature: _____

Please list my donation as follows:

An Individual Pledge in the name of: _____

A Corporate Pledge in the name of: _____

A Chapter Donation in the name of (Chapter name): _____

My chapter representative will present our donation at Experience! The Future of Catering and Event Design conference.

My employer/company matches employee contributions: Yes No

The Foundation of NACE is a charitable education foundation recognized by the Internal Revenue Code as a 501(c)(3) organization. Contributions to the Foundation are tax deductible as provided by law. Please consult your tax advisor for further advice or questions.

CONTACT INFORMATION (Please Print)

Donor Name: _____

Company Name: _____

Address: _____

City: _____ State _____ Zip Code _____

Tel: _____ E-Mail Address: _____

Are You Paying Too Much For Credit Card Processing?



Take the NACE/QOS CHALLENGE And Find OUT!

SIMPLY FAX us a copy of your most recent Merchant Statement for Visa & MasterCard, and if we can't **BEAT** your current rates and save you money every month, we will **PAY YOU \$100.00!**

WHAT IS THE NACE/QOS CHALLENGE?

The **National Association of Catering Executives** has accepted one of the premier credit card processing companies in the industry - **QOS Merchant Solutions**, as a Member Services Partner for the association. In an economy like this, it's very important to keep costs as low as possible. If you take the **NACE/QOS CHALLENGE** and QOS can't lower your rates, they will send you \$100.00, just for taking the time to find out. **AND**, you will know you have done everything possible to keep your credit card processing costs as low as possible. **BUT**, if they can reduce your costs and you decide to switch your credit card processing to QOS Merchant Solutions, you will be saving money every month!

IT'S THAT SIMPLE! We have provided hundreds of businesses, like yours, with significant savings on their credit card processing!! We are so pleased with the savings and the customer service QOS provides, we wanted to extend the same program to you, our members!

PLEASE COMPLETE AND FAX THIS PAGE, ALONG WITH A COPY OF YOUR MERCHANT STATEMENT TO QOS AT 1-877-512-0043. IF YOU DON'T CURRENTLY ACCEPT CREDIT CARDS BUT WOULD LIKE TO, YOU CAN STILL TAKE ADVANTAGE OF OUR SPECIAL PRICING.

Company Name: _____

Contact Name: _____

Phone: _____ FAX: _____ Email: _____

_____ **We Currently Accept Credit Cards** and are Interested in Taking the **NACE/QOS Challenge**.
I have attached a copy of our most recent MasterCard and VISA merchant statement.

_____ **We Do Not Currently Accept Credit Cards**, But are interested in learning more
about the process and your low rates. Please have someone contact me.



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