

## In This Issue

[Food + Beverage - Thanksgiving, New Orleans Style](#)

[Letter from the Executive Director](#)

[Thinking Pink in Baltimore](#)

[Design - Quick and Easy Tips for Planning Thanksgiving](#)

[Industry News From Around the Web](#)

[Event Professional Spotlight](#)

[NACE Industry Survey Results](#)

## NACE Events

Last chance to register for the NACE Seminar Series on November 2 in Baltimore, MD



**Make Your Mark: A Strategic Approach to Advanced Marketing and Branding** presented by Lynne LaFond DeLuca, Beverly Clark Hospitality Training

SAVE-THE-DATE FOR 2011:

**NACE Leadership Summits**

January 14 - 16 in Salt Lake City, UT

February 3 - 5 in Detroit, MI

February 11 - 13 in Charlotte, NC

**NACE Experience Conference**

Silver Legacy Resort and Casino in Reno, NV

July 24 - 27



The room rate is a steal at \$95 plus tax per night (single or double occupancy). Online registration opens in January! Until then, you can say you will attend on our [Facebook event page](#).

**NACE Leadership Webinars**

Chapter leaders are invited to weekly webinars designed to provide the valuable tools for success

## Thanksgiving, New Orleans Style!

Presented by Chef Alan Ehrich, CPCE  
Executive Chef, Audubon Nature Institute



Thanksgiving, New Orleans style, is much like the rest of middle America, USA. It is a time for families to gather and be with loved ones, for kids to come home from college, eat and run off to see their friends. However, Thanksgiving in New Orleans, culinarily is a bit different from the rest of the county. When people talk about a Thanksgiving feast, I don't think they have our traditions in mind. We have Turducken, a Cajun recipe that entails stuffing a turkey, with a chicken, with a duck and then stuffing that with shrimp étouffée dressing. We fry our turkeys injected with crab boil and coated with Cajun seasonings and garlic. Stuffed Mirliton, a traditional casserole, is made from boiled mirlitons (an eggplant tasting vegetable) combined with shrimp and tasso (a seasoned cured ham). Naturally we have gumbo from crabs pulled out of Lake Pontchartrain, andouille sausage, alligator and shrimp. Yams are still a favorite down here as well, but we mix ours with brandy, brown sugar, cream and pecans.

Much like the rest of the country, we sit around and watch our favorite football team, which by the way, is playing Dallas this year on **Thanksgiving!!** "Go Saints." We drink Abita, local harvest ale or sip brandy milk punches or spicy Bloody Marys, as the mad men of the 50's did some years ago.

As a culinarian, I like to take these beautiful old recipes, turn them into small bites of delicious yet beautiful creations and serve them to my guests at the Audubon Tea Room where I work. I think there is nothing better in introducing the fall weather from the sultry, sticky, hurricane infested summer, than to drink a brandy milk punch, nibble on cranberry walnut apple pear salad and scarf down some oyster dressing and fried turkey.

Happy Thanksgiving from Cajun Country!  
Go Saints!  
And  
God Bless Drew Brees!

### CRANBERRY, PEAR, APPLE AND WALNUT SALAD

#### Ingredients

- 4 ounces of Chambord Liqueur
- 4 cups of cranberries
- 1 teaspoon rice wine vinegar
- 1 teaspoon of lemon juice
- 1 cup roasted walnuts
- 1 cup diced pears
- 1 cup julienned apples
- 1 cup brown sugar



#### Directions

Chop cranberries, add ingredients and top with apple sticks.

### BRANDY MILK PUNCH

#### Ingredients

- 2 ounces Brandy
- 1 cup whole milk
- 1 teaspoon powdered sugar
- 1 teaspoon of vanilla

## BUY NACE



Did you miss any of the past NACE webinars? Order a recorded version at the [NACE Store](#).

### RECORDED WEBINARS AVAILABLE

[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 Workplace](#)

## CPCE News

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



**Chris Agrippe, CPCE**

(San Diego chapter)

**Richard Buchsbaum, CPCE**

(New Orleans chapter)

**Nancy Changnon-Baron, CPCE**

(San Diego chapter)

**Rosanna Harrison, CPCE, CMP**

(Los Angeles chapter)

**Patty Lemke, CPCE**

(Capital Area of Wisconsin chapter)

**Adele McRae, CPCE**

(Atlanta chapter)

**Vesta Moses, CPCE, CMP**

(Washington, DC chapter)

**Dr. Mary Jo Ross, Ph.D, CPCE, CSEP**

(Orlando chapter)

Start preparing for the next Certified Professional Catering Executive (CPCE) exam on January 14, 2011 in conjunction with the NACE Leadership Summit in Salt Lake City, UT. 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

- Ice
- Freshly grated nutmeg

### Directions

In a cocktail shaker, combine the brandy, milk, and sugar with ice cubes, and shake until nice and frothy. Strain into a glass with ice. Sprinkle with nutmeg and serve.

## Letter From the Executive Director

I love the opportunity to say a few words around this time of year, as we gear up for the holidays and prepare to give thanks.



Here are five things that I think NACE has to be thankful for this year:

1. A growing, thriving membership. As of today, NACE has 4,100 members. That's a dramatic increase over just five years ago and we want to move the needle even further. With a larger membership, you have access to more people, services, business leads and professionals contacts. And we can do more as an association to serve you.
2. Fantastic business partners. Our business partners, too numerous to list by name here, further our mission of professionalizing the catering industry by allowing us to offer more services and benefits to our members. And they position NACE as a source of leadership in the industry.
3. An amazing conference. The NACE Experience!™ conference truly brings together the leaders in the catering and event world. Every year our conference gets better and stronger. It is part education, part business networking and part personal revival. Join us this year in Reno Tahoe and you will come away energized and motivated.
4. The CPCE. Only NACE offers a premier certification in catering and events, the CPCE. The CPCE instantly communicates respect and competence. It leads to promotions, more business opportunities and greater earnings. We have streamlined the CPCE process, and I urge you to let the world know how great you are by sitting for your certification.
5. Our staff. We have amassed the best, most talented association staff who are here to serve you. Call us, ask us your questions and let us help you with your business and your chapter. Personally, they make coming to work every day challenging and fun!

Bonnie Fedchock

## Thinking Pink in Baltimore

Submitted by **Vickie Preston**  
Director, Entertainment Exchange

This is absolutely my favorite time of year. I love all of the rich fall colors, but in the month of October, it's all about **Pink**.



I'm proud to be a member of the Baltimore chapter of NACE for all they continue to do for our community service efforts each and every month. Now every year we support Breast Cancer Awareness month at our October meeting. The last two years we've teamed up with the Red Devils, a local organization supporting Maryland families living with breast cancer. This particular organization assists families by providing transportation, meals and house cleaning services to help ease the burden of this disease for some of those in need.

Wouldn't it be great if all of the NACE chapters across the country made their October



Quick Links on [www.nace.net](http://www.nace.net)

[More About NACE](#)

[NACE National Board](#)

[NACE Newsroom](#)

[Newsletter Archive](#)



NATIONAL ASSOCIATION OF  
CATERING EXECUTIVES



RENO TAHOE  
July 24-27

Find us on Facebook

Follow us on Twitter

community service dedicated to this worthy cause? There are so many national and local organizations to pick including Susan G. Komen.

It's hard for me to believe around this time six years ago I was diagnosed with breast cancer. I know how this impacts not only your own life but equally impacts your family and friends. I was very fortunate to have so many friends in helping us through those difficult two years.

Looking back, after my last surgery my husband and I decided to throw a **Think Pink** Party to celebrate and thank all of our friends and family that were there when we needed them most. From all of the heartfelt notes, phone calls, flowers, dinners delivered to the house and even some helped with getting me to the many doctor appointments, when my husband couldn't. Funny, just about everyone at the party was a NACE member. What a great industry we're in with such loving and caring people.

So even if it's once a year, remind the women in your life to go for their mammogram.

Baltimore NACE Still Rocks

[Think Pink! Save the Ta-Tas](#)

## Some Quick and Easy Tips for Planning the Perfect Thanksgiving Event

Presented by Steve Kemble, America's Sassiest Lifestyle Guru



We all plan events all year long and I personally feel that Thanksgiving is a time to be thankful for all we have and to enjoy our friends and family (and football!) but not for being stressed!

Here are the Five Quick and Easy Tips I use to plan for the Thanksgiving holiday!

1. First and foremost, plan in advance!

I love to start my planning two weeks in advance. Think about your guest list and your menu. Start by gathering recipes and then make lists dividing them by the various places you have to shop: grocery, wine, floral (*in addition to floral, be sure and include pumpkins and gourds, which I love to lightly coat with lacquer for a wonderful shine and Indian corn cobs, etc.*)

2. Order your turkey...fresh, frozen, or smoked! (*Don't forget to make room in your fridge!*)

3. Think about where you will be serving the meal and if you will need to purchase or rent additional tables, chairs, linens (*browns, oranges and deep red linens are wonderful*), flatware, dinnerware, stemware, serving pieces and trays!

4. You are always going to have friends and family who want to bring something! In my opinion there is absolutely nothing wrong with a little pot-luck on Thanksgiving. Let those who are coming bring their favorite dishes and assign wine to the non-

cookers.

5. And finally desserts are always a perfect complement to any Thanksgiving meal! I love pumpkin pie (with lots of *whipped* cream, of course!) but what about creating something Sassy for your dessert such as a wonderful and delicious pumpkin mousse or pumpkin cheesecake!

## 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](mailto:traditionsus@yahoo.com) by Nov. 30. Entries must include your name, city, state and website (if food related).

States Ranked by Growth In Hospitality Jobs; Texas, New York Take Top Spots (Bizjournals.com)

Hospitality Execs See Value in Social Media (TMCNet.com)

Denver University Hospitality Management School receives \$17.5 Million Gift To Expand Scholarships, Faculty, Industry Support (Denver Business Journal)

Employers and Business Owners Need to Act Now to Benefit from Tax Breaks (National Restaurant Association)

Federal Funding Sought for Travel and Tourism Promotion in the Gulf (U.S. Travel Association)

## Event Professional Spotlight

**Featuring Joe Mahoney, CPCE, NACE Board of Directors, Managing Partner, HospitalityStaff®**



At the Experience! 2010 Conference in Austin, Texas this summer, NACE welcomed Joe Mahoney, CPCE, Orlando chapter, to the Board of Directors as the Event Professional representative. Look to this space in future editions of the newsletter for ways that event professionals can maximize their experience in NACE and tips for growing their businesses.

### **Q: What is your title and what do you do?**

My title is Managing Partner for the HospitalityStaff® office in Orlando. I oversee the operations of the office, attend the meetings of the associations of which we are members and serve on numerous boards. HospitalityStaff® provides trained, uniformed and e-verified employees for the hospitality industry on a temporary and permanent basis.

### **Q: How have you used NACE to advance your business/career?**

NACE was the first association that I belonged to and got heavily involved with from the beginning. I was on the Board within the first year. I attended my first Educational Conference in Miami in 2000 and never looked back. It has helped me establish long-term friendships and business relationships. People are going to do business with people they like and trust so you must establish those relationships first before expecting to get "all of the business." I believe that by being active in leadership roles early on, it has helped me with the networking skills needed to be successful.

### **Q: What tips do you have for event professionals to make the most out of NACE to further themselves?**

My advice for event professionals involved in NACE or any other association references the previous question. The saying "reap what you sow" is so true. You have to be

involved in order to get anything out of NACE. Start with a committee, let people get to know who you are and what it is that you do. Make sure that you listen to what members are saying to you and follow through. It isn't always about "you." You have to attend the meetings, make suggestions to the board and feel like you are a part of the team. You can't be a part of the process if you are not there. It is easy to have issues with educational programs or how the chapter is being run, but to be involved in solving those issues is another story. We tend to forget that this is a volunteer organization and everyone is busy, so get involved.

**Q: What do you hope to accomplish for the event professional portion of the NACE membership?**

My goals as the event professional representative are to set up an Advisory Board to assist with everything getting done. I want to have an event professional section in the newsletter every month with input from members from different areas of the country. What is happening? Are there issues in California that pertain to Texas and how are they being taken care of? We are going to offer seminars geared toward the small business owner so whether you are an event professional or a caterer you will benefit. I am going to work on getting an Event Professional Certification, and it is never too early to start on a succession plan for the position.

**Q: What do you think needs to happen at the chapter level to get more event professionals involved?**

Our leadership needs to get new members involved at the chapter level as quickly as possible. There should always be room on a committee for someone to join. We need engagement as soon as possible. We should have a "New Member Orientation" for every Chapter even if it is done at a meeting, to let our new members know what to expect and what opportunities there are within the association. As chapter leaders, we need to remember that Event Professionals are not just there for donations but to also be involved. We need to make sure that every Event Professional is given the opportunity to participate and not just rely on exclusivity for our meetings. As I said earlier we do business with people we know and trust.

## **NACE Industry Survey Results**

### **Does Thanksgiving Get Catered?**

According to the National Association of Catering Executives (NACE) recent survey on whether or not Thanksgiving meals are getting catered, 37 percent of the members reported that they are catering Thanksgiving meals, while 63 percent said that they are not.

In addition, a significant 92 percent majority said that they are not seeing increases in demand for catered Thanksgiving meals.

The numbers remain relatively unchanged since 2009, when NACE first asked these questions of its members.

"Clearly, while catering Thanksgiving remains an option for some, we are not seeing movement toward these types of events on a large scale," said Bonnie Fedchock, NACE Executive Director. "From our members' perspective, the holiday remains individualized and is held on a personal level."

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](http://www.nace.net).