



## Survive the Downturn

By Stacy Zeigler, CPCE, CMP, NACE national board member, Director of Sales, Bold American Catering

We all have some choices here in this tumultuous time. We can crawl under our desks and hope it passes quickly, or we can understand we are in a new game and the rules have changed!

Here are a few tips we've been working on at Bold American Events and Catering to weather this storm!

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## TOP 10 Ways to Beat the Economy

By Meryl Snow, Feastivities Events

10. Eyes Wide Open: Look inside your business at individual sources of revenue. Break apart the various types of clients, products and services and how you sell them. This will give you a better picture of where you're making money. Concentrate on your highest profit products and services. Cull the unprofitable ones.

9. Power of People: Manage your customer relationships – return

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## Briones, Who Led NACE's Growth and Rebranding, To End Term Early

This week, NACE National President Daniel Briones, CPCE, announced that due to a new professional opportunity as director sales at the Four Season Hotel Philadelphia, he would step down as

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## October 2008

### NEWS FROM THE NATIONAL ASSOCIATION OF CATERING EXECUTIVES

## NYC Chapter Founder On Why He Joined NACE



Q&A with Joe Cozza, Founder, New York City chapter, vice president, sales and marketing, Cipriani USA.

#### **Q. Why was it important to you to start a NACE chapter?**

**A.** NACE started 50 years ago in New York as the Banquet Managers Guild. We have gone too long without a NACE chapter and it was just time to make it happen. Catering is a creative, demanding and passionate industry, the need to network, learn and discover new resources is critically important for continued success. NACE provides these opportunities.

NACE provides many opportunities for industry professionals to expand their knowledge and to gain new perspectives. It allows for amazing networking opportunities on the local and national level and creates a true sense of pride in our industry.

It is so important to continue to grow your career and I can think of no better way than joining NACE. I have already met more than 100 catering professionals from all over the country in just 2 months and it has been such a rewarding experience.

#### **Q. How many members do you expect in year one?**

**A.** We are off to a great start. With just one email and one networking event we already have 60 members. Our goal for year end is 75. This success proves that there is a true need for a professional catering association in New York. The response has

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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

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

**Foundation of NACE President:** Eric Ostrow, CPCE

**Member-At-Large:** David Reusche; National Director of Catering, ARAMARK, Philadelphia, PA

**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 Fedchock, Columbia, MD

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## Cozza, continued from page 1

been so positive and I truly thank our Board members.

### Q. What types of programming will you focus on?

**A.** Our vision for the New York Chapter is to focus on unique educational programs that reflect the dynamic challenges and opportunities in our industry.

Our programs will include categories such as food and wine trends, beverage trends, décor and design, entertainment, lifestyle, sales and marketing, health and nutrition and going green. We plan on featuring “world class” experts to teach and share ideas.

Our first program will be a food and wine pairing class with Kevin Zraly who is the author and teacher of the Windows on the World Wine Course. Kevin is recognized world wide as an excellent wine educator.

### Q. What are the unique challenges of managing catering at a venue such as Cipriani?

**A.** We must always maintain the four pillars of the Cipriani brand:

- Simplicity-Do the simple things perfectly.
- Service-To serve is to love.
- Pure-Use only the finest pure ingredients.
- Freedom-The availability of options with no imposition.

Our goal is to create the “world’s most sought after social experiences: The Good Life-Cipriani Style.”

### Q. What advice do you have for caterers around the country to weather this financial storm?

**A.** Increase your presence in the market place, stay on track and focus on what you do best. Create excitement; don’t become conservative, boring or dull. Build trust with your clients and always exceed expectations.



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- **Listening:** there are most likely less people having events, but still the same number of people vying for that business – that means more competition for the same piece of business. It is more important than ever to listen to the needs of your clients. You may not be given second chances to revise proposals if your competitor gets it right the first time!
- **Networking:** you need to stay on top of what is happening around you. Professional Organizations, such as NACE, allow you to keep a finger on the pulse and make sure you are keeping up with the changes and adjusting appropriately.
- **Staying Committed:** it will be easy to lapse into negativity, but people like doing business with positive, confident and knowledgeable people. Don't let your clients know you are desperate for the sale, only that you value their business and appreciate them giving you a shot at it!
- **Don't De-value your Product or Service:** this is a temporary situation, but whatever you start quoting now, your repeat customers will hold you to once things improve. Instead of discounting, be creative on changes to fit their budget. Do they really need beef tenderloin or will flank steak work? Can the bichon linens be a poly-cotton? Open your mind to other options instead of selling the same things you have been selling for less money.

I encourage you to stay focused and not get caught up in this storm. Sales are a function of turning qualified leads into signed contracts. So keep on filling that sales funnel!

Donate to the Foundation of NACE.  
See donation form at end of newsletter.



NATIONAL ASSOCIATION OF  
CATERING EXECUTIVES

50 YEARS | 1958-2008

## Top 10, continued from page 1

customers take the least amount of effort – use that to your advantage. Keep in touch often.

8. **Show Me the Money:** Manage your accounts receivable DAILY – ‘nuf said.’

7. **Diversify, Diversify, Diversify:** Even if you focus on one niche, develop a diversity of offerings rather than put all your eggs in one basket.

6. **Join and Network:** Get involved with your local NACE chapter. You'll reap the benefits.

5. **Walk the Talk:** Don't wait to be hit by revenue losses to look for spending that can be cut now. Keep inventory low, eliminate overtime, adhere to budgets and purchase smartly. Power walk through your organization, you'll find 10 more ways to save in 10 minutes.

4. **Mollycoddle:** Pamper your best, most profitable customers. Drop the marginal unprofitable ones.

3. **Keep up Morale:** Everyone knows things are down, no use harping on it. Get your key people involved in brainstorming on a strategy to do something about it. Nothing motivates better than the feeling you are a valued employee whose opinion matters.

2. **Roll with the Punches:** Be as flexible as you can be with clients who are also cash strapped. Lower costs or provide more value where you can. Work with them.

1. **Guess Who's Coming to Dinner:** Look up that rich uncle and invite him to dinner!

## Briones, continued from page 1

president, effective January 1, 2009.

“It is with a great deal of emotion that I announce a new chapter in my career and my role with NACE,” Briones said. “Even though -- technically -- I continue to qualify to be President, I feel it is important that I make this change, so that others who are deserving, active caterers can lead NACE today and into the future.”

The bylaws of NACE provide that current First Vice President, Greg Casella, CPCE, will automatically assume the role of National President. This change will go in to effect January 1, 2009. Kevin Brant will remain in his role as Immediate Past President.

“I have struggled with what this change would mean for my role with NACE, particularly as I have been a caterer for almost 20 years. I have tremendous passion for the catering industry and for NACE. NACE has allowed me the opportunity to get to know so many fabulous people and do so many amazing things. My role as National President remains the highlight of my career. Through this role, I was able to help shape a new direction for our association, a direction that I know your current and future leadership will continue to build on.”

On Briones’ watch, NACE has executed a complete rebranding and repositioning, establishing the association as the premier thought leader for catering and event design. This effort included an entirely new website, logo and visual identity package, and transformation of the annual summer education conference into Experience! – a must see industry event.

A corresponding media relations campaign saw Briones quoted as NACE national president and expert on subjects including green weddings, and how to budget properly for a wedding in *Time* magazine, CNN.com, MSNBC and numerous other outlets.

During this time membership in the association grow from approximately 3,800 to more than 4,500 today.

“It has been an honor to work with Daniel these past few years, he has led us thru many changes that have made NACE a better and stronger Association,” said incoming NACE President Greg Casella, CPCE. “There are so many projects and initiatives in process that I plan on seeing thru with the board. We have a structure and talented people in place to continue building NACE even thru difficult economic times.”

“Daniel’s leadership and vision was critically important to the success of our recent efforts to grow the membership, recreate our visual identity, and modernize the association,” said Bonnie Fedchock, executive director NACE.

In the next few weeks, NACE members will receive materials from NACE headquarters that detail the steps that will be taken to elect a new First Vice President.



Briones





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