



NACE National Board of Directors

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Letter from NACE President, Daniel Briones, CPCE

While these are challenging economic times, I remain very optimistic about the catering and events industry.

In August, more than 700 people attended our national conference, Experience! 2008 in Philadelphia and the enthusiasm for our field was ever-present, and contagious.

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NACE Chapter Launches in New York City

Many of New York City's Best Venues and Catering Organizations Are Members of National Association of Catering Executives New NYC Chapter

The National Association of Catering Executives new New York City Chapter represent many of the finest venues, catering companies and service providers in the culinary world.

Fifty years after NACE was founded in New York City, the New York City chapter will kick off with a grand party at the Plaza Hotel on September 25.

Cake designer to the stars Sylvia Weinstock will attend the September 25 event, along with about 200 other leaders of the New York City catering scene.

The NACE New York City chapter is off to an incredible start, with October events now being planned.

To date there are more than 40 members, representing a number of incredibly prestigious organizations:

New York Marriott Marquis

The Westin Jersey City Newport

Omni Berkshire Place

Marriott Marquis Hotel

Pier Sixty

Mandarin Oriental Hotel, New York

NY Marriott Marquis

Cipriani USA

Casa Mia Manor House

Marriott

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Owner, Catered Too, San Jose, CA

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

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

Executive Director: **Bonnie Fedchock**, Columbia, MD

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ARAMARK, The Catholic University of America

Cloth Connection

Abigail Kirsch

Starwood Hotels and Resorts

New York Marriott at the Brooklyn Bridge

NY Marriott East Side

Hilton Rye Town

The Ritz-carlton Hotel Company, LLC

Marriott International (New York Marriott Marquis)

Grand Prospect Hall

The Carlyle Hotel

Millennium Hotels & Resorts

The Carlyle Hotel

Millennium Broadway Hotel

St. Regis New York

Bambu LLC

Seneca Gaming Corporation

Oberlander & Associates

The Glazier Group

Pamela's Traveling Feast

CPS Events at The Plaza

The Knot, Inc.

Crowne Plaza Times Square

The Ritz-Carlton New York Battery Park

Flatotel

The Ritz-Carlton, New York Battery Park

The Ritz-Carlton, Westchester

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I would like to thank the Philadelphia/South Jersey/Delaware chapter of NACE for being such gracious hosts and taking on the amazing endeavor of hosting the event. It's no easy task to host a conference of this magnitude and the chapter did an outstanding job.

Our conference focused on the catering and events industry and striving to become better event professionals. The strength of our industry is great and we are fortunate to be a part of it.

I am so optimistic that the catering and events industry will grow and expand because food is popular!

Fifteen years ago, the Food Network launched, and today, it is so widely accepted and admired that it is functioning as a talent incubator. It is one of cable's fastest growing networks. As food network stars quickly rise from cooks, to celebrities, to lifestyle gurus, they have given rise to a new genre of celebrity. They personify our industry and they spark new interest in food, design, and event planning.

In addition, the output of U.S. food services and drinking places, an economic indicator for catering services, is expected to increase at an annual rate of 4.3 percent between now and 2012. That's ahead of the national economy.

Many groups celebrating milestones are still spending large amounts to make their events memorable. Caterers that go beyond, to provide unique experiences, can capitalize on high dollar, high margin functions. Caterers can also grow their businesses beyond food to include event management, organizing exhibitions, seminars, conferences, and festivals that can be highly profitable.

Event planners are taking a cue from open-air kitchen restaurants by placing chefs in full view of the public and creating entertainment, as well as dining. Finally, Americans are expanding their palates to try new and interesting food items. Caterers are capitalizing on this interest by increasing the complexity and price of food at their events.

NACE is a mirror of all this industry growth and optimism.

In the last year, we have seen growth in our membership at NACE of more than 30 percent. For the first time ever, we have over 4,400 members!

Our members are capitalizing on the reality television trend too. The ace of cakes, Duff Goldman, design star Scott Corridan, TV personality Sylvia Weinstock, Dinner Impossible's Marc Summers, Whose Wedding Is It Anyway's Steve Kimble, Linyette Richardson-Hall and Dan Smith from Party Line with the Hearty Boys are all proud nice members. And we are proud of them!

What's more, NACE is contributing to the national discourse on event planning and economic trends. Our surveys and industry data are being reported by Time Magazine, CNN, NBC News, and many others.

Through its professional certification -- the CPCE, scholarships and educational programming, NACE is leading a fantastic industry that is growing and creating new opportunities every day.