

# NATIONAL ASSOCIATION OF CATERING EXECUTIVES



Laurie Fryar Photography

**NACE EXPERIENCE! 2011**  
**RENO TAHOE**  
**July 24-27**



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# EXPERIENCE! 2011

# Get the **Most** Out of This Experience



The National Association of Catering Executives presents Experience! 2011  
July 24-27, in Reno, Nevada

**T**he nation's premier gathering of leaders in the catering and events world—on-premise and off-premise caterers, as well as industry professionals including event designers, photographers, videographers, florists, DJ's and all manner of specialists who create magical experiences for their clients.

After the Experience! 2010 conference in Austin, more than 86 percent of attendees answered **yes** to the question "Do you feel the conference was a good return on your investment of time and money?"

#### **Why is it such a great value?**

Only the NACE Experience conference combines world class education that is relevant to your career and business, premium networking, cutting edge recipes, design trends and nationally renowned experts. Experience attendees return home with their heads brimming with ideas, and their wallets full of business cards and prospects.

And that's still not to mention that meals, premium evening networking events and the specially designed creative session breaks are all included in your low registration price.

#### **All in One!**

Experience speakers are not just experts, they are leaders, personalities from the Food Network, HGTV and the Style Network. They are authors, television hosts, style gurus and celebrities. And they are your peers as fellow NACE Experience attendees.

Once again, the NACE Experience schedule respects your time away from home. Arrive on Sunday and leave on Wednesday a smarter, better prepared professional with hundreds of new and meaningful business contacts.

Experience is a road map to your career and expanded business with a new network of friends and colleagues.

Experience introduces you to the cream of the crop, and shows you how to get there. This is one Experience you can't live without.

Register at  
[www.nace.net](http://www.nace.net)

# Reno 411

Reno Tahoe, home to “the biggest little city in the world” will be the ideal and idyllic setting for Experience! 2011. While you are in town, enjoy panoramic views of the second deepest lake in the United States, take a boat cruise on the M.S. Dixie II or see the area from horseback. Reno Tahoe will exceed your expectations. And did we mention the natural hot springs spa in nearby Carson Valley? No we didn't!

## Lodging

Our host is the high-end Silver Legacy Resort in Reno, which is ten minutes from the airport and walking distance to everything you'll want to see and do, including great nightlife, professional baseball, a river walk, site seeing and museums. And if you register now, your nightly rate is just \$95 (single or double occupancy). Shuttle transportation is provided by the hotel and is included in your resort fee. As with all things Experience, this value is not to be surpassed at any other conference.

## NACE Awards

Celebrate the best of the best—and that may be you! Every year NACE recognizes talent, innovation and superb accomplishments in the industry through the NACE awards. You will attend a gala awards dinner and the awards presentations. Enter to win and you may even be called to the stage to take home a trophy!

## NACE Bookstore

NACE is pleased to present a wide selection of books from our conference speakers as well as other catering texts. Stop by the bookstore (located in the registration area) to peruse the latest catering and event design publications.

## NACE Marketplace Expo

A growing component of Experience, each year more and more of the nation's top providers of event products, services and innovations are on hand to answer questions, teach and demonstrate the newest products. Enjoy this opportunity to discuss special business opportunities that you won't learn about anywhere else. Find what you're looking for? Our exhibitors are prepared to close the deal onsite on products you need. For more information on how you can showcase your products at our Marketplace Expo, contact Matt Dirks at [mdirks@nacenet.org](mailto:mdirks@nacenet.org).

## CPCE Exam

Expand your Experience by sitting for the Certified Professional Catering Executive (CPCE) exam. The CPCE is the most widely respected and instantly recognized industry certification that communicates to clients, employers and peers that you have reached a level of distinction within the industry. The CPCE exam will be administered on Sunday, July 24 at 1:30 pm. Study materials may be acquired prior to the conference by visiting [www.nace.net](http://www.nace.net) and clicking on the Education tab. Attendance at Experience is worth 10.75 contact hours toward initial or recertification for the CPCE.



## The Foundation of NACE

The Foundation of NACE is a 501c3 organization dedicated to providing scholarships and promoting the catering and events industry through educational efforts. Every year, the Foundation of NACE awards deserving and gifted students the Vince DeFinis Scholarship, named for a true industry

## Opening General Session

### From the Streets to the Stove: The Power of Change

Chef Jeff Henderson is an award-winning chef, motivational speaker, *New York Times* best-selling author and Food Network television personality. Join Chef Jeff as he talks about his transition from prison life to becoming the executive chef of Café Bellagio in Las Vegas to running his own catering business, Posh Urban Cuisine. Learn how Chef Jeff is inspiring young people to take up a career in the culinary world and be inspired to take charge of your life as he teaches you effective and simple strategies to navigate through the detours and roadblocks of life.



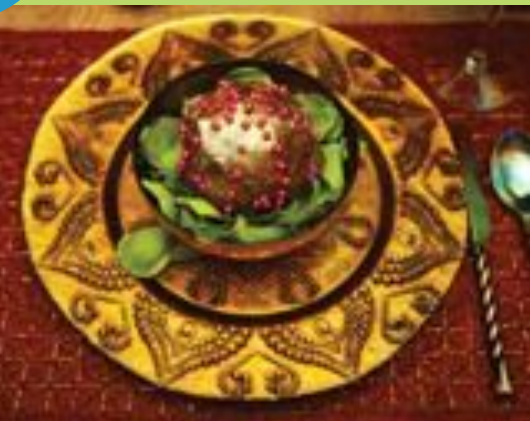
### Culinary Experience

New recipes. New ingredients. New styles of cooking. After the Culinary Experience you will go home with a head full of ideas guaranteed to please your most picky customers. The Culinary Experience features a series of expert chefs who will give your taste buds a treat, while suggesting way that you can present fresh new ideas.

### Design Experience

This is what makes the NACE Experience unique. Join Robin Brockelsby of Creative Coverings as she moderates this session presented by Paul Moss of Blueprint Studios in San Francisco and Julie Nobis and Karen Nichols, CPCE of Red Carpet Events in Reno as they demonstrate how to transform a room at three different budget levels. Learn new ways to make the most memorable event your clients have ever attended.

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# General Information

## Closing General Session

### Recipe for Success—5 Key Ingredients for Well-Balanced Leadership

Brian Blasko

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 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. Come find out how to cater to your personal and professional well-being. 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. Make sure your leadership techniques are a *Recipe for Success!*



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pioneer and one of the founders of NACE. The Experience conference is your opportunity to give back and ensure the health of our industry for the next generation of leaders.

### Member Promotion

Everyone is invited to attend Experience! And, if you register at the non-member rate, your conference registration will entitle you to one year of free membership!

### Consent to Use of Photographic Images

Registration and attendance at, or participation in NACE meetings and other activities constitutes an agreement by the registrant to NACE's use and distribution (both now and in the future) of the registrant or attendee's image or voice in photographs, videotapes, elec-

tronic reproductions and audiotapes of such events and activities. Photos may be taken by attendees for personal use only. Reproduction of photos for commercial use is strictly prohibited unless written consent is granted by the National Association of Catering Executives.

### The Student Experience

Experience is for students too! Participate in special events that are tailored just for you. At the student meeting, you'll find out what is going on in student chapters around the country and hear about the latest news in NACE student membership. The student union will put you on track for your dream career with professional resume critique, interviewing tips and the opportunity to participate in a mock job interview.

**“Experience! 2010 was a fantastic learning experience and made me realize what NACE was all about officially.”**

**“Educationally, this was the best conference I have attended. The sessions were relevant and I came home with a lot of good knowledge and information . . . Overall, I felt like I did get a good return on my investment.”**

**“The absolute highlight of the conference was the culinary experience. Very well executed, great topic, great speakers and very well prepared. Will be raving about this for years!”**

# Schedule-at-a-Glance

## Saturday, July 23

<b>8:30 am–5:00 pm</b>	Certified Food Safety Manager (CFSM) Course
<b>9:00 am–5:00 pm</b>	CPCE Fast Track
<b>4:00 pm–7:00 pm</b>	Registration Opens NACE Bookstore Opens

## Sunday, July 24

Pre-Conference Tours	Departure times vary. Please refer to page 13 for detailed information.
<b>7:00 am–7:00 pm</b>	Registration and NACE Bookstore
<b>8:00 am–8:30 am</b>	Joint Meeting Breakfast
<b>8:30 am–10:30 am</b>	Joint Board of Directors/Chapter Presidents' Council (CPC) Meeting
<b>10:30 am–12:00 pm</b>	Open Forum and CPC Meeting
<b>12:00 pm–1:30 pm</b>	Leadership Celebration Luncheon
<b>1:30 pm–3:00 pm</b>	Committee Meetings <ul style="list-style-type: none"> <li>• Education and Certification Committee</li> <li>• Membership and Chapter Relations Committee</li> </ul>
<b>1:30 pm–4:30 pm</b>	CPCE Exam CFSM Exam
<b>1:30 pm–4:30 pm</b>	Foundation of NACE Board of Trustees Meeting
<b>4:30 pm–5:00 pm</b>	First Time Attendee Meeting
<b>6:00 pm–9:00 pm</b>	Opening Reception

## Monday, July 25

<b>7:00 am–6:00 pm</b>	Registration and NACE Bookstore
<b>12:00 pm–8:00 pm</b>	Exhibitor Load-In
<b>8:00 am–8:45 am</b>	Opening Breakfast
<b>8:45 am–10:30 am</b>	Opening General Session: <i>From the Streets to the Stove: The Power of Change</i>
<b>10:30 am–11:00 am</b>	Refreshment Break
<b>11:00 am–12:15 pm</b>	Concurrent Workshop Sessions
<b>12:30 pm–2:30 pm</b>	Culinary Experience
<b>2:30 pm–3:45 pm</b>	Concurrent Workshop Sessions
<b>3:30 pm–4:30 pm</b>	Business Partner Advisory Council Meeting
<b>5:00 pm–5:30 pm</b>	Exhibitor Orientation
<b>6:30 pm–7:30 pm</b>	Business Partner Reception (by invitation only)

## Tuesday, July 26

<b>7:00 am–4:30 pm</b>	Registration and NACE Bookstore
<b>8:00 am–10:00 am</b>	Breakfast in Marketplace Expo
<b>10:00 am–11:30 am</b>	Design Experience
<b>11:30 am–11:45 am</b>	Refreshment Break
<b>11:45 am–1:00 pm</b>	Concurrent Workshop Sessions
<b>1:00 pm–3:00 pm</b>	Lunch in Marketplace Expo
<b>3:00 pm–4:15 pm</b>	Concurrent Workshop Sessions
<b>6:00 pm–7:00 pm</b>	Cocktail Reception
<b>7:00 pm–11:00 pm</b>	Gala Awards Dinner and After Party

## Wednesday, July 27

<b>8:30 am–12:00 pm</b>	Registration and NACE Bookstore
<b>8:30 am–9:00 am</b>	Breakfast
<b>9:00 am–10:15 am</b>	Concurrent Workshop Sessions
<b>10:15 am–11:45 am</b>	Closing General Session: <i>Recipe For Success—5 Key Ingredients for Well-Balanced Leadership</i>
<b>11:45 am–12:15 pm</b>	Refreshment Break
Post-Conference Tours	Departure times vary. Please refer to page 13 of brochure for detailed information.



# Schedule of Events, *continued*

SATURDAY, JULY 23—MONDAY, JULY 25

A = Advanced I = Intermediate B = Beginner  
L = Lecture CS = Case Study Int = Interactive P = Panel

**Saturday, July 23**

## PRE-CONFERENCE WORKSHOPS

### CPCE Fast Track

**9:00 am–5:00 pm**

**Fee—\$125** (includes Fast Track companion workbook)

Come to Reno a day early and prepare for the CPCE exam at our pre-conference Fast Track sessions, July 23 from 9:00 am–5:00 pm at the Silver Legacy Resort Casino. To register, visit [www.nace.net](http://www.nace.net). You do not need to be approved or registered for the CPCE exam to attend these sessions. Application approval and exam date registration is required to take the exam. Exam to be administered on July 24.

*Application deadline—June 24, 2011.*

### Certified Food Safety Manager Course

**8:30 am–5:00 pm**

**Fee—\$155** (includes book, training and exam)

Becoming certified in food safety not only helps your customers rest easy, it gives you peace of mind and helps to ensure there are no outbreaks of foodborne illness as a result of how you or your team handle, store, transport, prepare, and serve food. This class will be led by David McSwane, H.S.D., REHA, CP-FS, author and nationally recognized trainer in food safety. Passing candidates receive a 5-year certification and wallet card. During this one day class (followed by the exam the next day), you will learn:

- Why food safety and sanitation is so important, and how to avoid hazards.
- Factors that affect foodborne illness and how to optimize facilities, equipment and utensils.
- Food safety management programs, best practices, and government regulations.

*Minimum of 9 attendees required to hold course.*

## CONCURRENT WORKSHOP SESSIONS

**Monday, July 25**

**11:00 am–12:15 pm**

### BEVERAGE

#### Learning to Sell and Execute Creative Catering Beverage Stations (L, B)

Sharon Charny, CBP, CTC, *The Charmer Sunbelt Group*

Why creative catering beverage stations? There are many reasons—below are three:

- Enhance your customer's overall experience
- Stimulate new business and increase guest frequency
- Increases check average and profits

Creative catering beverage stations are all the rage in the best hotels in the country as the perfect accompaniment to a food stations event, a wedding poolside or as a reception station prior to a seated meal! Learn how to “deconstruct” a full bar for an exciting event that people will talk about for a long time! There are many opportunities within the “stations” arena. Discover the latest trends in innovative cocktail stations and creative non-alcoholic beverage stations. See a live demonstration of a liquid desert station and a Bacardi Mojito station and sample the beverages. In this session, you will learn:

- Ways to creatively sell beverages and increase profits
- The latest trends in beverage stations
- How to execute different stations through interactive discussions and a live demonstration

*There will be a \$15 fee to attend this session. This session is limited to 100 attendees.*

### BUSINESS

#### Customer Service Tactics That Make Sales (L, A)

Michael Roman, *Catersource Magazine, Conference & Tradeshow*



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Mike's advanced session provides customer service concepts that sales departments should use before, during and after the sale that will help shoppers select your company more quickly, while maximizing their event experience and afterwards creating an ongoing client relationship. You will discover action plans that will enhance what your company already does resulting in an increased sales closing percentage. In this session, you will learn:



- The latest thinking on inbound marketing and customer pleasing qualification systems
- Scripts that office managers and salespeople can use that relax shoppers, establish immediate trust and separate your company from competitors
- What buyers dislike most about shopping event venues and what loses sales

*This session is sponsored by Catersource.  
NACE National Gold Business Partner*

#### EVENT MANAGEMENT

##### **Coming of Age Celebrations: Proms, Quinceañeras, Mitzvahs and Sweet Sixteens! (L, I)**

Therese Cole-Hubbs, *Electric Karma International* and  
Ginia Lucas, *MWV, Y-Knot Party & Rentals*

We make memories every day, but coming of age events are the milestones that stay in our client's minds forever. By creating a signature event for a teen, we create clients we can retain for future events. A great bar or bat mitzvah or quinceañera can lead to bridal showers or weddings. Creating themes, marketing ideas, and easy to use sales tools will help add to your bottom line. In this session, you will learn:

- Where to market for coming of age events
- Theme ideas and how to build on theme names
- How to create marketing and sales relationships for coming of age events

#### EVENT PROFESSIONAL

##### **Table Linen Decor Trends and Up-Selling Linens For Increased Profitability (L, I)**

Michael Davis, *Cloth Connection*

Learn the keys to sourcing, presenting and selling linen decor for all types of catered events. Gain insight into how table decor has evolved from historical times and how it has influenced our current industry. Update your knowledge on the hottest color trends this season, as well as popular colors over the past couple of years and review classic colors that stand the test of time. See how table linens can give an affordable option to your customers in the current economy and review different looks for various price ranges. See visual displays on how linens have been used at various Hollywood, presidential and other high profile events and participate in a napkin folding tutorial. In this session, you will learn:

- How to turn your new knowledge of linen decor into a profit center for their businesses
- What costly mistakes to avoid when ordering linens and dealing with a linen vendor company
- How to differentiate your catering businesses from others by being able to presenting a unique reception look to your customers

#### FOOD

##### **A Caterers' Guide to Meeting Food Safety Challenges (L, I)**

Dr. David McSwane, REHS, CP-FS, *Indiana University*

Food safety is the responsibility of the entire food industry. However, it poses special challenges for off-premise caterers. Fulfilling a commitment to making food safe requires you to have firm control of food products starting from the commissary kitchen all the way through to service at the event. Find out about a variety of food safety challenges, including the new pathogens that are arriving on the scene. Learn how to be prepared to combat these perilous food safety hazards with intervention techniques that can be used to minimize the effect on your bottom line and prevent your next event from disaster. Everyone in the catering and events industry can gain from this important information. In this session, you will learn:

- Statistics on how foodborne hazards affect food safety in the United States
- Food safety challenges that specifically affect off-premise caterers, including new pathogens
- Various interventions to protect your food, your revenue and your customers

**Monday, July 25**

**2:30 pm-3:45 pm**

#### BEVERAGE

##### **Innovative Selling Techniques for Interesting and Worldly Wines (Int, A)**

Monique G. Studak, CSW, *E&J Gallo Winery*

The wine industry has become a global market full of exciting and juicy flavors. Even in a down economy wine sales continue to grow. Customers are continuing to ask for different, more unique flavors and experiences, while keeping an eye on a conservative budget. Informed and interesting presentations of wine can help accomplish this goal for the customer while elevating your revenue and profits. Does your team have the vocabulary to excite their customers about wine? Are they maximizing the opportunity to sell wine into all levels of events? Can they generate additional revenue while maintaining value to their customers? Walk away from this session being able to:

- Speak enthusiastically to the newest trends in wine sales
- Identify the opportunities within your sales organization to incorporate wine to increase customer satisfaction and/or increase revenue and profit
- Utilize effective presentation and selling techniques to maximize wine opportunities

*There will be a \$15 fee to attend this session.*

# Schedule of Events, *continued*

MONDAY, JULY 25-TUESDAY, JULY 26

A = Advanced I = Intermediate B = Beginner  
L = Lecture CS = Case Study Int = Interactive P = Panel

## BUSINESS

### **Facing Your Elephants: Peer-to-Peer Learning to Tackle Your Toughest Issues Together (Int, A)**

Gary Hernbroth, *Training for Winners*

This interactive workshop will give you the opportunity to “face your toughest elephants” regarding your business and your industry along with your peers. Come prepared to learn and share solutions and ideas together in this peer-to-peer learning laboratory. Facilitated by nationally recognized hospitality speaker and trainer Gary Hernbroth of Training for Winners, you will come away with ideas and solutions to help move your business forward. In this session, you will learn:

- How to share your toughest challenges with others who face the same in order to come up with workable solutions together
- How to mentor others in ways to overcome their biggest hurdles to success
- How to create your own action plan as a takeaway based on peer-to-peer idea sharing

## EVENT MANAGEMENT

### **Maximizing Your Corporate Event Booking Opportunities (L, I)**

Lynne LaFond DeLuca, *Beverly Clark Hospitality Training*

Now more than ever, with the corporate event market showing increased positive trends, your selling style, presentation and value proposition must be sharp and on point in order to attract and book the events you want. Topics will include corporate event booking trends, attracting high-end events, creating a corporate event marketing plan to target the most beneficial corporate markets for your business and building relationships and working with destination management companies and corporate event planners. In this session, you will learn:

- How to determine the best corporate markets to target for your business
- How to create a sales presentation that will include all of the key elements for receiving a positive response and a booked event
- The steps involved in building and maintaining relationships with the most influential DMCs and event planners

## EVENT PROFESSIONAL

### **From the Dress to the Reception—What Brides Need, Want, Expect and Demand! (Int, I)**

Bruce Vassar and Matthew Trettel, *The Wedding Guys®*

From a common thread woven through their look book, The Wedding Guys bring ideas for experiential weddings, which include overall design, tabletop concepts, unique room

layout, serving styles and menu options. If we are going to talk about experiential weddings, this session should be experiential as well. This is a hands-on creative brainstorming session to create three unique weddings given specific criteria. Bring your crayons, creativity and get ready to have fun! Chefs are welcome! In this session, you will learn:

- What brides need vs. want
- How to create an overall event that’s not “theme-e”
- Take away wedding concepts you can implement when you return from Experience 2011

## FOOD

### **Accommodating Special Dietary Needs at Events (Int, B)**

Tracy Stuckrath, CSEP, CMM, *Thrive! Meetings & Events*

Do you ever wonder if attendees who ask for special meals are just picky eaters or on one of the latest fad diets? Food allergies, celiac disease, heart disease and obesity are all food related conditions that are on the rise, and the people who have them are attending your events. In this session, you will learn:

- The different dietary needs, food allergies/intolerance, medical conditions and personal preference
- Legal consequences associated with special dietary needs
- Positive impact these “pesky” attendees can have on your event, your company and your bottom line

## Tuesday, July 26

11:45 am-1:00 pm

## BEVERAGE

### **Celebrate Craft Beer (Int, B)**

Chris Kenny, *The Boston Beer Company—Samuel Adams*

Get a short lesson on the history of beer and find out about the current trends in the craft beer industry, as well as what trends are on the horizon. We’ll teach you the benefits and best practices for serving craft beer at your events. Finally, you will be immersed in the experience with a craft beer and food pairing, where you will find out how to taste craft beer and learn unique ideas for how to pair beer with food so that you can sell it to your clients. In this session, you will learn:

- Why craft beer is the hottest growing segment in the beer industry
- How to satisfy customer needs through “beer optimization”
- The ideal standard set to serve craft beer at a catered event.

*There will be a \$15 fee to attend this session.*

## BUSINESS

### Stress Reduction That You Can Count On (Int, I)

Rosemary Manning, *Tahoe Health Touch*

Emotional Freedom Technique (EFT) is the leading energy medicine protocol that is successful in eliminating unwanted behaviors and unhealthy emotions. EFT will assist people to be able to provide conflict resolution within the workplace, effectively deal with negative feelings after working with a difficult client and help all in attendance to learn how to feel calm and in control. This fast-paced, fun workshop will probably be like none ever at a NACE conference.

In this session, you will learn:

- How to identify the issue you want to address with EFT
- The 14 acupoints that are on the face, chest and hands that are the centerpiece of EFT
- The basic components of the "set-up" sentence that is coupled with the tapping of the acupoints that creates lasting behavior change

## EVENT MANAGEMENT

### Step Inside—The Management of a Successful Event (L, A)

Meryl Snow, *Feastivities Events*

The event is sold and now you are in control of what happens within the four walls of this five-hour event. Meryl will delve into the fine details of managing each department, the client, flow, service, culinary and design of an event to completion. So, if you are dealing with a social or corporate client you can keep service high and costs low. In this session you will learn:

- The contracts that protect you, policy and procedures and MUST HAVE forms
- What makes your client tick, ticked or tip
- Industry partners working together instead of against each other

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## EVENT PROFESSIONAL

### From Ordinary to Extraordinary: How To Maximize Your Efforts With Entertainment (CS, A)

Andy Kushner, *Andy Kushner Entertainment*

Transformative entertainment—the kind that takes guests on a journey and helps an event become an experience—cannot be generic. Catering and event professionals often think of entertainment as an independent component of their overall plan—but they have a tremendous opportunity to heighten every detail of any event through leveraging entertainment's hidden power. Geared towards advanced professionals, award-winning entertainment producer Andy Kushner will detail his groundbreaking philosophy by sharing his behind the scenes experiences on how he created televised moments to remember. In this session, you will learn:



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- An advanced perspective on the way to integrate entertainment into the early planning stages
- How to maximize the impact that entertainment has during the event
- New trends in entertainment

## FOOD

### The Evolution of Food Trends (P, A)

Nicole Fitzpatrick, *Calihan Catering*; Jim Lazar, *Marcello's*; Kirsten Knauer, *Flemings Prime Steakhouse and Wine Bar* and Chef John Reed CEC, CCA, ACE, *Customized Culinary Solutions*

The hottest food trends often begin in restaurants by inspired chefs. When clients bring these fresh ideas to catering professionals, the task of translating these unique dishes into feasible banquet menus can be quite a challenge. This panel will provide expert insight for caterers to overcome these challenges. You'll also find out what is in store for the future of food trends so that you can wow your clients before they come to you. In this session, you will learn:

- The latest developments in restaurant food trends and how they can be adapted for catered events
- How to attract clients looking for something new
- How to incorporate new trends into your business to expand your profit potential

**Tuesday, July 26**

**3:00 pm-4:15 pm**

## BEVERAGE

### Create an International Wine EXPERIENCE!—Unique Ideas for Creating and Selling International Wine and Food Pairings (Int, A)

Troy Conklin, *Winebow Imports* and Jerry Edwards, CPCE, *Chef's Expressions*

In the past year and half we have certainly come to the realization that simply having knowledge of food and wine doesn't cut it for the savvy consumer. Unique and trendy

## Schedule of Events, *continued*

TUESDAY, JULY 26–WEDNESDAY, JULY 27

A = Advanced I = Intermediate B = Beginner  
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ideas are coming straight from your clients, and in order to stay ahead of the curve creating, understanding and delivering food and beverage menus is imperative if you want to set yourself apart from your competition. What does this mean? In a word—strategies. A combination of strategies for sales, marketing, menus and wines will help you in your approach to a revolutionizing your business and make the sale.

On- and off-premise caterers, hotel food and beverage executives and event planners will benefit from this advanced session, which will show you how to create international wine tasting EXPERIENCES for your clients. Attendees will experience wines through various event stations that will highlight unique food and wine pairings that are easy to execute and sell to clients. In this session, you will learn:

- How to create strategies for selling wine and food pairing experiences
- How to understand the concept of developing menu items to pair with wines
- How to demystify the difference between international and domestic wines and make them viable alternatives for your events

*There will be a \$45 fee to attend this session.*

### BUSINESS

#### **Market or Die: Five Culinary Marketing Moves to Make Now! (L, A)**

Jon Goldman, *Brand Launcher*

In today's hyper-competitive catering environment, lame marketing and "me-too" promotions just don't cut it. In this exciting session, a marketing expert will show you how to use bold, out-of-the-box marketing to attract new prospects, get clients buzzing and bring them back for more. Don't come to this seminar for vague theory—get

ready to learn specific techniques and practical tools to ramp up your sales. In this session, you will learn:

- The deadliest marketing mistakes most caterers make
- How to maximize every marketing dollar with precision targeting
- Three ways to create "buzz" for your catering business and the "kiss of death" for your sale and how to avoid it

### EVENT MANAGEMENT

#### **25 Centerpieces for Under \$25 (L, B)**

Cindy Lo, *Red Velvet Events, Inc.* and Jennifer Westfall, *The Wine and Food Foundation of Texas*

Need affordable, easy-to-create centerpieces for your clients? In this session, we'll show you 25 centerpieces that you can create in-house when your client's budget restricts you from working with your favorite floral designer. All of these ideas are creative, versatile, simple and under \$25 per table setting. By expanding your services, you will create an opportunity to upsell. In addition, we'll share with you items we have found and reused in a variety of ways—helping you stretch your dollar just a little more and possibly even profit from something you already have on hand. In this session, you will learn:

- Concrete centerpiece ideas that you can create and implement after you leave the conference
- How a low budget can inspire creativity!
- Key decor items you can purchase that can be reused to create a variety of looks

### EVENT PROFESSIONAL

#### **Win-Win Event Relationships (L, A)**

Andy Ebon, *The Wedding Marketing Network*

Wedding and event vendors, providing goods and services, are seen as an extension of venues, event planners and wedding consultants. This is especially true for day-of vendors. Understanding each other's needs and expectations is necessary to provide an atmosphere of teamwork for success, especially for the client and their event. In addition, the venue-vendor relationship is key to the sharing and referral of prospective business. The seminar will discuss tricky matters of conflicting business and ethical interests and will utilize critical thinking on challenging grey areas. Hear an unfiltered view from all sides of this important issue. You will be guaranteed to think and reconsider your approach, and the approach of others. In this session, you will learn:

- What vendors need from planners and venues to be most effective
- What planners and venues need from vendors for a seamless event
- The ethics and business issues surrounding referrals and what is in the best interest of the client



## FOOD

### **Sustainable Catering—ONE BITE AT A TIME (L, A)**

Mark Lopez, *Crave Catering and Sustainable Catering Association*

Do you normally eat pesticides, antibiotics and growth hormones as part of your daily diet? Would you feed them to your family? Sustainable Catering...It's the right thing to do, but how? And how do you do it profitably? Join me on a three course meal of sustainability, one bite at a time. Farmers and fisherman all know fresh is best! Buying local helps the community and tastes so much better, and your clients will agree! In this session you will learn:

- A strategy for becoming sustainable, one bite at a time
- Why buying local and in season is better for you and the economy
- How to stay informed, purchase sustainably and avoid the fish on the DANGER LIST

**Wednesday, July 27**

**9:00 am-10:15 am**

## BUSINESS

### **Understanding Your Insurance Program and Needs (L, B)**

Guy Jacobucci, *Assurance Agency*

Insurance is the nucleus of your business. Without it, you can be forced out of business if you have a loss for which you are not covered. Companies require a mix of property and casualty coverages to protect their interest. You must evaluate your exposures which includes an active assessment of operations, loss experience, safety programs and management styles. In this session, you will learn:

- To gain a better working knowledge of your insurance needs
- The goals of an insurance program
- Which types of coverage are applicable to your business

## EVENT MANAGEMENT

### **Show Your Experience Without Becoming A Dinosaur (L, A)**

Mark Kingsdorf, Master Bridal Consultant, *The Queen of Hearts Wedding Consultants*

Seasoned wedding professionals are sometimes read as being inflexible and a little out of touch by today's tech savvy couples who are a bit more discriminating and may also be paying for the wedding themselves. Learn how they shop, build relationships, communicate and negotiate. Get tips for working with the "I want it all" couple. Also, discover the importance of creating personalized events that will create lasting memories for your bride and groom and their guests. In this session, you will:

- Learn what today's couples are looking for in terms of quality, service and flexibility—how they shop and negotiate deals
- Learn how to communicate and respond to couples—showing your experience without sounding out of touch

D.Jones Photography



- Learn about current spending trends, how to sell couples a "personalized experience" and how to manage their planning while maintaining control

## EVENT PROFESSIONAL

### **Applied Technology: The Convergence of Productivity, Customer Service, Software and Gadgets (L, I)**

Andy Ebon, *The Wedding Marketing Network*

While you're working your hardest to book business and service clients, technology is advancing at an exponential rate. This session will provide a highlight reel of practical examples showing how technology (hardware and software), properly applied, can give you a significant competitive advantage. Examples and explanations will range from online software to phone applications, plus a sizable segment on the Apple iPad. In this session, you will learn:

- How specific web and phone-based software and applications can supercharge your productivity
- How various customers communicate and how to customize your approach to better meeting their individual needs
- Understand why your publishing of materials needs to be iPad friendly . . . maybe even develop your own iPad App

## EVENT PROFESSIONAL

### **The Power of Relationships: Connecting Event Professionals and Catering Executives (P, I)**

Lisa Lynn Backus, CPCE, CMP; Bob Christie, *Christie's Photographic Studios*; Domenick Savino, CPCE, *Drexelbrook Catering and Corporate Events Center*; Tim Sudall, *VideoOne Productions*; and Nick Waller, *ACE Conference Center*

Join our panel of event professionals, catering executives and business relationship professionals for an interactive discussion and multimedia presentation about how to develop, strengthen and maintain positive and powerful relationships. Participants will be exposed to great strategies that will enhance their career success and generate more sales in an uncertain economic environment. Hear best practices and learn powerful lessons about relationship building between event professionals and catering executives. In this session, you will learn:

## Schedule of Events, *continued*

WEDNESDAY, JULY 27-TUESDAY, JULY 27

A = Advanced I = Intermediate B = Beginner  
L = Lecture CS = Case Study Int = Interactive P = Panel

- Quantifiable benefits of the power of relationships as a sound business practice
- Tools to plan specific activities to connect event professionals and catering executives
- Examples of sales growth generated by these practices

### FOOD

#### How Exclusive Can You Be? (L, A)

David Reusche, ARAMARK

Becoming the exclusive catering provider at an institution can be a tricky process. How you respond to an RFP, knowing your selling points versus those of your competi-

tors and closing the deal are all critical to a successful bid for exclusivity. We will also be talking about the pros and cons of being exclusive—is it something you really want to be? Sometimes, being exclusive is not all it's cracked up to be, despite what you might think is “guaranteed revenue.” In this session, you will learn:

- How to distance yourself from the competition and stand out in a crowd of other service providers
- How to successfully respond to RFPs and execute a winning bid proposal
- The pros and cons of being an exclusive caterer

## Event Tickets

### Opening Reception

Sunday, July 24, 6:00 pm–9:00 pm

Members: \$100/Non-members: \$125

Saddle up, cowboys and cowgirls as we head out to Virginia City. Learn the history of the Great Bonanza Trail and the gold-seekers who blazed the first trails for the new settlers into the area. After arriving in Virginia City, enjoy the historic mines, the old red light district and the mansions built by the mine-owners and supervisors. A live gunfight show will take place on main street. Take advantage of the gaming in the saloon's gambling hall, listen to the music, dance or go out and visit more shops and participating bars. Support the Reno-Tahoe chapter of NACE as they host this welcome celebration.



### Foundation of NACE Signature Event

Sunday, July 24

\$100 (Your ticket price is a tax deductible donation.)

You know FON as the Foundation of NACE, but on Sunday evening, you'll see the Future of NACE as the Foundation delivers its first ever “Signature Event”. Your Foundation of NACE plays a critical role in supporting the growth and development of the catering profession and does so solely through your support. Your ticket to the future and the new FON Signature Event will be available online at the conference registration website. Watch for details but reserve your time now.



### Gala Awards Dinner

Tuesday, July 26

Cocktail Reception 6:00 pm/Awards Ceremony and Dinner 7:00 pm

Members: \$150/Non-members: \$175

Join us on Tuesday night as we honor your colleagues at the NACE Awards Dinner. Don't miss out, submit your award-winning event today at [www.naceawards.com](http://www.naceawards.com). Table reservations for the awards gala will be accepted starting on **June 1, 2011**.

*Tickets to the opening reception and gala are included with your full conference registration.*

## Extend Your Trip

New in 2011, NACE is pleased to offer optional pre- and post-conference tours to attendees.

RSCVA & VisitRenoTahoe.com



### Scenic Lake Tahoe Tour Sunday, July 24, 9:00 am-4:30 pm \$ 99.00

Samuel Clemens (often referred to as Mark Twain) was just one of our many visitors to be awestruck by the Lake's beauty, the water's clarity

and the abundance of towering evergreens encircling Lake Tahoe. While all of our guests may not write books about our region, everyone will certainly bring back memories to last a lifetime. Enjoy a breathtaking ride on the Heavenly Gondola. Visit Emerald Bay, the most photographed natural setting in the world, Squaw Valley site of the 1960 Winter Olympics and enjoy some of the fabulous estates built on Lake Tahoe and the legends that accompany them. You will pass the Kaiser Estate where Godfather II was filmed. Gondola ride and gourmet boxed lunch included.

**Tour requires minimum of 30 participants.**

### Reno Tour with Lavender Ridge

Sunday, July 24, 12:30 pm-4:30 pm  
\$ 42.00

Nestled in the lush Truckee Meadows of Reno is Nevada's only Commercial Lavender Farm—Lavender Ridge. Through the centuries, lavender has been known to have many healing and beneficial health properties to

the human body. Take a leisurely stroll through the endless rows of blooming lavender or just sit and relax next to the water feature. Lavender Ridge was established on the remnants of an old farmstead dating back to the 1920s, and grows many varieties of lavender.

**Tour requires minimum of 20 participants.**



RSCVA & VisitRenoTahoe.com



### Reno City Tour Includes National Auto Museum Wednesday, July 27, 1:00 pm-5:00 pm \$ 50.00

While the tour makes its way through the city you will be able to view the Reno Arch, "The Biggest Little City in the

World," on Virginia Street. A stop in Wingfield Park to view the "whispering giant" and the beautiful rose gardens will be followed by a tour of the Truckee River area. The River Walk has seven water features and original sculptures of native Nevada wildlife. You will see the \$40 million outdoor stadium in the heart of downtown, home to the Reno Aces, northern Nevada's first-ever Triple-A baseball team. Our final stop is the National Automobile Museum. The museum is billed as the most comprehensive public display of automobiles in the Western Hemisphere, and presents a fine array of vehicles from the 1890s up nearly to the present.

**Tour requires minimum of 20 participants.**

### Lake Tahoe Paddlewheeler Dinner Cruise

Wednesday, July 27, 4:30 pm-11:00 pm  
\$ 119.75

Passengers will enjoy sightseeing from all three decks on the New M.S. Dixie II. The Dixie II is the largest, most sophisticated

paddle wheeler ever to cruise Lake Tahoe. Dixie II continues to provide the Dixie's tradition of great food and unbeatable hospitality. The M.S. Dixie II will depart from the pier and begin leisurely cruising along the Western Shoreline. Live music will be playing in the second deck cocktail lounge for dancing and entertainment and the band plays most any type of music from popular, standards and country western, to the more upbeat tempos of boogie and "fifties" rock and roll, just to name a few. Full service bars are open and staffed for those wishing to purchase cocktails.

**Tour requires minimum of 30 participants.**



### Experience Lake Tahoe

Extend your stay at **Harvey's Resort and Casino** in beautiful Lake Tahoe. Receive a 20% discount on July 21, 27 and 28. Receive a 15% discount July 22, 23, 29 and 30 (single/double occupancy). **Reserve your room online by visiting the Experience Conference Website.** You can also call 1-800-455-4770 and mention group code: Harvey's Lake Tahoe, S07NACE\*.

*\*Please note:* This is not a room block. Reservations will be booked on a space available basis. There is a 2 night minimum required for discounted Saturday night stays. Single night reservations for Saturday night will be at currently prevailing rate. **A \$10 service fee will apply to all phone in reservations.**

## Registration Information

### Register early by visiting [www.nace.net](http://www.nace.net).

Participation in Experience! 2011 is limited to registered attendees. Your official name badge is required for admittance to all sessions, exhibits and social functions. You must be 16 or older to attend any conference functions and 21 to consume alcohol.

### REGISTRATON FEES

Full conference	Before 3/31	Before 7/15
NACE Member	\$995	\$1095
Additional Person, Same location*	\$950	\$1050
Nonmember**	\$1295	\$1395
Student	\$450	\$450
Spouse/Guest	\$500	\$550

\*If two people register together from the same location, the second registrant will receive a \$45 discount.

\*\*Price includes a complimentary one-year NACE membership.

One-day fees	Before 3/31	Before 7/15
NACE Member	\$395	\$495
Non-member	\$495	\$595

Individual event tickets	Member	Non-member
Opening Reception	\$100	\$125
Awards Gala	\$150	\$175

**Note:** Tickets to the Opening Reception and Gala Awards Dinner are included with your full conference registration.

### Pre-conference

Workshops and Exams	Member	Non-member
CPCE Fast Track	\$125	\$125
CPCE Exam	\$395	\$495
CFSM Course and CFSM Exam	\$155	\$155

**Note:** Price includes course materials.

### Group registration

If three or more people from the same company are registering together, special rates apply. Full registrations rates are as follows:

# registrants	\$ per person
3-11	\$850
12-21	\$800
22 or more	\$750

**Note:** Group registration rates are not available via online registration. Please call 410-290-5410 for more information.

### Special education session tickets

Learning to Sell and Execute	
Creative Catering Beverage Stations	\$15

Innovative Selling Techniques for Interesting and Worldly Wines	\$15
Celebrate Craft Beer	\$15
Create an International Wine Experience	\$45

### Tours

Scenic Lake Tahoe Tour	\$99
Lavender Ridge Tour	\$42
Reno City Tour	\$50
Lake Tahoe Paddle-wheeler Dinner Cruise	\$119.75

**Full conference registration fees** include admission to all educational sessions and all food and beverage functions including evening social functions. Registrations are valid only if received with full payment.

**Day pass registration fees** include admission to all events on a single day, excluding the evening social functions. Daily attendees may purchase tickets for evening events separately.

**Student registration fees** include admission to all educational sessions and all food and beverage functions including evening social functions. Registrations are valid only if received with full payment and proof of enrollment as a student. Students must be 21 years or older to consume alcohol. IDs will be requested on-demand.

**Spouse/Guest registrations** are limited to individuals who are *not* involved in the hospitality industry. **Fees** include admission to all food and beverage functions including the evening social events. The spouse/guest registration must be received with the primary registration and full payment.

### INSTALLMENT PLAN

Attendees may register and pay for the conference in three installments by completing the installment agreement form available at [www.nace.net/cs/events](http://www.nace.net/cs/events) or by emailing [conference@nacenet.org](mailto:conference@nacenet.org). Forms and your first payment must be received by April 15 to receive the installment plan. Payments will be processed by credit card only.

### MEMBERSHIP PROMOTION

When you register for Experience! as a non-member you will receive a complimentary, one-year membership. This offer is good for new members or members who have been lapsed for more than 1 year.

Register today at  
[www.nace.net](http://www.nace.net)

### PAYMENT/ CONFIRMATION

Attendees may register in advance or in person at Experience! 2011. Full payment by check or credit card must accompany all registrations. Checks should be made payable in US funds to the National Association of Catering Executives (NACE). If paying by check, you may register online. Please print a copy of your confirmation and remit with your check payment within 30 days. A \$30 return check fee will be applied to all returned checks. NACE will not process any registrations without full payment. A confirmation will be sent prior to the conference for advance registrations.

### CANCELLATION/ CHANGES

There is a \$75 administrative fee on all changes, cancellations and/or refunds. All requests for cancellations, refunds, substitutions or changes must be received in writing at NACE HQ by fax 410.290.5460 or by email [conference@nacenet.org](mailto:conference@nacenet.org).

### REFUND SCHEDULE

**By March 31, 2011—**  
FULL refund minus \$75.00 cancellation charge

**By June 26, 2011—**  
50% refund minus \$75.00 cancellation charge

**After June 26—**  
**NO REFUND**

# 2011 Installment Plan Agreement Form

**Please print or type:** Complete a separate form for each registrant. Badges can accommodate a total of 23 characters for name (line 1) and 23 characters for company (line 2)

_____		
First Name	Last Name	
_____		
Member ID	Nickname (as you wish it to appear on your badge)	
_____		
Designations to appear on badge (we will make every effort to include all)		
_____		
Title		
_____		
Company		
_____		
Address		
_____		
City	State	Zip Code
_____	_____	_____
Phone	Fax	
_____	_____	
E-mail		
_____		
Emergency Contact Name and Phone Number		
_____		
Food Allergies		

Are you attending Experience for the first time?  **yes**  **no**  
By signing this form, you authorize the National Association of Catering Executives to charge your card in accordance with the installment plan below:

- 1st payment**—upon receipt
- 2nd payment**—May 15, 2011
- 3rd payment**—June 15, 2011

\*\*Please send the completed form with payment information no later than April 15, 2011 in order to participate in the installment plan.\*\*

### FEE NOTICE:

There is a \$75 administrative fee on all changes.

### REFUND POLICY:

No refunds. Substitutions are accepted, \$75 administrative fee applies.

### PAYMENT OPTIONS: (CREDIT CARD ONLY)

VISA  MasterCard  American Express

_____	
Cardholder Name	
_____	
Card Number	Exp Date
_____	_____
Billing Address	
_____	
Signature	
_____	

Total Amount Enclosed \$ \_\_\_\_\_ -



**RENO TAHOE**  
July 24-27

## REGISTRATION FEES

### Full Registration

	PRICE
____ NACE Member (registered & paid by 3/31/11)	\$ 995
____ NACE Member (registered & paid by 4/15/11)	\$1095
____ Non-Member (registered & paid by 3/31/11)	\$1295
____ Non-Member (registered & paid by 4/15/11)	\$1395

### Individual Event Tickets

Full registration INCLUDES these events

QTY		PRICE
____	<b>Opening Reception</b> Sunday, July 24	Member \$100 \$ _____ Non-Member \$125 \$ _____
____	<b>Closing Night Gala</b> Tuesday, July 26	Member \$150 \$ _____ Non-Member \$175 \$ _____

### Optional Event Tickets

____	<b>Foundation of NACE Event</b> <b>Sunday, July 24</b> (The price for this ticket will be a donation to the Foundation. A donation of \$100 or more is requested.)	\$100 \$ _____
____	<b>Monday, July 25, 11:00 am-12:15pm</b> <b>Learning to Sell and Execute Creative Catering Beverage Stations with Sharon Charny, CBP, CTC</b>	\$15 \$ _____
____	<b>Monday July 25, 2:30 pm-3:45 pm</b> <b>Innovative Selling Techniques for Interesting and Worldly Wines with Monique G. Studak, CSW</b>	\$15 \$ _____
____	<b>Tuesday, July 26, 11:45 am-1:00 pm</b> <b>Celebrate Craft Beer with Chris Kenny</b>	\$15 \$ _____
____	<b>Tuesday, July 26, 3:00-4:15 pm</b> <b>Creating an International Wine Experience with Troy Conklin and Jerry Edwards, CPCE</b>	\$45 \$ _____

### PRECONFERENCE WORKSHOPS AND EXAMS

____	CPCE Fast Track	\$125 \$ _____
____	CPCE Exam (members)	\$395 \$ _____
____	CPCE Exam (non-members)	\$495 \$ _____
____	Food Safety Course and Exam	\$155 \$ _____

**Note:** Workshop prices include course materials.

### PRE/POST CONFERENCE TOURS

<b>Sunday, July 24</b>		
____	Scenic Lake Tahoe Tour (9am-4:30pm)	\$99 \$ _____
____	Lavender Ridge Tour (12:30-4:00pm)	\$42 \$ _____
<b>Wednesday, July 27</b>		
____	Reno City Tour (1:00-5:00pm)	\$50 \$ _____
____	Lake Tahoe Paddlewheeler Dinner Cruise (4:30-11:00pm)	\$119.75 \$ _____

**Please return this completed, signed form with payment via email** (kschneider@nacenet.org), **fax** (410-290-5460) **or mail to:**

NACE  
Attn: Kris Schneider  
9891 Broken Land Parkway #301  
Columbia, MD 21046

**Visit [www.nace.net](http://www.nace.net) for more information or call us at 410-290-5410.**



NATIONAL ASSOCIATION OF  
CATERING EXECUTIVES

9891 Broken Land Parkway, Suite 301  
Columbia, MD 21046

**NACE EXPERIENCE! 2011**



**RENO TAHOE**

**July 24-27**

**Early-Bird Registration  
closes on March 31**

**Visit [www.nace.net](http://www.nace.net)**

**SHARE YOUR EXCITEMENT FOR EXPERIENCE! 2011**

Follow Experience! 2011 on Twitter at #NACEEXPO11

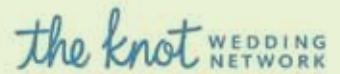
Join the event by visiting the Official NACE Fan page



**Gold Partner**



**Bronze Partners**



**Silver Partner**

