

# catersource®

CONFERENCE & TRADESHOW

*The #1 conference and tradeshow  
for the catering industry*



## 2013 Show Preview

Big ideas, hot trends, new products, sales tips, décor, event design, food & beverage presentation, technology, marketing strategies, operational solutions and more...

**MARCH 10-13, 2013**

*Mirage Hotel, Las Vegas*

[www.catersource.com](http://www.catersource.com)

**WELCOME**

*You can't miss this value-packed Conference!*

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**The best of the best** keep coming to Catersource! From leading industry experts to the up-and-coming caterers from around the globe to the newbies just getting their feet wet, Catersource brings you learning and networking opportunities you won't find anywhere else!

Now in our 21st year, the annual Catersource Conference & Tradeshow is set to bring the best catering education combined with outstanding events, valuable networking opportunities and the most extensive Tradeshow in the industry. We're excited to bring you this 2013 Show Preview filled with details about this amazing live event.

Stay tuned to [Catersource.com](http://Catersource.com) as we continue to add the details that will guarantee this is an event you can't miss. Past attendees can testify to what a great and indispensable experience the Catersource Conference & Tradeshow is and how it has helped their business thrive and grow beyond their wildest expectations.

So get ready to be inspired and motivated, dazzled and amazed, and above all, educated and prepared to tackle the coming year by getting the best information available.

We look forward to seeing you in Las Vegas in March 2013!

*The Catersource Team*

*Have any questions? We're here to help! Call us 800.932.3632 or email [registration@catersource.com](mailto:registration@catersource.com) for more information or questions.*

**REGISTER  
NOW**

for the best rates, guaranteed event ticket availability and the opportunity to start networking with the best in the industry today!

[www.catersource.com](http://www.catersource.com)

800.932.3632

[registration@catersource.com](mailto:registration@catersource.com)

# WELCOME

You can't miss this value-packed Conference!

## Catersource brings you:

### EDUCATION

Take part in more than 100 sessions, presentations and demos and keep your business ahead of the curve and ahead of the competition.

### EVENTS

Many included and optional events will bring the latest catering trends and concepts to life. Bring your camera and take home ideas you can use.

### TRADESHOW

The industry's only catering-specific tradeshow puts thousands of food, equipment, product and service resources right at your fingertips!

### NETWORKING

Connect with other catering professionals to share ideas, discuss the issues and create solutions.

I believe that attending the Catersource Conferences has kept my business relevant and on trend. It would be very difficult to keep up with the ever-changing event industry without getting my annual shot of inspiration and affirmation from Catersource.

**Debby Stein**

Cartewheels Catering, Kerrville, TX

## AND SO MUCH MORE

### Welcome Reception

Every year we kick off the Conference with this great networking opportunity. Get to know other attendees, caterers from around the world, and establish new connections, resources and friendships.

This year we also celebrate Catersource magazine's 10th anniversary, so get ready for some additional fun, surprises and giveaways!

### ICA Inspiration Zone

At the ICA Inspiration Zone, you will be able to physically browse marketing materials and menus from caterers across the country and get to know the International Caterers Association.

### FREE Consulting

Take 30 minutes to meet with a Catersource Consultant and get useful advice on any topic you choose! You'll have the opportunity to bring your materials and agenda items with you and sit one-on-one with a knowledgeable consultant who can answer your questions and help steer you in the right direction.

### CyberPlaza

Stay connected while in Las Vegas at the complimentary CyberPlaza. Internet stations are available at the Mirage so you can check your email, get online and not miss a beat back home.

### Las Vegas Facility Tours

Join NACE as they take you on one of three tours of Las Vegas area foodservice facilities. You'll get an inside look at how they make things work in the hospitality capital of the world!

### Connection Boards

Use the Connection Boards to meet other caterers for networking and discussions on today's most relevant catering issues.

### CATIE/Spotlight Awards Presentation

Get free access to the exciting awards presentation of the ICA CATIE Awards and Event Solutions Spotlight Awards. This presentation will be attended by the Who's Who of the catering and events world and is a great opportunity to be a part of the group of innovators who are shaping the industry.

### Conference App

Use the FREE Catersource app to sort through the many offerings during the show and plan your schedule hour by hour.

- Up-to-the-minute info
- Session descriptions and speaker bios
- Log notes, favorites and details for later reference
- Find vendor booths on the show floor
- Interactive Twitter feed

Download at the Apple App Store, Android Market or visit [www.catersource.com/app](http://www.catersource.com/app) for more information. Updates for the 2013 show will be released soon.

### All-You-Can-Network Buffet

Like an all-you-can-eat buffet, the All-You-Can-Network Buffet offers a wide variety of choices that will accommodate everyone's taste. The "buffet cart" is loaded with dozens of badge ribbons that you can choose from. Choose OWNER + WEDDINGS to let other attendees know what type of events you do; or choose ON-PREMISE + PARTY ANIMAL + PLAYS WELL WITH OTHERS to let them know your fun personality! Either way, these ribbons in combination are sure to get a conversation started – and that's the point!

Catersource will again be co-located with *Event Solutions Idea Factory* offering you access to all event planning, producing and design sessions as part of your full Conference registration.

Visit [www.es-ideafactory.com](http://www.es-ideafactory.com) for details.

## Show Partners

Catersource has established valuable industry partnerships that allow us to tap into the greatest resources and build the best educational programs in the industry. Each organization brings unique and valuable expertise to the 2013 Conference & Tradeshow because they share the belief that quality education strengthens the industry. These partner organizations come together to share their knowledge and participate in the 2013 Conference & Tradeshow on many levels.



NATIONAL ASSOCIATION FOR CATERING AND EVENTS



The Resource for Campus Dining Professionals



## ATTENDEES SAY...

*Hundreds of learning and networking opportunities keep you coming back for more!*

# Why attend?

There are hundreds of reasons to come to Catersource!

Past attendees have great things to say about the Catersource Conference & Tradeshow! From the quality of the education, to the amount of resources made available, to the one-on-one networking opportunities – if you want to stay current, successful and profitable, you can't afford to miss this once-a-year event!



I share with my clients proudly that I attend Catersource and belong to ICA. I explain to them that it keeps me fresh and light years ahead of my competitors who do not attend. Because of what I learn through ICA, Event Solutions and Catersource I am the BEST in my particular niche in my particular market. I no longer pay attention to what my competitors are doing because they are only trying to imitate what I am doing. They should thank me for blazing the trail and for that I thank Catersource.

**Todd Spadafore**  
Spady's Smokehouse BBQ Catering  
Poulsbo, WA

Catersource has been the number one learning experience for me to know how to build sales, create interesting menus with value, find new areas of business, establish lasting relationships with great clients, and learn how to bring back over the top presentation ideas for our food displays.

I've always come back from Catersource with tons of great and exciting new ideas for all aspects of the business.

The Conference provides the Best of the Best learning, networking and innovative products. It's at the top of my priority list each year to attend. The information and excitement from the whole experience is invaluable.

**Marilyn Johnson**  
Buehler Food Markets, Inc.  
Wooster, OH

I look forward to attending Catersource for the knowledge and great education that is offered. I love networking with caterers from all over the world and seeing friends that I have become very close with over the past years. Besides all the training that is provided, I enjoy the Tradeshow where there is so much to look at and purchase.

**Lee Dunham**  
An Affair to Remember Catering, LLC  
Owego, NY

What an eye-opening experience. Whatever I thought I knew, I learned more than I ever expected: networking, information and hard work is the road to success.

**Emily Wibby**  
The Grape Vine Limited  
Trinidad & Tobago

# SPEAKERS

Expertise, knowledge, know-how, inspiration, tips

[speakers and schedule are subject to change]

# Speakers

A wide array of industry professionals bring ideas, insight and expertise.

Our speakers represent a wide range of industry segments and bring their years of expertise to the sessions being taught at the 2013 Catersource Conference & Tradeshow. Here are just some of the talented industry leaders you can expect to see:

[There is] so much to learn and gain from not only this amazing Conference but from the group of people educating us in the catering industry.

**Amy Chenoweth**  
Scranton's Restaurant and Catering  
Pascagoula, MS



**Scott Conant**  
Chef, Restaurateur, Caterer

## Keynote Scott Conant

Successful chef, caterer and restaurateur, Scott Conant has great respect for how catering companies are managed and able to produce at high volume on demand. As our keynote speaker, he'll share some of his own experiences in catering and talk about upcoming trends.

And some of your favorite speakers are back with new ideas and inspiration! Catering Guru Mike Roman will present his annually updated take on sales and business building strategies; Preston Bailey will host an all new interactive event on cutting-edge tabletop and floral design; event and party planner Dina Manzo will share some great ideas and current trends and event and lifestyle expert Colin Cowie will wrap things up with an energizing closing session.

David Tutera will return to share his enthusiasm for the industry, giving away several coveted industry awards and introducing several of our featured speakers. Look for dozens of industry experts to share the latest ideas, offer insight into some of the most relevant issues, discuss the most current topics and so much more.

Visit our website for even more speakers, bios, work samples, business advice and pre-show networking opportunities.



**Mike Roman**  
Catering Guru



**Preston Bailey**  
Event Designer



**Colin Cowie**  
Event Designer & Lifestyle Expert



**Dina Manzo**  
Party & Event Planner



**David Tutera**  
Wedding Expert  
Educational "Ambassador"



**Meryl Snow**  
Feastivities Events,  
Philadelphia, PA



**Warren Dietel**  
Puff 'n Stuff Catering,  
Orlando, FL



**Eric LeVine**  
Morris Tap and Grill,  
Randolph, NJ



**Kathryn Hamm**  
GayWeddings.com,  
Arlington, VA



**Paul Larson**  
Blue Plate,  
Chicago, IL



**Alan Berg**  
AlanBerg.com,  
Kendall Park, NJ



**Bill Hansen**  
Bill Hansen Catering,  
Miami, FL

# EDUCATION

Sessions, demos, presentations, panels, interactive, Q&A

# Education

No one in the industry brings you more relevant education!

Wow! The energy, interaction and experience that each presenter brings to the sessions is just out of this world.

Catersource education will include the latest and most pertinent issues facing our industry and you'll walk away with winning strategies, invaluable tools, new ideas, the latest trends and proven techniques for catering today.

The 2013 program is packed with new ideas, information and training to keep you ahead in today's competitive catering environment. Look for class level and special track designations below to fine tune your course selections:

**Luis Bernabe**  
5 Senses Events & Catering, LLC  
Orlando, FL



## Class Level Designations

**1** Education in these sessions is most appropriate for those who have been in the business for less than three years, for those who would like to learn good business and catering fundamentals, and for those whose companies exist in smaller markets with budget-minded price points.

**2** Education in these sessions is most appropriate for those who have been in business for three to five years, for those whose companies are still growing and are looking for continued expansion, and for those who have more than five employees and exist in a medium or large market with medium and high price points.

**3** Education in these sessions is most appropriate for those from well-established companies who are or want to become market leaders in their communities, for those who have or want more than one division or profit center, and for those who have more than 10 employees and exist in medium to large or regional markets with the opportunity to serve value, medium and high price points.

## Education tailored to fit your needs.

From entry level to experienced, you'll find a wide array of topics and subject matter that will fit your area of interest. From culinary to operations, to sales and marketing – our educational program has you covered! [Click here for more details on track sessions.](#)



**OPERATIONS TRACK**

Learn the ins and outs of what's challenging today's caterer and how to tackle operations with skill and efficiency.



**SALES/MARKETING TRACK**

Learn the best ways to sell your catering products, discover marketing strategies that will attract more attention, and take home dozens of new, fresh ideas that'll make your customers stand up and take notice!



**CULINARY TRACK**

Sessions in the Culinary Track at Catersource will showcase the newest recipes, tips, tricks, and techniques for developing winning menus, satisfied customers and bottom-line results!



**EVENT SOLUTIONS TRACK**

Our co-location with Event Solutions' Idea Factory means full Conference attendees get access to all event-related sessions as well. For more details, visit [www.event-solutions.com](http://www.event-solutions.com)



**THE PERFECT FIT TRACK**

Focused education for smaller markets and businesses. Learn how to work more effectively and turn a larger profit, or possibly grow your business.



**WEDDING TRACK**

From sales and marketing techniques, to menu and presentation ideas, to in-depth analysis of what the bride really wants, the Wedding Track will cover a broad range of topics to help you succeed.



**TRENDS TRACK**

Learn what's new and hot - implement dozens of new ideas to put your company on the leading edge of new trends in catering!



**CPCE TRACK**

Get certified! NACE is proud to offer the CPCE designation, the most prestigious certification for caterers and event planners. Join us for the CPCE Fast Track seminar and exam.

## SUNDAY

10:45–11:45am Sunday

### Catersource's Freshman Class! Learn How To Get The Most Value From Your First Catersource Conference 1

*Bill Pannhoff, Catersource Newbie Ambassador*

Welcome first time attendees! Join Bill, Catersource's "Newbie" Ambassador, for a guided tour of what not to miss on this year's program. Don't spend one minute wondering what to do or where to go. Invaluable education, amazing events, Xperience Stages, the largest tradeshow in the industry, contests, and networking with new friends and colleagues are all on the menu. You will learn:

- how to use the Catersource app to plan your schedule
- how to get the most value from the education programs
- what is happening on the Catersource Tradeshow floor
- how to network, network, network... every minute of the day

Noon–1:15pm Sunday

### Haute Food Trends for 2013 2 3

*Ken Barrett, Director of Events, Broadway Gourmet, Boston, MA; Karen O'Connor, Executive Chef, Daniel et Daniel, Toronto, ON; Adam Gooch, Executive Chef, Purple Onion Catering Company, Vienna, VA*

What are the latest food trends, and will they work in your kitchen? This trio of talented chefs is always on the lookout for the next new thing, but they totally understand when new trends work for caterers and when they are not practical in the catering kitchen. You will learn:

- how to use salts and spices to create unique flavors in savory and sweet applications
- New World techniques and recipes for Old World grains
- what's new in specialty produce and how to use these uncommon ingredients

### Meet the European Party Caterers Association 3

*Moderator: Warren Dietel, President, Puff 'n Stuff Catering, Orlando, FL*

*Panelists: Peter Visscher, President, EPCAS and member panelists: Toine Manders, Noud van den Boer, Richard Groves, Maarten Poels, Tom Steffen and Georg Brioch*

Established in 2007, EPCAS is dedicated to looking after the interests of the European Professional Party Caterer. The association's goal is to offer European party caterers a platform for

the exchange of networking and sharing best practices. For the first time, we are thrilled to welcome EPCAS members to Catersource. Attend this lively session and learn about the latest events and catering trends in Europe.

### Business and Dining Etiquette Skills to Outclass Your Competition 1 2

*Bob Pacanovsky, Owner and Founder, Robert J. Events and Catering, Akron, OH*

We have all witnessed poor behavior and etiquette decisions by our guests at events. The question is how is the behavior of your employees when they meet clients or prospects and you are not present? Every person who represents your company should know correct business and dining etiquette skills. Do you trust that your sales and kitchen staff know these skills? Learn the tips and techniques to outclass your competition with an informative and entertaining look at business etiquette. You will learn:

- etiquette skills required for business meetings conducted on the phone as well as face to face
- the ten most important etiquette skills needed for the dining room
- etiquette guidelines for using social media

### Five Star Service for Large Seated Dinners 1 2

*Roy Porter, Owner, Be Ready for Service, Los Alamitos, CA*

If you would like to design better systems for seated dinner service both behind the scenes (back of the house) and on the service floor (front of the house), this session is packed with simple systems and techniques to improve your seated dinner service style. You will learn:

- efficient systems for plating lines including pull lists, on site organization and set up, and execution steps for plating multiple courses
- various service styles, methods and techniques for seated dinners and the associated costs with each different style
- how to determine the correct number of floor staff needed for different service styles
- best practices for communication between the FOH and BOH during the event

*\* Note: Roy will be conducting three hands-on sessions for a limited number of attendees on the Tradeshow floor on Wednesday. Plan to join him there (first-come, first-serve) if you would like to practice the service techniques learned in this class.*

### Hiring, Inspiring, Training, Motivating and Retaining Rock Star Staff 1 2

*Robin Selden, Executive Chef and Managing Partner, and Jeffrey Selden, Managing Partner, Marcia Selden Catering & Event Planning, Stamford, CT*

Your staff is a direct reflection of you and your business, so it is crucial that you hire the right people. Manage and lead them to success through training, motivation, inspiration and creative benefits packages. Robin and Jeffrey will guide you through the process of what continues to be a successful staffing recipe. You will learn:

- how to hire, train and recruit a rock star team
- how to inspire and motivate staff with a little healthy competition
- CBPs: Creative Benefit Perks
- to retain staff members who take ownership of your business

### Weddings Through the Decades 1 2

*Hillary Harris, Executive Director of Special Events, Warner Bros. Entertainment Group, Burbank, CA*

Does what happened in 1960 matter to how you design a wedding today? You bet it does! Come along for the ride as Hillary takes you on a lively journey of weddings throughout the decades and how they were shaped by popular culture of the time. You'll not only see where today's trends began, but you will also leave with an understanding of—and a deeper connection to—the wonderful world of wedding professionals. You will learn:

- where wedding design has been and where it is headed
- how popular culture affects weddings and how that relates to what you do
- a broad view and a deeper connection to the industry that will give you the edge you need to set yourself apart

1:30pm–2:45pm Sunday

### Taking Your Pasta Seriously 1 2

*Chef Luciano Pellegrini, Executive Chef and Partner, Valentino Las Vegas at the Venetian, Las Vegas, NV*

Everyone loves pasta, and it is often a go-to item for catering menus. But there is so much more to pasta than spaghetti and lasagna. Join Chef Pellegrini as he inspires you with his creative recipes and knowledge about pasta dishes that will be successful for caterers. You will learn:

- the different types and shapes of pasta and the best uses for each one
- recipes that can be used for appetizers or entrées
- ideas for presentation and garnishing finished dishes

# EDUCATION

Sessions, demos, presentations, panels, interactive, Q&A

WEDNESDAY

## Don't Leave Dollars on the Table: A Sales Strategy for Upselling and Cross-selling for More Profit

Meryl Snow, Owner, Feastivities Events, Philadelphia, PA

With revenues declining and consumers tightening their spending, how could you possibly increase your sales volume without increasing advertising? Join Meryl as she dives in to the sales strategy and techniques of cross-selling and upselling. No matter what you're selling, this class will increase your margins and build client loyalty. You will learn:

- why the power of upselling is the key to your success
- the best time to upsell in the sales process
- more effective ways to increase sales volume without sabotaging your marketing efforts
- how can upselling harm you

## We Want Action! Conversion Is the Key to Your Success

Alan Berg, Small Business Marketing Expert, Author, AlanBerg.com, Kendall Park, NJ

For years, everyone's attention has been on the clicks—to your ads, your website and your email. Now, smart marketers are focusing on conversion: what happens after those clicks, because those are the actions that result in sales. This session will explain why you should be focusing on conversion and how to track how you're really doing. We'll also talk about why prospects are using email so much more these days and using the phone less. You will learn:

- the answer to the question "Is this the end of the click?"
- what conversion is and how you can track it, online and offline
- how to communicate more effectively via email
- how to add value at every touch point

## The Perfect Fit: Leading Your Company from Good to Great

Bill Hansen, CEO, Bill Hansen Catering, Miami, FL; Bill Pannhoff, Owner, B&B Catering and Events, Spring Lake, NC

The Two Bills are back by popular demand for the third act of the Perfect Fit. This session is for owners and supervisors. This class is not for the meek! Catering is a tough business and requires focused leadership. The two Bills will share a variety of strategies that keep their firms growing. You will learn:

- new ways to lead your team to higher levels
- simple strategies for setting priorities
- ways to separate yourselves from your competitors
- how to increase the value of your growing firm

## The Right Formula: Understanding and Succeeding in the Unique University Catering Marketplace

Matt Cochran, Assistant Director, Cornell Catering, Cornell University, Ithaca, NY

Catering for the college or university campus is in many ways unique. Meeting the needs of student activities, administrative events, competing with outside caterers on campus, and executing events that range in size from small to mega are just a few of the challenges. Join Matt for this session as he shares his overview of these challenges and some of his tried and true solutions. You will learn:

- how to develop a business plan that addresses a variety of needs
- how to identify the political catering hot buttons and how to address each
- how to recruit and train students and part-time staff
- how to compete with outside caterers for campus events

## Cultural Infusion: Creating Unique Wedding Designs with Ideas from the Global Diaspora

Therese Cole-Hubbs, Creative Designer and CEO, Electric Karma International, Houston, TX 

Global diaspora, defined as the migration or scattering of people away from an established or ancestral homeland, means that today's brides and grooms often come to the wedding planning process with specific traditions that need to be included in the wedding festivities. Cultures around the globe offer a bevy of ideas that can be incorporated into the design of your clients' events. You will learn:

- wedding ceremony traditions from many cultures
- ideas for incorporating specific cultural traditions into ceremonies
- how to create a memorable experience for the clients that is unlike anything they have ever seen or imagined

3:00pm–4:15pm Sunday

### FEATURED SESSION with Dina Manzo

Remember, Catersource registration includes access to all Event Solutions sessions including this exciting featured session where returning favorite David Tuteria introduces party and event planner Dina Manzo to the stage. Dina will share some of her experiences and best ideas in party décor, event planning and so much more. Don't miss this fun-filled session!

## Now That's Strange: Thinking Outside the Box for Catering Is In

Brian Strange, CEO, Tom Green, General Manager and Di-Anna Arias, Director of Sales, Don Strange of Texas, San Antonio, TX

In the world of off-premise catering, there are fundamental truths, as well as smart choices to create a memorable experience for both the customer and the caterer. With fixed costs rising and variable costs a constant risk, caterers are searching for ways to increase profits, minimize variables and still create the event of our clients' dreams. Join the team from Don Strange of Texas as we teach you how to use your gifts as a caterer to increase your margins, staff your events to make money, and learn that not only can you think outside the box, but that the box does not exist. Don't be a caterer; be a celebrationist! You will learn:

- how to boost your sales with a 65 percent profit margin
- alternative staffing sources to maximize profit without decreasing productivity
- hiring the best and brightest (Hint: not everyone on your staff has to have food experience)
- seven things all caterers must do to be successful...and we don't do one of them!

## The Future Is Yesterday: Creating a New Revenue Stream through Vintage Cocktails

Dan Smith and Steve McDonagh, Co-owners The Hearty Boys Caterers, Hearty Consulting Group, Hearty Restaurant, Chicago, IL

Dan and Steve have built their business from the ground up, along the way becoming the original winners of *The Next Food Network Star*, hosts of *Party Line with The Hearty Boys* and co-authors of *Talk with Your Mouth Full*, and the newly released *The New Old Bar*. They are no strangers to diversification within their business and are uniquely qualified to share the secret of their success through creating numerous revenue streams including how to make more dollars per event with the sales of vintage cocktails. You will learn:

- background information on pre-Prohibition cocktails, an overview on modern American spirits and the cocktail craze that has been sweeping the country since the success of *Mad Men*
- how to create a craft cocktail arm of your business by creating specialized menus while at the same time keeping low start-up costs and high profit margins
- how to market and sell your new venture
- staffing tips for this specialized business

TUESDAY

MONDAY

SUNDAY



## The Power of Presence, Permission and Personalization 1 2

*Donna Hansbury, President, and Peter Steve, Jr., Managing Partner, ideaworks Food Marketing, Plymouth, PA*

Learn the power of the three Ps used to build a successful marketing and branding campaign. Presence: letting customers know about your business; permission: getting customers to allow you to market to them; and personalization, how you use the information you gather from the permission-based marketing to personalize offers to potential customers. You will learn:

- how to use the latest marketing techniques to capture the attention of your target customers
- how to strengthen the customer relationship with value-added content
- how to earn customer loyalty and sales through targeted messaging
- insights and tools to help potential customers find your catering business, create a brand preference for your company and ultimately generate new business

## Roman Report 2013 1 2 3

*Mike Roman, Catersource consultant, Chicago, IL*

Mike presents his annual snapshot of where the catering industry is and where it will be going over the next year. This fast-paced, idea-filled session offers Mike's vision of the best marketing, selling, pricing and management action plans that banquet and off-premise caterers should embrace in 2013 to maximize success. Those attending will receive thousands of dollars of consulting advice from the person who has guided and helped the majority of North America's leading caterers reach their goals. You will learn:

- an overview of the current catering business climate and what to expect in 2013
- what is winning in the current marketplace
- what you should consider stopping and starting in 2013
- the importance of initiating and accepting change
- why testing, practicing, learning and trusting your gut feelings are key to growth in 2013

## Upscale On Sale: Taking a Lesson from Savvy Retail Marketers 2 3

*Susan Baker, Vice President of Sales and Marketing and Matthew Mazzone, CFO, Mazzone Hospitality, Scotia, NY*

The hard-to-sell date happens to every caterer. It could be Friday the 13th, Good Friday, Holy Saturday, the time of the year that is always hard to fill, or simply an unexpected cancellation. Take a lesson from respected retailers like Saks Fifth Avenue, Nordstrom and Neiman Marcus who have developed a strategy that allows them to sell

to the value shopper without hurting their luxury brand. Set your company apart from your competitors by proactively selling the dates you know you'll likely have open. You will learn:

- how to offer a discount without damaging your luxury brand and insulate your business from unexpected economic dips by broadening your market sector
- how to establish a clearly defined package that is easy to execute, controls cost and provides a quality experience to the guests
- how to market to clients who are unable to meet your luxury brand price point but provide valuable mid-market business opportunities
- to understand the motivation of the customer that might select a hard-to-sell date and identify segments of your local market that are attracted to traditionally hard-to-sell dates

## Working On Your Business, Not In It 2 3

*Jim Zilli, CEO, Zilli Hospitality Group, Waukesha, WI*

Do you work in the business or on the business? Do you know the difference? Working in the business results in an owner or manager constantly working in the trenches, filling in for kitchen staff not showing up, working events because you don't have great staff and constantly getting sucked into operations. Working on the business is stepping back, letting others make some mistakes and taking the approach of working on how to grow the business, rather than approaching the business as handling one party at a time. Learning the skills to become the leader in your company and not the crisis manager will result in business growth and success. You will learn:

- a better understanding of what it really means to spend money to make money
- specific examples of what it means to be working in the business and how it holds you back
- ideas for how to grow your company and look for new opportunities

## Gluten-Free Solutions for Caterers

*Anne Roland Lee, MSEd, RD, LD, Director of Nutritional Services, Schar USA, Lyndhurst, NJ*

In today's world, it is not longer possible to cater events with out taking special care to provide menus that are safe and satisfying for your gluten-free guests. Gluten-free lifestyle expert Ann Lee will answer the your questions and give you the information necessary to plan a gluten free program for your company. You will learn:

- to identify the foods that commonly contain gluten and their alternatives
- to understand the different groups that use a gluten free diet
- the impact of gluten-free dietary pattern on individuals' quality of life

- to identify methods to meet this customers' needs
- how to control issues of contamination during preparation and service

**4:30pm-5:45pm Sunday**

## Culinary Globetrotting: A Virtual Tour of Cutting Edge Catering and Event Trends 2 3

*Arjan de Boer, Founder and Managing Director, Shoot My Food, Bennekom, The Netherlands; Hans Steenbergen, Co-founder and Editor in Chief, Food Inspiration Magazine, Bennekom, The Netherlands*

In today's world of social media, the global marketplace for catering and events is more and more accessible. Culinary creativity and out-of-the-box concepts are easily shared and often inspire us to try new things or look at old concepts differently. If you are a forward thinker who would like to glance into the catering and events crystal ball to see the future, join Arjan and Hans for this exciting and inspiring session. You will:

- view a virtual tour of global trends from Europe, North America, Asia and more
- learn about the latest development in Digital Gastronomy
- see unforgettable presentations from actual events
- watch some of the latest trends come to life on stage

## Growing Your Business At Any Level 1 2

presented by *International Caterers Association*

*Roxann Torelli, Owner, Gourmet Delights Catering, Hamilton, MA; Anthony Lambatos, Owner, Footers Catering, Denver, CO; Pat Christofolo, Owner, Santa Barbara Catering, Tempe, AZ; Debra Lykkemark, CEO, Culinary Capers Catering and Special Events, Vancouver, BC*

Small, big, bigger, mega. These four successful catering role models will map out their path to success regardless of the size of their respective companies. They will share a detailed look into the operations of four companies with distinctly different volumes of gross sales. The companies range from under \$500k to over \$5 million in sales. Learn from their experience and decide what the right path is for your company. You will learn:

- the company profile that is the right fit for you and your market
- the necessary building blocks for success, regardless of the size of your company
- marketing ideas based on your sales volume
- how to grow to the next sales benchmark if you want to, or are you happy just the size you are now?

# EDUCATION

Sessions, demos, presentations, panels, interactive, Q&A

## 25 Ways to Cut Costs Without Sacrificing Quality



John Lombardo, Senior Consultant, Catersource Consulting Unit and Managing Partner, Branches Catering, West Long Branch, NJ

This is an information-packed session with plenty of take-home-value specifics that you can apply to your operation immediately! As Managing Partner of Branches Catering and Off The Branch off-site catering, John deals with the same realities you do on a daily basis. Take advantage of his experience and start saving money using these tips and techniques right away. You will learn:

- how to use your financial statement as a tool to save money
- why your utility company may owe you money
- how an inventory list can help your cash flow
- scheduling techniques to save total payroll
- step-by-step demonstration of how much it costs you to fabricate your own meat and fish into portion cuts
- 20 more ways to cut costs and bring more profit to the bottom line

## The Perfect Fit: Cutting Edge and Traditional Catering Trends from Around the World



Bill Hansen, CEO, Bill Hansen Catering, Miami, FL; Bill Pannhoff, Owner, B & B Catering and Events, Spring Lake, NC

This is a new class across the board. The Bills have reached out to caterers across the world and gotten their take on design, service, décor, food and buffets. Come find out what everyone is doing this season. This class is worth the price of admission alone. You will learn:

- dozens of new ideas that will increase your bottom line
- new buffet looks
- unique service styles
- new top-selling menu items

## Top Ten 2013 Trends Every Caterer Must Know

Laura Cave, Director of Marketing, The Knot, New York, NY

Weddings demand creativity and innovation from today's caterers and often inspire some of the industry's leading trends. Join us as weddings expert Laura Cave from The Knot unveils how today's wedding trends are impacting the catering industry as a whole and how you can use these trends for social or corporate events of all sizes. You will learn:

- fresh ideas for menus, plating, buffet styling and presentation
- what are the latest flavor trends
- new ideas for dessert tables

## Bridezilla Revisited: Dealing Tactfully With Difficult Brides and Clients



presented by Wedding Industry Professionals Association



J.P. Reynolds, Owner, JPR Weddings, Sherman Oaks, CA

Even the best of brides can have Bridezilla episodes, and so can their grooms. Parents mean well but can drive you to distraction. Add on vendors who drop the ball and you can lose your sanity weeks before a wedding—unless you know the tricks for communicating in smart, healthy ways. Through interactive discussion, this practical skills-building workshop demonstrates how to deal constructively with brides, grooms, parents and vendors when their behavior is unpleasant and difficult. J.P. Reynolds illustrates tips and tricks with stories from his own 20 years of experience dealing with wedding couples and their families in his role as a wedding officiant. You will learn:

- how to develop strategies for preventing your buttons from being pressed when dealing with such behaviors as verbal attacks, complaining and emotional manipulation
- tips for maintaining self-esteem when dealing with abusive people
- how to listen so as to get heard
- why difficult people are difficult
- the four worst words to say to a difficult person

## MONDAY

7:30am–8:45am Monday

### caterBuzz LIVE 24/7

Lisa Teiger, Queen Bee and Culinary Fashionista, caterBuzz, Forest Hills, NY; Cathy Desroches, Maestro, Wicked Catering, Boston, MA; Julia Kendrick Conway, Chef/Owner, Assaggiare Mendocino, Fort Bragg, CA; Brian Machay, Executive Chef / Owner, Polina Catering, Makena, IL

Buzz on over to this session with Queen Bee Lisa Teiger and key hive members to learn about this rapidly growing group where caterers share information, photos and encouragement with other caterers. There is always someone buzzing around in the hive, so when you need an answer or just want to vent a little caterBuzz is the place to be. You will learn:

- the basics of social media Web 3.0
- what is an online community and how it works for you
- trends, inspiration and best practices as identified by caterBuzz members
- how networking and collaboration can help your business grow
- the value of peer-to-peer communication

## Tweet, Pin, Blog: Learn about Today's Most Popular Social Media Apps



Steve Sanchez, Marketing Director, The JDK Group, Camp Hill, PA; Ken Barrett, Director of Events, Broadway Gourmet, Boston, MA; Kristina Raines, Marketing & Creative Director, Epicurean Culinary Group, Denver, CO

What is this virtual craze all about and why does it seem so complicated? Do you know what tweets and hashtags are? Or how to pin something to a virtual wall? Do you ever wonder what a RSS feed, or a blogosphere has to do with catering? Or is it just too overwhelming to start? Join our speakers who will break down the basic knowledge of how to use Twitter, Pinterest and blogging and help you plan an effective web campaign for your company. You will learn:

- how to communicate with today's client through social media
- effective marketing using Pin It to Win It Campaigns
- best practices for effective blogging and tweeting
- how your design and culinary team can find new ideas and creative inspiration in tweets, blogs and pins

## The Perfect Fit: Sure-fire Sales and Marketing Strategies to Grow Your Top Lines



Bill Hansen, CEO, Bill Hansen Catering, Miami, FL; Bill Pannhoff, Owner, B & B Catering and Events, Spring Lake, NC

Catering Guru and Founder of Catersource Mike Roman said it best: "If you don't sell it, you can't cook it!" We are in a sales-driven business. If we don't book it, we can't cook it. Great marketing strategies bring lots of prospects to our businesses. Great selling maximizes the conversion rate from prospects to clients. You will learn:

- outside-the-box sales and marketing strategies
- how to more effectively improve your close rates
- how to set up different divisions within your firm
- how to ask the right questions of your prospects
- how to become the best sales organization in your market

## Virtual Facility Tours



Jennifer Perna, Vice President of Sales, and Paul Larson, Corporate Chef, Blue Plate, Chicago, IL; Margo Jones, Owner and Sales Manager, and Adam Gooch, Executive Chef, Purple Onion Catering Company, Vienna, VA

Get an inside video view of two catering companies. Each company will highlight the innovative aspects of their facility. From the operations and sales offices to the kitchen and storage facilities, find new ideas on updating and organizing your facility differently.

WEDNESDAY

TUESDAY

MONDAY

SUNDAY

# EDUCATION

Sessions, demos, presentations, panels, interactive, Q&A

[speakers and schedule are subject to change]

You will learn:

- their fail-safe systems for getting food and equipment to events
- what they love about their respective facility and what they would change if they had a chance to do it again
- organizational systems so everything is where anyone can find it
- ideas on addressing health and safety issues

## The Luxury Bride, Demystified

presented by *Wedding Industry Professionals Association*

Wendy Dahl, *Wedding Coordinator, Chic Productions, Huntington Beach, CA*

Wedding businesses around the world are in pursuit of that coveted luxury bride, but do they really know her? Today's luxury market has become more complex with the changing economy and a global marketplace, creating many levels of luxury brides. Knowing your target bride and targeting your messaging can make all the difference in your success. This session will demystify all of the sides to the luxury bride and help you book more brides that are right for your business. You will learn:

- how to differentiate the four types of luxury brides and target the right one for your service or product
- how each type of luxury bride makes her buying decisions
- how messaging speaks differently to each luxury bride
- how to align your company with the correct luxury bride to increase your revenue

9:00am–10:30am Monday

## GENERAL SESSION with Scott Conant

Join fellow caterers and event planners as we kick off the 2013 Conference in our General Session. We'll present the winners of the 2013 Catersource ACE Awards before chef, restaurateur and caterer Scott Conant takes the stage. Scott will tell you why he admires caterers and catering companies, share some of his own catering experiences and talk about what he sees as upcoming trends in the foodservice world.

10:45am–Noon Monday

## Fifteen Fabulous Dinner Entrees That Work for Caterers

Karl Elliott, *Executive Chef, Whitworth University, Sodexo, Spokane, WA*; Lon Lane, *CEO and Owner, Lon Lane's Inspired Occasions, Kansas City, MO*; Stewart Lane, *Research and Development Chef, Lon Lane's Inspired Occasions, Kansas City, MO*; Jamie Keating, *CEC, CEO, Jamie Keating Culinary Inc, Columbus, GA*

Join these three talented chefs as they create 15 dinner plates using different proteins, vegetarian, vegan and gluten-free recipes. On-premise, off-premise, campus or non-commercial, these ideas can be used in every type of catering. Each plate will be shown complete with recipes, production instructions, on-site production hints and costs. You will learn:

- 15 new ready-to-use dinner entrees that can appear on your menus immediately
- the recipes for preparing all of the foods featured by the chefs
- the perfect garnish for each entrée plate
- tricks for transporting and preparing these items in field kitchens
- what each item costs and suggested retail pricing for the plate

## Featured Speaker Series

Peter Callahan, *hosted by Jack Milan*

Peter Callahan is the iconic owner and Creative Director of New York City-based Peter Callahan Catering. Peter has been a caterer, food stylist and culinary innovator for more than 25 years and is a contributing editor for Martha Stewart Weddings and is the author of *Bite By Bite*. This engaging Q&A will cover Peter's innovative processes and his methods for creating some of the industry's hottest trends. Learn the answers to the following questions:

- When and why did you start creating miniature foods?
- Where do you find inspiration for presentations and displays?
- Who are some of the hottest trendsetters in the catering industry?
- Where do you see groundbreaking work in catering in 2013?

## Creating Clients for Life

Susan Worrell, *Special Assistant to the President for Events and Conferencing, University of Mary Washington, Fredericksburg, VA*

Susan conducts business as a buyer of catering and event services, but previously she sat on the other side of the desk as a catering and event sales specialist for Sodexo. Drawing on her experiences, this session is designed for those who would like to hear from a customer's perspective how you can develop a relationship and keep loyal customers. You will learn:

- what is missing in today's selling strategy to develop lasting relationships
- how to create lifetime customer loyalty
- how to recover lost loyalty
- how to add value: what you can give without giving away the store
- the difference between proactive selling and negative selling

## Perfect Fit: Let's Test Your Systems and Procedures

Bill Hansen, *CEO, Bill Hansen Catering, Miami, FL*; Bill Pannhoff, *Owner, B&B Catering and Events, Spring Lake, NC*

This session will take you on a virtual tour of our companies. We will give you an overview of our systems for sales, administration, accounting, human resources and operations. Without standard operating procedures, you will limit your growth and fail to go to the next level in your market. You will learn:

- how to create standard operating procedures for sales
- how to track your sales from first to last touch
- where you can find help in developing your procedures

## Successful Strategies for Securing and Maintaining NonProfit Venue Exclusives

Jim Lawler, *Consultant, Catersource Consulting Unit, Princeton, NJ*

Join Jim as he guides you through the nonprofit Venue Universe into the real world of what you need to know to secure an exclusive foodservice or management contract. Drawing on his years of food service experience and his knowledge of artistic and nonprofit venues, he will share tips and highlights that will better prepare you to seek out and secure exclusive contracts. You will learn:

- the critical difference between secondary and primary food services
- and the trend toward enhanced variety of retail dining experience
- how to evaluate the impact of retail food service upon account profitability

## Setting Your Table To Better Serve Same-Sex Couples

Kathryn Hamm, *President, GayWeddings.com, Arlington, VA*

Same-sex couples have long held commitment ceremonies—in many cases, some are as big as traditional weddings—even when they haven't had access to marriage licenses. With the opportunity for legal protections now in play in so many states (and more to come), more gay and lesbian couples than ever are getting engaged and tying the knot. Do you want to learn more about gay weddings? Are you interested in working with same-sex couples or already serving them? Do your marketing efforts, viral and otherwise, speak to them? And, if a gay or lesbian couple does call on you, are you prepared to serve them knowledgeably and professionally? You will learn:

- how the ever-shifting legal landscape impacts your business
- who the LGBT client is
- how to evaluate and strengthen your marketing efforts

# EDUCATION

Sessions, demos, presentations, panels, interactive, Q&A

WEDNESDAY

2:15pm-3:30pm Monday

## Learn Key Insights into the Basics of Visual Design

1 2 3

David Price, VP of Product and Business Development, Rentals Unlimited, Stoughton, MA  
Wendy Cobb, Owner, Chanterelle Boutique Catering, Middletown, RI

Some say that you either have an eye for design or you don't. With a few basic principles you can develop your own design eye and style. Get a handle on the basic principles of design: balance, emphasis, proportion, rhythm, harmony, color and lighting. We will show you how to use those principles to design tabletops, buffets, floral and culinary presentation. Good visual display is a highly effective and important way to differentiate your product and branding from your competitors. You will learn:

- the seven basic principles of design
- how to incorporate the principles to tabletops, buffets and other visual components of your catered event
- common errors in creating displays and solutions to make your displays better

## Featured Speaker Series

Ronnie Davis, hosted by Mike Roman

Ronnie Davis is no ordinary caterer and event producer; if anything he is one of the originals. Four decades and more than 6,000 events have not diminished Ronnie's unwavering dedication to his craft and clients. As innovative as ever, he never tires of demonstrating why he is recognized as a leading light in the industry. Learn the answers to the questions:

- Where do you find inspiration?
- What is the best piece of advice you've ever been given?
- What excited you most about the future of catering and event planning?
- What three tips for success he would give caterers and event producers to help them grow their business?

## Paper Plates and Profit: How to Produce Picnics Profitably

1 2

Stephen Zilli, Principal, Zilli Hospitality Group, Waukesha, WI

The Zilli Hospitality Group has a certain expertise in picnics. In the summer of 2012, they produced 95 picnics ranging from 25 guests to 4,000 guests over the course of eight days, with multiple picnics being scheduled for each day. So it goes without saying: they know the way to profitable picnic business. The goal is executing high-volume events with great food, gorgeous presentations and all staff and buffet tables branded. You will learn:

- specific plans for how to execute small and large picnics

- tips for how to handle a weekend of huge numbers
- helpful pointers on how to handle your wedding and gala business and do picnics as well without negatively affecting your brand
- an understanding of how proper forecasting pays huge dividends
- specific menu planning directions about what to sell and what not to sell

## Branding and Target Marketing that Hits the Bulls-Eye with Your Clients

2 3

Meryl Snow, Owner, Feastivities Events, Philadelphia, PA

Long gone is the carpet-bombing marketing mentality. Today, laser-focused precision is a must in keeping brand loyalty. Join Meryl as she demonstrates how to sharpen your marketing plan, develop your brand and gain a market share. You will learn:

- how to create a marketing plan that gets results
- core branding elements
- what is brand loyalty
- how to capture your audience with print ads (yes, they are still relevant!)
- how to get the most out of social media

## Tactics to Combat Rising Food and Operations Costs

2 3

Warren Dietel, CEO, Puff 'n Stuff Catering, Orlando, FL; Greg Karl, President, Epicurean Culinary Group, Denver, CO; Jim Zilli, CEO, Zilli Hospitality Group, Waukesha, WI

It is a fact of life that food and operations costs continue to rise. The financial squeeze between the retail price and the cost of food and operations often results in a reduction of bottom line profits. Join this panel of industry leaders and learn the best practices for combating these rising costs while protecting and increasing your percentage of profit. You will learn:

- how to develop standardized systems to reduce costly waste
- how to use menu engineering when designing cost-effective menus
- how to determine true production and overhead costs
- different factors to consider when strategically raising prices
- effective purchasing practices

## Attraction Marketing: How to Double Your Wedding Business in 12 Months

1 2

Chris Evans, Bridal Business Consultant, Evans Sales Solutions, Moorpark, CA

Far too much energy is spent to convince the bride to buy when it is much easier to motivate a potential client to call you and result in a sale. As a 30-year veteran in the wedding industry, Chris provides a unique step-by-step process that can easily be followed to move your sales forward. You will learn:

- how to stop chasing the bride and have her chase you
- steps to generate business for your bridal business
- techniques for effective presentations
- closes to use while selling
- how to use technology to streamline the marketing process

3:45pm-5:00pm Monday

## Culinary Kaleidoscope: Bursting with Flavors

Ernest Servantes, Executive Chef, Sodexo, Texas Lutheran University, Sequin, TX; Joaquin Suarez, National Culinary Director, Sodexo, Borgata, Columbia; Jeff McClure, Director of Culinary Services, Sodexo Education Market, Gaithersburg, MD

The question: what does an award winning chef from Columbia and a chef winner of "Chopped" from Texas have in common? The answer: a passion for foods bursting with flavors based on the "street food" cuisines from their childhoods. This session promises to be a fast paced, packed 75 minutes that will leave you hungry for more. You will learn:

- techniques and recipes for rubs, and marinades for grilling
- how to adept the flavors and recipes from the street to your catering menus
- presentation ideas to take street food recipes from common to sensational

## Featured Speaker Stage

The Hearty Boys, hosted by Anthony Lambatos

The Hearty Boys, Dan Smith and Steve McDonagh, are trendsetting Chicago caterers, authors of two bestselling cookbooks, the original winners of *The Next Food Network Star* and hosts of the TV show *Party Line with the Hearty Boys*. Starting their business in New York, NY as a way to pay the bills while launching acting careers, they quickly learned that food was their business. What is their secret to success? Learn the answer to that question plus:

- Where do they look for inspiration?
- What is their best advice for caterers?
- What do they see as upcoming trends for catering and entertaining?
- What are their favorite foodie blogs and websites?

TUESDAY

MONDAY

SUNDAY

## Basic Financial Literacy for Caterers 1

Carl Sacks, Director, Catersource Consulting Unit, Woodland Park, NJ

Catersource's business expert, Carl Sacks, will provide a review of the financial basics that all owners and managers of catering companies should be familiar with. This class offers real-world examples of financial results from different sizes and styles of caterers, as well as an in depth explanation of the factors that separate those caterers that are able to show a profit year after year from those that are only able to break even. This popular class provides useful and current data on the financial state of the industry, and concerns caterers of all types. You will learn:

- the most important operating metrics, and how they should be calculated
- the basic catering equation
- the current revenue trend of the industry as a whole
- how to calculate market share for competitive purposes
- what is a reasonable bottom line profit

## Navigating the Health Care Law's Employer Requirements 1 2 3

presented by Nevada Restaurant Association

Michelle Neblett, Director, Labor & Workforce Policy, National Restaurant Association, Washington, DC

The health care requirements of 2014 aren't that far off, and restaurant and catering operators will soon need to comply with new complex employer requirements. Come hear Michelle talk about what restaurants and caterers need to know about the Affordable Care Act and why it impacts everyone. You will learn:

- how the law applies to both small and large employers
- why restaurants and caterers will be impacted more than most
- the latest implementing rules issued by the federal government
- the steps you need to take now to prepare for compliance

## Chew on This: Addressing Gluten-Free, Allergies and More on Your Menus 1 2 3

Tracy Stuckrath, President and Chief Connecting Officer, Thrive! Meetings and Events, Atlanta, GA; Neil Donaway, Executive Chef, LA Chef's Catering & Events, Lethbridge, AB

If there's one thing we can count on when planning menus, it's that the tastes and trends of attendees are continually evolving. From demands for locally sourced and healthier vegetarian to special meals for food allergic

attendees and vegans, gone are the days of planning a banquet menu that you only have to ask, "Chicken, fish or beef?" Gluten-free, allergy-friendly, macrobiotic and sustainable are all on the plate. But how do you meet the needs of all your guests while not breaking the bank?

You will learn:

- the different dietary needs: food allergies and intolerances, medical conditions, personal preference
- the legalities behind meeting the needs
- how these pesky attendees can positively impact your business
- how to meet these needs while managing costs

## Public Relations for your Business: Get Published and Get on TV 2

Stacie Francombe, Founder & Editor-in-Chief, Inspire Smart Success, Atlanta, GA

Wedding industry veteran Stacie Francombe will be sharing her expertise and know-how collected from years as a TV host, an Executive Producer and Editor-in-Chief of two wedding industry magazines. Stacie will break down the ways that getting published and getting on TV will enhance your public relations efforts, establishing you as an expert in your field and attracting new business and future media opportunities.

You will learn:

- the fundamentals of how to get published, including how to decide where to submit your materials
- what type of materials wedding industry publications are seeking and how to attract the attention of editors
- the differences between getting published in a print or digital medium versus getting on TV
- Stacie's secrets for pitching story or show ideas to national television executives
- how to make your events and expertise known to local news outlets

5:15pm-6:15pm Monday

## Kitchen Tips and Tricks for Producing Five-star Catered Meals 2 3

Margaret Chisholm, Executive Chef, Culinary Capers Catering and Special Events, Vancouver, BC

From hors d'oeuvre to desserts that are gorgeous, efficient and profitable, Executive Chef Margaret Chisholm is known for her amazing award-winning cuisine and her knack for finding ways to make the most tedious, labor-intensive cooking tasks more streamlined, efficient and consistently perfect. You will learn:

- a set of tried and true recipes that are profitable crowd pleasers
- Margaret's philosophy on the proper garnishes for your dishes

- some of the best tricks to turn tedious cooking tasks into a more efficient and consistent methods in your kitchens

## Featured Speaker Stage

Kathryn Hamm, hosted by Alan Berg

Gay and lesbian wedding innovator Kathryn Hamm is president of GayWeddings.com, the leading online boutique and resource dedicated to serving same sex couples. Worldwide and especially in the U.S., more and more people have come to accept same-sex unions. The mainstream wedding market has followed suit, embracing gay and lesbian weddings, commitment ceremonies and civil unions as a viable new market. Join Kathryn and Alan to learn a unique viewpoint on this emerging business segment. Learn the answer to the questions:

- How do you successfully market to the gay and lesbian community?
- What are some of the unique nuances of gay and lesbian weddings?
- Does catering and event planning for same sex couples fit into your company's overall plan?

## Sustainability in Action: Moving Your Company to a More Sustainable Philosophy 2 3

Daniel Joseph, Vice President of Operations, Blue Plate, Chicago, IL

How does an established company with deep roots in the community take traditional practices in a sustainable direction? Blue Plate's mission became focused with the creation of the position of Sustainability Coordinator in 2010; since then, the company has made fantastic strides toward becoming more responsible. This session will touch on why the company chose this road, the successes, the failures and the opinions of different departments on the changes. Rather than a session that provides tips on how to have a green event, this will focus more on explaining the motives behind a company going green and what they're doing behind the scenes to make events more sustainable. You will learn:

- why behind the scenes changes at a catering company are as important, if not more important, than public changes.
- the balance of establishing permanent changes and building resources to customize more sustainable events
- the demographics of what clients are asking for sustainability in events
- how to navigate successes and failures of an initiative and how to decide the direction you will take

WEDNESDAY

## The Secrets Of Managing Smaller Sales Teams 1 2

Mike Roman, *Catersource consultant, Chicago, IL*

If your company has between one and three salespeople, then don't miss this session. Mike, who has trained more catering salespeople than anyone else, will share his tips, tactics and strategies on finding, hiring, training, motivating and evaluating catering salespeople. Mike will teach both salespeople and owners/managers how to create a positive sales environment that will work in a competitive marketplace. You will learn:

- why the number of salespeople you have is not as important as how you sell
- how to set fair sales quotas that motivate salespeople to sell
- the newest reward and pay systems for catering salespeople
- how salespeople think about their jobs
- a list of characteristics that winning salespeople have

TUESDAY

## How to Be a Small Caterer With a Large Persona 2

Jack Milan, *President, Different Tastes, Boston, MA*; Kevin Lacassin, *Owner and Executive Chef, Good Food Catering Company, Tampa, FL*

Whether your company is like Different Tastes, an older established company, or like Good Food Catering, a younger company making a statement in the Tampa market, you will find some excellent practices and tactics to increase your company's persona and to create the perception that you are a larger company in your market that you actually are. Jack and Kevin will show you how to develop the personality and reputation of the big guys. You don't have to be large to be effective; in fact, you probably are better known than some of your larger peers! You will learn:

- the importance of marketing and fine photography
- the importance of creativity
- how to self-promote yourself and your company through press packets, press releases and various other marketing tools
- how to compete for the larger events and produce them flawlessly with part time and on call staff

MONDAY

SUNDAY

## "Altered" Marketing for Wedding Professionals: Custom Tailoring Your Campaign 2 3

Moderator: *Liese Gardner, Mecca Communication*

Panelists: *Kylie Carlson, Rhonda Couchigian, Eddie Zaratsian*

A Pinterest contest based on *The Hunger Games*, a fashion show with linen as the star, an annual Mad Hatter-style tea party: These are all marketing campaigns that are custom tailored for a specific market with different goals and return on intention. Each speaker has repeated these campaigns at least twice and will share their insight into how they altered the campaigns, tweaking them to be even more successful. Get information on how to partner with media and vendors to make unique marketing campaigns worth the time and effort they take. You will learn:

- how to formulate a campaign based on something special you do, the message you want to impart or specific sales goals or markets
- what worked and what didn't and how each of these campaigns has changed for the better
- how to use different forms of media for invitations, spreading the word, getting publicity and reaching your target audience
- what marketing campaigns really cost in terms of time and money



## TUESDAY

8:00am-9:00am Tuesday

## One Fish, Two Fish, Blue Fish, Twisted Fish 1 2 3

Eric LeVine, *Chef and Partner, Morris Tap and Grill, Randolph, NJ*

Fish is an increasingly popular choice for today's event menus, yet it can be tricky to prepare and serve, especially in an off-premise environment. With the cost of beef continuing to soar, caterers are looking for new ways to create fun and exciting foods using cost-effective products. Join Chef Eric as he teaches simple and easy fish facts and concepts to help you put one fish, two fish or even blue fish on your menus. You will learn:

- how to prepare, ship and hold fish for service
- new recipes for appetizers, first courses and entrees
- new twists on some traditional fish menu items
- how to identify and sell seasonal and sustainable fish to keep your menu fresh and exciting

## Featured Speaker Series 1 2

Patti Londre, *hosted by Linda West*

Meet Patti Londre, nationally recognized food marketing specialist, president of the award-winning firm The Londre Company Marketing and PR, publisher of the food and travel blog *Worth the Whisk* and the inspiration behind *Camp Blogaway: Bootcamp for Food and Recipe Bloggers*. Patti is a popular speaker on the topics of social media and marketing and was awarded the International Association of Culinary Professionals Award of Excellence for Marketing Communicator. She loves travel and has visited all 50 of the states and all seven continents. Join this session and learn the answer to these questions:

- Where do you find your best ideas for the content on *Worth the Whisk*?
- What makes some blogs successful and others not so much?
- What are the most effective tools for marketing your company in today's marketplace?
- How do you get good PR for your company without it costing a fortune?

## Strategies For \$250,000 to \$500,000 Companies 1 2

Mike Roman, *Catersource consultant, Chicago, IL*

Where is it written that a catering company must get larger? The important goals are paying your bills, making a proper living, along with meeting your quality of life expectations. If a company grows larger naturally, that is great, but just getting larger doesn't always lead to catering success. Mike will provide detailed info on where you should be and what your possible moves might be to maximize your personal and business goals. You will learn:

- why boutique catering companies have advantages over the larger ones
- Roman's action plans for maximizing profit and quality of life
- how to handle the temptations of getting bigger
- the questions that owners need to ask themselves about growth
- why opening new divisions helps smaller companies

# EDUCATION

Sessions, demos, presentations, panels, interactive, Q&A

[speakers and schedule are subject to change]

## What Happens in Vegas Shouldn't Always Stay in Vegas 2 3

*Kelly Early, CSEP, Owner, Thomas Caterers of Distinction, Indianapolis, IN; Vincent Early, CSEP, Director of Sales, Thomas Caterers of Distinction, Indianapolis, IN*

So you've attended Catersource; now what? It is too easy to come home from a conference and get caught right back in the same old rut you were in before. Your intentions are good, but first you have to play catch up from missing the last couple days. You put your notes aside and they get buried underneath the piles of papers that you have returned to, never to be seen again—sound familiar? Come see what the team at Thomas Caterers of Distinction does to keep the momentum alive and get the most ROI from this conference as possible. Join us as we break down an event that we call The Tasting. This is an event that we have hosted for the past 10 years that features things that we have learned, bought or have been inspired to create from attending Catersource. You will learn:

- one way to get the most from your investment in Catersource
- how to implement the ideas that have inspired you and make them stick
- how to engage your clients and event partners by making them a part of your development process

## Tailgating: Nobody Does It Better! 2

Presented by NACUFS

Moderator: *Kristin Cann, Assistant Director, Panther Catering, Eastern Illinois University, Charleston, IL*

Who better than a panel of college and university caterers to discuss the ins and outs of successful tailgate catering. With local, college and professional sporting events, almost every community has the opportunity to tap into sports-related catering. A panel of NACUFS member colleges will share all of their best practices for successful tailgate parties. You will learn:

- how they develop creative tailgate menus and décor
- how they accommodate high-end donor events as well as the drop-n-go business that meets the needs of administration, alumni, students and other sporting enthusiasts
- to identify the difficulties of off-site venues and find creative solutions
- innovative ideas that could easily be adapted to your own hometown fans

## Way Beyond Wedding Food: Irresistible New Menu and Presentation Concepts 2 3

*Dan Hoch, Senior Event Producer, Feastivities Events, Philadelphia, PA*

Today's brides and grooms want wow factor and seek out the most creative menus. To satisfy this demand, look beyond hors d'oeuvre and entrée presentations. Develop new, easy and fun culinary concepts and explore the many opportunities throughout a wedding event where they can be introduced. You will learn:

- what easy to create and sell food items are in demand
- how to develop signature items to take your event to the next level
- effective timing and delivery methods to make you the star of the show
- how budget brides can get in on the act
- the ins and outs of marketing new concepts to build referrals

9:15am–10:30am Tuesday

## Big Plate, Little Plate 1 2 3

*Jack Milan, President, Different Tastes, Boston, MA; Jim Messinger, Chef de Cuisine, Walt Disney World, Lake Buena Vista, FL*

Some like it big; some like it small. In this session two talented catering chefs will “play” with food. Each segment will feature a menu that is presented in a large plated format and the same foods will be deconstructed into a small plate presentation. You will learn:

- new recipes for both large and small plate
- how to deconstruct the elements of a menu to build a small plate
- ideas for small and large plate presentation

## Featured Speaker Series

*Stacie Francombe, hosted by Warren Diemel*

After a successful career as a television producer, Stacie launched *Get Married* in 2006, which quickly became a nationally renowned wedding planning resource, connecting brides and potential vendors online, in print and on television. She developed and has served as the executive producer for *Get Married with David Tutera*, and *Get Married with Colin Cowie*, all while serving as editor-in-chief for *Get Married* magazine. After selling *Get Married* in 2010, she launched Inspire Smart Success, a mentoring program for wedding professionals. Join this session to hear Stacie's thoughts on where the wedding industry is going and how you can become successful in the wedding marketplace. Learn the answer to the questions:

- What are some of Stacie's smart tips to help you grow your company?
- How do you get published in local and national print magazines?
- How do you keep your life and your career in balance?
- Is a TV program in your future?

## Collateral Damage: Update Your Business Cards, Brochures, Mailers and More 1 2

*Alan Berg, Small Business Marketing Expert, Author, AlanBerg.com, Kendall Park, NJ*

Even in this digital world, we're still using printed words and images to communicate with and market to our customers. From business cards to brochures, postcards to print ads, the way you present your business says a great deal about who you are to current and potential customers. What many don't realize is that you may be causing “collateral damage” with inconsistent branding and presentation. It confuses your customers and may be costing you business. You will learn:

- what collateral materials you need
- what you should mail to a prospect and when
- how print advertising is surviving in a digital age
- how to stand out in a good way

## American Ingredients and Modernist Cuisine: A Creative Evolution 2 3

*Brad Barnes, CMC, Senior Director of Continuing Education; Ted Russin, M.Sc., Director of Consulting, The Culinary Institute of America, Hyde Park, NY*

An exploration of famous American ingredients as affected by the contemporary science-based cooking methods is not only intriguing but also delicious. As with all cuisines there is a constant progression and evolution that, while using traditional ingredients, allows for creativity and novelty. Join this class for a lively presentation showcasing contemporary approaches to blending culinary arts and food science that have resulted in an explosion of creativity in terms of flavors, textures and tastes in the current American kitchen. You will learn:

- today's definition of American Cuisine and how it affects your company
- future trends resulting from the blending of food science and cooking methods
- where to find how-to information and recipes that incorporate the cool stuff for your catering menus

## Catering the Big Event: Learning from Stadium Strategies 3

presented by Association of Luxury Suite Directors

*Bill Dorsey, Chairman, Association of Luxury Suite Directors, Cincinnati, OH; Margaret M. Benson, National Catering Consultant, Sodexo, Orlando, FL; Richard Dobransky, Founder, Visions for Venues, Omaha, NE*

In sports venues around the world, every event and every game is the Big Event, particularly in regards to food and beverage. From the mega-menu creation and presentation to the execution and management, the Big Event is often an art

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rather than a science, especially in the premium seats of stadiums and arenas. Seasoned sports and food and beverage executives can explain how “methodical yet creative” will result in a successful Big Event, one that leaves customers hungry for more. You will learn:

- how to design menus that have creative spark but are appropriate for large-scale production
- how to train part-time staff to be sure your guests are getting professional service
- the key communications pieces necessary between the sales, operations and culinary departments to ensure the event's success

## Stylizing Unique Weddings for Every Bride

*Robin Selden, Executive Chef and Managing Partner, and Jeffrey Selden, Managing Partner, Marcia Selden Catering & Event Planning, Stamford, CT*

These wedding industry experts know how to stylize any wedding to fit the needs, desires, interests and budgets of today's bridal couples. Robin and Jeffrey believe that unique and stylized menus create successful wedding experiences. See what is trending now with brides with these creative and successful concepts for a presentation that will astonish you! You will learn:

- culinary trends, presentations and menu style
- the latest in specialty cocktails
- service touches that add panache to the simplest to the most elaborate wedding
- what's hot, reinvented and classic
- walking the walk and talking the talk
- how to sell out-of-the-box and must-have wedding ideas to build the bill

10:45am–Noon Tuesday

## Baking Out Loud: Fun Dessert with Big Flavors for Caterers

*Hedy Goldsmith, Author and Executive Pastry Chef, Michael's Genuine Food and Drink, Coral Gables, FL*

Recently awarded a James Beard nomination for 2012 Outstanding Pastry Chef, Hedy will take the stage to demonstrate her bold, flavor-forward dessert recipes with a perfect twist for the on- and off-premise catered event. A perennial favorite on cooking shows such as Cooking Channel's *Unique Sweets*, Food Network's *The Best Thing I Ever Ate* and *Iron Chef America*, she is also a regular contributor on foodnetwork.com and cookingchannel.com. Focusing on some favorite recipes from her recently published cookbook *Baking Out Loud: Fun Desserts with Big Flavors* this high-energy, passionate chef with a great sense of humor promises to deliver a session you will not want to miss. You will learn:

- how early childhood memories influenced her dessert recipes and her career
- presentation techniques for plating dessert and garnishing buffet platters
- a couple of tricks and secrets of her trade

## Featured Speaker Stage

*David Tutera, hosted by Deborah Carver*

Leading entertaining expert David Tutera is hailed as an artistic visionary whose ability, uniquely creative talents and outstanding reputation have made him a tremendous success in the lifestyle arena and one of the most sought after celebrity wedding and event planners. Star of the hit primetime show *My Fair Wedding*, author of seven inspiring books and winner of numerous awards, David continues to delight his fans and clients with an unmatched level of inspiration, imagination and innovation. Take this opportunity to learn from a casual conversation with David where he will share advice, gems of wisdom and just fun facts about our industry. Join this session and learn the answer to these questions:

- What will be the new catering, event and wedding trends for the next year?
- What is your best advice for the caterer or event planner who is just starting out?
- What are some unique touches for brides who don't have big budgets?
- How will same sex marriages impact the wedding industry in the future?

## Quick Start Training: A Successful Formula for Training Part-time and Seasonal Staff

*Brian Palazzolo, President, Classé Catering, Albany, NY*

Whether you are an on-premise, off-premise, campus, hotel or noncommercial caterer, you will need to use part-time or seasonal help during peak season or busy days. This session will describe a process to effectively and efficiently utilize on-call or part-time staff to handle the dramatic cyclical swings in production. As a bonus, you will learn how to better communicate to a staffing agency your needs so they can provide you temporary staff that will easily integrate into your operation. You will learn:

- steps to take to prepare seasonal, part-time staff to join the team
- how to integrate training into their regular routine without incurring additional labor cost
- the elements of world-class service standards
- how to communicate your needs to the temp agency so they send you the right people for the right job

## The Perfect Fit: Winning Communication Strategies to Maximize Your Profits

*Bill Hansen, Owner, Bill Hansen Catering, Miami, FL; Bill Pannhoff, Owner, B&B Catering & Event Planning, Spring Lake, NC*

Roughly 80 percent of the mistakes made in catering businesses are caused by poor communication. Join us to learn ways to improve your internal and external communications, minimize mistakes and get your business humming on all eight cylinders like a finely tuned race car. We will offer you takeaway tips on how to leave this year's conference and bring Las Vegas home with you! You will learn:

- six communication principles
- how to listen between the lines
- asking the right questions to clarify issues
- ways to implement what you learned in Las Vegas
- how to make the most of your Catersource investment
- where you can go for help in the next 365 days

## The Right Stuff: How to Operate a Profitable Corporate Drop-off Catering Division

*Debra Lykkemark, CEO; Michael Harries, Managing Partner; and Margaret Chisholm, Executive Chef, Culinary Capers Catering and Special Events, Vancouver, BC*

Corporate drop-off catering is not for everyone but the formula for success is the same, whether your business is large or small. You need your kitchen to be located close to a large business area, you need a fleet of vans and drivers as well as a kitchen and operation crew that willing to start early and deal with last-minute changes. To do it well, you need to commit to creating a drop-off division that can stand on its own and be profitable. You will learn:

- how to design a menu that works for the corporate customer and how to keep that menu updated and fresh
- sales systems that are designed for the corporate customer (order deadlines, minimums, etc.)
- operations systems needed to ensure on-time and correct deliveries
- best practices to accommodate last minute changes
- how to identify costs and be sure you are selling corporate catering for a profit

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## Conversations That Close: Create a Signature Sales Conversation That Makes Brides Buy 2 3

presented by Wedding Industry Professionals Association 

Wendy Dahl, Wedding Coordinator, Chic Productions, Huntington Beach, CA

What if you had a crafted sales conversation that had brides asking to book you before the end of your first meeting? How different would your business be if you knew what to say to brides that urged them to buy quickly? Today's bride no longer responds to sales tactics that worked in the past. Different techniques should be used for brides at different price points; the trick is knowing what to say and when to say it in the conversation. If you use traditional sales methods or are a serial soft-seller, a signature sales conversation will help you close the deal with confidence. You will learn:

- conversation techniques that sell your product or service without being salesy
- to discover how to craft a signature sales conversation that gets brides to buy
- to identify gaps in your current conversation that leaves money on the table
- how to leverage conversation techniques to use in marketing materials and social media

## WEDNESDAY

### 9:00am–11:00am Wednesday Masters of Catering Roundtable

This session takes place at the Las Vegas Convention Center and is limited to 100 participants



The Masters of Catering Roundtable session is specifically designed for owners and key managers who have seen and done it all!

Produced as a joint venture by the ICA and Catersource, this two hour session will feature roundtable discussions focused on the issues and challenges faced by market leaders in today's catering and events marketplace and will provide you the opportunity to share solutions and ideas with your peers. This session is designed for those who:

- are owners or key managers
- own or manage a company with an annual revenue exceeding \$1 million
- own or manage a company that currently has or plans to add more than one division or profit center
- own or manage a company that services a medium, large or regional market with the opportunity to produce events with reasonable or high budgets

### 11:00am–1:00pm Wednesday

#### Catering with College Spirit: NACUFS Roundtables

This session takes place at the Las Vegas Convention Center and is limited to 150 participants

Catering on campus presents a unique set of opportunities and challenges. Yet every day, college and university catering departments show their school spirit through innovative menus, designs and logistics. Join your peers for a series of roundtable discussions and share practical ideas and solutions specific to the collegiate setting. Sessions will be beneficial for both self-operated and contracted institutions. Come prepared to share your ideas, ask questions and leave with practical solutions.

### 1:15pm–2:00pm Wednesday

#### Learn Magic Tricks for Successful Plated Dinner Service: A Hands-on Experience Class with The Table Wizard

Roy Porter

This class is limited to the first 50 participants on a first come, first served basis

New for 2013, Catersource presents hands-on experience classes focused on learning or improving your company's back of the house techniques for producing successful seated dinners regardless of the size of the event. Take your place on the plating line, as the expeditor or the Executive Chef, and learn the best practices for serving beautifully plated courses.

### 2:30pm–3:30pm Wednesday

#### The Dynamic Design Duo Saves the Party: Part 1 1 2 3

David Everett, Senior Event and Wedding Producer, The JDK Group, Camp Hill, PA; Meryl Snow, Owner, Feastivities Events, Philadelphia, PA

Double the talent, double the ideas. Catersource's most popular design talents take the stage together to bring you creative yet simple décor ideas that you can create and sell, adding that perfect touch to your buffets and stations. You will learn:

- design ideas to make simple buffets and stations more elaborate in just a few short steps
- unique food and beverage garnishes that add design elements to your presentation
- how to mix patterns, colors and textures
- five fabulous designs for your beverage stations
- how to add more dimensions to your stations with elements that create height

## Creating Harmony: An Exclusive Insight into the 2013 Conference Event 2 3

Cade Nagy, Owner, Catering by Design, and Dan Smith, Creative Director, By Design Event Décor, Denver, CO

Catering by Design and By Design Event Décor have a long history of designing, producing and catering the Catersource and Event Solutions signature conference event. In 2013 chef/owner Cade Nagy will be joined for the first time by a coproducer, Dan Smith, the company's creative director and also a veteran Catersource event designer. Together, they are creating Harmony, the Monday night event at the Hard Rock Cafe. After the curtain closes on their event, Cade and Dan will offer an exclusive look at the process of Creating Harmony. You will learn:

- the planning process from start to finish, creative inspiration to final execution
- how Cade and Dan produced this theatrical event experience, creatively combining cuisine, design and entertainment
- the challenges of carrying out an event 800 miles from their home base
- an exclusive up close and detailed look at their buffet design and food presentation concepts including Psychedelic Spin, Wall of Flame, CbD World Tour and Different Drummer

## Kitchen Standard Operating Procedures to Train Staff and Keep Your Kitchen Efficient, Consistent and Happy 1 2

Eric LeVine, Chef and Partner, Morris Tap and Grill, Randolph, NJ

Ever have one of those "why can't anyone do what I ask them to do" moments? Stressed because your team "can't execute the way you want them to"? Standard Operating Procedures (SOPs) are a key ingredient in the equation of success. The challenges in the kitchen are never easy and always changing. Between ordering, preparing, loading and executing, the demands are neverending. This class is built to help you discover ways to organize your kitchen and business using easy, proven and successful methods. Chef Eric will share secrets that have made him successful in the business of the kitchen. You will learn:

- ways for you to organize your daily production regardless of how many orders you need to produce
- how to create accountability with you staff and instill a can-do attitude
- how standardizing your procedure eliminates the need to be a micromanager
- how using SOPs will make your kitchen more profitable

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## Suit Up and Get Ready to Play the Great Game of Business

2 3

Kevin Walter, Principal, Tasty Catering, Elk Grove Village, IL; Steve Baker, Vice President, The Great Game of Business Inc., Springfield, MO

Based on the popular business book *The Great Game of Business* by Jack Stack, this class will explore the most celebrated approach to open-book management. Kevin's company, Tasty Catering, has implemented this management style and will share how it has changed the focus, the direction and the profitability of the company. Steve has worked closely with the Tasty Catering crew to instigate the high involvement workplace and open-book management principals. You will learn:

- why and how the open-book management style results in more successful and profitable companies
- methods used to educate everyone on the business and give them a voice in saying how the company is run
- why you should provide employees a stake in the company's financial outcomes
- the actual results and changes Tasty Catering has experience by implementing
- the open-book management style

## 12 Strokes of Brilliance

2 3

presented by the International Caterers Association

Jen DeLaye, CEO, The JDK Company, Camp Hill, PA; Mary Crafts, CEO and President, Culinary Crafts, Salt Lake City, UT; Greg Karl, President, Epicurean Culinary Group, Denver, CO

Join this ICA panel of three seasoned caterers, each sharing four light bulb ideas that made a difference to their bottom line. In this quick-paced, action-packed session you will be presented with not just a few, but 12 new ideas that you can take home and implement to produce brilliant results. You will learn:

- tangible new business management strategies you can implement in your company
- specific ways to create a better bottom line immediately
- new management solutions for a more efficient kitchen
- menu ideas that are proven to be profitable

TUESDAY

## The Power of Partnerships

Bonnie Fedchok, CAE, Executive Director, NACE, Columbia MD; Michael Testagrossa, CPCE, CHE, Associate Director of Weddings and Events at RAVELLA, Henderson, NV

Today's brides and grooms are bombarded with information! How are you differentiating yourself as the one they should hire? The key is to understand how catering and events intersect. By discovering the power of catering and events partnerships, you will elevate your status and increase the return on your marketing dollars. Join our panel of experts for the tips and techniques you need to be relevant in the wedding industry. You will learn:

- how to create a support network that will lead to increased revenue
- how to become a driving force in the wedding industry
- how to build loyalty that will create lifetime clients

3:45pm-5:00pm Wednesday

## The Dynamic Design Duo Saves the Party: Part 2

1 2 3

David Everett, Senior Event and Wedding Producer, The JDK Group, Camp Hill, PA; Meryl Snow, Owner, Feastivities Events, Philadelphia, PA

Taking the stage for a second hour, Meryl and David will present more creative design ideas to use for your buffets and stations. Whether you have in-house designers or not, whether you are a large or smaller company, these stunning yet easy concepts will be easy to implement and sell in your market. You will learn:

- how to turn a design inspirations into a stations or event design
- multiple uses of the same design element such as balls, moss and ice
- how to repurpose old design elements into new looks
- how to sell design elements without a design division

## Non-Social Media Marketing

1 2 3

Mike Roman, Catersource consultant, Chicago, IL

Social media is extremely important to a caterer's success. However, there is much more to successful marketing than social media. In this session, learn proven ways to increase your sales and overall company image through proven low-cost traditional marketing concepts and campaigns that will work together with your social media efforts. Mike will present his consulting advice covering inbound marketing tactics; print, radio and TV advertising; referrals;

public relations; websites; testimonials; live demonstrations; enhancing your brand; generating leads; and much more. You will learn:

- Roman's unique insight into what successful marketing is all about
- why proven traditional marketing needs to be done to achieve total success
- how to understand how non-social media marketing actually enhances your social media results
- how to discover the lowest cost marketing that gets the biggest results
- proven action plans that will get you new clients

## Pump Up Your Pipeline: Six Steps for Steadily Increasing New Business

1 2

Jon Wool, President/Owner, JHW Hospitality/Finesse Cuisine, Chicago, IL

Finish your Catersource 2013 Education experience with this informative and inspiring presentation that begins with the question that stops most caterers in their tracks. What is your system for consistently producing enough leads, prospects, new customers, and new orders to endure your company's long-term growth? Join Jon as he shares the proven formula of processes, people, and information systems that will make your revenue predictable, rather than accidental. You will learn:

- an effective selling system that consistently produces enough leads
- how to manage leads in an orderly pipeline
- how to generate new orders that grow your revenue for your sales pipeline

## Take the Field and Learn To Play the Great Game of Business

1 2

Kevin Walter, Principal, Tasty Catering, Elk Grove Village, IL; Steve Baker, Vice President, The Great Game of Business Inc., Springfield, MO

Continuing into the second hour, Kevin and Steve will show you how to conduct MiniGames™, the instructional component of implementing the open book management style. You will see the specific methodology and actual tools used in companies that have resulted in amazing growth and increase profit margins each business. You will learn:

- the basics of the MiniGames™ methodology
- the skill-set and the tool set needed to design and apply an effective MiniGame™ in your company
- watch and learn from the actual demonstration of a MiniGame™

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# EDUCATION

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[speakers and schedule are subject to change]

## A Taste of the Art of Catering Food 2 3

Karen O'Connor, Executive Chef,  
Daniel et Daniel, Toronto, ON; Ken Barrett,  
Managing Partner, Broadway Gourmet, Boston,  
MA; Adam Gooch, Executive Chef, Purple  
Onion Catering Company, Vienna, VA

Great inspiration and amazing recipes were shared at the Art of Catering Food 2012 in Denver last summer. Our four panelists were key players in the planning and production of the Art of Catering Food and have joined forces to bring you some of the highlights and share some of the most creative ideas and recipes. You will learn:

- ten new appetizer recipes from the Plug and Produce Class
- what's new for breakfast
- how to plan a menu for a Skin and Bones Party
- new recipes for vegan, vegetarian and gluten-free meals

## Designing for Today's Bride

Karen Tran, Karen Tran Florals and Events,  
San Diego, CA



Brides today have many options. They are inundated with magazines, ads and social media filled with the latest trends. How can you stay ahead of today's fashion forward and savvy brides? Where can you get inspirations to apply to your current design? Today's modern brides are looking to wedding professionals for current trends. Are you a trendsetter? In this session, learn what the client is searching for and how you can stay abreast in this fast-paced wedding market. You will learn:

- where to get inspirations and apply it to your design
- how to keep one step ahead of your client
- how to be a trend setter not a trend follower
- what today's brides are looking for
- how to appeal to today's bride

5:00pm-6:15pm Wednesday

## CLOSING SESSION with Colin Cowie

End a great week at our Closing Session. We'll announce the winners of our Tabletop Contest, including the Tuter's Pick award, and the Boxed Lunch and Buffet Contest winners. Event expert Colin Cowie will take the stage and share some final shots of inspiration from some of his own over-the-top events.

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# event solutions IDEA FACTORY

Catersource's co-location with Event Solutions' Idea Factory means full Conference attendees get access to all event-related sessions as well.

The education program at the 2013 Idea Factory is packed with new ideas, information and training to keep you competitive in today's event environment. Industry experts from around the world will share their ideas, insight and expertise to enhance your skills and put you ahead of the competition.

Sample topics covered include:

- Capturing Corporate Business in 2013
- Legal Issues in Social Media: The Event Professional's Guide
- Event Alchemy: Turning Intangible Concepts Into Real Design
- What Is Your Perfect Egg?  
Pros and Cons of Starting a "Lite" Version of Your Creative Business
- Demographics are Dead: How to Utilize Psychographics
- Fair Trade: Ethical Practices
- You Win When You Measure
- Using Video Technology to Extend the Life of Your Event
- The Psychology of the Guest
- Transforming Classic Design into Contemporary Soul
- Make It Happen: How to Thrive in a Tough Economy
- Bring Bling to Your Events—on a Budget
- The Social Referral Factor: How to Ignite a Sales Explosion
- How to Create Events with Good Taste: Design Events that Taste Good!
- How To Make The Most Of Pinterest
- Cannonball Marketing Secrets: Four Powerful Ideas That will Catapult Your Business
- Bridging the Gap: Strengthening the Relationship Between Vendors and Venues

See pages 20-26, for a full listing of the additional sessions offered through the Event Solutions' Idea Factory education program.

Visit [www.es-ideafactory.com](http://www.es-ideafactory.com) for more information.



## Sunday, March 10

10:30am – 11:45am

### Fearless Growth for Today's Business

Chris Evans, Bridal Business Consultant, Trainer, Evans Sales Solutions, LLC, Moorpark, CA

This session will show you how to courageously jump-start and grow your sales by explaining tips and techniques against a backdrop of three case studies. The result? You'll be energized by discovering the latest sales methods, whether you're an experienced professional or new to the business. Chris Evans will share how he has coached companies to success and how to do the same with your own business—fearlessly. You will learn:

- how to tap into unlimited resources by using key technologies while bringing your own talents into the equation
- practical examples of business success that will have you leaving the session feeling energized, uplifted and motivated
- how to master the toughest prospects
- how to use current technologies and sales techniques to advance your company's sales goals and ROI

### Pop Culture and Events: Trends, Topics and Truths

Milena Santoro, CMM, CMP, PDDP, President & CEO, MS Productions, Edmonton, Alberta

This session will engage you with industry secrets of success and what is to come in 2013. Find out what's in, what's not, must haves and the ins and outs of our industry and how to succeed in local, national and international markets. You will learn:

- 2013 trends in our global industry
- the 10 must-haves at your events
- truths of our industry and how to plan for your success

### You Are Not Special.... But You Can Be!

Connie Riley, CSEP, CMP, Vice President, T. Skorman Productions, Inc., Orlando, FL

You are among thousands of eager professionals entering the event industry annually. How can you separate yourself and build a successful career in an over-saturated market? What steps will grow your business and gain your company recognition? This session is filled with practical information gathered from industry veterans and will explore steps to help you become a recognized professional and an industry star. You will learn:

- tips from professionals to separate you from the rest in an over-saturated industry

- how to create your own personal style and life balance
- how to remain relevant in a constantly changing industry
- bringing value to your employer/company

### The Destination Wedding Hot List

Kevin Covey, Owner, Kevin's Parties, Co-Owner Destination Wedding Gurus; Laurie Davies, Owner, Five Star Weddings & Events, Co-Owner Destination Wedding Gurus; Natalie Vishny, Owner, Swellegant Events, Co-Owner Destination Wedding Gurus

Find out what 2013 holds for the \$16 billion wedding market. The Wedding Gurus have been traveling the globe collecting the latest trends for this year's hot list and they are ready to share it with you. In this fast-paced presentation you will learn how to position yourself in the destination wedding market both from the angle of the wedding couple and the venue. And venues, there will also be information for you on how to capture the destination wedding market. Find out what these affluent clients want, from food and beverage to travel and accommodations. You will learn:

- what today's luxury destination wedding entails
- the best luxury locations around the world
- insider tips on service, sales and marketing that will improve your business
- the latest trends on everything from food and beverage to hotel amenities

Noon – 1:15pm

### Capturing Corporate Business in 2013

John Daly, CSEP, President, John Daly Inc. and The Key Class, Santa Barbara, CA

What will it take to get business in 2013? Proposals? Detailed renderings? What will it take to play the corporate game? For some time now, corporations have wanted more from you for less. How can you stay on top of the game and not give away your services? Using his month-long 2012 Porsche event as a case study, John Daly, the Guru of Event Design, will take you step-by-step through what it took to win the business, the challenges and how they were overcome and how to keep them coming back to you year after year. You will learn:

- how to win corporate business
- how to turn first-time corporate clients into long-term customers
- how to make money instead of staying in break-even or losing propositions
- the secrets of a master who has stayed on top for more than 40 years

### Make It Happen:

#### How to Thrive in a Tough Economy

Filomena Felix, VP of Sales; Larry Green, CEO; David Price, VP of Product Development Rentals Unlimited, Stoughton MA

Whether you're a one-person company or a 1,000-person company, we all deal with the same issues: sales, operations and finances. How do you make it happen? And, at the same time, grow and have a financially successful company? Learn from three executives who make it happen everyday. Each will share their secrets of how and what they did to grow their company in a tough economy. You will learn:

- how to restructure and repurpose using your staff as a solid foundation
- why networking is the best way to build new clients and sales
- how to grow loyalty with your current client base
- when to buy and when not to buy
- when do you invest in new products and when do you reinvent yourself with current product

### Legal Issues in Social Media: The Event Professional's Guide

Katy Carrier, Founding Attorney/Principal, Carrier & Associates, Los Angeles, CA

You can post, pin, tweet and blog, but are you opening yourself and your company to legal liability by not knowing your rights and responsibilities as a social media practitioner? Find out at this information-packed seminar led by event industry attorney Katy Carrier. She'll cover the many legal issues related to the use of social media in the events industry, including trademark infringement, copyright-protected images and graphics and how to respond to negative online reviews. Come with questions, and be prepared for a lively discussion. You will learn:

- the proper practices for the use of copyright-protected photographs, graphics and text
- how to remain in compliance with regulations regarding promotions, sponsorships, contests and giveaways
- how to avoid trademark infringement in social media, and how to deal with infringers
- how to limit potential liability through terms of use and other contracts
- how to deal with defamation of character in social media, including online reviews

**1:30pm – 2:45pm**

**Projection Mapping: The New Frontier**

*David Corwin, Founder/Creative Director, Megavision Arts, Santa Monica, CA*

You've read about and heard about it. If you attended the 2012 Spotlight Awards in Las Vegas, you experienced it. Projection mapping is just starting to hit the mainstream, and you need to understand what it's all about to stay on top of your game. In this session, one of the masters of this technology shares his knowledge and experience in digital projection and 2D and 3D mapping. You will learn:

- how to incorporate the latest technologies into events of all sizes and types
- what projection mapping is, how it can be used and what the limitations are
- how to use digital projection to transform spaces by creating virtual scenery
- techniques and tools that incorporate interactivity into a projected environment
- how to calculate the costs of using digital projection

**The Experience Imperative**

*J. Damany Daniel, Chief Imaginator, The Event Nerd, Dallas, TX*

There was a time when an event's success was measured by the number of people in attendance, the over-the-top "wow factor" or the ability of a planner to stay at or under budget. Savvy events were those that left guests with a sense of connection with the brand or purpose of the event. Today's event attendees are smarter, and today's clients need more out of their events. It's the job of every event professional to create an experience for their attendees and provide measurable results for their clients. This session will show how using the latest technology and tools can make that possible. You will learn:

- some of the newest technologies on the market that can provide a point of connection with guests and provide measurements and metrics for clients
- how to collectively brainstorm ways to use technology to give your events new life
- how to work past the fear so often associated with using some of the newest technology and tools, using hands-on experience
- how to create an experience engagement plan by asking your clients the right questions and guiding them to insights they may not have even been aware existed

**Boost Your Profitability: Tricks of the Trade**

*Matt Allen, President, MMD Events, Tampa, FL*

Whether you've been in business for more than 50 years or you're just starting out with your new company, your main goal is to make a profit. Through this interactive lecture you will learn not only how to retain a profit but how to understand your client better, therefore building trust and ultimately leading to more business for you. This session will explore why you need to offer the newest technology and products to out-do your competition and offer tips to boost your profitability. You will learn:

- how to instinctively read your client before anything is said or done
- the art of negotiating for a higher price in return for higher profit
- how to diversify and stay relevant
- how to create beneficial partnerships

**4:30pm – 5:45pm**

**Growing Your Business Through Stronger Client Relationships**

*Howard Givner, Executive Director, Event Leadership Institute, Scarsdale, NY*

In the quest for increased sales, we often focus on finding new clients. Are we getting the most from our existing clients, who already know our work? Many high-end service businesses thrive under the 80/20 rule, where 80 percent of their revenue comes from just 20 percent of their clients, and in fact it's much easier to grow a current client than to find a new one. This program will focus on a variety of key strategies you'll need to retain, and expand, your existing book of business. You will learn:

- how to demonstrate your company's value in a way that makes price less relevant
- properly manage client expectations
- ask for referrals without feeling awkward
- defuse an upset client
- give yourself the best possible chance to rebook a client after the event is over

**How to Create Events with Good Taste: Design Events that Taste Good!**

*Michelle Nowak, Event Producer, Good Gracious! Events, Los Angeles, CA*

Here's a little secret to wake up your 2013 sales. To wow clients with new concepts, appeal to their sense of taste. Not design taste, but actual taste buds! More than ever, events revolve around food and beverage; in some cases it is the entertainment. Whether you are a caterer, designer or wedding and event planner, this

session will help you discover ways to bring what you see on food shows—including trucks, pop-ups, chef battles, design and menu ideas and even bizarre foods—to your events. You'll see case studies on some of the hottest food and beverage concepts featuring *Top Chef*-style contests and restaurant-style menus that physically take guests on a culinary journey, including some that have artfully incorporated the latest in mixology trends. You will learn:

- how food and beverage-driven events work through case studies
- fresh ideas on how to design and sell events that revolve around food and beverage
- how to implement today's hottest food ideas such as trucks and pop-up restaurants
- how to increase your business by partnering with caterers

**Bridezilla Revisited: Dealing Tactfully With Difficult Brides and Clients**

*J.P. Reynolds, JPR Weddings, Sherman Oaks, CA*

Even the best of brides can have Bridezilla episodes and so can their grooms. Parents mean well but can drive you to distraction. Add on vendors who drop the ball and you can lose your sanity weeks before a wedding—unless you know the tricks for communicating in smart, healthy ways. Through interactive discussion, this practical skills-building workshop demonstrates how to deal constructively with brides, grooms, parents and vendors when their behavior is unpleasant and difficult. J.P. Reynolds illustrates tips and tricks with stories from his own 20 years of experience dealing with wedding couples and their families in his role as a wedding officiate. You will learn:

- how to develop strategies for preventing your buttons from being pressed when dealing with such behaviors as verbal attacks, complaining and emotional manipulation
- tips for maintaining self-esteem when dealing with abusive people
- how to listen so as to get heard
- why difficult people are difficult
- the four worst words to say to a difficult person

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## Monday, March 11

7:30am – 8:45am

### High-Logistic Events: Innovation, Not Aspiration

Stuart Katzen, Director,  
Eventify, Sydney, Australia

This seminar deals with how a high-logistical event is designed, created and executed. What goes into the planning, budgeting and implementation of a high logistics event that gives your client maximum bang for their buck. We'll explore the do's and don'ts of creating events of this scale and tips that both newcomers and experienced event producers can take away. This seminar will also discuss practical yet bespoke ideas that can be easily implemented, from using lighting that isn't just lighting to creating a different space, to stages that aren't stages. Finally, we'll discuss how to do it all safely and without anyone getting hurt. You will learn:

- how to make the most of supplier relations and communication and how to maximize your on-site driver time
- creative uses for lighting and A/V deliverables
- infrastructure irony: breaking through the walls of convention
- worksite health and safety and how this affects your event
- how to creatively transform a black box venue with limited budgets

### From the Drawing Board to the Execution: An Event Building Workshop

Bettina Wolpou, Executive Producer,  
TinaBettina & Co. Branded and Experiential Events, Longwood, FL

This hands-on workshop will take attendees through all of the steps, hurdles and logistics of creating a special event from the RFP to the execution and strike. It is not about the sale, but about balancing and then integrating both creativity and logistics. Each attendee will receive a complete event package, that will include an RFP, maps and photos of the venue, budget templates, timelines and other documents crucial to the event's success, including photos of props, décor and entertainment. You'll then take part in a lively discussion on what works—and what doesn't. You will learn:

- how to write a creative narrative in the form of an RFP that answers all of the client's requests and wins the business

- how to consistently brand and communicate the event's messages
- why creating a professional special event is not the same as your sister's baby shower
- how to create a winning three-dimensional event

### Bridging the Gap: Strengthening the Relationship Between Vendors and Venues

Kevin Dennis, Owner/Founder,  
Fantasy Sound Event Services, Livermore, CA

Vendors and venues are both invested in providing top notch services to their clients, yet the relationship between them is often misunderstood on both sides. All relationships go through growing pains and after this seminar you will be equipped with all the tools necessary to strengthen that relationship, whether you are a venue or a vendor. Venues will learn how to keep their vendors happy and vendors will learn the correct steps to take to becoming a distinguished vendor. You will learn:

- the correct way to get onto a venue's preferred vendor list and how to keep that preferred list strong
- how to best communicate with others in the days leading up to an event
- what venues consider the "perfect vendor," and the steps vendors can take to fit that image. Conversely, you will learn what vendors think makes the "perfect venue," and the steps vendors can take to fit that image
- the pet peeves of both vendors and venues, and how best to avoid them to keep each other happy and successful

9:00am – 10:30am

### Amazing Centerpieces

Bisli Vazquez, Owner,  
Bisli Event Services, San Antonio, TX

Here is everything you need to know to create stunning centerpieces. Learn how to secure elements for safety, choose materials including flowers and non-floral items, and apply the finishing touches. Participants will watch as a grand sweetheart table and two guest tables take shape and will join in with finishing touches.

You will learn:

- how to use the right mechanics to hold the centerpieces in place
- how to secure the flowers and vase using hardware store items
- how to finish the centerpiece using non-floral items

### Inside-Out: A Corporate Planner's Toolbox for Working With Outside Partners

Kelly Dolan, Event Manager,  
Avedro, Easton, MA

Kristjan Gavin, CMP, President,  
In Good Company Events, Inc., San Ramon, CA

If you are an inside corporate planner, you understand that the success of your projects hinges on two key points: Managing all the internal stakeholder relationships and expectations, and building relationships with your key vendor partners who are outside keeping the project moving forward. This session will give valuable insight, perspective and tactics you can use immediately to create and keep a symbiotic relationship that will blossom. And vendors will learn how to get on the inside track with busy corporate planners and nurture the relationship to its fullest.

For every attendee at this session, In Good Company Meetings and Events will donate \$2 to the SEARCH Foundation. We encourage each attendee to bring \$1 to donate at the door.

You will learn:

- questions internal corporate planners should and can use to vet new potential vendor partners
- how vendor partners can ask questions to vet the internal planner for a good fit
- what to watch and listen for that could spell impending disaster
- how to work with procurement, purchasing and the internal planner
- post mortem tactics for both planners and vendors

### Trend Setters, Trend Hoppers and Trend Watchers

Presented by Wedding Industry Professionals Association

Sharon Dexmier, President,  
Napa Valley Linens, Emeryville, CA

When it comes to trends, we're usually only as good as the information that's out there. Are you tired of mason jars, Tangerine Tango and burlap runners? Sharon Dexmier has spent many years looking at fabrics and listening to "experts" on colors and textiles. In this session, she'll share with you what she's learned in her quest for the origin of trends and pull back the curtain on The Great Oz. This session will explore where trends originate, how they migrate and why we happily adopt them.

You will learn:

- who are the big influencers
- who decides color trends, where they get their ideas and how long a color lasts in the market
- what's the next big thing in color
- what it takes to become a trendsetter

## I Don't Speak Lumen: A Meeting Pro's AV Survival Guide

Midori Connolly, Chief AVGirl,  
AVGirl Productions, San Diego, CA

Jessica Levin, President,  
Seven Degrees Communications, Edison, NJ

Have you ever walked into a room where a speaker is desperately trying to make their presentation appear on the screen? Have you been in a bind trying to figure out why a Mac won't connect to a projector? And let's not get started on making microphones work! If you feel this frustration, you are amongst the majority of meeting professionals. In an informal poll of meeting planners, the AVGirl discovered that 100 percent of planners said AV was the worst part of their job. From trying to understand the value of HD versus SD to deciphering an AV estimate, they unanimously agreed they needed help!

The AVGirl will present technological information in a friendly, non-intimidating manner. This session will give you tools and tips to feel confident and empowered when speaking about AV technology. You will learn:

- how to identify the individuals on an AV team, including the gear they operate and who to go to for specific needs
- skills to personally solve AV challenges such as inoperable microphones or presentations that look wrong on a screen
- a few best practices and gadgets that can save time and money

10:45am – Noon

## X to the 5th Power: Creating Extraordinary Experiences

King Dahl, Executive Director of Event Design,  
MGM Resorts Events, Las Vegas

This design-focused session with one of the industry's best-known designers will give you insight into King Dahl's collaborative design process and his "X to the 5th Power" formula. His sources of inspiration and unique techniques in creating dramatic first and lasting impressions will be unveiled, and you'll also get a peek into the secrets that have propelled his team into one of the world's leading and most award-winning event companies. Come prepared to ask all the questions you've always wanted to, as King Dahl will be an open book in discussing his work philosophy and personal journey as he celebrates his long and distinguished career in event production. You will learn:

- five essential elements that make up well-produced events
- to broaden your expertise through new forms of inspiration

- simple principles to help you become a leader in the event industry
- how to harness the power of collaboration

## Sales and Social Skills

John Daly, CSEP, President, John Daly Inc. and  
The Key Class, Santa Barbara, CA

Ever wonder why a meeting didn't go so well or felt like you might have unknowingly put off a client? Get tips, tools and techniques—the do's and don'ts of business etiquette. Not only for the novice, veterans might be surprised by some of the shifts in today's social media world.

A leading event designer for more than 40 years, John Daly has traveled the globe with his Fortune 100 corporate clients. He attributes much of his success to his knowledge of business etiquette, something he studied for more than three decades, resulting in his corporate clients depending upon him to guide them in sales situations with their own customers and other vendors. In typical Daly fashion, this led John to found The Key Class, the go-to-course for business etiquette that he teaches in high schools and colleges.

You will learn:

- how to make a lasting first impression on potential customers
- how to handle email, texting and social media in today's business world
- what red flags to look for with potential vendors, associates or customers and what they mean
- what not to do during business meetings and lunches
- how to have a conversation with a prospective client

## Using Video Technology to Extend the Life of Your Event

Scott Frankel, President,  
Animatic Media, LLC, Hicksville, NY

This session will review the latest in video technology including innovative ideas to take your event to the next level. You will walk away with cutting-edge tips on how to capture your event content on video for use post-event to extend the life and reach of your event.

From custom micro sites to YouTube, video technology can keep your event alive well after the event closes. Video technology can provide a new revenue stream through subscriptions and sponsors for your event as well as keep your event current and forward thinking. You'll also learn tips on hiring the right video technology company and what to look for when securing your video vendors. You will leave this session wanting to include video technology in your next event and we will show you how to do it right. You will learn:

- cost-effective ways to capture video
- the latest in video technology

- how to use social networking and blogging to create a community through video
- how to provide CEU/CME sessions to a wider audience post-event
- how to provide a new revenue stream for your event after it is over

2:15pm – 3:30pm

## What Is Your Perfect Egg? Pros and Cons of Starting a "Lite" Version of Your Creative Business

Sean Lou, President,  
The Business of Being Creative, New York, NY

Many creative businesses extend their brand by creating a "Lite" version of their traditional offerings. In this seminar we will review the pros and cons of taking this step and how many of these ventures might actually hurt, rather than help, a creative business. We will then focus on new business lines that can reinforce the core creative business and vice-versa. We call these new business lines "The Perfect Egg." We will discuss several examples of Perfect Eggs and their specific challenges. You will learn:

- the pros and cons of the "Lite" version of your creative business
- the pros and cons of Perfect Egg business lines
- how to launch a Perfect Egg business
- how to scale or grow your creative business

## Go Global! How to, When To and If

Andrea Michaels, President,  
Extraordinary Events, Sherman Oaks, CA; ,  
Dion Yarwood, General Manager,  
Staging Connections, North Queensland, AU

So you've been thinking how much fun it would be to work in another country—the chance to travel, meet new people, try new cuisines, practice new etiquette. That's the fantasy (not that some or all of it isn't true), but it isn't the entire reality. Come to this session filled with war stories, challenges, solutions and a realistic picture of what you need to know to be successful when you don't speak the language, don't have any suppliers, or have never experienced the culture or etiquette. This session will help you define if this is the road you really want to travel and if you do, get ready to update your passport, get your immunizations and apply for your visas, because when you leave the room, you'll be ready to take off—or else you'll be really satisfied with where you are. You will learn:

- the pros and cons of working internationally
- how to find resources
- how to identify specific challenges with accompanying solutions
- how to differentiate work from tour and travel

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## The Social Referral Factor: How to Ignite a Sales Explosion

*Jody Murphy, CEO/Founder,  
Expect Referrals, Orlando, FL*

*Michelle Bergstein Fontanez, Marketing Maven,  
Event Industry Marketing by BeatCreative,  
Orlando, FL*

Do you hear it? It's your customers and their friends and they are talking about you. How do you turn their chatter into an explosion of sales for your business? Find out how to turn customer conversations into more leads and more customers. Learn how to integrate social media and the new phenomenon of online deals into a marketing strategy called social sharing that your competition has not thought of doing yet. And the big secret? This strategy is incredibly inexpensive so you can easily add it into your existing budget. You will learn:

- how to capture customer chatter and funnel it into improved ROI
- what social incentive sharing is and why marketing experts are starting to talk about it everywhere
- how to invent a campaign that works for your industry and your audience
- if it is all worth it

TUESDAY

3:45pm – 5:00pm

## Transforming Classic Design into Contemporary Soul

*Evan Carbotti, Partner; Jordan Carbotti, Partner,  
Perfect Surroundings, Newport, RI*

As event professionals, our job is not simply to invent completely new concepts or be the first, but to rework and personalize existing design concepts and principles. We are all part of one enormous circle of ideas. As the event landscape evolves and new products and resources become available, it's increasingly important to understand how to integrate classic design elements and textures with sleek, crisp contemporary style and soul. Discover how eclectic design solutions are becoming solutions for floral, table design and events as a whole, and uncover some of the many avenues for creative ideas, inspiration and progression. You will learn:

- how the Perfect Surroundings team draws inspiration from people, places and things
- how the team transformed unique event venues and spaces with numerous before and after photos
- how to reuse design elements in new and exciting ways

MONDAY

SUNDAY

## The Ultimate Critical Path

*Milena Santoro, CMM, CMP, PDP, President & CEO, MS Productions, Edmonton, Alberta*

A great event planner knows the value of a work-back schedule. Attend this highly interactive session and learn the secrets to creating a rock-solid critical path that will allow you to get ahead of what's happening. Take hold of your event before it takes hold of you. Walk away with a firm understanding of how to perfect the ultimate critical path. You will learn:

- the benefits of working with a critical path
- the three Ws of a critical path
- effective strategies to manage the critical path
- how to implement tools and technology
- best practices

## Demographics are Dead: How to Utilize Psychographics

*Daniela Ferdico Faget, Psy.D, Cerebral Artisan,  
Bella Signature Design, Bainbridge Island, WA*

Demographics such as age, gender and earnings are only the tip of the iceberg when it comes to knowing who your target market is (and therefore gaining their business). In this seminar, you will learn the difference between demographics and psychographics and discover how to gather and utilize in-depth knowledge about your client to cater to their needs. You will learn:

- the difference between demographics and psychographics
- how to gather psychographics from your clients
- how to use psychographics to identify your target market
- how to use psychographics to gain your clients' trust and business

5:15pm – 6:15pm

## Balancing Analytical and Creative Solutions

*Ami Cervin, Meeting and Event Planner,  
Aimia, Inc., Plymouth, MN*

Have you ever wondered how some people can brainstorm the most creative ideas at the drop of a hat? Or how others can legitimately roll-up every decision and know exactly how it affects X, Y and Z and the bottom line without blinking? It takes a balance of analytical and creative thought to create successful events, although many planners and suppliers excel in one area over another. Learn how to stimulate both sides of your brain through case studies, interactive exercises, and an opportunity to put those lessons to work to create thoughtful event

design and drive sales through customer engagement. You will learn:

- the difference between your analytical and your creative brain, and how they can help and hinder each other in the event planning process
- how to identify both the creative and analytical view for each step in the event planning process
- simple exercises to stimulate both sides of your brain to keep the business and innovation top of mind at all times
- resources to find creative and analytical inspiration

## You Are Worth It! Raising Your Prices Painlessly

*Gretchen Culver, Owner and Lead Planner,  
Rocket Science Weddings and Events,  
Minneapolis, MN*

No one enters the events industry dreaming of riches; if money was the end goal you would've headed to Wall Street. Rather, we get into the industry because we love it, but that doesn't mean we can't or shouldn't make money. The goal of this session is simple: to help you make more money while doing what you love.

Everyone deserves to be paid what they are worth and feel valued for the work that they do. Your dream client should be your only client. Your time and talent are worth money, so start charging for it! During this seminar, you will learn some of the key reasons special event professionals don't raise their prices and how to put together a practical plan to evaluate your business and raise your prices accordingly. You will learn:

- how to evaluate your business in your specific market in order to maximize what you are charging
- three key factors that hinder businesses from raising their prices
- a simple plan for raising your prices with as little financial pain as possible
- insight on how your price affects your brand, and how to align the two

## Tuesday, March 12

8:00am – 9:00am

## Edit and Innovate: A New Perspective on Floral & Event Design

*Eddie Zaratsian, Creative Director,  
Eddie Zaratsian Custom Florals and Lifestyles,  
West Hollywood, CA*

Get insight into the creation of the many architectural designs seen in the artistry of one of Los Angeles' most celebrated floral designers.



Eddie Zaratsian's unique perspective has been culled from an 18-month relationship with Restoration Hardware's design team and the concept of subtraction versus addition. He will share his extensive knowledge of unique and seldom used floral and fauna while creating several signature designs and architectural creations. You will learn:

- insight into the creative process—is less more
- skills needed to edit a design—less is more
- how to select unique flowers and greens for a fresh unique style
- design tips and tricks
- how to care for and handle unique floral and fauna
- how to create buzz during your event installations using Instagram

### Fair Trade: Ethical Practices

*Moderator: Rivire Davies, Owner, Rivire Works, Los Angeles, CA*

Fair trade: we apply it to how our coffee is grown and sold, but what about our events and our own business and work ethics? In this time of cross-over between event designers and planners, it's time for a discussion of how fair trade—the promotion of ethical trade and sustainable practices—can work to create a stronger, more sustainable industry, and in doing so, help your business grow. In this spirited discussion that includes you, the audience, we will explore the pros and cons together of creating a fair trade practice for the industry. Should we implement it? How does it work? Can it mean better business for all? Or does it create limitations? No matter the answer, this exciting debate will explore where we are and where the industry is headed. You will learn:

- how to use fair trade to get an edge on your competition
- how to educate clients in a positive way
- the meaning of commission versus mark up and the effect of each on the industry
- the five rules of fair trade

### Using Pinterest, Lovelt and Other Tools to Empower Your Community and Business

*Brit Bertino, Owner / Director, Event Excellence, Santa Monica, CA*

The future of social media is curation. Everyone has topics in which they specialize; therefore everyone is a tastemaker in their own right. Millions of companies vie for the attention of one—you. The web is noisy and people need ways to visually bookmark, collaborate, curate and share. After this session you will have

knowledge and tech tools to help you creatively collaborate, curate and empower your community and events business.

You will learn:

- how to visually filter through all the content on the web
- how to use Pinterest, LoveIt, Wanelo and other tech tools to visually bookmark and curate the web
- fun and cool ways to collaborate with colleagues, clients and your community
- how to organize interests by people, groups, topics, images and brands
- how to creatively share your content, with whom and when

### 9:15am – 10:30am

#### Our Business is Show Business

*Lenny Talarico, CSEP, Director of Events, MGM Resorts Events, Las Vegas NV*

This session is designed to help event planners hone their skills in presenting concepts, products and services to clients. Similar to how entertainers prepare when putting on a show, it's about how you present and package the show to the audience, your customer. A little show business flair is what can help set you apart from the crowd. We will explore various techniques to consider for presentations, review actual events with visuals and discuss ways in which you can improve your own personal performance by incorporating same techniques used in the entertainment industry.

You will learn:

- various stage techniques used by performers which you can include in events
- how to create a scene like a film director and how to add that into your event
- best practices on how to incorporate show business style into an event

#### Bring Bling to Your Events—on a Budget

*Lisa Gentilin, PhD, CMP, President, Fancy Shindigs, Inc., Castro Valley, CA*

This course will bring out your inner inventive designer and get your creative juices flowing! This demonstration will show you how to use a variety of inexpensive items to put some bling in your events without breaking the bank.

You will learn:

- simple, low-cost ways to decorate your special events
- multiple resources for budget-friendly decor
- budget-friendly ways to make your special events fun and memorable

#### You Win When You Measure

*John Scrofano, CEO, OneWed, Seattle, WA*

Hope is not a business strategy. Growing businesses are built by great people with the right goals. And the very best way to achieve a goal is to measure your progress. By the end of the seminar, you will walk away with a plan and the tools you need to measure your goals. You'll learn what measurements drive action and behavior and how and why to select certain goals and not others. This three-part session will include interactive instruction, a workshop and question and answer period. You will learn:

- why measuring goals is crucial to building a growing business
- how to develop a Measurement Dashboard custom tailored for your business to drive business decisions, behavior and growth
- resources to build and track the dashboard
- how to communicate goal measurement to your entire organization

### 10:45m – Noon

#### Event Alchemy: Turning Intangible Concepts Into Real Design

*David Merrell, President / Creative Director, AOO Events, Inc., Los Angeles, CA*

From the moment we meet with clients, the sales process begins—but what are we really selling? We say it's an event, but until it actually happens we are selling the invisible. Along the way both inspiration and strategy will be used to create the best event possible. In this seminar, we'll break down this process further to make the intangible tangible. Discover how to manage the sale, the follow up, the team, the proposal and what happens on-site in ways that make your business stronger and more profitable while making the client happier and more likely to do repeat business. Get tips on selling customer service and adding value to the event, your business and the event's bottom line. Pitches, angles, presentations: it's all invisible, but this session promises to reveal the secrets behind successful sales and concrete event design. You will learn:

- how to sell the invisible—emotion, hopes and dreams—through service, design and old-fashioned sales acumen
- valuable tips that will help you angle a pitch, manage a design meeting and build the best team for the event
- presentation and proposal ideas that work

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## Marc the Moment: The Power of Design Communications for Creating Memories

*Marc Friedland, Founder/Creative Director, Marc Friedland Couture Communications, Los Angeles, CA*

The demand on event professionals to create events that are meaningful, impactful and memorable is greater than ever. Planners and event guests are more generationally diverse than ever before, and with the increase of light-speed technology, our attention spans become more and more distracted. The solution: Event communications that are brilliantly designed, thoughtful, witty, and speak with authenticity, heart and soul. This is the power of “event branding”, which evolves ordinary events into extraordinary experiences.

From the Oscars® to Oprah, for over 25 years, Marc Friedland has been on the leading edge helping some of the world’s most creative brands and individuals, create the most celebrated events of our time. This visual and engaging conversation, highlights the power of design to enhance any event whether private, corporate or non-profit, and will touch on topics such as pixels vs. paper, how thinking differently provides a fresh take on a tired event as well as how to engage a more playful spirit to foster more innovative and inspired solutions with your event’s visual communications.

You will learn:

- How to look at events from a branded experiential point of view
- The basic ingredients that go into creating an event brand
- Netiquette vs. etiquette in a pixelated world
- Tips and ideas for gaining a fresh perspective on design
- The importance of details in creating a more memorable experience

## The Psychology of the Guest

*Andrew Larris, Creative Visionary, NYX Entertainment and Events, Washington DC*

Utilizing a process called “the psychology of the guest,” award-winning event producer and entertainment designer Andrew Larris will show you how to make a social event transcendent, raise more money for your nonprofit clients, incorporate branding into your corporate events and bring in a higher revenue for your services.

Every attendee will receive a certificate good for one free private consultation with Mr. Larris. You will learn:

- basic principles that you can put into practice today to immediately increase your business
- what you can do to separate yourself from your competitors
- pointers and questions you should ask every client to help you stand out

## Wednesday, March 13

2:30pm – 3:30pm

### Secrets from the Queens of Tent Décor

*Kelli DuBeau, Casey DeLeone, Exquisite Events, Narragansett, RI*

*David Price, Rentals Unlimited, Newport, RI*

Join the queens of tent décor as they share their secrets with time-lapse videos, before and after images and on-the-spot design solutions. Watch as they compete in a battle royal, to transform two small tents into palaces. At the end of the session, both tents will be revealed and you will choose your favorite design. You will learn:

- how to lay out a tented floor plan, with easy to remember spacing tips, making you look like a pro
- basic fabric draping techniques and time saving tips for transforming spaces on the fly
- how to determine linen sizes needed for every size table along with other useful rental company ordering tips
- how to determine your event’s basic power needs

### Event Branding: Beyond Logos and Gobos™

*Jack Weiner, Owner, and Bonnie Bauman, Operations Manager; Kool. Event Furniture + Illuminated Décor, Phoenix, AZ*

There once was a time when an event theme and a logo branded an event. In today’s mobile and media-driven society, event branding is ever evolving in ways never before imagined. Join kool. as they take you beyond logos and gobos into the realm of event branding using an interactive presentation that will be not only thought provoking, but will give you a new perspective on branding events for your clients.

You will learn:

- the difference between a brand and a logo
- the difference between branding an event versus branding at an event
- the difference between the ROO and ROI in event branding

3:45pm – 4:45pm

### 4 Keys to a Successful Negotiation

*Lisa Gentilin, PhD, CMP, President, Fancy Shindigs, Inc., Castro Valley, CA*

When negotiating with vendors and venues, are you getting what you need to meet the objectives of your specific group? This session will help you understand the value of your business and will help you to position yourself as a valuable customer. Find out how to identify your leverage points with vendors and venues, and achieve a successful negotiation using these four simple keys. You will learn:

- four keys to successful negotiations
- the three stages of negotiating
- several tactics and avoidable mistakes

### Events Risk Management

*Bill Werner, Associate Professor, UNLV College of Hotel Administration, Las Vegas, NV*

This seminar will review the fundamental concepts of risk assessment and control, provide up-to-date information about recent developments in events risk management, and briefly study two recent cases of risk management failures. Attendees will learn the common methods of evaluating and managing common risks in the events industry and the most common risk management errors.

You will learn:

- how to identify and assess the various risks associated with events management
- the most current risk issues facing the events industry
- a methodological approach to protecting a company from risk

TUESDAY

MONDAY

SUNDAY

# EDUCATION

Sessions, demos, presentations, panels, interactive, Q&A

[speakers and schedule are subject to change]

# Xperience

**MORE education in a smaller, interactive format**

The Catersource**Xperience** Stages will feature quick, interactive presentations on small stages that will **Xamine** the newest culinary techniques, latest design trends and cutting-edge marketing ideas.

Throughout the Conference, these live 30-minute demonstrations will let you quickly **Xtract** more new ideas than ever before.

(see page 28 for a presentation schedule)

Xperience stages were great. It is nice to be able to see, up close and personal, just how something is done and ask questions if needed.

**Brant Russell**  
Taher, Inc., Jackson, MI



## Certified Education

### ACF Continuing Education Hours

Catersource education contributes to the mandatory courses in sanitation, nutrition and business management, as well as providing the avenue for gaining experience. All sessions at the 2013 Conference are approved for ACF continuing education hours. If you attend the entire conference, you can earn up to 20.75 CEHs:

- Sunday 5 hours
- Monday 7 hours
- Tuesday 3.75 hours
- Wednesday 3.25 hours
- Tradeshow 3 hours



## FIRST TIME TO CATERSOURCE?

Over the past 20 years, thousands of catering professionals have walked through our doors and whether they've come to share or learn, they've all come away with an enlightened perspective on the work they love!

No matter what stage you're at in your catering career, Catersource has something for you. Shoot an email to Newbie Ambassador Bill Pannhoff and ask him to talk you through the many reasons you can't afford NOT to check out the best learning experience in the industry.

Bill will personally guide you to the right sessions, give you the inside track on the many optional events and activities, and connect you with other attendees so you don't have to go it alone!

If you've never been to a Catersource Conference, you simply don't know what you're missing!

**Bill Pannhoff**  
Owner  
B&B Catering & Events,  
Catersource Consultant,  
Forum Moderator,  
Newbie Ambassador

Email [bpannhoff@catersource.com](mailto:bpannhoff@catersource.com)



# Xperience Stage Schedule *(go to [catersource.com](http://catersource.com) for full session descriptions)*

## Xperience Presentations

LOCATED AT THE MIRAGE CONFERENCE CENTER

	CULINARY STAGE	DESIGN STAGE	BUSINESS STAGE
SUNDAY - MIRAGE	12:30pm - 1:00pm	Chicken Little: Recipes For Small Plates	Managing Your Social Media Presence: Get the Most Return on Your Investment
	1:15pm - 1:45pm	Breakfast of Champions: Tasty Gluten-free Options for Your Breakfast Menus	20 Easy and Inexpensive Ideas That Will Impress Your Clients
	2:00pm - 2:30pm	Pennies for Profit: How to Correctly Cost Recipe	Rustic Designs for Buffets and Stations: Part 1
	2:45pm - 3:15pm	Truffles and Flourishes: Unique Presentations for Passed Appetizers	Rustic Designs for Buffets and Stations: Part 2
	3:30pm - 4:00pm	A Taste Of Honey: Appetizers with a Sweet Touch	Conquering the Cake: How to Build a Wedding Cake Business
	4:15pm - 4:45pm	New Looks For Classic Recipes: Updating Favorite Recipes From the Past	Buffet Themes on a Shoestring: Creative Buffets Don't Have to Be Expensive
	5:00pm - 5:30pm	Out the Back Door: Five Things to Know About Catering from Your Restaurant	Packaging and Shipping Parties the Most Productive Way
MONDAY - MIRAGE	7:30am - 8:00am	Forget the Garden Salad: Fresh Ideas and Presentations for Salads	The Pampered Host: What You Need to Know About Catering in Private Homes
	8:15am - 8:45am	Unravel the Mystery of Gluten-free Menus	How To Design Effective Venue and Menu Package Marketing Materials
	10:45am - 11:15am	One, Two, Three-Ingredient Hors d'oeuvres	20 Easy and Inexpensive Ideas That Will Impress Your Clients
	11:30am - Noon	Hosting Salon Dinners: A Fun Multi-Discipline Marketing Event	The ABCs of Easy Floral Design: Décor and Centerpieces You Can Produce In-House
	2:00pm - 2:30pm	Tastings: How to Get the Most Bang for Your Buck	Creativity and Event Design: Identifying Trends and Using Materials You Can Afford
	2:45pm - 3:15pm	Learn How to Produce Perfect Fish Entrees	The ABCs of Easy Floral Design: Décor and Centerpieces You Can Produce In-House
	3:30pm - 4:00pm	The Last Bite: Delectable Dessert Stations for Parties	Create Floating Buffets and Other Unique Buffet Design Concepts
	4:15pm - 4:45pm	Stick It, Spoon It, Pass It Around: A New Version of Appetizers	Food for Thought: How to Address Negative Social Media
	5:00pm - 5:30pm	A Blend of Flavors: Desserts with a Touch of Salt	Webinar Know How: Using Webinars for Meetings and Trainings
TUESDAY - MIRAGE	8:15am - 8:45am	Simple Yet Sophisticated Garnishes for Platters and Plates	On Stage or In A Meeting: Brush Up Your Presentation Skills
	9:00am - 9:30am	The Family Table: Menu Ideas for Family-Style Service	Unique Touches for Wedding Designs and Décor
	9:45am - 10:15am	From Bacon to Chops: Appetizers and Entrees Using Pork	Buffet Themes on a Shoestring: Creative Buffets Don't Have to Be Expensive
	10:30am - 11:00am	Chew On This Again: Menu Ideas for Gluten-Free And Allergy Sensitive Guests	Enhancing the Bar Experience
	11:15am - 11:45am	Cocktails and a Bite: Matching Craft Cocktails with a Tapas Style Menu	Taking the Indoors Out: Beautiful Events in Tents

## Xpand your Xperience

WITH EXHIBITION STAGES AT THE LAS VEGAS CONFERENCE CENTER

On Tuesday and Wednesday, Exhibition Stages will be located at the Catersource Tradeshow Floor located at the Las Vegas Convention Center, giving you even more opportunities to experience these interactive learning sessions.

Tuesday	CULINARY STAGE	DESIGN STAGE
12:45pm - 1:15pm	Southern Pride Class	How to Turn Your Bar into a Design Element and Serve a Lot of Drinks Very Fast
1:30pm - 2:00pm	Scott Conant in the Catersource Kitchen	Sneak Peek: <i>Style Me...Again</i>
2:15pm - 2:45pm	ACF Medal Presentation	Break A Leg: What's Hot for Corporate Event Entertainment
3:00pm - 3:30pm	A Blast from the Past: Vintage Cocktails for Your Bar Menus	Work Less and Be More Efficient: Using Technology to Become More Effective
3:45pm - 4:15pm	Chef Rubber	Special Event Lighting Design Tips and Tricks
4:30pm - 5:00pm	Elevating the Craft of Cocktails	
5:15pm - 5:45pm	The Tapas Table: Delectable Little Dishes with Robust and Varied Flavors	ACF Medal Presentation

Wednesday	CULINARY STAGE	DESIGN STAGE
9:30am - 10:00am	Stick It, Spoon It, Pass It Around: A New Version of Appetizers	Make Your Chef the Hit of the Party: Ten Ideas for Chef Action Stations
10:15am - 10:45am	Fusion Chef	Unique Equipment and Design Elements for Catering Buffets
11:00am - 11:30am	Using the Yield King Smoker for the Perfect Rack	20/20 Vision: 20 Design Concepts for \$20 or Less
11:45am - 12:15pm	Cooking In and With Salt: It's Not just a Condiment Anymore	Wedding Design: Why Are Weddings Different? Part 1
12:30pm - 1:00pm	ACF Medal Presentation	Wedding Design: Why Are Weddings Different? Part 2
1:15pm - 1:45pm	MIXOLOGY CLASS	Caterer 2 Caterer: Love It, Live It, Learn from It

# TRADESHOW

Thousands of resources at your fingertips

# Tradeshow

The only industry  
Tradeshow that  
caters to caterers!

Get thousands of ideas while you take advantage of the many show specials, meet with your vendors face-to-face and discover new suppliers that want to do business with you. Of course, you'll also sample some of the best catering-tailored foods and beverages you won't find anywhere else.

I can count on meeting at least one new vendor each year I attend and getting wonderful ideas for my clients' events. It is a must-attend event for me.

**Lauren McCabe**

MealThymes, San Francisco, CA



**TUESDAY March 12**  
**11:00am–6:00pm**

**WEDNESDAY March 13**  
**9:00am–2:00pm**

## Las Vegas Convention Center

Quick, easy and complimentary transportation to and from the Tradeshow will be provided both Tuesday and Wednesday from our host hotel, the Mirage.

## Come and see what all the excitement's about!

Lively, fun and filled with inspiration, the Catersource Tradeshow is the only catering-specific show in the industry. Hundreds of suppliers will be on hand to:

- launch exciting new products and services designed specifically for your business
- show you new and innovative ways to use existing products
- offer special discounts and show promotions
- share food and beverage samples and recipes
- demonstrate the newest techniques

You'll find:

- new buffet and tabletop ideas, creative displays and décor
- the most up-to-date transport and holding units
- kitchen innovations for cooking in and outdoors
- serving equipment geared just for catering
- the latest software options
- upcoming trends in plastics and disposables, linens and china

Two days on the Tradeshow floor will help you spot trends, compare products and find the newest ideas on the market. You'll save time and money by shopping more than 400 suppliers on the floor and take advantage of the many show sales and specials. And you'll be able to make decisions about the right products to keep your business running smoothly.

In addition to the largest collection of top suppliers in the industry, the Catersource Tradeshow offers exciting presentations, contests and interactive event areas all designed to let you see, touch and taste thousands of new products that are vital to your business!

# TRADESHOW

Thousands of resources at your fingertips

## The Industry Tradeshow

Catering professionals love the Catersource Tradeshow – and it shows in the numbers. Increases in both exhibitor and attendee participation have made us one of the fastest growing tradeshows year after year.

Come and see what makes Catersource *the* industry event for caterers from around the world!



The 2013 Tradeshow floor will be highlighted by several special areas and events:

### ACF Las Vegas Culinary Challenge

presented by Southwest Gas Visit the Culinary Challenge to see chefs compete for prestigious ACF awards. This two-day professional-grade competition will give both rising and established culinary stars an opportunity to compete in a variety of cooking, cake decorating, decorative centerpieces, sugar centerpieces and carving competitions.



### Tabletop Contest

View, vote and get ready to be inspired. This contest is always a must-see on the show floor! Dozens of caterers have pulled out all the stops to compete. You'll see on display some of the most inventive and original ideas from caterers coast to coast. David Tutera will once again pick his favorite design. Bring your camera to capture these concepts!

### Exhibition Stages

Learn even more at the Tradeshow by taking in short presentations throughout the two days on one of the Exhibition Stages. Topics include:

- Themed menus
  - Dazzling desserts
  - Upscale grilling
  - Kosher & halal catering
  - Molecular gastronomy
  - Cool cocktails
  - Branding
  - Wedding packages
  - Exit plans
  - Family dynamics
- ...and so much more!

### Hands-on Demonstration

Learn Magic Tricks for Successful Plated Dinner Service

Wednesday, March 13 1:15 pm–2:15 pm

New for 2013, this class will be focused on learning or improving your company's back-of-the-house techniques for producing successful seated dinners, regardless of the size of the event. Take your place on the plating line as the expeditor or the executive chef and learn the best practices for serving beautifully plated courses. Class is limited to the first 50 participants on a first-come, first-serve basis.

### Spectacular Sweets

Pastry Showcase presented by Chef Rubber Get ready for some sweet surprises as several of the country's top pastry chefs show off their unique talents in this pastry showcase. You'll see molded chocolate ideas, decorating demos, plating techniques, sugar techniques and so much more. Last year we broke a World Record on the show floor. Who knows what surprises you can expect this year?



### Ice Carving Demonstrations

presented by The National Ice Carving Association You'll get chills as you watch five exciting ice carving demos. Take in the talents of these artists and browse many more pre-carved display pieces on the Tradeshow floor.



# CONTESTS

Great ideas on display means everybody wins!

## Contests

Competition between caterers unlocks a creative streak that everyone can learn from and be proud of.

I learn so much from looking at the displays to talking to other professionals. Catersource is the best for caterers!

These competitions will showcase the very best ideas and concepts and provide even more learning opportunities to the 2013 Conference. Bring your camera and take home dozens of proven ideas that you can implement immediately.

CEE Duckett

Cee's Green Catering, Hemet, CA



### “Out of the Box” Boxed Lunch Contest

Boxed lunches and drop-off catering continue to be hot sources of revenue. Caterers, restaurants and other foodservice segments know that this type of catering opens up an opportunity for a huge ROI.

Show off your best-selling ideas for this profit center with creative box, bag or plated and delivered lunches for a chance to win some big prizes!

### Buffet Contest

An old favorite makes a return to the 2013 Catersource Conference. The Buffet Contest will showcase some of the most unique ideas in design, presentation, use of materials and innovation! Not since 2009 have we showcased the wild creativity of buffet design, so we look forward to seeing what new and exciting concepts you have to share.

*Don't want to compete, but still want to see the inspiring entries in these contests and help pick the winners? Join us at the Boxed/Buffer Lunch event and browse these incredible entries as you enjoy a great meal. Purchase a ticket when you register, then bring your appetite and your camera! See event details on page 25.*

### Tabletop Contest

A well thought out tabletop design will inspire guests, enhance a theme and be a key component to the overall success of any event. Caterers will pull out all the stops and show us the best tabletop designs at the 2013 Conference & Tradeshow. Conference attendees, industry experts and David Tutera will determine winners in three categories! *Space in this contest is limited and you must register to enter, so register early.*

### ACF Culinary Challenge Las Vegas

The ACF Culinary Challenge Las Vegas will give both rising and established culinary stars an opportunity to compete in a variety of cooking, cake decorating, decorative centerpieces, sugar centerpieces and carving competitions to win ACF Medals.

This event is a two-day professional-grade competition that will take place on the Tradeshow floor on Tuesday and Wednesday. Make sure to stop by and see some of the industry's most talented chefs compete for these prestigious awards.

# CONTESTS

Great ideas on display means everybody wins!

## CALL FOR ENTRIES

The contests at the 2013 Conference & Tradeshow bring attendees new ideas and inspiration, as well as the opportunity to share, and thousands of dollars in cash and prizes for those who participate as contestants!

Enter one of these contests today and get ready to show the industry your very best work!

Visit our website for entry details and valuable prize information.



### ICA CATIE Awards

presented by *Catersource* magazine

The International Caterers Association CATIE Awards will once again celebrate Catered Arts Through Innovative Excellence in categories that include Best Hors d'Oeuvre, Best New Food Concept, Innovative Mixology, Chef of the Year, Caterer of the Year and more.

The ICA will begin accepting entries on November 1, 2012 for the 2013 CATIE Awards. Enter and learn more about the categories at [www.internationalcaterers.org](http://www.internationalcaterers.org)

### 2013 ACE Awards

Regional recognition of the best of the best, the annual Catersource Achievement in Catering Excellence (ACE) Awards are an inspiring way to kick off the 2013 Conference. Share in the excitement of the General Session where we'll recognize all our finalists and announce the winners. Nominate *your* company for an ACE Award to be a part of this exceptional group of catering professionals.

## WHY ENTER?

Aside from the fact you might actually WIN, there are some great reasons to take part in these contests!

Obviously contests and competitions are valuable if you win. On top of the cash and prizes, there are several ways you can capitalize on taking home the prize:

**Bragging rights.** After you win, you can brag until you're blue in the face. That's what it's all about, right? "Our company won a national tabletop or buffet design competition." Let your customers – and your competitors – know that you have what it takes to excel in creativity.

**Build credibility with clients.** It's easy to *tell* a client that your ideas are great, but it's different to let them see for themselves that they really *are* great.

**Marketing and PR:** Draw lots of attention by sending a press release about your win to local media and cross-reference the news via Twitter, Facebook, your blog and website. Good news travels fast, so take advantage of it!

But even if you don't win, there is tons of value in entering. This is an opportunity to:

- practice the creation and set up of a new design or idea
- tweak your process so it's perfect when it comes time to use it for a client
- take photos of your design or set up so you can really sell it in your next proposal
- get a second opinion and feedback from industry insiders
- loosen up the creative block by dreaming up an over-the-top presentation



# EVENTS

Optional and included activities

# Events

The learning opportunities are not limited to the classrooms!

No one hosts a party like Vegas, and no one *throws* a party like Catersource! The event options at the Conference let you get inspired, network, learn and experience real ideas in action.

The events I was able to attend have always been fantastic. I always pick up something new at this Conference!

Leo Pantel

ConexusArts Center, Regina, SK



## Expand Your Expertise through Education\*

\$349

@ Mirage

Saturday 9:00am-3:00pm

Meet Dina Manzo from HGTV's *Dina's Party* and learn to host party planning workshops using Dina's new series of courses for the avid party planner. Discover how to capture the sophisticated DIY client and turn their vision into dollars.

*This seminar is part of the Longevity Wedding Planning Institute's course offerings. Please visit [www.theweddingplanninginstitute.com/](http://www.theweddingplanninginstitute.com/) for more information about the LWPI programs.*

## Sunday

### Champagne Reception

included

Attendee Lounge @ The Mirage

Sunday 4:30pm-6:00pm

immediately following the Opening General Session

Start your journey at Catersource and Event Solutions' Idea Factory with a special champagne reception in the Attendee Lounge at the Mirage Hotel, sponsored by CORT Event Furnishings. Go *Into the Wild* with CORT for an Attendee Lounge experience unlike any other. Designed by acclaimed event designers Richard Carbotti and sons Jordan and Evan Carbotti of Perfect Surroundings Intl., this year's safari themed lounge will inspire and surprise you with CORT's Wild new furnishings.

*This event is included with your registration.*

### Welcome Reception

included

@ Mirage Pool

Sunday 6:00pm-7:15pm

Every year we kick off the Conference with this great networking opportunity. Get to know other attendees, caterers from around the world, and establish new connections, resources and friendships! The Mirage Pool is a stunning backdrop for drinks and discussions, as you get ready to immerse yourself in all that the catering industry has to offer. This year we also celebrate Catersource magazine's 10th anniversary, so get ready for some additional fun, surprises and giveaways!

*This event is included with your registration.*

### Vision of Palate

**SOLD OUT**

### Wedding Reception Food Styling by Peter Callahan

@ Tropicana

Sunday 7:30pm-9:30pm

Feast with your eyes and indulge in stylish offerings created by Peter Callahan Catering. At the Vision of Palate event you will engage in a food stylist approach to innovative catering displays for the now bride, while enjoying cutting edge edible trends.

*This event will be held at the Supper Club Bagatelle, located just South of the Strip inside the new Tropicana, just a short cab ride away from The Mirage (transportation is not provided).*

MARCH 10 - 13, 2013

Mirage Resort & Casino, Las Vegas

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[www.catersource.com](http://www.catersource.com)

800.932.3632 • [registration@catersource.com](mailto:registration@catersource.com)

# EVENTS

## Optional and included activities

### Monday

#### Buffet/Boxed Lunch\* \$69

@ *Mirage*  
Monday 12:30pm–2:00pm

Two Catersource favorites pair up into one exciting lunch event. Browse dozens of boxed lunch and buffet ideas as you enjoy a great lunch at The Mirage. These displays will be part of a contest so you can cast your vote as you take home tons of new winning ideas.

#### Ask Me Anything Lunch\* \$69

@ *Mirage*  
Monday 12:30pm–2:00pm

This event will feed your need to discuss the topics that matter most to you. As you enter the lunch, you choose seating based on subject matter: weddings, owner opinions, sales and marketing, finance, décor, food and beverage and more. You'll be paired up with like-minded attendees and industry experts and create an environment where no important question is off the table!

#### Harmony at Hard Rock\* \$169

@ *Hard Rock Cafe on the Strip*  
Monday 8:00pm–Midnight

We are revisiting the days of peace, love and rock & roll in ways never before imagined! You'll enjoy some of the newest buffet and presentation concepts that'll put a psychedelic "spin" on some classic food items in a spacious three levels of food, beverage and entertainment. Chill out in the groovy patio lava lounge and experience another vertical buffet concept that'll leave you trippin'! Join us—and be ready to go all out and turn it up to "11."

### Tuesday

#### Preston's Table: Live Demo\* \$150

@ *Mirage*  
Tuesday 3:00pm–5:00pm

Transforming a table takes a little magic and a whole lot of know-how. Celebrity Event Planner Preston Bailey invites you to peek behind the curtain to see how he transforms ordinary items into classic, modern and decadent tabletops and floral designs using the same versatile pieces that will suit a wide demographic of clients. This will be a live demonstration where you will sit up close, take photos, touch and examine each display and be able to ask questions as you go. You won't want to miss this event!

#### CATIE/Spotlight Awards Presentation included

@ *Mirage*  
Tuesday 7:00pm–8:30pm

This is YOUR industry award show! Join us at the ICA CATIE Awards and Event Solutions Spotlight Awards during the Catersource Conference & Tradeshow. This presentation will be attended by the Who's Who of the catering and events world and is a great opportunity to rub shoulders with and be a part of the leaders and innovators who are shaping the industry. Feel the excitement as you eagerly await the announcement of this year's winners in categories such as Best Buffet Presentations & Menu, Best New Food Concept, Innovative Mixology, Event Planner of the Year and Chef of the Year. Celebrate the success of our industry at a cash bar networking reception immediately following the presentation.

*This event is included with your registration.*

### Wednesday

#### Breakfast with Mike & Meryl\* \$69

@ *Mirage*  
Wednesday 8:00am–10:00am

Start the day off right with casual conversation, great hot food and some interactive fun and learning. Mike Roman and Meryl Snow will engage you with their back and forth banter as you collectively explore a variety of sales and marketing issues over a hot breakfast.

#### Facility Tours included

Wednesday 8:00am–11:00am

Join NACE as they once again take you on one of three tours of Las Vegas area foodservice facilities. These tours are a Catersource Conference tradition that shows you how they make things work in the hospitality capital of the world!

*These tours are included with your registration and will depart from The Mirage Conference Center Main Entrance.*

#### Caesars Palace Restaurants departs at 8:00am

Caesars Palace recaptures the glory of Greece and the grandeur of Rome in an 85-acre destination resort setting the stage for an unparalleled experience. Your tour will highlight the back of house areas of some of the Caesars Palace's high-volume, high-end restaurants including the infamous Gordon Ramsey's Pub and Grill, Old Homestead and Bobby Flay's Mesa Grill. Watch Noodle making at Beijing Noodle No. 9. Finally, discover an iconic empire where indulgence knows no bounds at the Bacchanal Buffet.

#### The Venetian and Palazzo Congress Center departs at 8:30am

The Venetian and the Palazzo Las Vegas represent the largest 4-star and 5-diamond property in the world. Experience how this mega-hotel services over 2.25 million square feet of space. Explore both heart and front of the house operations as you learn how the Banquet Department services more than 3,500 groups per year and maintains an annual budget of over \$100 million. This tour will highlight how the campus feeds 10,000 Las Vegas-based team members, services two mega casinos with two state-of-the-art beverage pump rooms, and makes food for more than 20,000 group attendees in one huge kitchen.

#### The Mirage Hotel and Casino departs at 9:00am

See what goes on behind the scenes at your Conference host hotel. The Mirage has been an innovator creating the Las Vegas experience that many other properties have tried to emulate. From their tantalizing restaurants created by the world most acclaimed designers and renowned chefs to dynamic nightlife and 170,000 of meeting and convention space, the Mirage Experience is no desert fantasy.

*\* These are optional events and ticket purchase is required to participate. These events will sell out, so please purchase tickets when you register; on-site availability cannot be guaranteed.*

# REGISTRATION

Rates, inclusions, hotel and early-bird savings

# Don't wait!

Register now for early and multiple-attendee discounts that will save you hundreds!

With more than 100 educational sessions, 900+ Tradeshow booths, events and networking opportunities with thousands of catering and event professionals from across the country and the world, the 2013 Catersource Conference & Tradeshow is an indispensable resource for you and your business.



## Rates, Options and Inclusions

### Full Conference Package

1 person	\$899
2 from same company	\$859
3 from same company	\$819
4+ from same company	\$739

### Customized Packages

One Day	\$499
Two Day	\$789

*\*Discount codes good with above pricing, but no multiple discounts apply.*

### Tradeshow Only

Tradeshow floor pass	\$49
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*\*Access to the Tradeshow floor only. Does not include access to any educational sessions or free events. You may purchase tickets to optional events.*

### Optional Events

LWPI Seminar	\$349
Buffet/Boxed Lunch	\$69
Ask Me Anything Lunch	\$69
Harmony at Hard Rock	\$169
Preston's Table: Live Demo	\$150
Breakfast with Mike & Meryl	\$69

*Remember, optional events sell out early so purchase tickets now when you register online.*

# REGISTRATION

Rates, inclusions, hotel and early-bird savings

This whole event was more than I ever expected and I got so much out of it that my head is still spinning. It's a pleasure to attend a show that is 100% catering!

**Michele Pulaski**

Dish Catering, Frenchtown, NJ

## Use your Foodservice Rewards points to pay for Conference registration!

Enroll in Foodservice Rewards and start earning points that you can use to pay for your 2013 registration.



**Enroll today!** Use the code 7744-W438-443N and get 250 bonus points!

**Already enrolled?** Use the code CTJF-9F4C-FRRJ to get 100 bonus points now.



## The Mirage Las Vegas

Our host hotel is the Mirage Resort & Casino. Located in the heart of the Las Vegas strip, the Mirage will host all Conference sessions and daytime events, as well as offer great restaurants, shopping and entertainment all in one location. A 54-foot-high volcanic explosion welcomes you to Vegas and ensures you are ready for a week of fun and learning!

*The original Catersource room block has sold out. The Mirage has offered an extended discounted rate to our attendees through February 24, 2013.*

Make your room reservations today and get a special attendee-only rate:

**\$188 + \$5/night resort fee**  
*\* Prices are subject to 12% tax and resort fees which include in-room internet access.*

Click here to reserve your stay online or call 800.374.9000 for reservation assistance

*Hurry, rooms will sell out!*

**The Mirage Resort and Casino**  
3400 S. Las Vegas Blvd.  
Las Vegas, NV 89109

### Your full Conference package includes:

- Access to 100+ Catersource educational sessions
- Access to all Event Solutions Idea Factory sessions
- Conference tote bag with speaker materials on CD, a useful exhibitor resource directory and more
- Access to the CatersourceXperience stages for hundreds of new ideas
- FREE 30-minute catering consultations
- Invitation to complimentary beverages at the Sunday night Welcome Reception
- Door-to-door transportation to and from the Tradeshow and all off-site events
- Invitation to the CATIE/Spotlight Awards Presentation
- Complimentary CyberPlaza and Attendee Lounge
- Admission to the Tradeshow on Tuesday and Wednesday
- Free access to new Expo stages on the Tradeshow floor
- Opportunity to enter the Catersource "Out of the Box" Boxed Lunch Contest, Buffet Contest, Tabletop Contest, Catersource ACE Awards and the ACF Culinary Challenge

**Click here to Register Now.**

Questions? Please call 800.932.3632 or email [registration@catersource.com](mailto:registration@catersource.com)

# SPONSORS

Thank you to these companies who support our industry:

## PLATINUM+ SPONSOR



## PLATINUM SPONSORS



## GOLD SPONSORS



## SILVER SPONSORS



## GREEN SPONSOR



## CRYSTAL SPONSORS



## ACF CULINARY CHALLENGE SPONSORS



## A LA CARTE SPONSORS



as of 01/30/13