



**New
Details**
about the 2014
Conference!

Get ready to

Sharpen your Skills

with catering education
that is on point and new!

catersource EVENT-SOLUTIONS
CONFERENCE & TRADESHOW

March 23-26, 2014 • Paris Hotel Las Vegas

We're a creative, colorful and diverse industry...

We crave knowledge. We thrive on creativity. We're dedicated and competitive, and we strive for perfection. The annual Catersource Conference & Tradeshow feeds the unique nature of your business by delivering the best informational event for successful catering professionals.

For 2014, we've assembled yet another outstanding educational program presented by industry leaders, experts and trendsetters, combined with outstanding events, valuable networking opportunities and the most comprehensive Tradeshow in the industry.

This Show Preview is filled with details about the upcoming Conference & Tradeshow in Las Vegas. You'll get a peek at the many sessions and activities that are part of this annual live event, as well as exciting new events, activities and registration package options.

Get ready to be inspired, motivated, amazed and, above all, knowledgeable and prepared to tackle the coming year by sharpening your skills. We look forward to seeing you in Las Vegas in March. If you have any questions, contact us today; we're here to help!

The Catersource Team
800.932.3632
registration@catersource.com

Speakers

Industry professionals bring new ideas, insight and expertise

Co-located with Event Solutions, our speakers represent a wide range of industry segments and bring years of expertise to the 2014 Catersource Conference & Tradeshow. Here are just some of the talented catering and event industry leaders you can expect to see:



Alex Guarnaschelli
Iron Chef,
Executive Chef, Butter Restaurant



Peter Callahan
Owner/Creative Director
Peter Callahan Catering



Joachim Splichal
Chef & Founder
Patina Restaurant Group & Catering



David Stark
President
David Stark Design and Production



Amy Atlas
The Sweets Stylist/CEO
Amy Atlas Events



David Tutera
Wedding & Lifestyle Expert

Visit our website www.catersource.com for the complete speaker line up including bios.

Value-packed Registration Options

New ways to register offer more options and benefits

Your feedback through post-show surveys has resulted in registration options that you asked for. From the All Access Package to a Tradeshow Only option, you can attend the Conference in the way that suits you best without any price increases! We've given you the same invaluable education at an even greater value.

The All Access Package

The best way to attend! You'll get access to all the best this Conference has to offer – all Catersource and Event Solutions educational sessions and Xperience Stage presentations, Welcome Reception, Facility Tour and the VIP treatment at the Tradeshow on Tuesday and Wednesday – **PLUS you'll get tickets to the optional events:** a Monday lunch event, the Monday night party, Wednesday breakfast event and general seating at the Industry Awards Presentation Wednesday evening.

And if that wasn't enough, you'll also get some **special exclusive opportunities** that can only be had as part of this All Access Package: Sunday morning Weddings or Business/Operations Workshops, Tuesday breakfast roundtables (see page 25 for details) and VIP Lounge access at the Tradeshow (see page 23 for details).

	Early Bird by 1/29/14	Advanced by 2/25/14	After 2/25/14
1 person	\$1,095	\$1,195	\$1,295
up to 3*	\$1,045	\$1,145	\$1,245
4+*	\$995	\$1,095	\$1,195

* registering for the same package. No discounts apply.

A limited number of All Access Packages are available. Reserve yours now!

Register now

www.catersource.com

HOTEL

Discounted room rates are available at our host hotel, Paris, and the adjoining Bally's.

	Rate	Discount Code
Paris	\$159 per night	SPUBM4
Bally's	\$89 per night	SBUBM4

Book online at www.catersource.com or call 877.603.4389.



Conference & Tradeshow Package

Our traditional Conference package gives you the full educational experience you've come to expect. You get all Catersource and Event Solutions educational sessions and Xperience Stage presentations, Welcome Reception, Facility Tour and admittance to the Tradeshow on Tuesday and Wednesday. You can add to your experience by purchasing optional event tickets a la carte (see page 24 for details).

	Early Bird by 1/29/14	Advanced by 2/25/14	After 2/25/14
1 person	\$749	\$849	\$949
up to 3*	\$699	\$799	\$899
4+*	\$649	\$749	\$849

* registering for the same package

Tradeshow Only Package

Tuesday 3/25 and Wednesday 3/26

Get on the floor at the industry's largest and only catering and events Tradeshow. You'll get new ideas, see what's trending in the market and learn tricks and tips at one of many learning stages and activity centers happening throughout these two days. You'll meet hundreds of vendors with products to help you do your job better, faster and more efficiently. As an added bonus, Conference sessions at the Paris hotel on Wednesday only are included.

	Early Bird by 1/29 /14	Advanced by 2/25/14	After 2/25/14
per person	\$29	\$39	\$49

No discounts apply.

All registration packages include FREE access to the International Pizza Expo and discounted access to Nightclub & Bar taking place at the Las Vegas Convention Center during Catersource.



Get details at www.catersource.com

MORNING	AFTERNOON	AFTERNOON	EVENING
<p>8:45am  Weddings & Business/Operations All Access Workshops*</p> <p>10:00am The Science Lab for Caterers</p> <p>Closing the Circle. The Quest for Sustainability and the Pursuit of Local on a Large Scale</p> <p>Catersource's Freshman Class: Learn How to Get the Most Value From Your First Catersource Conference</p> <p>Getting Your Pack Out List Right Every Time</p> <p>W How To Build and Manage a High Volume Wedding Business WIPA</p> <p><i>Not Black and White: A European Approach to Inclusion</i></p> <p><i>Boost Your Profitability, Part I Do As I Say, Not As I Did!</i></p> <p><i>Managing and Marketing to Millennials</i></p> <p>11:15am Let's Get Savvy with New Sauces</p> <p>First Things First, Upselling Begins at Hello</p> <p>New Address. Designing, Buying and Building a New Catering Facility NACE</p> <p>Small Companies Can Do Large Events</p> <p>W Ultimate Tented Weddings: From Design to Décor and Everything In Between</p> <p><i>Snapshot Strategy: Getting the Images You Want and Need</i></p> <p><i>Back to Basics and Beyond: Business Lessons for the Event Professional</i></p> <p><i>Elevate Your NonProfit and For-Profit Sponsorships</i></p>	<p>1:00pm From Inspiration to Reality - Inspired Designs From Everyday Life</p> <p>PF Education Crafted for Building a Successful Catering Company. Inside the DNA of Catering Menus - Part 1</p> <p>Improve Your Email Communication Skills</p> <p>Don't be Satisfied with Mediocre. Recruiting, Hiring and Motivating Top-Level Staff</p> <p>W Planning and Selling the Perfect Wedding Menus</p> <p><i>What Does Creativity Cost? Managing and Pricing Out Your Most Valuable Asset</i></p> <p><i>Events to Experiences: The Digital Event Divide</i></p> <p><i>Secrets and Strategies to Manipulate, Magnify and Maximize Free Publicity</i></p> <p>2:15pm All About South American Ceviche</p> <p>PF Education Crafted for Building a Successful Catering Company: Solving the Puzzle of Catering Sales - Part 2</p> <p>Developing a Working Budget for Corporate Drop-Off Catering Companies</p> <p>Act Like a Marketer, Think Like a Sales Pro ICA</p> <p>W The Business of Weddings: Be In It to Win It WIPA</p> <p><i>Finding Life in an Alternate Universe: A Journey From Success to Self</i></p> <p><i>The Sky's The Limit: How to Leverage Outdoor Events for an Indoor Experience and Vice-Versa</i></p> <p><i>Dam Busting: Finding Solutions to Creative Problems</i> ISES</p>	<p>3:30pm Simple, Honest, Aware. A Scandinavian Influence On Catering</p> <p>Culinary R&D: The Process of Menu Item Design</p> <p>A Case Study. How and When a Growing Company Should Hire the First Salesperson ICA</p> <p>The 3 Ps of Customer Service: Purpose, Passion and Plan ALSD</p> <p>W What the Bride Wants Now. Understanding the Bride as a Consumer</p> <p><i>Amazing Bridal Bouquets</i></p> <p><i>Telling the Truth About Branding: Make it Authentic</i></p> <p><i>Eventhropy: Combining Events and Philanthropy to Build Your Brand</i></p> <p>4:45pm Small Plates, Small Wonders With An American Accent</p> <p>Exceptional Service. A Blueprint for Streamlined Success</p> <p>The Science and Art of Gluten-Free Cooking for Caterers</p> <p>On-Premise Kitchen Confidential</p> <p>Heat 'Em Up and Move 'Em Out. Taking Your On-Premise Operation Off-Premise</p> <p>Curating a Landscape at the Table</p> <p>Event Solutions Opening Session with David Stark</p> <p> <i>David Stark is a renowned New York-based event producer, designer, and author, as well as President and Creative Director of David Stark Design and Production.</i></p>	<p>5:45pm Welcome Reception (included with registration)</p> <p>End the first day of classes with a casual networking reception to welcome you to the Conference. Meet fellow attendees from around the globe and sample food and beverage selections as you mingle, network and make lasting connections.</p> <p>.....</p> <p>More:</p> <p>XPERIENCE STAGES</p> <p>More education in a smaller, interactive format</p> <p>The CatersourceXperience Stages will feature quick, interactive presentations on small stages that will examine the newest culinary techniques, latest design trends and cutting-edge marketing ideas.</p> <p>Throughout the Conference, these live 30-minute demonstrations will let you quickly Xtract more new ideas than ever before. Here are some topics you can expect on this year's Xperience Stages:</p> <p>Culinary Design Stage</p> <p>The Other Side of the Table. Lessons Learned When an Experienced Caterer Becomes a Client</p> <p>Mocktails and the Frozen Drink Machine. Adding Special Twists to Bar/Bat Mitzvah Beverages</p> <p>Easy Stunning and Delicious Passed Hors d'oeuvres</p> <p>Creating Event Themes From Childhood Memories</p> <p>Best Practices Stage</p> <p>Using Pinterest as a Tool for Brides</p> <p>Systems for Creating Multiple Events for Small to Midsize Companies</p> <p>It's Easy Being Green. First Steps to Green Living at Work and at Home</p> <p><i>Watch www.catersource.com for even more presentations be added!</i></p>

Schedule is subject to change.

W 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 covers a broad range of topics to help you succeed.

PF 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.

EVENT SOLUTIONS
CONFERENCE & TRADESHOW
All Event Solutions sessions are included in your Catersource Conference registration!

MORE TRACKS
Concentrate on your specific area of interest by following some of our other suggested educational tracks. From business and operations to sales and marketing, to education created for the college/university and hotel markets, Catersource education has something for you! Special interest tracks are detailed at the end of this schedule.

***All Access Package Options**
Get even more from your Conference experience by registering for the All Access Package. In addition to all education and most optional events, this package includes several additional sessions and activities that you can only get with this registration option!



MOBILE APP
Launching this month, the 2014 Conference Mobile App lets you browse the entire educational program, build your schedule, set reminders and take notes so you'll have everything you need right at your fingertips.

New this year, the app also has a networking feature so you can message and connect with other Conference attendees right from the app.

[Click here to get the app!](#)



EventPilot
www.ativsoftware.com

HOTEL
Discounted room rates are available at our host hotel, Paris, and the adjoining Bally's.

	Rate	Discount Code
Paris	\$159 per night	SPUBM4
Bally's	\$89 per night	SBUBM4

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MORNING	AFTERNOON	AFTERNOON	EVENING
<p>7:30am Trend Forecast 2014 - Translating Fashion Into Designs That Sell</p> <p>PF Education Crafted for Building a Successful Catering Company. A Focused Marketing Plan Equals Increased ROI - Part 3</p> <p>The Guest at Table Three is Allergic to Everything! Best Practices for Managing Dietary Menu Issues at Events</p> <p>W Learn the 5 Cs for a Better Website and More Effective Social Media & Wedding Marketing</p> <p><i>The Secrets to Filling Your Pipeline with Your Dream Clients</i></p> <p><i>Creating Memorable Experiences with Immersive and Interactive Technologies</i></p> <p><i>7 Leadership Secrets for Creating Extraordinary Success</i></p>	<p>12:30pm Optional Lunch Events</p> <p>Trends Lunch + Best of Las Vegas Trends Buffet Competition</p> <p>Experience an interactive and fun rivalry as the Best of Las Vegas teams compete in a buffet design challenge that will incorporate top style, color, design and food trends. Hosts will interview buffet teams to review the trending concepts and share what food would complement the designs.</p> <p>View the Trends Studio, a collection of inspirational ideas from industry leaders and trendsetting experts, and get access to the Boxed Lunch Contest that is part of the Power Lunch.</p> <p>Power Panel/Power Lunch + Boxed Lunch Contest</p> <p>Enjoy a plated lunch and real-time dialogue with members of the Catersource Consulting Unit and Leading Caterers of America. They will share powerful insights on hot topics and offer valuable information on where to invest, how to grow wisely, who to hire, what is the industry forecast, why caterers need to be ready for the next step and more.</p> <p>Take away business-savvy ideas and receive a white paper after the show covering the points discussed at the lunch. Browse some creative ideas in the Boxed Lunch Contest and Best of Las Vegas Buffet Contest that is part of the Trends Lunch!</p> <p>Both Monday lunches include access to the contest portion of the other lunch.</p>	<p>2:15pm Culinary Time Traveler... The Classics Return</p> <p>On-Premise Sales and Marketing Think Tank</p> <p>Great Metrics Challenge. Double Your Profit and Engagement</p> <p>Sales Superstars Share Their Secrets of Success</p> <p>W From a Bride's Vision to Her Dream Wedding</p> <p><i>Event Technology that Works</i></p> <p><i>Event ROI: How to Create an Event That Drives Business for Your Client</i></p> <p><i>Market Like a Rock Star</i></p> <p>3:30pm The Science and Art of Gluten-Free Cooking for Caterers - Part 2</p> <p>Pricing Tactics for Banquet Halls, Hotels and On-Premise Venues</p> <p>PF Education Crafted for Building a Successful Catering Company: Leadership in the New Normal - Part 4</p> <p>All the World's a Table. Staging Your Tastings for the Perfect Performance ICA</p> <p>W Marketing to Same-Sex Couples</p> <p><i>How to Read a Client's Personality to Design a Winning Event</i></p> <p><i>Google + Hangouts on Air - Get On Board With the Latest in Video Marketing</i></p> <p><i>Brain Writing. 108 Ideas in 30 Minutes ISES</i></p> <p>4:45pm Small Bites, Big Flavors</p> <p>What About Tuesday? How to Sell Non-Prime Dates for On-Premise Venues</p> <p>PF Education Crafted for Building a Successful Catering Company: Management - Where the Rubber Meets the Road - Part 5</p> <p>If I Had a Dollar for Every Time...The True Value of a Caterer's Time</p> <p>W Personalize and Stylize Every Wedding For Every Couple</p> <p><i>Integrating Social Media Into Event Design</i></p> <p><i>Having Inspiration Dehydration? Let Us Quench It!</i></p> <p><i>Marketing to Women Through Events</i></p>	<p>8:00pm Optional Event</p> <p>Monday Night Party: Muse</p> <p>A magical, musical, remarkable journey celebrating song and love, power and sensuality, beauty and mystique and, of course, art and cuisine. Produced by Cade Nagy and Dan Smith of Catering By Design and By Design Event Decor, and Atomic Rentals, this event will bring you new ideas and inspiration.</p> <p>.....</p> <p>More:</p> <p>XPERIENCE STAGES</p> <p>Culinary Design Stage</p> <p>Zesty Pickled Foods Add Color and Zing to Menus</p> <p>Don't Throw It Away. Creative Thoughts on Using Over-Produced or Safely Stored Leftovers</p> <p>Mozel Tov! Bar and Bat Mitzvah Themes</p> <p>Interesting and Delicious Kosher Menu Concepts</p> <p>Best Practices Stage</p> <p>It Take a Village. Team Up with Vendor Partners to Host Successful Marketing Events</p> <p>The Catersource Forum. A Valuable Tool Designed to Help You Succeed</p> <p>20 Ways to Cut Costs Without Sacrificing Quality</p> <p>Pleasing the Masses: Top 10 Tips for Successful Large Scale Events</p> <p>It's the Slow Season. How to Cut Costs and Save Your Profit</p>
<p>8:45am Opening Session with Alex Guarnaschelli</p> <p> <i>Alex Guarnaschelli is the Executive Chef of Butter Restaurant in New York, an Iron Chef and a judge on Food Network's Chopped.</i></p> <p>W From Trend-Spotting to Trend-Doing ISES</p> <p><i>Small Details, Great Design</i></p> <p><i>Boost Your Profitability, Part II - Tricks of the Trade to Making and Retaining a Profit</i></p> <p><i>How to Create, Inspire and Build an Event with Impact</i></p>	<p>10:45am 3 Women Catering Chefs Whisk Up a Trio of Dinner Party Menus</p> <p>Managing With An Advantage</p> <p>Flipping The Switch. Understanding Today's Generation and Helping Them Develop a Road Map to Success</p> <p>The Life Cycle of a Catering Company</p> <p>W Be Your Own Wedding Publicist</p> <p><i>Emerging Event Trends for 2014</i></p> <p><i>Enhancing Your Live Corporate Event with Video Technology While Extending its Life and Reach</i></p> <p><i>Meeting Architecture That Promotes Engagement and Forges Relationships</i></p>	<p>4:45pm Small Bites, Big Flavors</p> <p>What About Tuesday? How to Sell Non-Prime Dates for On-Premise Venues</p> <p>PF Education Crafted for Building a Successful Catering Company: Management - Where the Rubber Meets the Road - Part 5</p> <p>If I Had a Dollar for Every Time...The True Value of a Caterer's Time</p> <p>W Personalize and Stylize Every Wedding For Every Couple</p> <p><i>Integrating Social Media Into Event Design</i></p> <p><i>Having Inspiration Dehydration? Let Us Quench It!</i></p> <p><i>Marketing to Women Through Events</i></p>	<p>FREE CATERING CONSULTATIONS</p> <p>Bring your biggest ideas, your most serious issues and your financial, operational or staffing questions to the Attendee Lounge and meet with a member of the Catersource Consulting Unit. These seasoned pros will help you with the challenges you're facing now and the decisions that will affect your future. Free 30-minute consultations will take place during the Conference and sign-up will be available for registered attendees in February. Watch for details!</p> <p> Catersource Consulting Unit IDEAS • SOLUTIONS • RESULTS</p>
<p>catersource EVENT SOLUTIONS CONFERENCE & TRADESHOW March 23-26, 2014 • Paris Hotel Las Vegas</p> <p>Register now at www.catersource.com</p>		<p>Follow us for the latest schedule and information updates!</p> <p>    </p>	

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MORNING	AFTERNOON	AFTERNOON	EVENING
<p>7:30am  Hot Topic, Hot Breakfast All Access Package</p> <p>8:30am Featured Speaker: Up Close and Personal with Amy Atlas</p>  <p><i>Amy Atlas, also known as “The Sweets Stylist” is a best-selling author, entertaining expert and baking enthusiast. She is internationally recognized for creating the dessert bar trend.</i></p> <p>Bigger is Better. An Exploration of Catering the Primetime Emmy Awards</p>  <p><i>Joachim Splichal, Chef and Founder of Patina Restaurant Group in LA, is widely acknowledged as a major contributing force behind the growth of Los Angeles into one of the world’s premier dining destinations.</i></p> <p>Not Lost In Translation: Reinterpreting the Cultural Experience Through Design, Food and Entertainment</p> <p><i>Designing WOW! Centerpieces</i></p> <p><i>A Think Tank for The SMERF Market Event Planner - Save, Raise and Flourish in a Sluggish Economy</i></p> <p>9:30am <i>Employees, Independent Contractors, Interns, Oh My! The Event Professional’s Guide to Navigating Legal Issues With Workers</i></p> <p><i>Audience-Driven Event Design ISES</i></p> <p>11:00am Tradeshow <i>at the Las Vegas Convention Center</i> Attend the Tradeshow Tuesday and Wednesday to see the most comprehensive collection of products and services for the industry. You’ll find new ideas, show specials, special demo stages, drawings and giveaways, and tons of inspiration! Meet with your vendors face-to-face and discover new suppliers who want to do business with you. And of course, sample some of the best catering-tailored foods and beverages you won’t find anywhere else.</p> <p>Transportation to and from the Tradeshow is provided from the Paris Hotel. </p>	<p>Show Intel Stage Sessions that focus on thought provoking topics important to your success:</p> <p>Please Have a Seat! What’s New in Event Furnishings</p> <p>How Do You Measure Up? Setting and Evaluating Your Company’s Financial Benchmarks</p> <p>Fueling Your Meetings. Getting Beyond the Muffin and Coffee</p> <p>Buffet Buzz. From the Ordinary to the Extraordinary</p> <p>Designing and Re-Designing Your Venue</p> <p>Branding and Client Development</p> <p>Catering & Events Innovations Stage Content-packed live demonstrations:</p> <p>Lessons in Lighting</p> <p>Raise Your Entertainment IQ. Top Entertainment Acts for Corporate Events</p> <p>All Things Coming Up Smoked</p> <p>Hands-on Arena Jump right in and experience doing rather than watching. Hands-on demos will include:</p> <p>Fun and Effective Team Building Exercises</p> <p>Setting the Dining Room Quickly With Consistency and Flare</p> <p>The Service Games. Sharpen Your Teams Skills with Friendly, Competitive Service Drills</p> <p>Dress Up That Passed Appetizer Tray. Hands-On Garnishing Ideas</p> <p>The Great Game of Business Workshop</p> <p>Different Strokes for Different Folks. Exploring Seated Dinner Plating Methods</p> <p>Schedule is subject to change.</p> <p>.....</p> <p>Tradeshow Only Package</p> <p>Register for the Tradeshow Only Package and get access Tuesday and Wednesday to more than 900 exhibitor booths. As an added bonus, Conference sessions at the Paris Hotel on Wednesday only, are included.</p> <p>Register now at www.catersource.com</p>	<p>ACF Las Vegas Culinary Challenge Watch as chefs compete for prestigious awards in this two-day professional-grade competition that gives both rising and established culinary stars an opportunity to compete in a variety of hot and cold categories. Take away new tips and techniques from the ACF chefs!</p> <p>Tablescape Contest We’ve amped up our traditional tabletop design competition to bring you the Tablescape Contest that will offer new entry categories and more ways to compete and win! Watch contestants set up their tablescapes and come back for judging and voting on Wednesday.</p> <p>BOTH DAYS ON THE TRADESHOW FLOOR:</p> <p>AFR Design Challenge Stage Back for the third year, the AFR Design Stage promises even more exciting design inspiration. Watch this fast-paced challenge for fresh ideas and fun!</p> <p>VIP Lounge All Access badge holders are invited to the VIP Lounge to take a break, network or gather colleagues for a quick meeting. Take time to relax while recharging your mobile device.</p> <p>ISES Lounge Sometimes it is a good thing to be “distracted.” ISES invites you to take 15 minutes to distract your brain with sessions of creative play. Freshen up your mind with a shot of inspiration!</p> <p>NEW: Taste of Technology Get your geek on in this high-tech pavilion! Stop by to charge your devices and get connected with the vendors who can recharge your business. See what’s new in technology and get up to date on the latest innovations.</p> <p>NEW: Hot Spots Check out some of the coolest vendors giving out samples, free products and showing off some of the most unique event experiences on the show floor.</p> <p><small>included with</small> </p>	<p>7:00pm Mix & Mingle Tribute to Michael Roman Catersource founder Michael Roman was the first to believe in the strength and contributions of our industry. He saw the opportunity to educate and inspire and created Catersource to help catering and event professionals reach their full potential.</p> <p>Gather in the Attendee Lounge for a special tribute to Mike . Share stories with each other about the ways he touched lives and celebrate the contributions he’s made to the industry.</p>  <p>A Message from Bernice Roman: <i>“I want to thank everyone who sent their well wishes to our family after Mike’s passing. It touches our hearts to know that Mike made such a profound impact on so many people. I’m looking forward to being at the get together in honor of Mike for the chance to talk to so many of you that touched his life as well. It will be an opportunity for all of us to share our stories and pay tribute to him.”</i></p> <p>7:00pm Optional Event</p> <p>Disrupt Your Status Quo Wedding Event Presented by ISES The weddings industry has become saturated with “a world of sameness” and the only way to stand out is to disrupt the status quo. Presenter Cindy Novotny will challenge your present thinking, give your mind the ability to look at your products and services through different eyes and, in the end, send you home with a renewed sense of excitement for the coming year. Gather for a pre-event reception before joining Cindy for an inspiring fashion show and seated dinner.</p>

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per person	\$29	\$39	\$49

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MORNING	AFTERNOON	AFTERNOON	EVENING
<p>8:00am Optional Event</p> <p>Taste of Technology Breakfast Start your day bright and early and discover the latest technology trends and innovations that are available to help you succeed in today's marketplace, whether you're just getting acquainted with what's on the market or you want to keep in the know. You'll enjoy a hot breakfast as Warren Dietel and other industry experts explore how technology is changing the way we do business.</p>	<p>ACF Las Vegas Culinary Challenge Chefs in the ACF Culinary Challenge will continue to compete in a variety of hot and cold categories. Awards from the two-day event will be presented today!</p> <p>Tablescapes Contest Dozens of imaginative tablescapes designs will be on display for you to browse! Bring your camera and snap up a ton of new ideas at every price point. You'll have the opportunity to cast your vote for the best design and celebrity event planner David Tutera will return to pick his favorite and personally hand out a special award.</p>	<p>3:00pm The Art of Kathy G. and Company. Dazzling Design and Extraordinary Cuisine - Part 1</p> <p>Build a Modern Selling Strategy and Improve Performance</p> <p>PF Education Crafted for Building a Successful Catering Company: All Systems on Go - Part 6</p> <p>Orchestrating the Perfectly Organized Event ICA</p> <p><i>The Psychology of Color and Styled Shoots</i> WIPA</p> <p><i>The Creativity of Brands</i> ISES</p> <p><i>Extending the Life of Your Event with 365 Marketing</i></p>	<p>7:00pm Optional Event</p> <p>La Vie en Couleur Industry Awards Presentation General Seating This is YOUR industry award show! Join us at the Catersource ACE, ICA CATIE and Event Solutions Spotlight Awards presentation 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.</p> <p>Upgrade to VIP Seating Mingle with award finalists and industry leaders David Tutera, Steve Kemble and Peter Callahan in a reserved seating area that includes a hosted cocktail hour and hors d'oeuvres.</p>
<p>9:30am Tradeshow <i>at the Las Vegas Convention Center</i> Come back to the Tradeshow on Wednesday for even more education, events and browsing of the latest products and services on the market. Watch for giveaways and specials during this last day of the show. More demos and sessions include:</p> <p>Show Intel Stage</p> <p>Composing a Culinary Concert</p> <p>Ask Me Anything Forum</p> <p>Contemporary Culinary and Trendy Designs</p> <p>The Accidental Sales</p> <p>Meeting Today's Business Challenges</p> <p>"App"titude: Caterers' Favorite Apps</p> <p>Catering & Events Innovations Stage</p> <p>Pairing Food Stations with Mini Cocktails</p> <p>From the Runway to the Table. Fashionable Color and Design Trends for Events</p> <p>Sugar Shack: A Collection of Mini Desserts</p> <p>10 Tiny Apps That Are Packed with Flavor</p> <p>Bacon, Bacon and More Bacon</p> <p>Hands-on Arena</p> <p>Dress Up That Platter. Hands-on Garnishing Ideas</p> <p>iPad and Me. Using Your iPad for Catering and Event Planning</p> <p>Flower Power. Learn Design Principles and Make Centerpieces Using Your New Techniques</p> <p>Field Kitchen Design and Set-Up</p>	<p>LV Culinary Challenge "Diced" Competition Game on! Six chefs will compete in a mystery box style competition live on the Tradeshow floor on Wednesday. Competitors include the ICA Chef of the Year, two ACF winners, a local hotel chef, a local restaurant chef and more.</p> <p>Big Ticket Raffle Your favorite prize drawing makes a return to the Tradeshow floor. All Access and Conference & Tradeshow registration packages include an entry into the Big Ticket Raffle, which is your chance to win thousands of dollars worth of big ticket prizes!</p> <p>BOTH DAYS ON THE TRADESHOW FLOOR:</p> <p>VIP Lounge The VIP Lounge will remain open to All Access badge holders. Stop back in the morning for coffee and sit down and make a game plan for your day.</p> <p>Restaurant Showcase Stage Presented by the Nevada Restaurant Association, this stage will offer valuable informational sessions and demos for the restaurant business operator.</p> <p>Catersource Magazine Lounge Take a break, regroup or re-energize. Check out dozens of entries from the ICA CATIE Awards and Catersource ACE Awards. Watch for scheduled meet and greets and networking times when you can network with some of our speakers, consultants and staff.</p> <p>Event Solutions Lounge Event pros have a meeting place to network and share ideas, as well as meet some of our online contributors and review the finalists and winners of the Event Solutions Spotlight Awards.</p>	<p>4:15pm The Art of Kathy G. and Company. Dazzling Design and Extraordinary Cuisine - Part 2</p> <p>There is No Money for Second Place. Closing the Sale</p> <p>PF Education Crafted for Building a Successful Catering Company. Going Home with an Action Plan - Part 7</p> <p>Venue Contracts... The ABCs of Writing a Winning RFP</p> <p>W Floral Art Installations, Wedding Crowns and Organic Flower Farms WIPA</p> <p><i>The Art of Hotel Negotiating</i> ISES</p> <p><i>Lights, Camera, Clients! How to Use Video Marketing to Build Your Business</i></p>	 
<p>Schedule is subject to change.</p>	<p>included with</p>  <p>Transportation to and from the Tradeshow is provided from the Paris Hotel.</p> 	<p>5:30pm CLOSING SESSION with Peter Callahan Refreshed, Inspired and Excited! Mastering the Catering and Events Industry Bite by Bite</p>  <p><i>Peter Callahan is the iconic owner and Creative Director of New York City-based Peter Callahan Catering.</i></p>	
<p>catersource EVENT SOLUTIONS CONFERENCE & TRADESHOW March 23-26, 2014 • Paris Hotel Las Vegas</p> <p>Register now at www.catersource.com</p>			

Special Interest Tracks

Concentrate on your specific area of interest by following some of these suggested educational tracks. From business and operations to sales and marketing, to education created for the college/university and hotel markets, these tracks offer focused education and topics of relevance.

CLICK HERE
for complete
session details
online.

<p>BUSINESS/OPERATIONS</p> <p>Making the right investment in education is more important now than ever. You need resources to maintain effective back-of-house and guest service procedures that will put you ahead of your competition while also managing finance, employee relations and the bottom line. Sessions in the Business/Operations Track will help you manage your assets and resources to achieve even greater success:</p> <p>Don't Be Satisfied with Mediocre. Hiring and Retaining Top Level Staff</p> <p>Developing a Working Budget for Corporate Drop-Off Catering</p> <p>The 3 Ps of Customer Service. Purpose, Passion and Plan</p> <p>Orchestrating the Perfectly Organized Event</p> <p>The Life Cycle of a Catering Company</p> <p>Trend Forecast 2014. Translating Fashion into Designs that Sell</p> <p>Learn the 5 Cs for a Better Website and More Effective Social Media & Wedding Marketing</p> <p>Flipping the Switch. Understanding Today's Generation and Helping Them Develop a Road Map to Success</p> <p>Small Caterers Can Do Large Events</p> <p>Improve Your Email Communication Skills</p> <p>Managing With An Advantage</p> <p>The Perfect Fit: Education Crafted for Building A Successful Catering Company. Management - Where the Rubber Meets the Road</p> <p>If I Had a Dollar for Every Time... The True Value of a Caterer's Time</p> <p>Bigger is Better. An Exploration of Catering the Primetime Emmy Awards</p> <p>Schedule is subject to change.</p>	<p>COLLEGE/UNIVERSITY</p> <p>As a campus caterer, you need the ability to solve the toughest catering department challenges and improve dining operations while you enhance your career, sharpen your department's competitive edge and keep your administration and customers happy. Sessions in the College/University Track tackle the toughest issues faced by campus caterers:</p> <p>Small Plates, Small Wonders with an American Accent</p> <p>The 3 Ps of Customer Service. Purpose, Passion and Plan</p> <p>Simple, Honest, Aware. A Scandinavian Influence</p> <p>Orchestrating the Perfectly Organized Event</p> <p>Trend Forecast 2014. Translating Fashion into Designs that Sell</p> <p>The Guest at Table Three is Allergic to Everything! Best Practices for Managing Dietary Menu Issues at Events</p> <p>Learn the 5 Cs for a Better Website and More Effective Social Media & Wedding Marketing</p> <p>3 Women Catering Chefs Whisk Up A Trio of Dinner Party Menus</p> <p>Improve Your Email Communication Skills</p> <p>All the World's a Table. Staging Your Tasting for the Perfect Performance</p> <p>Curating a Landscape at the Table</p> <p>If I Had a Dollar for Every Time... The True Value of a Caterer's Time</p> <p>Up Close and Personal with Amy Atlas</p> <p>Bigger is Better. An Exploration of Catering the Primetime Emmy Awards</p> <p>The Art of Kathy G. and Company. Dazzling Design and Extraordinary Cuisine, Parts 1 and 2</p> <p>All About South American Ceviche</p>	<p>ON-PREMISE/HOTEL</p> <p>Catering on-premise at a hotel, banquet, convention or event center has its own unique challenges and issues. How do you balance sales by booking more weekday events, compete with the other venues in your market to get the business, manage your labor for both cost and customer service levels, and increase your bottom line? Sessions in this track will help you solve these problems.</p> <p>On-Premise Kitchen Confidential</p> <p>On-Premise Sales and Marketing Think Tank</p> <p>What About Tuesday? How to Sell Non-Prime Dates For On-Premise Venues</p> <p>Heat 'Em Up and Move 'Em Out. Taking Your On-Premise Operation Off-Premise</p> <p>Fueling Your Meetings. Getting Beyond Muffins and Coffee</p> <p>Contemporary Culinary and Trendy Designs</p> <p>Fun and Effective Team Building Exercises</p> <p>The Service Games. Sharpen Your Teams Skills With Friendly Competitive Service Drills</p> <p>Exceptional Service. A Blueprint For Streamlined Success</p> <p>Great Metrics Challenge: Double Your Profit and Engagement</p> <p>Small Plate, Small Wonders with an American Accent</p> <p>Easy Stunning and Delicious Passed Hors d'oeuvres</p> <p>Sales Superstars Share Their Secrets of Success</p> <p>Improve Your Email Communication Skills</p> <p>Pricing Tactics for Banquet Halls, Hotels and On-Premise</p> <p>From the Bride's Vision to Her Dream Wedding</p> <p>All the World's a Table: Staging Your Tasting for the Perfect Performance</p> <p>Marketing to Same-Sex Couples</p> <p>Curating a Landscape at the Table</p> <p>If I Had a Dollar for Every Time... The True Value of a Caterer's Time</p> <p>Personalize and Stylize Every Wedding for Every Couple</p> <p>The Art of Kathy G. and Company. Dazzling Design and Extraordinary Cuisine - Parts 1 and 2</p> <p>Build a Modern Selling Strategy and Improve Performance</p> <p>There Is No Money for Second Place. Closing the Sale</p>	<p>SALES & MARKETING</p> <p>Catering is an increasingly competitive market where customers are faced with an abundance of choices. To stay ahead of the competition in your market you need to reach out, engage new and existing customers, and make the sale!</p> <p>Sessions in the Sales & Marketing Track will help you stay on top of the latest trends and tools for communication, brand management, generating leads, pitching to clients, telephone sales techniques, closing deals and negotiating contracts:</p> <p>Build and Manage a High Volume Wedding Business</p> <p>Ultimate Tented Weddings. From Design to Décor and Everything in Between</p> <p>From Inspiration to Reality. Inspired Designs From Everyday Life</p> <p>Pricing Tactics for Banquet Halls, Hotels and On-Premise Venues</p> <p>Planning and Selling the Perfect Wedding Menus</p> <p>Act Like a Marketer, Think Like a Sales Pro</p> <p>The Business of Weddings - Be In It to Win It</p> <p>A Case Study. How and When a Growing Company Should Hire the First Salesperson</p> <p>The 3 Ps of Customer Service. Purpose, Passion and Plan</p> <p>What the Bride Wants Now. Understanding the Bride as a Consumer</p> <p>Trend Forecast 2014. Translating Fashion into Designs that Sell</p> <p>The Perfect Fit. Education Crafted for Building a Successful Catering Company. A Focused Marketing Plan Equals Increased ROI - Part 3</p> <p>The Guest at Table Three is Allergic to Everything! Best Practices for Managing Dietary Menu Issues at Events</p> <p>Learn the 5 Cs for a Better Website and More Effective Social Media & Wedding Marketing</p> <p>Sales Superstars Share Their Secrets of Success</p> <p>Be Your Own Wedding Publicist</p> <p>Improve Your Email Communication Skills</p> <p>All the World's a Table. Staging Your Tasting for the Perfect Performance</p> <p>If I Had a Dollar for Every Time... The True Value of a Caterer's Time</p> <p>Personalize and Stylize Every Wedding for Every Couple</p> <p>Build a Modern Selling Strategy and Improve Performance</p> <p>There Is No Money for Second Place. Closing the Sale</p>
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Non-stop Learning Opportunities

The 2014 Catersource Conference & Tradeshow has so much to offer! These tracks are suggestions for specific areas of focus, but your full Conference registration includes access to more than 100 sessions, demos and presentations. You are encouraged to review the entire program, mix and match sessions and events, and customize a program that's just right for you!

Register now at www.catersource.com



On Point Education

No one in the industry brings you more relevant education!

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

The 2014 program is packed with new information to keep you ahead in today's competitive environment. From entry level to experienced, you'll find a wide array of topics that will fit your interests.

Look for specialty sessions:

W 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 covers a broad range of topics to help you succeed.

PF 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.

Visit our website for more suggested tracks that focus on other areas of interest:

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

OPERATIONS TRACK
Find out what's challenging today's caterer and how to tackle operations with skill and efficiency.

SALES & MARKETING TRACK
Take home dozens of new, fresh ideas that will make your customers stand up and take notice.

CULINARY TRACK
Get the newest recipes, tips, tricks and techniques for developing winning menus, satisfied customers and bottom-line results.

COLLEGE/UNIVERSITY TRACK
Focused on the unique environment of the campus caterer that will help create a winning game plan.

HOTEL/ON-PREM/BANQUET CENTER TRACK
Address business challenges such as booking weekday business, outside vendor relationships, kitchen and space design and pricing for more profit.

EVENT SOLUTIONS TRACK
Our co-location with Event Solutions means Conference attendees get access to all event-related sessions as well. For more details, visit www.event-solutions.com

SUNDAY • March 23

The Science Lab for Caterers
Brian Aaron, Owner, and Andres Barrientos, Executive Chef, Aaron's Catering, Miami, FL
The world of science comes to the catering kitchen. Brian and Andres demonstrate how they incorporate basic science techniques and principles into their menus to enhance presentations and plate-ups, including some practical molecular gastronomy methods. Learn how to achieve 5-star restaurant quality menus, new ideas for plate presentation and service tips that are guaranteed to impress your clients.

Catersource Freshman Class: How to Get the Most Value From Your First Catersource Conference
Bill Pannhoff, Catersource's Newbie Ambassador, Spring Lake, NC
Welcome first time attendees! Join Bill for a guided tour of what not to miss during this year's program. 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. Learn how to use the Catersource app, how to get the most value from Catersource education, what is happening on the Tradeshow floor and how to grow your network every minute of the time you spend in Vegas.

Getting Your Pack Out List Right Every Time
Roy Porter, Owner, Be Ready for Service, Los Alamitos, CA
Quit reinventing the wheel and get the details right every time. Learn standard operating procedures, pack out tips and tricks and a sure-fire closed loop approach for getting ALL of the equipment needed to the event site and back to your warehouse safely. Learn best practices on how event packing lists are developed, used and improved to reduce stress, labor, equipment damage and allow on-site staff to focus on creating a wow experience for guests!

W How to Build and Manage a High Volume Wedding Business Presented by WIPA
Brit Bertino, President, Brit Bertino Event Excellence, Las Vegas, NV
Everyone wants to do spectacular up-market weddings that get press, but the reality is that your bread and butter is most likely mid-market weddings. In order to grow, that's the segment to focus on. What are the systems that need to be in place to make this happen? Brit does more than 60 weddings a year in the wedding capitol of Las Vegas. Each year, there is a standout wedding, but day-to-day she manages to produce a staggering number of weddings. She also runs another company, the Totty Belt, produces several pro bono events for ISES Las Vegas and has time for a vacation! Her success is no secret: time management. This session will help you learn how to make time work for you!

Let's Get Savvy with New Sauces
Adam Gooch, Executive Chef, Purple Onion Catering Company, Vienna, VA
A divine sauce can make a plain protein, vegetable or dessert simply sparkle with flavor. Learn new techniques and easy tips for producing sauces that will set your food above the rest. Adam also demonstrates some plating techniques for appetizers and entrees that showcase the sauce as an artistic element of the plate.

Venue Contracts: The ABCs of Writing a Winning RFP
Warren Dietel, President/Owner, Puff 'n Stuff Events and Catering, Orlando, FL
If you want to grow your company by leaps and bounds, an exclusive contract at a private or public venue might be the answer. Most venues will ask potential contractors to submit an RFP when seeking out new vendors. Understanding how to put your company in the best light and outshine the competition during this process will give you the competitive edge. Join Warren as he shares an actual RFP submitted by Puff 'n Stuff for a Performing Arts Center contract and learn how to write a winning RFP, negotiate the contract and launch your new partnership with the venue.

New Address: Designing, Buying and Building a New Catering Facility Presented by NACE
Greg Casella, CPEC, Owner, Catered Too, Palo Alto, CA
It's a daunting task ahead when you realize you must or want to move into new space to continue expanding your company. Having just completed buying, designing, building out and moving into a new facility, the step by step details of this process are all still fresh for Greg. Learn how he managed the transition including obtaining funding, locating the new facility, working with the architect, contractor and banker, and getting ready for the move ... all the while keeping the day-to-day business running.

W Ultimate Tented Weddings: From Design to Décor and Everything In Between
Melissa Brannon, Owner/Planner/Designer, Uncommon Events, Chalfont, PA
This seminar will teach you how to build a wedding venue for the day in the middle of nowhere! It will define the way to approach and navigate the difficult parameters of a tented wedding and the tricks of the trade for a stunning look. Understand the ins and outs of tents - how to sell it, what is on the market, which one is right for the event and the property and how to get the best out of your tenting partner to create and design something spectacular.

From Inspiration to Reality: Inspired Designs From Everyday Life
Jack Milan, CEO, Different Tastes Inc., Boston, MA and Emily Ellyn, Retro Rad Chef, Emily Ellyn Productions, Orlando, FL
In this session, Jack and Emily will help you look at everyday items from a different mindset. Left brain to right brain! Instead of the utilitarian, they will show you how to transform these everyday items into design elements appropriate for your buffet and station themes and produce cutting-edge foods to complement these designs.

PF Education Crafted for Building a Successful Catering Company: Inside the DNA of Catering Menus - Part 1
Bill Hanson, CEO, Bill Hansen Catering, Miami, FL, Bill Pannhoff, Owner, B & B Catering & Events, Spring Lake, NC and Debbie Stein, Owner, Cartewheels Catering, Kerrville, Texas
Examine your menus under the business microscope and learn how to write menus that are more creative, have more customer appeal and, most of all, make you more profit. Bill and Bill will define the different catering menu styles, discuss how to reduce kitchen waste, present tips on calculating food quantities, kitchen logistics and menu production. Guest Speaker Debbie Stein will showcase her buffet designs and discuss how these creative signature designs have helped put her company on the top of the market.

Don't be Satisfied with Mediocre: Recruiting, Hiring and Motivating Top Level Staff
Anthony Lambatos, Owner, Footers Catering, Denver, CO
Looking to hire rock stars for your company? This class will present the tools you need to be successful. Learn tips and tricks for the recruiting process, how you should prepare before hiring a key staff member, how to conduct an effective interview and how to keep new hires motivated and on the path to success. Implementing Anthony's techniques will improve your hiring decisions at any level and reduce turnover in your organization.

W Planning and Selling the Perfect Wedding Menus
Ken Barrett, Executive Director, Broadway Gourmet, Boston, MA
Learn the 3 Es of menu planning for weddings: easy to sell, easy to produce, easy to impress the bridal party and the guests. Start with the menus you sell currently, then learn how to add creative elements, develop price point navigators for selling up to a better price, easy resources for writing menus and how to write menus that meet the needs of both the sales and the culinary teams.

Non-stop Learning Opportunities

With 100+ sessions in three days, you will gain more new ideas and skills than you can get in a year on the job. Jump in and propel your career!

Register now
www.catersource.com



All About South American Ceviche

Joaquin Suarez, National Director of Culinary Arts & Sustainability, Sodexo, Bogota, Colombia

When you talk about recipes and traditional dishes from South America and ceviche will always be at the top of the list. Learn about the evolution of ceviche from the early family recipes to the modern table. Understand the essential elements and ingredients for classic ceviche and take a look at the ceviches of today from the innovation perspective of the cooking methods and the characteristics of the ingredients.

PF

Education Crafted for Building a Successful Catering Company: Solving the Puzzle of Catering Sales – Part 2

Bill Hanson, CEO, Bill Hansen Catering, Miami, FL and Bill Pambhoff, Owner, B & B Catering & Events, Spring Lake, NC

Consider looking at your company as a sales company that happens to sell food rather than a company that makes great food for sale. Regardless of the amazing food you make or fabulous parties you plan, nothing happens until the sale is completed. In this session, discuss key points to increase your sales dollars. Learn what the prospective client wants from you. Break down the sales process and hear sample sales scripts that work. Discover the right questions to ask and the right time to ask them. Realize when you should avoid a client, how to sell to Millennials and understand what a prospect wants from you.

Developing a Working Budget for Corporate Drop Off Catering Companies

David Eicher, Owner/Chef, Nibblers Catering, Phoenix, AZ

Management and decision making by the numbers is easier than you think. David will present the key elements for evaluating your company's financial health. Learn about setting sales goals and profit margins, calculating fixed expenses, managing variable expenses, how adding fixed expenses affects the bottom line and the advantages of being a debt-free company. Prudent financial systems monitored correctly will give you the freedom to make more focused choices as you grow your company.

Act Like a Marketer, Think Like a Sales Pro presented by ICA

Jennifer Delaye, CEO, The JDK Group and Métalaye Enterprises and Steve Sanchez, Director of Sales and Marketing, The JDK Group, Camp Hill, PA

The sales strategies of yesterday are shifting as the customer buying process continues to change. In this session, you will learn how your sales team can integrate some easy marketing practices to generate new business and retain clients.

W

The Business of Weddings: Be In It to Win It Presented by WIPA

Kylie Carlson, Founder, The Wedding & Event Institute, Lake Arrowhead, CA

You got into the wedding business to have fun, work with couples to create lifelong memories and to interact with amazing creative partners. But did you get into business to make money? Planners find out fast how much or how little they are making. In this informative session, an educator who has worked with hundreds of planners to get them started in business now tells you what you need to do to stay in business and be successful. Hear about road blocks, leaps of faith and get tips on what you need to know to move your business forward.

Small Plates, Small Wonders with an American Accent

John Walsh, Vice President of Culinary, The Classic Catering People, Baltimore, MD

Join Chef John and members of the talented Classic Catering People Culinary Team for a playful investigation of place-based foods across the continental USA revealed in small plates with a contemporary accent. From North to South and East to West, this culinary tour will update the tastes and presentation of regional favorites. Take away new techniques and be inspired by our regional foods.

A Case Study: How and When a Growing Company Should Hire the First Salesperson Presented by ICA

Margot Jones, Owner, Purple Onion Catering, Vienna, VA

As the owner of a company that was experiencing a big growth cycle, Margot realized that she could no longer be the only salesperson. But taking the leap of faith and bringing in another sales person was a very challenging decision. Learn what Margot discovered during this process, how she organized the search and how she structured the position to work for both her company and the new salesperson.

The 3 Ps of Customer Service: Purpose, Passion and Plan Presented by ALSD

Janie Boles, Assistant Athletics Director, Premium Seating & Hospitality, Auburn University Athletics Dept., Auburn, AL

It is 11:30 pm and you have not eaten all day. Your feet hurt, your back hurts, you are mentally and physically drained and yet, you do your best to be filled with passion and enthusiasm as you serve your clients. Somehow we are expected to have the stamina to charge through event day with endless energy, smiles and "wows" to ensure a marvelous customer experience. Why do we choose to work in an industry that is so physically and mentally exhausting? Most of us continue to remain in this high turnover industry because of three things: Purpose, passion and plans.

In this session, Janie draws from her 15 years of experience in the Premium Seating & Hospitality industry to provide you with easy-to-apply customer service systems that will enhance the experience you have with your staff, vendors and clients. Techniques include aspects of staff training and experience training, as well as ways to determine what you are passionate about. You will be better equipped and energized to plan and work your next occasion for your clients.

W

What the Bride Wants Now: Understanding the Bride as a Consumer

Meryl Snow, Catersource Consultant and Owner, Feastivities Events, Philadelphia, PA

Brides present wedding professionals with a unique opportunity, as well as, equally unique challenges during the sales process. Often, weddings are as much about the emotional connection the wedding planner makes with the bride and groom. In this session, you will learn to understand all of the influences that affect the wedding sale, how to deal with the budget, the art of upselling and how to demonstrate you are different from your competitors. You will practice strategies that will make your sales presentation successful and ultimately result in booking the wedding.

Simple, Honest, Aware: A Scandinavian Influence On Catering

Scott Graden, Chef/Proprietor, New Scenic Café, Duluth, MN

Elements of Scandinavian design, identified by many as simple, minimalist, beautiful and functional, are also expressed in cuisine. Entrepreneur and chef, Scott Graden, comes from the North Shore of Lake Superior to share with you the Scandinavian influences he brings to all aspects of his life: from academic to culinary to personal interests. Delving into his approach to business, you will hear how he integrates catering into the operation of his restaurant and why the majority of his marketing dollars go toward donated goods and services. Scott will demonstrate how to bring out the inherent qualities of seasonal, fresh and often local ingredients. He will show you how you can capture the authentic elements of your surroundings and embrace them – whether those elements are ingredients on the plate or resources within your business. Scott's philosophy is that arriving at simplicity often requires intentional and artful editing of complexity.

Orchestrating the Perfectly Organized Event

Presented by ICA

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

Learn the secrets to making your events run like a well-oiled machine. This talented team at Marcia Selden Catering knows how to execute the perfectly planned event using their signature Party Plans. Every minute of every event is planned to perfection. Every staff person knows where they need to be and what they need to do...behind the scenes and on the floor. Produce events with less stress and more consistency using their tried and true system.

The Life Cycle of a Catering Company

Carl Sacks, Director of Consulting, Catersource, Minneapolis, MN

Having worked with and observed many of the most prominent caterers in the industry, Carl has a keen understanding of the factors that have made these companies successful. In this session, he will bring his wealth of knowledge to bear on the question of how some caterers strategically manage for longterm success and what the inflection points are in the life cycle of a successful catering company. Carl will discuss the stages of life of the catering company, from startup to maturity, the transition from founders to second generation, and a range of likely exit strategies for owners.

OPENING SESSION EVENT SOLUTIONS

David Stark

President

David Stark Design and Production

Creative genius David Stark will kick off the Event Solutions Conference with an in-depth discussion on setting budgets and goals for your business, plus some ideas on how to break the rules of traditional event management in order to keep your brand creative.

MONDAY • March 24

OPENING SESSION CATERSOURCE

Alex Guarnaschelli Executive Chef Butter Restaurant

Our opening session on Monday morning will feature the presentation of the Michael Roman Lifetime

Achievement Award and announcement of our ACE Award finalists before keynote Alex Guarnaschelli take the stage. Food Network star, Iron Chef and accomplished restaurateur, Alex will discuss trends in the industry and what consumers want.

Trend Forecast 2014: Translating Fashion Into Designs That Sell

Robin Brockelsby, President and Kate Patay, Executive Director, Creative Coverings, Sparks, NV

Set yourself apart as a trend leader and master the skill of translating the latest fashions into chic events! Learn what hot trends to expect in 2014 and beyond. Kate and Robin will teach you how to stay ahead of the competition with tips on how you can forecast the future of catering, wedding and events trends. Discuss how to identify the root of design trends and how they are influenced by various media outlets. Learn about the most effective ways to sell these trends profitably to your clients and establish yourself as an industry expert. As a bonus, tips and tricks for the cost-conscious client will also be highlighted so you can design on any budget!

PF

Education Crafted for Building a Successful Catering Company: A Focused Marketing Plan Equals Increased ROI – Part 3

Bill Hanson, CEO, Bill Hansen Catering, Miami, FL, Bill Pambhoff, Owner, B & B Catering & Events, Spring Lake, NC and Steve Sanchez, Director of Sales and Marketing, The JDK Group, Camp Hill, PA

Without a focused marketing plan, your message may not be reaching your clients effectively or economically. Wilfredo Pareto, the late 18th century Italian economist wrote, "80% of the producers create 20% of the products and 20% of the producers create 80% of the product." Bill and Steve will share tried and true tactics for developing a focused marketing plan to land the "big fish" clients, high-end weddings and important social occasions. They will share low cost marketing ideas, provide you with a menu of marketing tools and tactics and discuss the value of venue contracts and relationships. Steve will close with a discussion of social media marketing and how to present your company in the social media spotlight.



The Guest at Table Three is Allergic to Everything! Best Practices for Managing Dietary Menu Issues at Events

Presented by the ICA

Moderator: Margot Jones, Owner, Purple Onion Catering Company, Vienna, VA; Jeffrey McClure, Director of Culinary Services, Sodexo Education Market, Lynchberg, VA; + 2 Panelists

Identified as one of the biggest challenges facing our industry today is accommodating guests with dietary concerns such as gluten-free or allergies. It can be especially difficult in an off-premise operation. Learn how this panel is meeting the challenge in their respective companies with creative solutions, how they are charging clients for these special menus and how they are training the culinary and front of the house staff to meet the needs of the guests.

W Learn the 5 Cs for a Better Website and More Effective Social Media Marketing

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

You've heard about the 4 Cs for diamonds (cut, clarity, carat and color) but never the 5 Cs of a better website and social media presence. Dubbed as North America's leading expert on the business of weddings and events, Alan will show you how you can incorporate these elements to make your website and social media presence stand out among your competitors.

3 Women Catering Chefs Whisk Up a Trio of Dinner Party Menus

Karen O'Connor, Executive Chef, Daniel et Daniel, Toronto, Canada; Robin Selden, Executive Chef/Managing Partner, Marcia Selden Catering & Events, Stamford, CT and Elgin Woodman, Executive Chef, A Joy Wallace Catering, Miami, FL

Talent overflows on stage during this session as three of the most innovative and talented catering chefs take the spotlight. Each will demonstrate a favorite three-course dinner party menu and you will walk away with recipes, plating tips and costs for each menu. Go back to your kitchens with all the necessary tools to add three new beautiful and profitable dinner parties to your menus.

Flipping The Switch: Understanding Today's Generation and Helping Them Develop a Road Map to Success

Charles Carroll, Author/Executive Chef, River Oaks Country Club, Houston, TX

How do we reach into the hearts of today's generation and "flip their switch"? Get them to want to be great; to want to do whatever it takes to be successful in today's job market; to grab the attention of today's workforce and help them understand what it takes to grow and climb the ladder and be a leader in the hospitality arena. This action packed motivational presentation will help you understand how to inspire your staff and make a difference in their lives, starting today!

W Be Your Own Wedding Publicist

Meghan Ely, President, OFD Consulting, Richmond, VA

A wedding business owner wears many hats including that of the vitally important publicist. Do you know the best way to invest your time and talents to yield the maximum exposure for your brand? Do you use social media to its fullest potential? Do you know how to track your traffic and identify your strongest sources of lead generation? Learn everything you

need to know about real wedding submissions, various social media platforms and the free publicity tools you could be using right now to attract qualified prospects and adoring fans.

Culinary Time Traveler: The Classics Return

Andrew Spurgin, Principal, Andrew Spurgin™, San Diego, CA

Classics are that for a reason, we live in a culinary world obsessed with the new. Trends or fads barely have time to be enjoyed before they are forgotten and we move on to the next Emperor's new clothes. Take a moment and think back on classics like Caesar Salad, Steak Diane, Coq au Vin, Crêpe Suzette and a host of others. They had time to be enjoyed, some for decades and others even longer; they are in our culinary DNA. Can we name anything recently that has really had any staying power? It's time to bring them back with a bang!

Improve Your Email Communication Skills

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

Like it or not, email is the preferred method of communication these days. Yet few of us were ever taught how to properly have a real email conversation. Alan will share eight simple tips, showing real examples of emails good and bad. Learn how to get it right, get more appointments and, ultimately, get more sales.

Small Companies Can Do Large Events

Kevin Lacassin, Owner/Chef, Good Food Catering Company, Tampa, FL

If you are a small company with a limited number of employees and resources you may assume that large or mega events are out of your reach. Not necessarily true. With planning and organization you can bid, win and execute large profitable events. Kevin will share his real-time experiences bidding, winning and producing large events as a small company.

From a Bride's Vision to Her Dream Wedding

David Everett, Senior Wedding and Event Producer, The JDK Group, Camp Hill, PA

It takes dedication and skill to listen to the wedding couple's vision, interpret the needs and desires, then produce a wedding that makes all of their dreams come true - all while considering the budget. David will share a point by point method to help learn where to look for the design inspiration, how to design unique wedding environments, how to sell your design concept to the bride and groom and a list of special touches that make the event truly memorable.

Profit from New Insight!

Just one idea, from one speaker or one class, can make a positive impact on how you do things and earn you thousands of dollars in new business. Don't miss that one opportunity!

Register now
www.catersource.com

Managing With An Advantage

Warren Dietel, Owner/President, Puff 'n Stuff Events and Catering, Orlando, FL

If you are struggling with a leadership team that often seems disjointed or dysfunctional, you are not alone. Many catering and events companies find they have long-term, loyal staff who are no longer making positive contributions to the company. But there is usually an emotional attachment that is hard to break. This session, based on the principals in Patrick Lencioni's book, *The Advantage*, will demonstrate how Warren has turned his disjointed group into a united team focusing on results, embracing accountability, achieving commitment, mastering conflict and building a team that embodies trust and shares in success.

PF Education Crafted for Building a Successful Catering Company: Leadership in the New Normal - Part 4

Bill Hanson, CEO, Bill Hansen Catering, Miami, FL; Bill Pannhoff, Owner, B & B Catering & Events, Spring Lake, NC and Anthony Lambatos, Owner, Footers Catering, Denver, CO

The catering industry is evolving quickly. Every day there are changes we must recognize and embrace to succeed. Are you of a single focus or diversified for the long term? Whether you are an owner or a key employee, you must make the effort to lead your group into the new normal. Learn the seven habits of highly successful caterers, why efficient and effective meetings are a must, how and why you must maintain high standards and how to develop a company culture that will have you and your staff "walk the walk and talk the talk" effortlessly every day.

All the World's a Table: Staging Your Tastings for the Perfect Performance

Presented by the ICA
Jennifer Perna, Vice President of Sales, Daniel Joseph, Vice President of Operations and Paul Larson, Corporate Chef, Blue Plate Catering, Chicago, IL

Every tasting is truly a theatrical performance. Every player has an active role in the art of the tasting. A great tasting includes stylized food, impeccable service, attention to detail and creative presentation and design. Jennifer, Paul and Dan will discuss the tasting process from the brainstorming stage through the actual implementation. Every tasting is a large investment of time, money and human resources and every caterer must recognize the importance of the tasting as they close business opportunities. Learn effective analysis tools for measuring tasting success and budget development, ideas for the theatrically approaching situations while the tasting is in action and talking points to close the sale.

W Marketing to Same-Sex Couples

Bernadette Coveney Smith, President, 14 Stories Gay Wedding Institute, New York, NY

Same-sex marriage is becoming legal in more and more states and the LGBT wedding market is booming. Is your business ready to tap into this lucrative market? In this seminar, you'll learn best practices for reaching this emerging market including appropriate language and terminology, where to advertise and much more.

Small Bites, Big Flavors

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

Come along and join Chef Eric for another journey into his trademark style of small bites with big flavors. As one of the pioneers of the small bite trend, Eric will showcase another twist on the concept of small bites with easy recipes from his new cookbook, *Small Bites Big Flavors*. Learn new cost effective hors d'oeuvres to take back to your kitchens, simple presentations to make the appetizers look amazing and how to organize your field kitchens to efficiently execute multiple hors d'oeuvres for an off-premise event. Get ready, this class promises to "Fire It Up"!

PF Education Crafted for Building a Successful Catering Company: Management - Where the Rubber Meets the Road - Part 5

Bill Hanson, CEO, Bill Hansen Catering, Miami, FL, Bill Pannhoff, Owner, B & B Catering & Events, Spring Lake, NC and Olive Chase, Owner, The Casual Gourmet, Centerville, MA

While leadership is inspirational, only sound management will keep you from making big and costly mistakes. Quit reinventing the wheel and embrace these tried and true management strategies from Bill and Bill. This session will dive deeply into the systems, tools and tactics necessary to put your company on the road to success. Topics include time management, surviving a challenging economy, 10 places to find hidden money, and Olive's views and insight on how catering companies can live long and prosper.

Curating a Landscape at the Table

Matthew Weingarten, Chef/Author/Culinary Director, Setting by Sodexo, New York, NY and National Board Director, Chef's Collaborative

What's old is new again and diners now require an experience at the table beyond just a delicious meal. Learn how to create meaningful menus that tell a story about where our food comes from, how it has been traditionally prepared and why it matters. Showcasing heritage techniques and time honored methods, Chef Matthew will highlight recipes from his book, *Preserving Wild Foods*, and discuss how to extend the seasons with a well stocked catering pantry and larder.

If I Had a Dollar for Every Time... the True Value of a Caterer's Time

Jon Wool, President/Owner, JHW Hospitality Consulting, Chicago, IL

The term "time management" is a cliché often used to excuse poor performance. Evaluating dollar generating vs. dollar wasting tasks in your day is not something easily done. This time-valuable session shares ways to save precious hours during the work day to increase productivity and achieve a stronger work-life balance.

W Personalize and Stylize Every Wedding For Every Couple

Robin Selden, Executive Chef/Managing

Partner and Jeffrey Selden, Managing Partner, Marcia Selden Catering & Event Planning, Stamford, CT
Back this year by popular demand, Robin and Jeffrey will again share how they create exclusive tailor-made, bespoke weddings for their clients. It is possible to stylize any wedding to fit the needs, desires, interests and budgets of today's bridal couples. Filled with new and unique ideas, you will learn the latest culinary trends, presentations and menu styles, what's hot for specialty cocktails and service touches that add style to any wedding.

TUESDAY • March 25

Bigger is Better. An Exploration of Catering the Primetime Emmy Awards

Joachim Spichal, Chef and Founder, Gregg Wiele, Culinary Director of Patina Restaurant Group; Alec Lestr, Executive Chef, Carlos Enriquez, Executive Pastry Chef and Shaughn Guidry, Senior Operations Manager of Patina Catering, Los Angeles, CA

Join renowned Chef and Founder Joachim Spichal and his team for an exclusive look inside the largest annual formal dinner in North America. For the past 18 years, the Los Angeles-based culinary group has been the proud caterers of the Primetime Emmy Awards Governors Ball where they feed a staggering 4,000 attendees comprised of Hollywood's elite. For the first time, Joachim and his trusted catering leaders will explain the inner-workings of the event from the training of 1,200+ staff to the organization of 200+ chefs for on-site menu execution. Recipes, tips and discussion of other large scale galas will be presented alongside opportunities for a Q&A session with the award-winning team.

FEATURED SPEAKER Up Close and Personal with Amy Atlas

Amy Atlas, CEO, Amy Atlas Events, New York, NY

Join Amy, also known as "The Sweets Stylist," on her journey from lawyer to the creator of the stylized dessert bar to celebrity and author. We'll find out everything we want to know about dessert trends, design elements important to the dessert bars, the client process, how Amy thinks and how she is able to create the client vision. She'll also speak about design style and color trends.

And...Amy will do a live demonstration that will bring all of these design and food choices to life.



W Not Lost In Translation: Rinterpreting the Cultural Experience Through Design, Food and Entertainment

Therese Cole-Hubbs, President/Creative Director, Electric Karma International, Houston, TX and Randi Garrett, Naakiti Floral, Las Vegas, NV

Like Indian weddings today, this session blends the heritage and traditions of Southeast Asia with the new world design and elements of the west. Floral designer Randi Garrett and Therese Cole-Hubbs will transform a session room into a multicultural sangeet - the equivalent of an Indian wedding rehearsal dinner. Find out about trends in menu development, presentation and ingredients, get entertainment ideas that connect the East and West, hear about and see case studies of real American-Indian weddings illustrated with gorgeous photos and get sales tips on how to win over wedding clients. This informative session will give those new to this market a strong foundation to build on and will give veterans advice and trends to take their Indian and multicultural weddings to the next level.

TRADESHOW

11:00am - 6:00pm

Spend the afternoon at the Tradeshow for more education, some shopping and sampling, and learning what's new for catering and events. You'll find thousands of products, services and ideas for your business!

WEDNESDAY • March 26

TRADESHOW

9:30am - 2:30pm

Even more awaits you the second day of the Tradeshow with culinary and design demos, education sessions, hands-on activities, the Tablescape Design Contest and AFR Design Challenge, the new Diced Competition and a chance to win one of the Big Ticket Raffle prizes.

The Art of Kathy G. and Company. Dazzling Design and Extraordinary Cuisine - Part 1

Kathy G. Mezrano, Founder/President and Jason Mezrano, Corporate Executive Chef, Kathy G. and Company, Birmingham, AL

Google Kathy G. and Company and you will find glowing reviews filled with words like awesome, inspired, amazing, delicious, professional and hassle-free. Dr. Robert E. Witt, former President of the University of Alabama says, "Simply stated, you are the best." Watch as Kathy and her team build several amazing tables, demonstrate design techniques and tips, then complete the look with Jason's noteworthy menu suggestions.

Build a Modern Selling Strategy and Improve Performance

Meryl Snow, Catersource Consultant and Owner, Feastivities Events, Philadelphia, PA

Known to many as the "Queen of Sales and Marketing," Meryl dives into a fast moving, content packed, interactive class focusing on sales strategies and techniques that will increase your margins and build brand loyalty. Discover sales techniques that work, understand how to position yourself as the expert, acquire techniques for uncovering hidden opportunities and how to provide your clients with the kinds of solutions they really want. Learn these skills and start using them today to bring your sales performance to a whole new level.

PF Education Crafted for Building a Successful Catering Company: All Systems on Go - Part 6

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

Good businesses rely on layers upon layers of good systems. Quit winging it and trying to do your best, but failing or being inconsistent. Bill and Bill will share templates for forms and systems that will change your company from haphazard to consistently running smoothly. Get examples of a sound policy and procedure manual, catering contracts, BEO's and production forms, employee job descriptions and their list of the top 10 forms you must use to be profitable and grow your company.

The Art of Kathy G. and Company: Dazzling Design and Extraordinary Cuisine - Part 2

Kathy G. Mezrano, Founder/President and Jason Mezrano, Corporate Executive Chef, Kathy G. and Company, Birmingham, AL

But wait there's more! If the first hour got your creative juices flowing stick around for part 2. Watch as Kathy and Jason present 60 more idea-packed minutes focusing on versatile and affordable, but visually stunning designs and flavor-packed creative menus.

There Is No Money for Second Place.

Closing the Sale

Meryl Snow, Catersource Consultant and Owner, Feastivities Events, Philadelphia, PA

So often after a meeting with a client, you think you nailed it just to learn the following week that the event went to the competition. What happened? You were out sold! Mastering the selling process and learning how to resolve objections are just a couple of the topics Meryl will address. Whether you are a seasoned sales pro or an inexperienced beginner this sales closing workshop will give you a new toolbox for increased sales and not only meeting, but exceeding your sales goals.

PF Education Crafted for Building a Successful Catering Company: Going Home with an Action Plan - Part 7

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

If nothing ever changes, nothing ever gets better. You're going home armed with a plethora of new information and ideas, but you need an action plan to get the ball rolling. This class will review the key components from the previous sessions that will make you and your company more productive and more profitable, answer tough questions you will face as a caterer and conclude with a time for Q & A.

CLOSING SESSION Refreshed, Inspired and Excited! Mastering the Catering and Events Industry Bite by Bite

Peter Callahan, Owner/Creative Director, Peter Callahan Catering, New York, NY



Blending an impeccable and demanding palate, a keen eye for design and a creative need to always be fresh and original are key elements to the success of Peter Callahan Catering. Known to the discerning client as a culinary design studio, Peter and his talented team focus on producing experiential events and products never seen before for a clientele who has seen it all.

In addition to many appearances on TV, Peter is also a Contributing Editor for Martha Stewart Weddings and has twice been named by Modern Bride Magazine as an industry "Trendsetter." Learn from a true catering and event visionary the upcoming industry trends, how to turn your everyday experiences into extraordinary events and why innovation is an essential element to your success.

Xperience...

MORE education in a smaller, interactive format

In addition to the full Conference educational program, the Xperience Stages will feature quick, interactive presentations. Get up close and Xamine the newest culinary techniques, latest design trends and cutting-edge marketing ideas.

Sunday and Monday during the Conference at the Paris Hotel, these live 30-minute demonstrations will let you quickly Xtract more new ideas than ever before.

EVENT SOLUTIONS

CONFERENCE & TRADESHOW

Our co-location with Event Solutions means you get access to all event-related sessions as part of your Conference program.

For session descriptions and details, please visit www.event-solutions.com

A Tribute

Catersource founder Michael Roman was the first to believe in the strength and contributions of our industry. He saw the opportunity to educate and inspire and created Catersource to help catering and event professionals reach their full potential.

This year we'll pay tribute to Mike and celebrate his vision of continuing professional growth for caterers. During the opening session we'll name the first ever Michael Roman Lifetime Achievement Award Winner and host a Mix & Mingle event in Mike's honor on Tuesday night in the Attendee Lounge. Please join us!

"There has never been a better time to be a caterer!" ~Michael Roman



Tradeshow

Tuesday 11:00am - 6:00pm
Wednesday 9:30am - 2:30pm
Las Vegas Convention Center

Transportation to and from
the Tradeshow is provided
from the Paris Hotel. 

Attend the Tradeshow Tuesday and Wednesday to see the most comprehensive collection of products and services for the industry. You'll find new ideas, show specials, special demo stages, drawings and giveaways, and tons of inspiration! Meet with your vendors face-to-face and discover new suppliers who want to do business with you and of course, sample some of the best catering-tailored foods and beverages you won't find anywhere else.

Many special activity areas will bring added excitement to the Tradeshow floor:

CONTESTS

ACF Las Vegas Culinary Challenge

Watch as chefs compete for prestigious awards in this two-day professional-grade competition that will give both rising and established culinary stars an opportunity to compete in a variety of hot and cold categories. Take away new tips and techniques from the ACF chefs!

LV Culinary Challenge "Diced" Competition

Game on! Six chefs will compete in a mystery box style competition live on the Tradeshow floor on Wednesday. Competitors include the ICA Chef of the Year, two ACF winners, a local hotel chef, a local restaurant chef and more.

Tablescape Design Contest

We've amped up our traditional Tabletop Contest to bring you the Tablescape Design Contest that will offer new entry categories and more ways to compete and win! David Tutera will return to pick his favorite and personally hand out a special award.

Big Ticket Raffle

Your chance to win thousands of dollars worth of big ticket prizes on Wednesday! Your favorite prize drawing makes a return to the Tradeshow floor. All Access and Conference & Tradeshow registration packages include an entry into the Big Ticket Raffle.

ABOUT CONTESTS

Visit our website for details on the schedule, prizes and how you can compete in these contests and more like the Boxed Lunch and Buffet Competition that will take place as part of the Conference at the Paris Hotel.

www.catersource.com

LIVE DEMOS

Spectacular Sweets Pastry Showcase

Get ready for some more 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, sugar techniques and so much more.

Hands-on Demo Arena

Jump right in and experience doing rather than watching. Hands-on demos will make you a part of the action as you learn how to set up plating lines and back of the house areas for parties; how to set a dining room quickly and efficiently with a limited number of staff; design tricks for making templates for menu signs and place cards. You'll team up with others to create a storyboard for a theme event, share ideas for plate garnishes and make stunning but simple floral arrangements and centerpieces.

If technology is your thing, bring your iPad to the "iPad and Me" session to learn about useful apps, how to take great photos of events and where and how to store the photos for future use.

EDUCATION STAGES

Catering & Events Innovations Stage

Grab a seat and catch content-packed, live demonstrations for new culinary inspirations, design and décor ideas, along with the latest trend in technology innovations. Sample presentations to include:

- Sugar Shack: A Collection of Mini Desserts
- All Things Coming Up Smoked
- 10 Tiny Apps that are Packed with Flavor
- "App"titude: Caterers' Favorite Apps
- Bacon, Bacon and More Bacon
- Party Lighting Techniques

Show Intel Stage

New this year to the Tradeshow floor, the Show Intel Stage presents education sessions that focus on thought provoking topics important to your success. Learn and be inspired by speakers who have been insight into how to be successful and profitable. Sample sessions will include:

- Designing or Re-Designing Your Venue
- The Accidental Sales
- Meeting Today's Business Challenges
- Branding and Client Development
- Financial Benchmarking

AFR Design Challenge Stage

Back for the third year, the AFR Design Stage promises even more exciting design inspiration. Watch this faced-paced challenge for fresh ideas and fun!

Restaurant Showcase Stage

Presented by the Nevada Restaurant Association, this stage will offer valuable informational sessions and demos for the restaurant business operator.

LOUNGES

Catersource Magazine Lounge

Take a break, regroup or re-energize. Check out dozens of entries from the ICA CATIE Awards and Catersource ACE Awards. Watch for scheduled meet and greets and networking times when you can network with some of our speakers, consultants and staff.

Event Solutions Lounge

Event pros have a meeting place to network and share ideas, as well as meet some of our online contributors and review the finalists and winners of the Event Solutions Spotlight Awards.

VIP Lounge

All Access badge holders are invited to the VIP Lounge to take a break, network or gather colleagues for a quick meeting. Take time to refresh with some caffeinated beverages while recharging your mobile device.



ISES Lounge

Attention is everything and distraction is everywhere, especially in Las Vegas! But sometimes it is a good thing to be "distracted." ISES invites you to take 15 minutes to distract your brain with sessions of creative play. Offered twice daily, ISES will lead fun and interactive brain game challenges for those who want to take a short break and freshen up their minds with a shot of inspiration and, in the process, learning through creative play ways to strengthen your focus and spark your team or your own energies when it matters most.

NEW!

Taste of Technology

Get your geek on in this high-tech pavilion! Stop by to charge your devices and get connected with the vendors who can recharge your business. See what's new in technology and get up to date on the latest innovations.

Hot Spots

Check out some of the coolest vendors giving out samples, free products and showing off some of the most unique event experiences on the show floor.

Tradeshow Only Package

Register for the Tradeshow Only Package and get all of this and more than 900 exhibitor booths. As an added bonus, Conference sessions at the Paris hotel on Wednesday only are included.

Register now at
www.catersource.com

	Early Bird by 1/29/14	Advanced by 2/25/14	After 2/25/14
per person	\$29	\$39	\$49

This package also includes FREE access to the International Pizza Expo and discounted access to Nightclub & Bar taking place at the Las Vegas Convention Center during Catersource. Visit www.catersource.com for details.



Optional Events

Events at the annual Conference & Tradeshow give you multiple ways to experience great information, learning opportunities and networking as part of the overall Conference experience.

MONDAY

\$69 Trends Lunch + Best of Las Vegas Trends Buffet Competition
12:30pm - 2:00pm

Experience an interactive and fun rivalry as the Best of Las Vegas teams compete in a buffet design challenge that will incorporate top style, color, design and food trends. Hosts will interview buffet teams to review the trending concepts and share what food would complement the designs.

View the Trends Studio: a collection of inspirational ideas from industry leaders and trendsetting experts and get access to the Boxed Lunch Contest that is part of the Power Lunch.

\$69 Power Panel/Power Lunch + Boxed Lunch Contest
12:30pm - 2:00pm

Enjoy a plated lunch and real-time dialogue with members of the Catersource Consulting Unit and Leading Caterers of America as they share powerful insights on hot topics and offer valuable information on where to invest, how to grow wisely, who to hire, what is the industry forecast, why caterers need to be ready for the next step and more.

Take away business-savvy ideas and receive a white paper after the show covering the points discussed at the lunch. Browse some creative ideas in the Boxed Lunch Contest and Best of Las Vegas Buffet Contest that is part of the Trends Lunch!

Both Monday lunches include access to the contest portion of the other lunch.

\$169 Monday Night Party "La Muse"
8:00pm - Midnight

A magical, musical, remarkable journey celebrating song and love, power and sensuality, beauty and mystique and, of course, art and cuisine. A Cade Nagy and Dan Smith production, this event will bring you new ideas and inspiration.

Tickets to these events* and more are INCLUDED in the All Access Registration Package. See page 2 for details.



*except for Tuesday Wedding Event Presented by ISES

TUESDAY

\$169 Disrupt Your Status Quo Wedding Event Presented by ISES
7:00pm - 10:00pm

The weddings industry has become saturated with "a world of sameness" and the only way to stand out is to disrupt the status quo. Presenter Cindy Novotny will challenge your present thinking, give your mind the ability to look at your products and services through different eyes and, in the end, send you home with a renewed sense of excitement for the coming year. Gather for a pre-event reception before joining Cindy for an inspiring fashion show and seated dinner.

WEDNESDAY

\$69 Taste of Technology Breakfast
8:00am - 10:00pm

Start your day bright and early and discover the latest technology trends and innovations that are available to help you succeed in today's marketplace, whether you're just getting acquainted with what's on the market or you want to keep in the know. You'll enjoy a hot breakfast as Warren Dietel and other industry experts explore how technology is changing the way we do business.

\$39 La Vie en Couleur Industry Awards Presentation General Seating
7:00pm - 10:00pm

This is YOUR industry award show! Join us at the Catersource ACE, ICA CATIE and Event Solutions Spotlight Awards presentation 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.

\$149 Upgrade to VIP Seating at La Vie en Couleur Industry Awards

Mingle with award finalists and industry leaders David Tutera, Steve Kemble and Peter Callahan in a reserved seating area that includes a hosted cocktail hour and hors d'oeuvres.

WORKSHOPS

These workshops are available only as part of the All Access Package!



\$89 value Sunday: Wedding Workshop and Business/Operations Workshop

Kick start your Catersource 2014 experience with your choice of either the Wedding Workshop or the Business/Operations Workshop offered only to All Access badge holders. During these special workshops you will meet and network with colleagues as well as share information in a topic-driven roundtable forum.

The Wedding Workshop, hosted by David Everett, Senior Event Planner and Wedding Designer from the JDK Group and Olive Chase, Owner of The Casual Gourmet, will focus on wedding trends, menus, marketing to brides and social media for the wedding market.

The Business/Operations Workshop, hosted by Anthony Lambatos, Owner of Footers Catering in Denver, CO will delve into topics like company culture and organization, operation systems, cost cutting programs and employee benefits.

\$89 value Tuesday: Hot Topic Hot Breakfast

All Access badge holders will start Tuesday off by discussing some of the hottest topics facing caterers and event planners today. We'll poll you before the Conference to find out what issues are most pressing in your business. Then we'll assemble roundtables, moderated by the education team led by Linda West. Together you'll brainstorm new ideas, discuss possible solutions and solve problems while enjoying a hot breakfast.

Join us!

Come to Catersource and celebrate the industry as you take part in valuable opportunities to learn, grow and succeed.

We believe in the strength of our industry. Catersource continues the tradition of the annual Conference & Tradeshow to celebrate the creativity, diversity and importance of the industry as, together, we build solid foundations for successful businesses and our future.

The education and experiences you gain at this once-a-year event will help you be a bigger, better and more involved part of that community. Learn new things, make lasting connections and go home inspired to elevate your events.

All Access Package

Includes all education, all optional events and activities PLUS bonus activities not available in any other package.

	Early Bird by 1/29/14	Advanced by 2/25/14	After 2/25/14
1 person	\$1,095	\$1,195	\$1,295
up to 3*	\$1,045	\$1,145	\$1,245
4+*	\$995	\$1,095	\$1,195

* registering for the same package. No discounts apply.

Conference & Tradeshow Package

The traditional Conference package gives you all the education and Tradeshow access as well as the opportunity to add event tickets a la carte.

	Early Bird by 1/29/14	Advanced by 2/25/14	After 2/25/14
1 person	\$749	\$849	\$949
up to 3*	\$699	\$799	\$899
4+*	\$649	\$749	\$849

* registering for the same package

Tradeshow Only Package

Tuesday 3/25 and Wednesday 3/26

Get on the floor at the industry's largest and only catering and events tradeshow. As an added bonus, Conference sessions at the Paris hotel on Wednesday only are included.

	Early Bird by 1/29/14	Advanced by 2/25/14	After 2/25/14
per person	\$29	\$39	\$49

* No discounts apply.

Register now
www.catersource.com

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