

IMPROVE every part of your catering business!

SALES • OPERATIONS • CULINARY • MENUS • MANAGEMENT • STAFFING • MARKETING • PRESENTATION • SERVICE

catersource[®]2011

CONFERENCE & TRADESHOW

FEBRUARY 27 - MARCH 2, LAS VEGAS

*The Catering Conference &
Tradeshow of the Year*



Networking



Education



The Cosmopolitan of Las Vegas



Tradeshow

No Risk Learning • 100% Money-back Guarantee

Presented in partnership with



WHY ATTEND?

The face of catering *has changed.* Are you ready?

While the economy is certainly turning around, the rules of catering are different than in past years. No longer can you rest on your laurels and maintain a “business as usual” attitude.

Catersource will teach you what you need to know!

- View never-before-seen buffet presentation techniques.
- Discover ingenious pricing methods.
- Learn how to motivate your younger staff.
- Bring back winning marketing concepts that work.
- Get selling scripts that will close the sale quicker.
- Understand the latest internet strategies.
- Steal the best wedding ideas from super caterers.
- Grasp the true meaning of your monthly accounting financials.
- Revitalize your corporate drop-off catering.
- Shape up your company image.
- Learn methods to train your trainers.
- Reinvent your older menus into best sellers.
- Obtain recipes and procedures for new hors d'oeuvre.
- Turn your business around in five easy steps.
- Make money with new event designs.
- Learn how to work with your suppliers.
- Take your business to a higher level.

Get *ready-to-use* skill enhancements for all types of catering.



CO-LOCATED WITH

event solutions
IDEA FACTORY
EDUCATION • EXPO • EVENTS

Get access to more than 50 event industry sessions and demos!

Catersource's co-location with Event Solutions Idea Factory means you also get access to more than 50 event-related educational sessions as part of your full package. Whether your interest is design, planning and production, technology, social media, audio visual or business, you'll find it here!

Visit our website for details on the full Idea Factory educational schedule.

OUR ATTENDEES SAY IT BEST!

catersource[®] 2011 CONFERENCE & TRADESHOW

The Catersource Conference & Tradeshow is your once-a-year, one-stop opportunity to learn new strategies, find new products, and network with people who do what YOU do!



"I like the exposure Catersource provides me to some of the best independent caterers in the country. This helps our team to develop new ideas and to learn about and incorporate new food and beverage trends. It's also a great opportunity to network with some of the finest people in our industry."

Ed DiAntonio, CMP, CPCE
Walt Disney World Swan and Dolphin Resort



"As an independent caterer, I have found the resources I get at Catersource - not just from the sessions but from the networking with other attendees - are invaluable. I still reflect back on what I've learned over past conferences and reference the material. Time is valuable, and in today's economy you need to get the most out of your time spent away from the office and Catersource is a great investment for you to achieve your success."

Valerie Vollmer, CPCE
Catering Celebrations since 1975



"Because of the high level of education and information we receive, we are able to bring fresh, new, cutting-edge ideas back to our customers and our banquet facilities, giving us a competitive advantage in our market. There is nothing we have done in 30 years of business that has had a greater return on investment, is a better value, or has had a more positive effect on our growth than the Catersource experience."

Mark Thees
The Pinnacle & Central Park West



"Attendees come to be inspired by the dazzling out-of-their-league event giants who create mind blowing events with huge budgets, but [Catersource also] augments that inspiration with some real honest-to-goodness "I can do that" moments."

Maddy Bascom
University of California, Santa Barbara



"I attended the Catersource convention last year after hearing from one of my vendors how great it was. I was not disappointed. My catering director and I became sponges absorbing all the great ideas and seminars that were being presented at the show. After we left the show we came back to my restaurant and went to work updating our presentations and bringing new life to our banquet menus. Thanks to Catersource for breathing a new life into our establishment."

Mark Elliot
Summit House Restaurant



Look who comes to Catersource!



WHO COMES TO CATERSOURCE?

Over 40,000 catering businesses have attended the Catersource conference since 1992. Here is a small sample that shows the variety and types of caterers that have attended over the last two years:

ACME FRESH MARKET CATERING, AKRON, OH
TANGIER, AKRON, OH
MAISON BLANC, ALLENTOWN, PA
COOKIE'S CONCEPTS, ALPHARETTA, GA
ARTHUR'S CATERING, ALTAMONTE SPRINGS, FL
COUNTRY ROADS CATERING, AMITYVILLE, NY
WALT DISNEY CO, ANAHEIM, CA
UNIVERSITY OF MICHIGAN, ANN ARBOR, MI
JARDINES DE SAN JUAN, APTOS, CA
ARAMARK - U ARlington, ARLINGTON, TX
ANNE ARUNDEL COMM COLLEGE, ARNOLD, MD
CARIBOU CLUB, ASPEN, CO
HOTEL JEROME, ASPEN, CO
A PEACH OF A PARTY, ATLANTA, GA
AFFAIRS TO REMEMBER CATERERS, ATLANTA, GA
BOLD AMERICAN EVENTS & CATERING, ATLANTA, GA
ELIZABETH BAPTIST CHURCH, ATLANTA, GA
RUSSELL MORIN FINE CATERING, ATTLEBORO, MA
CAFE PACIFIC CATERING, AUBURN, WA
MUCKLESHOOT CASINO, AUBURN, WA
WHOLE FOODS MARKET, AUSTIN, TX
THE FORUM CATERERS, BALTIMORE, MD
INCREDIBLE EDIBLES, BEND, OR
UC BERKELEY, BERKELEY, CA
LAWRY'S CATERING, BEVERLY HILLS, CA
IP CASINO RESORT & SPA, BILOXI, MS
KATHY G & COMPANY, BIRMINGHAM, AL
VESTAVIA COUNTRY CLUB, BIRMINGHAM, AL
INDIANA UNIVERSITY DINING, BLOOMINGTON, IN
BOCA WEST COUNTRY CLUB, BOCA RATON, FL
ARAMARK HIGHER EDUCATION NE, BOSTON, MA
HARD ROCK CAFE, BOSTON, MA
HARVARD UNIVERSITY, BOSTON, MA
THE COLONNADE HOTEL, BOSTON, MA
A SPICE OF LIFE, BOULDER, CO
BOWLING GREEN STATE U, BOWLING GREEN, OH
BROADWAY GOURMET, BRIGHTON, MA
SALSA CATERERS, BRONX, NY
AVANTI MANSION, BUFFALO, NY
SERVERS STANDING BY CATERING,
BURLINGAME, CA
CALGARY STAMPEDE CATERING, CALGARY,
ABTHE JDK GROUP, CAMP HILL, PA
U.S. MARINES, CAMP LEJEUNE, NC
CAMP PENDLETON, CAMP PENDLETON, CA
CAROL WOODS RETIREMENT COMM'Y, CARY, NC
RAMADA PLAZA RIVERSIDE, CASPER, WY
FLYING HORSE CATERING, CASTLE ROCK, CO
CASUAL GOURMET, CENTERVILLE, MA
PICNIC SPECIALTIES, CHANDLER, AZ
HAMBY CATERING, CHARLESTON, SC
IRON GATE EVENTS, CHARLESTON, SC
SUMMIT CONFERENCE CTR, CHARLESTON, WV
CARPE DIEM RESTAURANT, CHARLOTTE, NC
LA-TEA-DA'S CATERING, CHARLOTTE, NC
THE MINT MUSEUM, CHARLOTTE, NC
RED & WHITE CATERING, CHENANGO BRIDGE, NY
BLUE PLATE CATERING, CHICAGO, IL
GALLERIA MARCHETTI, CHICAGO, IL
JUST LIKE U LIKE IT, CHICAGO, IL
WASHBURNE CULINARY INSTITUTE, CHICAGO, IL
HAMILTON COUNTY PARK DIST, CINCINNATI, OH
CLARENCE PIZZA CO, CLARENCE CENTER, NY
SHERATON SAND KEY RESORT, CLEARWATER BEACH, FL
CLEVELAND METROPARKS ZOO, CLEVELAND, OH
SAMMY'S, CLEVELAND, OH
DROOLING DOG BAR BQ, COLFAX, CA
ZUPPA CATERING, COLUMBUS, OH
OREGON STATE U CATERING, CORVALLIS, OR
"EAT WELL, LLC", COVINGTON, KY
MCHALE'S HOSPITALITY GROUP, COVINGTON, KY
HILTON WORLDWIDE, DALLAS, TX
SIMCHA KOSHER CATERING, DALLAS, TX
WOLFGANG PUCK CATERING, DALLAS, TX
AMBER ROOM COLONNADE, DANBURY, CT
SIGNATURE GRAND, DAVIE, FL
APPLE CREEK INN, DE PERE, WI
THE HENRY FORD, DEARBORN, MI

DENVER BOTANIC GARDENS, DENVER, CO
KM/SSA, DENVER, CO
THE FOOD GUY CATERING, DENVER, CO
DREXELBROOK CATERING, DREXEL HILL, PA
MERRI-MAKERS CATERERS, EDISON, NJ
ELGIN COMMUNITY COLLEGE, ELGIN, IL
TASTY CATERING, ELK GROVE VILLAGE, IL
ABSOLUTELY PERFECT CATERING, ELK RIDGE, MD
ANTUN'S OF WESTCHESTER, ELMSFORD, NY
EPICUREAN CATERING, ENGLEWOOD, CO
CAFE SORAH, EUGENE, OR
WOLF'S BAR-B-Q INC., EVANSVILLE, IN
ERINI RESTAURANT, EWING, NJ
RSVP CATERING, FAIRFAX, VA
MERICARE HOSPITAL, FARGO, ND
RADISSON FLAGSTAFF HOTEL, FLAGSTAFF, AZ
THREE RIVERS CASINO, FLORENCE, OR
FORT BELVOIR OFFICERS CLUB, FT BELVOIR, VA
FT JACKSON OFFICERS' CLUB, FT JACKSON, SC
THE FLYING PIG CATERING, FORT MYERS, FL
CERUTI'S CATERING SERVICE, FORT WAYNE, IN
"LAURA'S CATERING, LLC", GAHANNA, OH
GETTYSBURG HOTEL, GETTYSBURG, PA
HISTORIC GETTYSBURG HOTEL, GETTYSBURG, PA
SODA STEVE'S, GORE, OK
MAPLECREST COUNTRY CLUB, GOSHEN, IN
EXCLAMATIONS CATERING, GREENSBORO, NC
MCMASTER UNIVERSITY, HAMILTON, ON, CANADA
HOLIDAY INN, HASBROUCK HGTS, NJ
MORTON'S FINE CATERING, HASLETT, MI
DRAGON RIDGE GOLF CLUB, HENDERSON, NV
THE CATERED AFFAIR, HINGHAM, MA
CREATIONS IN CATERING, HONOLULU, HI
HAWAII WEDDINGS AND EVENTS, HONOLULU, HI
BENNIE FERRELL CATERING, HOUSTON, TX
CATERING BY GEORGE, HOUSTON, TX
HOUSTON ZOO, HOUSTON, TX
HOWARD UNIVERSITY, HOWARD UNIV, DC
VON BRAUN CENTER, HUNTSVILLE, AL
IDAHO NATIONAL LABORATORY, IDAHO FALLS, ID
CAPITAL CITY CATERING, IRMO, SC
GOURMET CATERERS, IRVINE, CA
CORNELL UNIVERSITY, ITHACA, NY
VIP'S GRAND EVENTS, JACKSON, MS
JOLIET JUNIOR COLLEGE, JOLIET, IL
FIORELLA'S JACKS STACK BBQ, KANSAS CITY, MO
LON LANE'S INSPIRED OCCASIONS, KANSAS CITY, MO
KITCHEN CHICKS CATERING, KENNEBUNKPORT, ME
BBO PETE'S LLC, KENT, WA
CARTEWHEELS CATERERS INC., KERRVILLE, TX
KOHLER CATERING, KETTERING, OH
COUSHATTA CASINO RESORT, KINDER, LA
TWELVE BASKETS, KIRKLAND, WA
KAREN'S KATERING, KNOXVILLE, TN
GRAND HYATT KAUA'I, KOLOA, HI
MY FIVE STAR CHEF, LA JOLLA, CA
LAKE ELMO INN & EVENT CTR, LAKE ELMO, MN
WINDOWS ON THE LAKE, LAKE RONKONKOMA, NY
CLUB WINDWARD, LAKELAND, TN
CHINA GRILL MANAGEMENT, LAS VEGAS, NV
RIO HOTEL & CASINO, LAS VEGAS, NV
CHERYL'S HOMESTYLE CUISINE, LAUREL, MD
PB BANQUET, LAVAL, QC, CANADA
TWO FATMEN CATERING CO, LEBANON, TN
MAHALA'S HOUSE, LENOIR CITY, TN
LEWES YACHT CLUB, LEWES, DE
BEETS HOSPITALITY GROUP, LIVERMORE, CA
CHECKERS CATERING, LIVERMORE, CA
JOE'S GOURMET CATERING, LIVONIA, MI
CALIFORNIA PIZZA KITCHEN, LOS ANGELES, CA
GOOD GRACIOUS! EVENTS, LOS ANGELES, CA
LA SPICE, LOS ANGELES, CA
SULLIVAN UNIVERSITY, LOUISVILLE, KY
MY LIPS ARE SEALED CATERING, LUBBOCK, TX
EDMONDS COMMUNITY COLL., LYNNWOOD, WA
FOOD ART, MANCHESTER, MI
CANARD, MANHATTAN, NY
JEAN-MICHEL CATERING, MATTHEWS, NC

THE PINNACLE, MAUMEE, OH
BOOTS BAR & GRILL, MEDORA, ND
DAVIANS, MENOMONEE FALLS, WI
CREATIVE HANDS CUISINE, MESA, AZ
A JOY WALLACE CATERING, MIAMI, FL
PAELLA PARTY PRODUCTIONS, MIAMI, FL
MIAMI UNIVERSITY, MIAMI UN, OH
THE BOATHOUSE RESTAURANT, MIDLOTHIAN, VA
SAZ'S CATERING, MILWAUKEE, WI
ARAMARK - U OF M, MINNEAPOLIS, MN
COMPASS GROUP, MINNEAPOLIS, MN
EUREST/COMPASS GROUP, MINNEAPOLIS, MN
FAMOUS DAVE'S, MINNEAPOLIS, MN
METHODIST HOSPITAL, MINNEAPOLIS, MN
UNIVERSITY OF MONTANA, MISSOULA, MT
POLONIA CATERING, MOKENA, IL
SODEXO C/O MSU, MONTCLAIR, NJ
WEST VIRGINIA UNIVERSITY, MORGANTOWN, WV
CATERING BY MICHAELS, MORTON GROVE, IL
STICKY FINGERS, MOUNT PLEASANT, SC
FRUNGILLO CATERERS, MOUNTAIN LAKES, NJ
"A THYME TO COOK, INC.", N STONINGTON, CT
A CATERED AFFAIR, NASHVILLE, TN
GAYLORD OPRYLAND RESORT, NASHVILLE, TN
VANDERBILT CATERING, NASHVILLE, TN
GOOD LIFE FOOD, NESBIT, MS
RUTGERS UNIVERSITY, NEW BRUNSWICK, NJ
YALE UNIVERSITY, NEW HAVEN, CT
CONNECTICUT COLLEGE, NEW LONDON, CT
AUDUBON NATURE INST., NEW ORLEANS, LA
RALPH BRENNAN RESTAURANT GROUP, NEW ORLEANS, LA
THE HOTEL MONTELEONE, NEW ORLEANS, LA
ABIGAIL KIRSCH, NEW YORK, NY
ELLIS ISLAND/STATUE OF LIBERTY, NEW YORK, NY
NEUMAN'S, NEW YORK, NY
RAVE, NEW YORK, NY
GARDEN STATE FOOD GROUP, NEWARK, NJ
UNIVERSITY OF OKLAHOMA, NORMAN, OK
UTAH FOOD SERVICES, NORTH SALT LAKE, UT
PEPPERS FINE FOODS CATERING, NORTHBOROUGH, MA
COOKING GIRL, OKLAHOMA CITY, OK
LYNNWOOD RANCH, OKOTOKS, AB, CANADA
ACCESS 66 CATERING, OMAHA, NE
CATERING CREATIONS, OMAHA, NE
OMAHA COUNTRY CLUB, OMAHA, NE
PUFF 'N STUFF CATERING, ORLANDO, FL
UNIVERSAL ORLANDO, ORLANDO, FL
WALDORF ASTORIA, ORLANDO, FL
JOHNSON COUNTY COMMUNITY COLLEGE,
OVERLAND PARK, KS
OWATONNA COUNTRY CLUB, OWATONNA, MN
SHERMAN'S DELI & BAKERY, PALM SPRINGS, CA
SCRANTON'S RESTAURANT, PASCAGOULA, MS
BARRACKS CATER INN, PEORIA, IL
BON APPETIT MANAGEMENT, PHILADELPHIA, PA
FROG COMMISSARY, PHILADELPHIA, PA
SODEXO @ TEMPLE U, PHILADELPHIA, PA
NIBBLERS CATERING, PHOENIX, AZ
COMMON PLEA CATERING, PITTSBURGH, PA
THE CITY DELI, PITTSBURGH, PA
SODEXO @ PLYMOUTH STATE U, PLYMOUTH, NH
BRIGHAM YOUNG UNIVERSITY, PROVO, UT
SUNDANCE RESORT, PROVO, UT
HANNIBAL'S CATERING, RANCHO CORDOVA, CA
RED LODGE RESTAURANTS, RED LODGE, MT
TATE AND TATE CATERING, REDMOND, OR
CHARTWELLS CATERING, RENO, NV
UNIVERSITY OF RICHMOND, RICHMOND, VA
MAYO FOUNDATION, ROCHESTER, MN
WEGMANS FOOD MARKETS, ROCHESTER, NY
MAJESTIC GARDENS, ROCKY POINT, NY
SONOMA STATE UNIVERSITY, ROHNERT PARK, CA
BUTLER'S PANTRY, SAINT LOUIS, MO
CATERING PLUS, SAINT LOUIS, MO
TEMPLE SQUARE HOSPITALITY, SALT LAKE CITY, UT
BLACK TIE AFFAIRS CATERING, SAN ANTONIO, TX
CITY OF SAN CLEMENTE, SAN CLEMENTE, CA

PICNIC PEOPLE, SAN DIEGO, CA
SAN DIEGO CULINARY INSTITUTE, SAN DIEGO, CA
U.S NAVY REGION SOUTHWEST, SAN DIEGO, CA
WATERS FINE CATERING, SAN DIEGO, CA
ZOOLOGICAL SOCIETY OF SAN DIEGO, SAN DIEGO, CA
MCCALL ASSOCIATES, SAN FRANCISCO, CA
THE WESTIN ST. FRANCIS HOTEL, SAN FRANCISCO, CA
BON APPETIT MANAGEMENT, SAN JOSE, CA
SAN JOSE CULINARY ARTS, SAN JOSE, CA
CAL POLY UNIVERSITY DINING, SAN LUIS OBISPO, CA
PURE JOY CATERING INC, SANTA BARBARA, CA
UC SANTA BARBARA, SANTA BARBARA, CA
MAZZONA MANAGEMENT GROUP, SCHENECTADY, NY
ORGANIC TO GO, SEATTLE, WA
SPACE NEEDLE LLC, SEATTLE, WA
TUXEDOS AND TENNIS SHOES, SEATTLE, WA
LUCILLE'S SMOKEHOUSE BBQ, SIGNAL HILL, CA
DINNER DESTINATIONS, SIOUX CENTER, IA
CHARTWELLS, SLC, UT
"MEIER'S CATERING, INC", SLC, UT
LORD HILL FARMS, SNOHOMISH, WA
JULES CATERING, SOMERVILLE, MA
HOLMES CATERING, SPARTANBURG, SC
CATERED FOR YOU, SPOKANE, WA
THE LINCOLN CENTER, SPOKANE, WA
FRAMBOISE CATERING, STATEN ISLAND, NY
MRS. ROWE'S CATERING, STAUNTON, VA
STEAMBOAT SEAFOOD CO, STEAMBOAT SPR, CO
DAWN'S DINNERS INC, STEVENSON RANCH, CA
MAGIC WOK, SUNNYSVALE, CA
DIAMOND CATERING, SYRACUSE, NY
FIFE SCHOOL DISTRICT #417, TACOMA, WA
THREE CHICKS CATERING, TACOMA, WA
"CATERING BY THE FAMILY, INC.", TAMPA, FL
SODEXO - U OF TAMPA, TAMPA, FL
SOMEONES IN THE KITCHEN, TARZANA, CA
HEIDI'S EVENTS AND CATERING, TEMPE, AZ
SANTA BARBARA CATERING, TEMPE, AZ
DANGELO'S CATERING, TIGARD, OR
DANIEL ET DANIEL EVENTS, TORONTO, ON
GEORGE BROWN COLLEGE, TORONTO, ON
TV'S DELI & DINER, TRENTON, MI
FORTE BELANGER, TROY, MI
PIMA AIR & SPACE MUSEUM, TUCSON, AZ
EAST TEXAS MEDICAL CENTER, TYLER, TX
RAJA SWEETS & CATERING, UNION CITY, CA
JAVA CATERING BY PENN STATE, UNIV PARK, PA
PENN STATE UNIVERSITY, UNIV PARK, PA
BILL'S CHICKEN & STEAK HOUSE, VANCOUVER, WA
CULINARY CAPERS CATERING, VANCOUVER, BC
THE BUTLER DID IT CATERING CO, VANCOUVER, BC
TURNING STONE RESORT CASINO, VERONA, NY
MUDDBUG'S GOURMET FOODS, VINCENT, AL
ELITE KOSHER CATERING INC., W BLOOMFIELD, MI
EAST WIND CATERERS, WADING RIVER, NY
WALTER REED ARMY MEDICAL, WASHINGTON, DC
ALASKAN EVENTS, WASILLA, AK
ZILLI HOSPITALITY GROUP, WAUKESHA, WI
PURDUE UNIVERSITY, WEST LAFAYETTE, IN
WEST POINT CLUB, WEST POINT, NY
WEST VALLEY INN, WEST WARWICK, RI
UNCLE BUBS BBQ, WESTMONT, IL
STARWOOD HOTELS AND RESORTS, WHITE PLAINS, NY
HILTON WICHITA AIRPORT, WICHITA, KS
HESS'S BARBECUE, WILLOW ST, PA
LACKMANN CULINARY SERVICES, WOODBURY, NY
BUEHLERS FRESH FOODS, WOOSTER, OH
2 BUSY 2 COOK, YAKIMA, WA
YAKIMA VALLEY MEM HOSPITAL, YAKIMA, WA
TWO SWEET PEAS INC, VENTNOR, NJ
MARY'S PARTY WORKS, VINTON, VA
BLACK ANGUS RESTAURANT & CATERING,
VIRGINIA BEACH, VA
SWEETWATER CUISINE, VIRGINIA BEACH, VA
KAMAANA SERVICE INC. CATERING, WAIPAHU, HI
NELSON'S, WAKARUSA, IN
CLASE ALL OCCASIONS CATERING LLC, WALDO, OH
TRUMP ON THE OCEAN, WANTAGH, NY

Visit our website to see even more of the companies that attend Catersource!

LEARN THROUGH NETWORKING

It is not just what you learn during the Conference that's important! The ideas that YOU bring to the table are a vital part of the learning process, as are the people you'll meet as you experience a real sense of community during the week.

Meet, talk to and learn from other like-minded colleagues: people who fully understand your job, because it's their job too!

Networking Opportunities

New & Improved Attendee Lounge

sponsored by



This year the Attendee Lounge will be staffed by ICA members who will be on hand to help you meet other caterers for networking. The Attendee Lounge will also have roundtables for topic-based discussions among attendees, Connection Boards to post messages on and the ICA Resource Center where you will be able to browse marketing materials and menus from caterers across the country. Bring your USB flashdrive and you can download samples to take home with you! And, as always, use the convenient Cyber Plaza to catch up with your business back home.

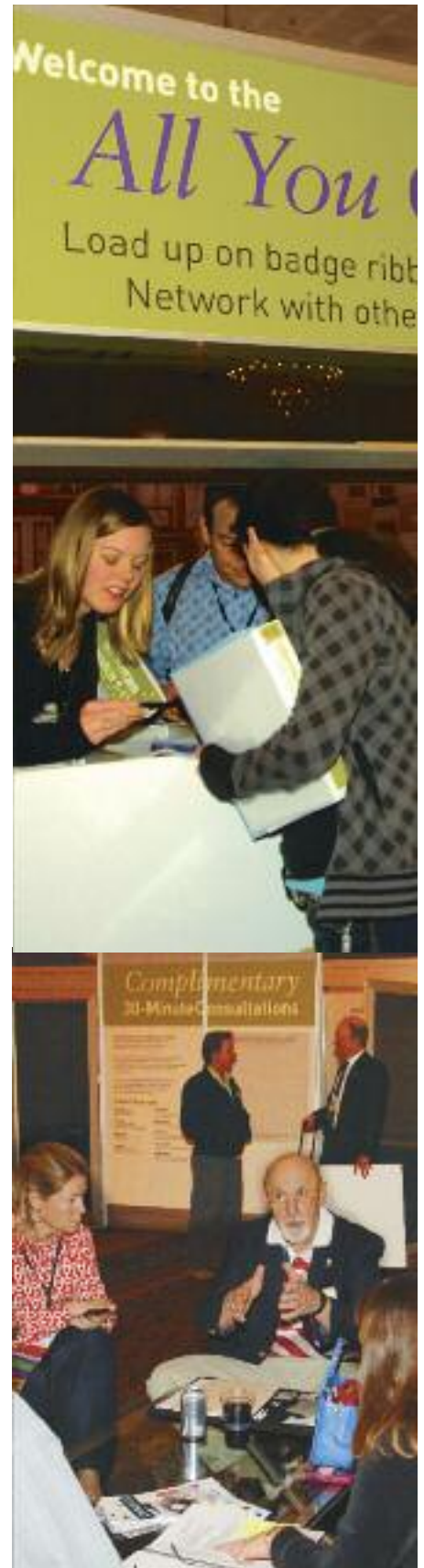
Cocktails & Connections Welcome Reception

Join us on The Cosmopolitan pool deck for the Sunday night Welcome Reception with hosted beer, wine and desserts. This is a great place for you to unwind and charge up all at the same time! Relax after the first day of the Conference and mingle with others as you discuss the business of catering and today's most relevant catering issues with attendees from across the country.

START NETWORKING NOW!

Do you want to know who else is coming to the Conference with a company just like yours? Contact Catersource president and founder Mike Roman after you register and he will personally connect you with similar attendees before the show.

mikeroman@cattersource.com 800.932.3632



SCHEDULE AT A GLANCE

SUNDAY 2/27 11:00am - Noon Coffee & Iced Tea **MORNING**

catersource[®]2011 CONFERENCE & TRADESHOW Schedule at a Glance

What's happening at Catersource 2011? Plenty! The industry-leading education you've come to expect with some exciting new speakers, topics and tracks, as well as new contests, networking events and Tradeshow activities. All at the beautiful new Cosmopolitan Resort and Casino on the Las Vegas Strip!

Visit www.catersource.com for more information.

MONDAY 2/28 6:45am - 7:45am Coffee & Pastries

7:30am - 8:45am

#101 The Business Roadmap. Developing and Implementing a Sound Strategic Plan for Profitability and Growth

#102 Superstar Menus: How to Re-Invent Your Old Menus for Today's Market

#103 Once Upon A Time...Incorporating "Story Selling" Into Your Sales Process

#104 Executing Large Plated Events: The Step by Step Process

9:00am - 10:30am

OPENING SESSION

Join fellow caterers as we kick off the 2011 Conference at this general session. We'll present the winners of the 2011 Catersource ACE Awards and keynote speaker Carr Hagerman will share his energetic and inspiring vision on what it takes to go from good to great!

This event is included with your registration!

10:45am - Noon

#105 Sous Vide Cooking for Caterers

#106 How to Manage a Commission Based Sales Team

#107 Sugar Fix! Decadent, Designed Chic & Doable Desserts

#108 Caterer and Wedding Planner Partnerships: Creating a Winning Formula for Success

#109 The Quickest Way To Raise Your Image & Profits

+PLUS 7 Event Solutions event industry sessions and 9 Xperience Stage presentations

TUESDAY 3/1 6:45am - 7:45am Coffee & Pastries

7:30am - 8:45am

#201 Making Money with Meryl: Design

#202 The Perfect Fit Track: Best-Selling Menu Ideas

#203 Navigating the New Health Care Reform and What it Means for Your Company

#204 Big Toque - Small Kitchen

#205 Roman's Turnaround Clinic: Especially For Companies Still Feeling The Pain of the Recession

9:00am - 10:15am

#206 Serving Dinner One Bite at a Time...Exciting New Hors d'oeuvre Style Dinner Menus

#207 The Perfect Fit Track: Proper Pricing Techniques

#208 Create Win-Win Relationships with Your Suppliers

#209 Attacking The Corporate Marketplace For Leads

#210 From Downturn to Recovery Learning from the Recent Past and Looking Forward with Prominent Wedding Venues

10:30am - 11:45am

#211 Value Meats: How to Create Culinary Style and Flavorful Tastes with Less Expensive Cuts of Meat

#212 The Perfect Fit Track: Your Money and You

#213 Station Creations: Designing Dazzling Displays of Festive Food & Beverages for Wedding Receptions

#214 Group Dining Experiences That Are Relevant And Profitable

#215 You Made The Sale, Now What?

+PLUS 7 Event Solutions event industry sessions and 18 Xperience Stage presentations

WEDNESDAY 3/2 7:15am - 8:15am Coffee & Pastries

7:00am - 10:00am

LAS VEGAS FACILITY TOURS

presented by NACE

You'll get a behind-the-scenes look at how they make things work in the hospitality capital of the world! These facility tours will take you behind the scenes at some very exclusive places and only the Las Vegas Chapter of NACE can get you in! Once you complete your tour, buses will drop you off right at the Tradeshow. This event is included with your registration!

9:00am - 2:00pm

TRADESHOW

Come back to the Tradeshow on Wednesday for Live Buffet Building, Tabletop Contest viewing and voting, and another 20+ Xperience Stage presentations!

Winners of the BIG TICKET Raffle will be announced at 1:00pm.



AFTERNOON

12:00pm - 1:15pm

#001 The Gold Medal. Winning Strategies for Culinary Competitions

#002 The Perfect Fit Track: Manage Your Operations for Better Results

#003 Delivering Exceptionally Memorable Guest Experiences... Anywhere!

#004 The Dos and Don'ts of the Successful Sales Professional

#005 No Passport Required. Trends in Cultural Catering and Weddings

1:30pm - 2:45pm

#006 Sustainable Seafood. The Right Choice For Your Catering Menus

#007 The Perfect Fit Track: Buffet and Buffet Station Ideas

#008 The Roman Report 2011

#009 How to Book the Digital Bride's Reception

#010 Safety and Sanitation in Your Kitchen

+PLUS 12 Event Solutions event industry sessions

Noon - 1:30pm

XPERIENCE LUNCH and "OUTSIDE THE BOX" BOXED LUNCH EVENTS

Plan to take part in one of two fun lunch-time opportunities. You'll get a good meal and some educational ideas to boot!

These are optional events and ticket purchase is required to participate.

1:30pm - 2:45pm

#110 The Art of The Incredible Table

#111 Hot Trend: Allergen-Free and Gluten-Free Menus

#112 Management: The Hardest Things To Do

#113 New Technologies that are Catering Friendly!

#114 How to Effectively Manage Social Networking

+PLUS 9 Event Solutions event industry sessions and 18 Xperience Stage presentations

Noon - 6:00pm

TRADESHOW

Find thousands of ideas, products and services at one place at one time. Take advantage of the many discounted show specials, meet with your vendors face-to-face and discover new suppliers that want to do business with you.

Take part in more than 24 Xperience Stage and i-Stage presentations, watch the Tabletop Contest take shape and enter to win in the BIG TICKET Raffle!

SCHEDULE AT A GLANCE

MORNING

3:00pm - 4:15pm

#011 Sweet Success! Impressive and Profitable Desserts for Dinner Parties

#012 The Perfect Fit Track : HR Solutions to Save You Time and Money

#013 Making Money with Meryl: Weddings

#014 Understanding the Numbers...Basic Financial Literacy For Caterers

#015 Starting or Enhancing a Drop-Off Catering Division

4:30pm - 5:45pm

#016 First Impressions... Dazzling Appetizers and Brilliant Beverages for the Cocktail Hour

#017 The Perfect Fit Track: Marketing Your Business for the Next 365 Days

#018 Learning to Measure Learning...Are Your Staff Training Programs Effective?

#019 Train the Trainer

#020 BBQ...Learn How to Ignite Your Sales and Profit

and 24 Xperience Stage presentations

EVENING

5:45pm - 7:15pm

COCKTAILS & CONNECTIONS

Network with other caterers, Conference speakers, the 2010 ACE Award winners and members of the Catersource Consulting Unit as well as visit special group networking areas. Complimentary beer, wine and non-alcoholic beverages will be served.

This event is included with your registration!



9:00pm

THE ART OF THE BAR: MIXING IT UP FOR SEARCH

Get in the "spirit" as three event industry personalities team up with three of The Cosmopolitan's mixologists to create the perfect cocktail.

You will have the opportunity to sample each of the concoctions and then vote for your favorite by making a donation to that team. All proceeds will go to the SEARCH Foundation.

Networking at this event is included with your registration, but you do need to make a donation to SEARCH to participate in the cocktail sampling.

3:00pm - 4:15pm

#115 A Baker's Dozen...Thirteen Great Ideas for Butler Passed Hors d'oeuvre

#116 Increase Corporate Drop-Off Sales With Tastings

#117 How Hotel and Banquet Hall Operations Can Prosper in the New Catering Marketplace

#118 Susan Southerland's Secret to Reaching Brides at Every Planning Phase

#119 Building A Brand That Delivers For You And Your Customers

4:30pm - 5:45pm

#120 The New Version of the Old Buffet

#121 Driving Employee Performance & Retention During Tough Times

#122 Closing Sales: The Salesperson's Obligation

#123 Using Innovation as a Strategic Management Tool in Today's Ever Expanding Experience Economy

#124 Wedding Menus: How to Turn Ordinary Menus into Extraordinary

7:00pm - 10:30pm

ICA CATIE AWARDS & EVENT SOLUTIONS SPOTLIGHT AWARDS

Celebrate in high-tech fashion! MEET Las Vegas will be the host to the 2011 ICA CATIE Awards. Held in conjunction with the Event Solutions Spotlight Awards, this year's event will move above and beyond glitz and glamour into a completely high-tech experience where everything is possible.

This is an optional event and ticket purchase is required to participate.

7:00pm - 10:30pm

PARTY A GO GO

Enjoy a casual evening of twisted farm fresh food – Vegas style. The winner of numerous "Best of Las Vegas" awards, Hash House a Go Go has been featured on Rachael Ray's Vacation, The Martha Stewart Show and on the Travel Channel's hit show Man vs. Food. Come join us for big food, a signature cocktail, hosted beer and wine, music and entertainment, chef demos and a secret recipe giveaway.

This is an optional event and ticket purchase is required to participate.

Optional events WILL SELL OUT
Please purchase your tickets early.



8:00pm - Midnight

THE TUESDAY NIGHT PARTY AT MARQUEE

Get ready to enjoy food, drinks and networking at the Tuesday Night Party in a one-of-a-kind Las Vegas nightclub experience. Marquee, the state-of-the-art nightclub at The Cosmopolitan of Las Vegas, includes a \$2 million AV package with multi-level stages, LED runways, catwalks, lighting as well as stunning décor that give the four unique club spaces a smooth and vibrant flow.

This is an optional event and ticket purchase is required to participate.



2:30pm - 3:45pm

#301 Three Chefs and a Designer, Act One: The Designs

#302 From Tennis Shoes to Black Tie: Preparing For and Training Staff to Handle University VIP events

#303 Pricing: Negotiation Tactics That Work

#304 Menu Development Through a Structured Ideation Process

4:00pm - 5:15pm

#305 The Perfect Fit Track: Leaving Las Vegas... Creating an Action Plan for Success

#306 Three Chefs and a Designer, Act Two: The Menus

#308 Making Money with Meryl: Sales & Marketing

#309 The ABCs of Producing Large Events

5:30pm - 6:45pm

CLOSING SESSION

Wrap up a great week of education and come to see the winners of the Tabletop Contest, T-shirt Design and Boxed Lunch Contest. Don't miss your chance to win fabulous prizes like iPods, digital cameras and registration packages at our traditional closing raffle. We will also be announcing the dates and location for 2012. *This event is included with your registration!*

EDUCATION

Learn, Seek, Share, Grow

Catersource education will include 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; **plus** you'll also have access to Event Solutions' 50+ event-related sessions and demos!

Our speakers represent a wide range of industry segments and bring their years of expertise to the sessions being taught at the 2011 Catersource Conference & Tradeshow. Here are just some of the talented industry leaders you can expect to see:

Opening Session **KEYNOTE**

Move Your Business from Great to Remarkable



Carr Hagerman
Author/Producer/Speaker

Carr Hagerman has spent nearly his entire life as a working, walkabout street performer. Carr saw the relationship between the audience, the performer and the environment as a powerful metaphor of our professional lives, of service and gratitude, and of making a lasting impression. He learned about the remarkable power of Natural Energy, the energy that is released when two or more people fully engage one another, where control is limited and freedom is maximized. When this happens, real creativity will flourish.

In this fast moving, lighthearted and proactive session, Carr will share the secrets of great performers who not only entertain and delight, but who inspire. He'll share a few simple ideas that will challenge you to think differently about the future!



Mike Roman
*Founder and President
Catersource*



Meryl Snow
*Owner
Feastivities Events
Philadelphia, PA*



Jonathan Chovancek
*Chef de Cuisine
Culinary Capers
Catering
Vancouver, BC*



Ian Scarth
*Professeur, Learning
Ecole hôtelière de
Lausanne,
Lausanne, Switzerland*



Doug Quattrini
*Operational Excellence
Manager, ARAMARK
Higher Education
Philadelphia, PA*



Joyce Scardimia Becker,
*CMP
Events of Distinction
San Francisco, CA*



**Michelle Reinke, Senior
Policy Analyst, Labor &
Workforce Policy, National
Restaurant Association,
Washington, DC**



Jamie Keating
*Executive Chef/Owner
Rivermill Event Center
Columbus, GA*



Kim Hansen
*Owner
Kimberly's Catering,
Santa Cruz, CA*



Alan Berg
*Director
The Knot Market
Intelligence
Monroe, NY*



Ellen Harte
*Director of Key
Accounts,
Tasty Catering,
Elk Grove Village, IL*



Brian Palazzolo
*Owner
Classé Catering
Catersource Consultant,
Albany, NY*



Joyce Inderbitzen
*CMP, VP Events,
Hilton Worldwide
McLean, VA*



Tama Murphy,
*Director of Certification
and Training, CIA
Hyde Park, NY*



Andrew Spurgin,
*Executive Director/Chef,
Waters Fine Catering,
San Diego, CA*



David Everett
*Event Planner &
Designer, The JDK
Group, Camp Hill, PA*

Visit our website for a full list of 2011 Catersource speakers complete with websites and links so you can view their work.

EDUCATION

Sessions, speakers and schedule are subject to change.

More than 100 sessions, presentations and demos create the most comprehensive learning opportunity in the industry. Catersource education is designed to address relevant and important catering topics in an inspirational and motivating atmosphere. You'll learn from experts and colleagues alike and experience a renewed passion for success! Catersource educational sessions are planned around and designated by Focus Icons to help you choose classes that are tailored to your specific areas of interest:



SUNDAY Noon – 1:15pm

SESSION # 001



The Gold Medal. Winning Strategies for Culinary Competitions

Hosted by Doug Quattrini, Operational Excellence Manager, ARAMARK Higher Education, Philadelphia, PA
Paolo Stefani, National Completion Coordinator, ARAMARK, Chicago, IL
South Region Winning Chefs:

Keith Sipek, University of Alabama; Keith Morrison, Mercer University; and Masa Yamashita, University of Tennessee

From *Top Chef* to local media, culinary competitions are being hosted in every community. Join the 2010 winning team from ARAMARK Higher Education's national ARAMARK Culinary Excellence competition as they share their winning strategies for this prestigious and challenging competition. You will learn:

- How to plan and execute gourmet-quality menus under intense time, equipment and ingredient constraints.
- How to work together as a team to produce a winning combination.
- How to mentally and physically prepare for not only an intense competition, but for any challenging catered event in general.
- How to successfully enter, compete in and triumph in competitions such as this ACF (American Culinary Federation) sanctioned event.
- How to use "competing in competitions" as a sales and marketing tool by promoting the image of a culinary team.

SESSION # 002



The Perfect Fit Track: Manage Your Operations for Better Results

Bill Hansen, CEO, Bill Hansen Catering, Miami, FL
Bill Pambhoff, Owner, B&B Catering and Event Planning, Spring Lake, NC
Learn the latest techniques for managing your catering operation. The two Bills will share successful operational strategies used in their own catering businesses plus tactics and strategies used by other successful companies. This session is jam-packed with tips that you can take home and put into use immediately. You will learn:

- Seven good habits of highly successful caterers.
- Strategies for cutting operational costs.
- Ways to spread the workload and responsibilities around to others.
- How to avoid the top 10 mistakes caterers make.

SESSION # 003



Delivering Exceptionally Memorable Guest Experiences...Anywhere!

Brian Palazzolo, Owner, Classé Catering, Albany, NY
Catersource Consultant

Wow! service doesn't have to cost a cent! This session is designed to inspire anyone who is ready to get charged up for taking their service skills to the next level – no matter what that level is. Brian will share insight and techniques that have been proven to elevate service performance to achieve customer satisfaction. This is a can't-miss session especially designed for caterers who wish to deliver passionate and exceptionally memorable service at their events. You will learn:

- Numerous service touches that will greatly impact your image.
- Inspirational leadership techniques.
- Effective management practices for seasonal/part-time service staff.

SESSION # 004



The Dos and Don'ts of the Successful Sales Professional

Mahara Wayman, Sales Manager, Peake of Catering, Vancouver, BC

If you have ever wondered what the "winning" salesperson is doing that you are not, then this session is for you. Mahara will share with you the top things that every successful salesperson does no matter what, along with the things they avoid. You will learn:

- How to successfully connect with your customers.
- How to properly identify their needs.
- How not to over-promise and under-deliver.
- How not to burn bridges with the ones that "got away."

SESSION # 005



No Passport Required. Trends in Cultural Catering and Weddings

Therese Cole-Hubbs, ASC Event Services, Inc., Houston, TX

The ethnic and cross-cultural wedding market is a large segment of the wedding business and growing every day. The challenge: how to break into this culturally diverse marketplace and become the caterer of choice. When we think of cultural catering, we often imagine it as fixed and unchanging, but one look at today's trends is enough to convince anyone that clients are looking for something different. Most often, they're looking for a balanced blend of the traditional and the unconventional. Attend this session to explore and uncover the latest trends in cultural catering and weddings—no passport required! You will learn:

- Marketing tips and methods for selling to the ethnic marketplace.
- How to market to the ethnic client.
- How to create cross-cultural menus and recipes to increase profitability.
- How to use unique floor diagrams, action stations and food service to elevate your next event.
- Specific elements of an Indian wedding that can be translated into big bucks, in any language!
- How to overcome the challenges when dealing with ethnic clients—from contracting the event to executing it.

SUNDAY 1:30pm – 2:45pm

SESSION # 006



Sustainable Seafood. The Right Choice For Your Catering Menus

Andrew Spurgin, Executive Director/Chef, Waters Fine Catering, San Diego, CA

Did you know that 75 percent of the world's fisheries are collapsed, severely depleted or threatened? You want to help, and know it's the right thing to do, but where to start? Don't worry, help is on the way! Andrew has spent the last 14 years pushing the sustainable seafood boat. He has worked with The Blue Ocean Institute, Scripps Institution of Oceanography, Chefs Collaborative and Environmental Defense; he co-founded passionfish.org. In other words, he can help! Andrew will share some great sustainable seafood recipes perfect for catering. You will learn:

- How to make sound seafood choices: the who, what, why and where.
- What's hot and what's not for your seafood menus.
- New recipes using sustainable seafood that are catering-friendly.
- How to market the fact that your company uses sustainable seafood to increase sales and your community profile.

SUNDAY

MONDAY

TUESDAY

WEDNESDAY

EDUCATION

Sessions, speakers and schedule are subject to change.

SESSION # 007



The Perfect Fit Track: Buffet and Buffet Station Ideas

Bill Pannhoff, Owner, B & B Catering and Event Planning, Spring Lake, NC
Bill Hansen, CEO, Bill Hansen Catering, Miami, FL

One or two creative ideas will turn your current buffet presentations into huge profits. You will learn buffet and food station ideas used by caterers coast-to-coast. The session will focus on affordable presentations that are food-cost friendly and customer pleasing. You will learn:

- 20 innovative ideas for buffets and stations that you can quickly implement.
- How to make equipment “recipes” so everything needed gets to the event.
- Correct food amounts for buffets.
- Proper buffet design that will lead to happy guests and customers.

SESSION # 008



The Roman Report 2011

Mike Roman, President, Catersource, Chicago, IL

Each year, Mike offers attendees his observations, consulting tips and predictions geared to creating sales, capturing proper profitability and enhancing professional growth and the overall quality of life for caterers. Mike will provide attendees with a variety of in-the-trenches action plans that will insure success in 2011 and beyond. You will learn:

- What caterers can expect in the next year.
- Mike’s latest marketing ideas for getting new clients.
- What pitfalls to avoid in 2011.
- Why caterers should be excited about the future.

SESSION # 009



How to Book the Digital Bride’s Reception

Alan Berg, Director, The Knot Market Intelligence, Monroe, NY

The reception still represents almost half of a bride’s wedding budget. So how do you make sure you’re getting her business? The trick is not only to know what you have to offer, but also to be able to communicate with her on a personal—and digital—level. You will learn:

- Vital statistical information taken from The Knot Real Weddings Study that will help you better understand the type of bride you are marketing to.
- Everything from number of wedding guests, style of wedding, to type of venue and more.
- The average amount spent on each vendor and total cost of the average wedding.
- Valuable insight on how you can use this data to communicate more effectively with today’s tweeting, blogging and Facebooking bride, and book more business.

SESSION # 010



Safety and Sanitation in Your Kitchen...

Alex Shortleeve, Director of Education and Training, IMCEA, Austin, TX

There are 76 million cases of foodborne disease every year in the United States and 5,000 of those prove fatal. Alex will teach you simple steps and procedures you can take to prevent this from happening to your customers. This class is an introduction to food and environmental sanitation and food handling safety for your on-premise kitchen and your field kitchens. You will learn:

- To understand the three hazards that can result in foodborne illness.
- The types of microorganisms, pathogens and toxins you must guard against.
- The five risk factors that can result in foodborne illnesses.
- How to implement the seven principles of a HACCP system.

SUNDAY 3:00pm - 4:15pm

SESSION # 011



Sweet Success! Impressive and Profitable Desserts for Dinner Parties

Donna Ford, Owner/Pastry Chef, Sweet Memories Bakers, Apex, NC

Donna Ford knows how to leave visions of sugar plums dancing in the head of every guest at the end of an event. She also knows that desserts appropriate for caterers must be practical for the kitchen and the event location. Join Donna for this fast-paced and idea-packed session on plated desserts. You will learn:

- Recipes for plated desserts you can make without a pastry chef.
- Menu ideas for dessert sampler plates rather than the traditional plated dessert.
- Dessert garnishes and presentation ideas that will brand your company.
- Techniques and garnishes that can embellish the presentation of your current dessert menus.
- What will and won’t work for catered dessert menus.

SESSION # 012



The Perfect Fit Track : HR Solutions to Save You Time and Money

Bill Hansen, Owner, Bill Hansen Catering, Miami, FL

Bill Pannhoff, Owner, B & B Catering and Event Planning, Spring Lake, NC

How you lead and manage staff greatly determines your catering success. In this session, you’ll learn the most progressive, up-to-date and effective ways of training, motivating and managing your team toward improved performance and higher morale. It’s not easy being the HR manager and the owner or principal manager. This session will help you make important staffing decisions with confidence. You will learn:

- The seven deadly hiring mistakes.
- How to discipline and terminate low producers.
- The latest update on healthcare reform.
- Ways to significantly cut your payroll processing costs.

SESSION # 013



Making Money with Meryl: Weddings

Meryl Snou, Owner, Feastivities Events, Philadelphia, PA

Join Meryl as she shares her tips on becoming a profitable wedding caterer. This interactive session will answer all of your questions regarding the three stages of a wedding: the sale, the planning and the execution of a bride and groom’s special day. You will learn:

- About the sale, including how to learn by role-playing, answering the most difficult questions from the bride, how to nail the tasting and how to use your competitive edge.
- About the planning, including defining your role as a planner versus caterer, facts that you must know to be successful, working with industry pros, how to make a bride feel that she’s your only client and useful forms and procedures.
- About the execution, including what you should be doing the week of, the day of and the week after the wedding.

SESSION # 014



Understanding the Numbers: Basic Financial Literacy For Caterers

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

Measuring financial health and understanding how accounting numbers influence our daily operations and business direction are essential building blocks for a successful company. Join our industry expert, Carl Sacks for an informative session on financial literacy specifically for caterers. You will learn:

- The basic requirements for profitability.
- How different types of caterers have different operating and financial goals.
- From actual examples of profit and loss statements from successful caterers.

SUNDAY

MONDAY

TUESDAY

WEDNESDAY

EDUCATION

Sessions, speakers and schedule are subject to change.

SESSION # 015



Starting or Enhancing a Drop-Off Catering Division

Richard Radbil, CEO, Southern Entry Management Inc, Austin, TX

Corporations are once again ordering delivered breakfast and lunch catering. Also, a significant number of social caterers are now embracing drop-off events since this kind of catering continues to be an important revenue source for all sizes and types of catering businesses. Richard will provide a road map that describes how to capture, produce and deliver these profitable drop-off catering product lines for both corporate and social clients. You will learn:

- Inexpensive marketing concepts that will get you new business.
- Easy ways to take your food presentations from normal to unique.
- Tips on delivering your catering in this security conscious world.
- Systems for getting paid in a timely manner.
- How to become a drop-off catering leader in your market.

SUNDAY 4:30pm - 5:45pm

SESSION # 016



First Impressions: Dazzling Appetizers and Brilliant Beverages for the Cocktail Hour

Joanne Purnell, Chef de Cuisine and Dan Smith, Mixologist/Event Specialist, Good Gracious! Events, Los Angeles, CA

Nearly every special event begins with the cocktail hour! Joanne and Dan will show you how to impress your clients and guests with innovative appetizers and cutting-edge cocktails. This dynamic team promises a packed 75-minute session filled with new food and beverage recipes and ideas for unique presentations that will make that lasting impression at your next cocktail hour! In this session, you will learn:

- Classic and new techniques, recipes and service styles that are great for events large and small.
- Experience an interactive cocktail setting where the chef and mixologist create innovative cocktails and culinary bites.
- Cocktail and culinary inspirations, impressive presentation ideas and catering friendly recipes to shake up your next special event.

SESSION # 017



The Perfect Fit Track: Marketing Your Business for the Next 365 Days

Mike Roman, President, Catersource, Chicago, IL

Bill Hansen, Owner, Bill Hansen Catering, Miami, FL

Mike and Bill will share their most effective marketing strategies from their combined nine decades of educational and ownership experience. You will leave this session with a variety of marketing tools that you can take home and put to work without investing a fortune. This session will show how to make significant increases in sales using the least amount of marketing dollars. Mike and Bill are true experts in marketing. You will learn:

- The importance of “inbound” and “first-touch” marketing.
- How to identify, define and share your specific competitive advantages.
- What type of marketing works best.
- Tips for marketing using social media.

PerfectFIT

SESSION # 018



Learning to Measure Learning:

Are Your Staff Training Programs Effective?

Tama Murphy, Director of Certification and Training, The Culinary Institute of America, Hyde Park, NY

Your staff training programs are great! Now prove it! This session will help you develop an ROI (return on investment) model for your training programs. After all, your training should drive business results and impact the bottom line. You will learn:

- To identify the various quantitative and qualitative levels of training evaluation.
- To discuss the applications of the levels of training evaluations.
- How to work through the ROI calculations.
- To prove that training impacts the bottom line.

SESSION # 019



Train the Trainer

Kim Hansen, Owner, Kimberly's Catering, Santa Cruz, CA

Did you ever wish you could clone yourself or a member of your staff? Whether you are an owner, a manager or a head chef, this session is for you. Kim will share techniques and methods that will help you learn to coach others in job skills, build your confidence in training staff, feel more effective in your daily management of people and reduce staff turnover with good training, which is a powerful way to attract and keep good staff. You will learn:

- Tried and tested methods to train staff quickly and effectively.
- How to motivate people to learn new skills by coaching.
- How to prepare short effective coaching sessions.
- Principles of coaching—how to get your message across and hold people's interest.
- Different adult learning styles and how to make learning fun.

SESSION # 020



BBQ: Learn How to Ignite Your Sales and Profit

Carlos Silva, Managing Partner, and Steve Overlay, Executive Pit Master, Memphis Championship Barbecue, Las Vegas, NV

Memphis Championship Barbecue Founder Mike Mills is known as “The Legend” in the world of barbecue. He is a four-time World Champion and three-time Grand World Champion at Memphis in May, otherwise known as the Superbowl of BBQ. People travel from around the globe to eat at his original bar and grill in Murphysboro, IL. Carlos and Steve have learned the art of barbecue from Mike, and will teach the business of barbecue in this session. You will learn:

- Sales and marketing ideas for growing your BBQ business.
 - How to add a barbecue division to your existing company.
 - The right formula for making a profit selling BBQ.
 - Tips and tricks for cooking BBQ better.



SUNDAY

MONDAY

TUESDAY

WEDNESDAY

Our attendees
Say it Best...

“Wow! Catersource was a great experience! We will definitely be back next year. The classes, the tradeshow, instructors, and the knowledge were extremely valuable...again, thank you!”

J. Thomas

Crystal Gardens Banquet Center, Howell, MI

EDUCATION

Sessions, speakers and schedule are subject to change.

SUNDAY

MONDAY 7:30am – 8:45am

SESSION # 101



The Business Roadmap: Developing and Implementing a Sound Strategic Plan for Profitability and Growth

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

Success in today's environment requires a vision of your organization's future direction and a course to get there. Taking the time and effort to develop a sound plan with measurable goals is the key to setting your company apart from the competition. You will learn:

- How to craft and implement a successful plan that your team will support.
- How to drill to the core to discover the unique qualities your company can use to differentiate itself from the competition.
- How to leverage social media and use it as the new word-of-mouth.

SESSION # 102



Superstar Menus. How to Re-Invent Your Old Menus for Today's Market

Ken Barrett, Executive Chef, Different Tastes, Boston, MA

Joanne Purnell, Chef de Cuisine, Good Gracious! Events, Los Angeles, CA

Tired of the same old menus? Want to create excitement about what your kitchen is doing? Explore design ideas that will add creativity to your menu and your company profile. Chefs Joanne and Ken will teach how to revamp your "tired" menu items to compete with today's latest food trends. You will learn:

- How easy it is to add flair to your current menu items.
- Dramatic menu design that actually involves less work in the kitchen!
- New food and fashion trends to excite clients and increase sales.

SESSION # 103



Once Upon A Time...Incorporating Story Selling Into Your Sales Process

Cliff Schamber, CPCE, CMP, Director, Catering Sales Solutions and Support, Marriott International, Bethesda, MD

It has been said that accomplished sales people all have one common trait: They are accomplished storytellers. Their ability to paint a compelling picture that evokes emotion, delivers a clear message and motivates the customer into action undeniably contributes to their continued success. You will learn:

- How to tell a compelling story.
- How storytelling gets your prospects interested in your services.
- How to craft a story that creates expertise, trust and lasting relationships.
- How to know when to stop telling your story.

SESSION # 104



Executing Large Plated Events, the Step by Step Process

Tim McLaughlin, Corporate Executive Chef, VP Culinary, Restaurant Associates, New York, NY

Cold food cold and hot food hot for a 2,000-person plate-served dinner? No problem for Executive Chef Tim! In this unique, and never offered before session, you will learn what you should do and not do to insure success for serving plated multi-course meals in all sorts of locations. Imagine serving 2,000 guests without holding plates ahead of time in warmers, caves, Queen Marys or hot boxes. You will learn:

- How to preplan and organize your staff and equipment.
- Ways to plan the menu to lessen cooking time and procedures.
- Methods to organize your dish-up to serve immediately without holding plates.
- Get checklists that will make mega event serving easier.

MONDAY

TUESDAY

WEDNESDAY

MONDAY 9:00am – 10:30am

OPENING SESSION

Join fellow caterers as we kick off the 2011 Conference at this general session. We'll present the winners of the 2011 Catersource ACE Awards and honor our Lifetime Achievement Award winner.

Keynote speaker Carr Hagerman will take the stage for a fast-moving, lighthearted and proactive session. He will share the secrets of great performers who not only entertain and delight, but also inspire. He'll share a few simple ideas to move your business from great to remarkable and challenge you to think differently about the future.

MONDAY 10:45am- Noon

SESSION # 105



Sous Vide Cooking for Caterers

Jamie Keating, Executive Chef /Owner, Rivermill Event Center, Columbus, GA

Sous vide, the art of cooking and reheating foods perfectly "under vacuum," is a cooking technique widely used in many 5-Star restaurants. Cooking sous vide produces foods cooked to the perfect temperature while preserving color, nutrients and the texture of the product. Chef Keating will demonstrate sous vide cooking and show you how you can integrate this technique into your kitchens, both on- and off-premise. You will learn:

- How to safely prepare sous vide menu items within the specifications of HACCP.
- How to work with your vacuum packaging vendor.
- The complete technique for sous vide cooking including time and temperature specifications and the process of breaking down muscle tissue.
- Finishing techniques for off-site events and specific methods for selling sous vide menu items for your events.

SESSION # 106



How to Manage a Commission Based Sales Team

*Jennifer Delaye, CEO, and Drew Miller, CFO
The JDK Group, Camp Hill, PA*

"I am in charge of a commission sales team: now what do I do?" With the current changes in the catering industry, especially with the economic recession, many firms are transitioning to commission-based sales staff. Most small and mid-sized firms do not have the luxury of a Director of Sales and this duty often falls on the Owner/President. But not many owners have experience as the Director of Sales or as a manager of a commission-based sales force. A new set of management skills must be acquired to be successful. Join this session to learn a collection of best practices to effectively lead, manage and motivate commission-based sales people. You will learn:

- How to attract, hire and train commission sales staff.
- How to drive, inspire and manage a commission sales team.
- To identify the pulse points that you as the manager/ leader need to track.

Our attendees
Say it Best...

“This was an excellent training experience for everyone at the company. Thank you for everything!”

K. Wessman

Le Cordon Bleu, Las Vegas, NV

EDUCATION

Sessions, speakers and schedule are subject to change.

SESSION # 107



Sugar Fix! Decadent, Designed Chic & Doable Desserts

*Andy Snow and Meryl Snow, Owners
Feastivities Events, Philadelphia, PA*

No more pastry displays or wedding cakes as dessert! Meryl and Andy Snow share the stage as they divulge the dynamics of sweet endings for catered events. They will reinvent the classics with a spin in Sugar Fix Performance Stations, including step-by-step menu development, design elements, logistics and sales and marketing for each station. This session is ideal for the chef, planner, designer and sales team. You will learn:

- How to reinvent old favorites like Bananas Foster, Strawberry Shortcake, ice cream sundaes and more into new profitable menu items and exciting dessert stations.
- How to design the station, the menu ingredients, the equipment list and the logistics necessary at these performance stations.
- How to update your tried and true coffee stations with new presentations and ingredients.

SESSION # 108



Caterer and Wedding Planner Partnerships: Creating a Winning Formula for Success

*Pauline Parry, President, Good Gracious! Events, Los Angeles, CA
Chef Molly Kruger, Chef Molly Culinary Artistry, Laguna Hills, CA
Tracey Kumer-Moore, JWIC, Your Las Vegas Wedding Concierge, Las Vegas, NV
Carol Rosen, CSEP, Parties by Carol, Los Angeles, CA
Liese Gardner, Mecca Communications & Fuel Blog, Los Angeles, CA*

The main ingredient for creating a successful wedding is a trusting, creative caterer/wedding planner partnership. The formula for building brand loyalty and successful, valuable partnerships with wedding planners requires the perfect balance of personalities, individual styles, skill sets and professionalism. Join an esteemed panel of high-profile, award-winning wedding caterers and planners in this lively and enlightening session. They will answer questions and share their thoughts on how they developed their own unique caterer/planner partnerships that led to their successes as industry trend setters and most importantly, team collaborators who create spectacular weddings every time. You will learn:

- The key ingredients wedding caterers must bring to the table to cultivate brand loyalty and relationships with wedding planners.
- The key ingredients wedding planners must bring to the table to instill confidence, trust and professionalism with wedding caterers.
- Which three actions are most important to partnering for client success in the proposal, planning and production stages of a wedding?
- Positive, proactive and mutually beneficial values and actions essential to the long-term growth and value of the caterer/planner partnership.

SESSION # 109



The Quickest Way To Raise Your Image & Profits

*Brian Palazzolo, Owner, Classé Catering, Albany, NY
Catersource Consultant*

Why do some companies get most of the sales? It's because they have the most respected brand name in the minds of shoppers. Brian will teach you how to quickly increase your company's image and name recognition in the minds of catering buyers. You will learn:

- Steps to enhance your image and leap past your competitors.
- Operational strategies that will excite your marketplace.
- Formulas and ratios that will create efficient management results.
- New service strategies that will result in increased profitability.

MONDAY Noon - 1:30pm

Lunch Break

MONDAY 1:30pm - 2:45pm

SESSION # 110



The Art of The Incredible Table

*Sofia Riley, CEO, and George Marinos, President
Thank Goodness It's Sofia, Long Beach, CA*

A memorable meal needs to be matched with an equally memorable and impressive table setting. Whether you are setting the bride and groom apart from the rest of the guests, hosting an intimate dinner or bringing special touches to a large gathering, the perfectly designed table is a must. Sofia and George will show you cutting-edge designs, ideas and inspirations to set your tables apart. You will learn:

- New tabletop design and décor ideas that you can sell in your marketplace.
- How to blend the table design and the service elements together for the perfect guest experience.
- How one beautiful table can translate into bigger profits.

SESSION # 111



Hot Trend: Allergen-Free and Gluten-Free Menus

Ellen Karlin, MMSE, RD, LDN, FADA, Nutrition Consultant, Owings Mills, MD

The increasing prevalence of food allergy and gluten sensitivity has resulted in a growing demand for allergen-free and gluten-free foods. Caterers must be able to face the challenge of offering delicious and beautifully presented allergen-free and gluten-free menus for these guests. You will learn:

- The science behind the increased number of guests with food allergies.
- New menu ideas that meet the needs of food-allergic guests.
- How to become proactive when catering to guests with food allergy and gluten sensitivity.
- What precautions you should take to prevent allergic reactions at catered events.

SESSION # 112



Management: The Hardest Things To Do

Mike Roman, President, Catersource, Chicago, IL

Mike will share information from his newest book, focusing on the most difficult duties facing owners/managers pertaining to staff, profitability and company growth. Everything from stopping gossip and delegating tasks to motivating staff and neutralizing stress will be discussed. The ideas presented will enhance leadership skills of those attending. You will learn:

- The differences between managing and leading.
- Why "being fair" with staff is never fair.
- Tips on working with family members.
- The importance of asking questions instead of giving answers.

SESSION # 113



New Technologies that are Catering Friendly!

Ian Millar, Professor of Information Technology CHTP, Ecole Hoteliere de Lausanne, Le chalet a Gobet, Lausanne, Switzerland

The latest innovations in technologies available to caterers are simply amazing! Professor Ian Millar will simplify the complexities of the newest technologies and explain how caterers can harness them to set their companies free from the drudgery of many types of manual work. You will learn:

- Ways to decide which of the new catering technologies add the most value to your company.
- The technologies your customers will be expecting from your company.
- Systems to evaluate and justify investing in technology.
- Technological benefits in marketing, selling and maintaining customer relationships.

SUNDAY

MONDAY

TUESDAY

WEDNESDAY

SUNDAY

MONDAY

TUESDAY

WEDNESDAY

SESSION # 114



How to Effectively Manage Social Networking

JoAnne Kruse, Founder, HCpartners, Chester, NJ
Carolyn D. Richmond, Partner and National Co-Chair Hospitality Practice, Fox Rothschild LLP, New York, NY

Social networking, properly managed, can greatly expand the connections between a company and its employees, customers and vendors. Unfortunately this new method of communicating and connecting, when improperly managed, can create an entirely new set of business and (surprise!) legal problems for managers and their companies. What's the distinction between personal and business use of social media? Who responds to comments made about your organization? How do you protect your brand, your image as an employer and your intellectual property? What platforms can you get active on and how can you do so? How do you balance marketing in the social media world with the employment and risk concerns of the real world? This session examines the best and worst practices, with special emphasis on employment, HR and related legal issues. You'll leave this session with a much better understanding of how to operate in ways that minimize the risks to your company of social networking. You will learn:

- Social media and networking: what is this new communication tool and how is it being used in the industry?
- Establishing & maintaining the employment brand: social media and networking as a tool in the employment arena.
- Policy and practice discussion and tips: risks and opportunities for social media/networking in employment.
- Best practices and the future state of social media and networking as tools for employers.

MONDAY 3:00pm - 4:15pm

SESSION # 115



A Baker's Dozen: Thirteen Great Ideas for Butler-Passed Hors d'oeuvre

Jonathan Chovancek, Chef de Cuisine, Culinary Capers Catering, Vancouver, BC

Butler-passed hors d'oeuvre are defined as bite-size morsels that are not only beautiful but that explode with flavor as the guest bites into them. They are the crucial first impression at a great event. Join Catersource favorite, Chef Jonathan, as he shares new and exciting ideas for these tiny and tasty appetizers. You will learn:

- Thirteen new show-stopping and marketable butler-passed hors d'oeuvre recipes for menus that will work in your market.
- New ideas for unique passing vessels and presentations.
- Tips and techniques to train the event site culinary team so that each item is produced perfectly every time.

SESSION # 116



Increase Corporate Drop-Off Sales With Tastings

Ellen Harte, Director of Key Accounts, Tasty Catering, Elk Grove Village, IL

Ellen's company sells over \$4 million in corporate drop-off catering each year. Learn how a well-planned program of free tastings has accounted for the majority of these sales. They don't give free food to everyone; only those who meet their rigid qualifying process become "tasting worthy." You will learn:

- The preliminary questions to determine if a prospect is "tasting worthy."
- How bringing tastings to prospects will bring great rewards and referrals.
- When to send a salesperson along with the food.
- Marketing tips that get prospects to call you to arrange for a tasting.
- What sales materials to send or bring along with the food—including a PowerPoint presentation.

SESSION # 117



How Hotel and Banquet Hall Operations Can Prosper in the New Catering Marketplace

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

For most hotel and banquet hall venues, what worked a few years ago to attract events is not what is working in today's market. As Catersource's Director of Consulting, Carl has collected information from many of the most successful on-premise locations nationwide and identified the common factors that lead to their continued success. Join Carl as he helps you understand how the event venue fits into the "hierarchy of desires" of the event buyer, and how this has effected the competitive market. You will learn:

- Examples of the most successful on-premise locations nationwide and learn what they have in common.
- About commercial banquet facilities and how they vary by region.
- How the financial model for commercial on-premise venues varies from the off-premise catering business.
- How off-premise caterers are getting a piece of the on-premise market – and how this has changed the off-premise business.

SESSION # 118



Susan Southerland's Secret to Reaching Brides at Every Planning Phase

Susan Southerland, National Wedding Expert, The Perfect Wedding Guide, Orlando, FL

Did you know that there are four distinct phases that every bride goes through when planning her wedding? You have an opportunity to sell to her as well as gain referrals and future business at each one. At every stage, your messages and methods have to change. In this seminar, Susan will share her secrets for making the most of every wedding sale. You will learn:

- How to identify the four phases.
- The best methods to reach brides at each phase.
- How to use the phases to maximize sales with existing and new clients.

SESSION # 119



Building a Brand That Delivers for You and Your Customers

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

Branding: the use of advertising, distinctive design, and other means to make consumers associate a specific product with a specific manufacturer. Join Peter and Donna for this session and you will learn what a brand is and isn't, why it matters to your customers and why it is so critical to your business success. You will learn:

- The importance of your brand promise.
- How to make the emotional connection between your brand and your customers.
- How to best position your brand to meet your business objectives.
- How to turn your customers into brand champions.

And you get
More!



Catersource's co-location with Event Solutions Idea Factory means you also get access to all event-related educational sessions as part of your full Catersource package. Whether your interest is design, planning and production, technology, social media, audio visual or business, you'll find it here! Visit our website for details on the full Idea Factory educational schedule.

EDUCATION

Sessions, speakers and schedule are subject to change.

MONDAY 4:30pm - 5:45pm

SESSION # 120



The New Version of the Old Buffet

David Reusche, National Director, Catering Excellence, ARAMARK Higher Education, Philadelphia, PA

For most caterers, the classic buffet table is an essential element in your daily sales and operations. The continual challenge of updating the design elements and menu items, while respecting the client's budget parameters, is not easy. This challenge is faced daily in the university and college catering market and this session will share creative ideas and solutions for keeping your buffets updated, edgy and affordable. You will learn:

- Designs and reinvented menus that make your buffet tables fresh and new.
- How, where and why buffet items should be set on the table for the guests' convenience and the most efficient service flow.
- Creative ideas for keeping hot food hot and cold food cold.
- How to train your staff to set, service and break down buffets efficiently.

SESSION # 121



Driving Employee Performance & Retention During Tough Times

JoAnne Kruse, Founder, HCpartners, Chester, NJ

Bad news: If your company isn't growing in this economy, your top performers may decide that they are better off somewhere else. Worse news: Forward-thinking competitors are actively soliciting your top performers and cherry picking others who have critical, hard-to-find skills. During tough times, strongly managed businesses do more than survive – they thrive. Learn how to keep your current employees engaged and productive with proven, cost-effective strategies to reward, motivate and develop your top performers when money and growth opportunities are limited. You will learn:

- Why turnover still matters in this economy and how to solve for “bad turnover.”
- How to get better performance from your average players and even more from your top performers.
- Talent development and retention programs on a tight budget.
- Lessons learned from best practice companies.

SESSION # 122



Closing Sales: The Salesperson's Obligation

Mike Roman, President, Catersource, Chicago, IL

The greatest sales presentations will not work unless the salesperson understands how to ask for the order and get the deposit check. A proper close starts at the beginning of the sales presentation, not at the end. Mike will teach the dos and don'ts of turning shoppers into clients in the shortest amount of time. If you sell, then this is a can't-miss session. You will learn:

- Selling scripts that will help close the shopper.
- How to handle objections during the close.
- How to reduce your nervousness during the close.
- Multiple techniques to get the sale quicker.

SESSION # 123



Using Innovation as a Strategic Management Tool in Today's Ever-Expanding Experience Economy

Ian Scarth, Professor of Food and Beverage Strategy, Ecole Hoteliere de Lausanne, Chalet-a-Gobet, Lausanne, Switzerland

As a creative industry, innovation has always been crucial to the success of the hospitality trade in general and catering in particular. While the experience economy equals and even supersedes the service-based economy, the importance of managing and encouraging innovation is a key skill for caterers at all levels.

The most successful caterers are well aware of the need to deliver original and high-quality products supported by exceptional service. Their goal is building a complete experience for a wedding, corporate event or gala that clients and guests can relate to as if it were designed for them personally.

Understanding the relationship between product, service and experience is critical. Competitive forces and the presence of increasingly knowledgeable and demanding customers will require caterers to challenge themselves to look at customer value creation in new and innovative ways. Ian will explore the need for innovation and suggest ways in which creative thinking can be used as a strategic management tool to help achieve superior event experiences. These will in turn support the exclusive goal of sustainable competitive advantage. You will learn:

- How to identify and manage the various stages of innovation.
- How to foster the culture needed to encourage innovation within an organization.
- The role individuals within an organization play as they implement an innovation-driven strategy.

SESSION # 124



Wedding Menus: How to Turn Ordinary Menus into Extraordinary

Linda Sample, President, and Shawn Bittman, Executive Chef, A Thyme to Cook, North Stonington, CT

Are you tired of the same tenderloin and salmon for wedding menus? Staying on the cutting edge of the trends in wedding menus may be just the thing that will help you sell more weddings. Join Linda and Shawn to get new ideas and concepts that will rock your wedding world. You will learn:

- New ideas and concepts for seated wedding menus.
- Special menu techniques that will make your weddings unforgettable.
- Updates for tried, true and tired menu items.



SUNDAY

MONDAY

TUESDAY

WEDNESDAY

Our attendees Say it Best...

“I went to Catersource 2010 as a bright eyed first timer happily unaware of the depth of my own catering ignorance, I have come home with so much to polish, shore up, revamp, and toss out.....thanks again.”

T. Dolyniuk

Blackbird Catering, Saint Helens, OR

EDUCATION

Sessions, speakers and schedule are subject to change.



TUESDAY 7:30am – 8:45am

SESSION # 201



Making Money with Meryl: Design

Meryl Snou, Owner, and Christopher Weidenhammer, Creative Director, Feastivities Events, Philadelphia, PA

Caterers today are not just selling food, but also the design that complements the food. Simple yet effective design elements will add dollars to every event. Meryl and Christopher will show you how to sell and incorporate the design dollars into your proposals. Ideas from Meryl's new DVD *Style Me Pretty: Reloaded* will be presented. You will learn:

- How to capture design dollars even if you don't have a design division.
- How to design simple tablescapes that your team can set up in minutes.
- New design ideas from food to table.

SESSION # 202



The Perfect Fit Track: Best Selling Menu Ideas

Bill Hansen, Owner, Bill Hansen Catering, Miami, FL

Bill Pannhoff, Owner, B & B Catering and Event Planning, Spring Lake, NC

This session is all about what's hot and not in menus. Learn how caterers have increased sales with innovative menus that are also caterer-friendly. Bill and Bill have researched what menus are winning by surveying *Catersource* Magazine subscribers. The results will show what drop-off and full-service menus are selling best. As a bonus, they will share with you the top five foodie websites. You will learn:

- Ways to sell menus that your kitchen staff will love to make.
- Five hot drop-off menus and ten hot full-service menus.
- The hottest menu presentation ideas with amazing pictures.
- Blow torch cooking ideas from Chef Bill.

SESSION # 203



Negotiating the New Health Care Reform and What it Means for Your Company

Michelle Reinke, Senior Policy Analyst, Labor & Workforce Policy, National Restaurant Association, Washington DC

Worried about how the new Patient Protection and Affordable Care Act will impact you, your business and your employees? Attend this session where Michelle will walk you through the law's complex requirements for all sizes of employers, and discuss what you need to do to prepare. You will learn:

- What do all employers need to do, regardless of size?
- What are the law's requirements for offering coverage and penalty liability?
- What should operators be preparing for in 2011, 2012 and beyond?

SESSION # 204



Big Toque, Small Kitchen

Ken Barrett, Executive Chef, Different Tastes, Boston, MA

Cooking for 3,000 in an 800-square-foot kitchen? No problem! If you have limited kitchen space or small culinary teams, this session will give you the tools to tackle any size party. Chef Barrett will share tricks that smaller companies use in kitchen management, food production and event execution. You will learn to turn those insurmountable numbers into mounds of success as well as:

- The keys of staffing and how to use each person on your team to the maximum efficiency.
- How to effortlessly wear seven hats within your organization.
- How to use your limited space to maximum impact and plan for future growth.
- Smart sales techniques for smaller kitchens.
- How to use your vendors effectively.

SESSION # 205



Roman's Turnaround Clinic: Especially For Companies Still Feeling The Pain of the Recession

Mike Roman, President, Catersource, Chicago, IL

Is your company off track? Struggling for sales? Are payroll and expenses out of control? While 70 percent of catering businesses are currently returning to pre-recession successes, 10 percent are still in the seriously troubled category facing possible closure, and another 15 percent are in limbo and could go either way.

During this advanced consulting session, Mike will lay out a no-holds-barred, honest and realistic action plan that will get or keep your company on track in 2011. Mike will present realistic advice that will give troubled companies the best chance to beat or neutralize their problems.

This session is designed to help caterers who are facing serious difficulties, but all attendees are invited to attend, especially those among the 70 percent doing well who wish to hear Mike's suggestions to insure their own continued successes.

TUESDAY 9:00am – 10:15am

SESSION # 206



Serving Dinner One Bite at a Time: Exciting New Hors d'oeuvre-Style Dinner Menus

Eric LeVine, Executive Chef/Operations Manager, Encore Catering, Hanover, NJ

Encore Catering, Hanover, NJ

Guests at dinner parties today don't always have a chair; they may simply stand while grazing through an entire menu of bite-sized and uniquely presented hors d'oeuvre and mini entrees. Eric's new book *Stick It, Spoon It, Put It in a Glass* is filled with creative, cost-effective and new appetizer ideas for your menus. Join Eric as he demonstrates several recipes from the book and creates some take-home menus you can use for your events. You will learn:

- How to do multiple presentations for the same recipe.
- Resources for unique sticks, spoons, glasses and other mini vessels.
- A complete menu for a butler-passed dinner party including recipes, food costs and suggested retail pricing.

Our attendees Say it Best...

“I think it would have been impossible to walk away from this week with out learning something...an unbelievable amount of energy in the air, I felt I could do anything! And now, only 2 weeks later, I have put some things into practice with success!”

J. Hinojosa

Jo Foody's Catering, Vancouver, WA

SUNDAY

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EDUCATION

Sessions, speakers and schedule are subject to change.

SESSION # 207



PerfectFIT

The Perfect Fit Track: Proper Pricing Techniques

Mike Roman, President, Catersource, Chicago, IL
Bill Hansen, Owner, Bill Hansen Catering, Miami, FL

Mike and Bill will cover proven strategies for pricing catering food and services. You don't need to be a CPA to run a catering business, but you do need to understand the importance of pricing and how pricing impacts your business and profits. You will learn:

- What costs need to be covered in your price.
- How and when to raise prices.
- The different ways to price your catering.
- How to limit price objections from buyers.

SESSION # 208



Create Win Win Relationships with Your Suppliers

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

Warren will tell you how to enhance the relationship with your key suppliers and get the best deals on the products you use most. You will also completely understand how the supply chain process actually works and how to control costs as your product moves from manufacturer to final distribution. You will learn:

- How to leverage your purchasing power directly with key manufacturers.
- About master distribution agreements and how to maximize Manufacturer Rebate programs.
- How to evaluate opportunities with group purchasing organizations.

SESSION # 209



Attacking The Corporate Marketplace For Leads

Ellen Harte, Director of Key Accounts, Tasty Catering, Elk Grove Village, IL

Ellen's company has mastered a lead-generation program that requires salespeople to have at least three "Sales Days Out" away from the office each month. Their system takes the guesswork out of how to find and where to go for new corporate business. Now, more than ever, caterers need to get in front of potential buyers. Ellen will teach her company's successful methods in this timely session. You will learn:

- How to use databases, referrals, media sources and instinct to obtain leads.
- What scripts work best for setting appointments and making sales.
- Ways to maximize the salesperson's time and success away from the office.
- How to work your marketplace by territory, business type, size, etc.

SESSION # 210



From Downturn to Recovery - Learning from the Recent Past and Looking Forward with Prominent Wedding Venues

Jon Brown, Partner, 24 Carrots Catering & Events/Juice & Java, Irvine, CA
Steve Rice, Vice President of Sales, CPS Events at the Plaza, New York, NY
Domenick Savino, General Manager, Drexelbrook Catering, Drexel, PA
Carl Sacks, Director, Catersource Consulting Unit, Woodland Park, NJ

Hear how some of the most prominent wedding facilities have survived the uncertainty of the last several wedding seasons and have positioned themselves for the coming upturn. You will learn:

- What these successful wedding venues and caterers have in common and how they differ.
- About how the downturn was felt differently in different markets.
- What has permanently changed about the wedding market and what is likely to revert to past practices once the recovery is solidly in place.
- How social networking has become integral to marketing weddings and how these venues and caterers participate.

TUESDAY 10:30am - 11:45am

SESSION # 211



Value Meats: How to Create Culinary Style and Flavorful Tastes with Less Expensive Cuts of Meat

Domenic Chiaromonte, Owner/Chef, Tazza Restaurant/Catering Trendz, Woodbridge, Ontario

Client budgets can sometimes prevent us from buying expensive grades of meats and proteins. Today, we have to be crafty and shop for items that meet the budget parameters but allow us to be profitable and stylish. Somehow, we have to transform these lower priced options into tasty, tender and beautiful works of culinary art. Join Dom as he shares some different methods and cooking ideas that will still provide your clients with a beautiful tasty meal. You will learn:

- The proper aging techniques.
- Methods of cooking that will ensure a tender finished product.
- Unique presentation ideas.
- Tips to share with the sales staff when selling value meats.

SESSION # 212



PerfectFIT

The Perfect Fit Track: Your Money and You

Bill Hansen, Owner, Bill Hansen Catering, Miami, FL
Bill Pamhoff, Owner, B & B Catering and Event Planning, Spring Lake, NC

Nimble number-crunching fed to you in palatable and tasty bites by both Bills, will take this somewhat boring topic and keep you focused, entertained and engaged. After all, it is about the money, so we'll show you how to make some! You will learn:

- Five places where money is hidden in your catering firm.
- How to make and take the time to believe your numbers.
- How to calculate the most important number in your business: your break-even sales point.
- Ten effective ways to read and understand your profit and loss statements.
- A foolproof system for daily tracking business finances, featuring the trailing 12 months formula.

SESSION # 213



WIPA

Station Creations: Designing Dazzling Displays of Festive Food & Beverages for Wedding Receptions

Joyce Scardina Becker, CMP, Events of Distinction, San Francisco, CA
Leighsa Montrose, AIFD, Branch Out Floral and Event Design, San Francisco, CA

In recent years, event designs have become increasingly personalized to reflect the client's individual tastes and preferences. Often overlooked during the design process, cleverly crafted food and beverage stations provide a high-profile opportunity to artistically express the design concept. After attending this eye-popping session with "Wedding Professors" Joyce and Leighsa, you will never look at stations the same way again. You will learn:

- Basic steps for developing a design concept.
- The advantages of utilizing food and beverage stations at a reception.
- Tips for creating cutting-edge designs for food and beverage stations.
- Tips for working with event industry service providers who are unfamiliar with contemporary station design concepts.

SUNDAY

MONDAY

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EDUCATION

Sessions, speakers and schedule are subject to change.

SESSION # 214



Group Dining Experiences That Are Relevant And Profitable

Joyce Inderbitzen, CMP, Vice President Events, Hilton Worldwide, McLean, VA

This session has been specially created for hotels, country clubs, universities, independent banquet facilities and other on-premise caterers who wish to create successful synergies between their culinary and sales teams in order to sell the right products at the right time to the right customers. Joyce will share on-premise concepts and strategies that are successfully used in North America and around the world. You will learn:

- How and why to sell only what you do exceptionally well.
- Portioning concepts designed to create great presentations and better profit.
- Service training and equipment “must haves” needed to stay competitive.
- Proven collaborative sales approaches that will get a higher check average.

Session # 215



You Made The Sale, Now What?

Frank Christian, Executive Vice President, Hospitality Inc./Festivities Catering, San Diego, CA

The front of the house has done its job; the sale is done. Frank will teach you about what the back of the house needs to do to insure that the event will be executed as sold. Frank's company caters thousands of events each year and he has developed a foolproof operational plan that simplifies the process and guarantees a successful outcome for each event. He will help you understand how to develop your own systems that will create similar success in your company. You will learn:

- Ways to develop and implement operational processes.
- Techniques to insure that your staff participates in event knowledge management.
- How to be ready to handle any size or number of events at any time.
- How to map out your systems and processes.

TUESDAY Noon – 6:00pm

2011 Catersource Tradeshow

at the Las Vegas Convention Center

WEDNESDAY 9:00am – 2:00pm

2011 Catersource Tradeshow

at the Las Vegas Convention Center

WEDNESDAY 2:30pm – 3:45pm

SESSION # 301



Three Chefs and a Designer, Act One: The Designs

David Everett, Event Designer, The JDK Group, Camp Hill, PA
Jack Milan, President/Chef, Different Tastes, Chelsea, MA
Andrew Spurgin, Executive Director/Chef, Waters Fine Catering, San Diego, CA
Michael Vignapiano, CCE, AAC, Chef/Owner, Fresh Flavors Catering, Sag Harbor, NY

Bringing together the creative talents of event designer and the culinary talents of three of the industry's most notable chefs, this exciting and idea-packed two-part design and culinary session will present inspiring new buffet station designs and new menu ideas that will work in your market, large or small. This talented quartet will provide all the details and step by step instructions so you can start selling these cool and classy buffets immediately. In Act One – The Designs, David will build three new action buffets on stage. You will learn:

- The design elements for three new action stations complete with detailed “recipes” for re-creating the stations.
- The latest design trends, including haute colors, linen styles, floral and lighting, resources for equipment and design elements for buffet action stations.
- How the event designer and the chef must work together to create an action station that enhances the overall concept of the event.

SESSION # 302



From Tennis Shoes to Black Tie: Preparing For and Training Staff to Handle University VIP events

National Association of College & University Food Services (NACUFS)

Preparing for a college or university VIP event takes more than delicious food and first-class décor. One of the biggest challenges can be getting student employees to exchange their tennis shoes and casual attitudes for the appropriate attire and protocol expected when serving the University President and other dignitaries. Join a panel of college and university catering managers to explore best practices for handling the following situations that make college and university catering unique. You will learn:

- How to manage one more event when you can't say “no” to a VIP request.
- How to develop upscale menus, service styles and food displays for a cost conscious budget.
- To train a primarily student workforce on formal etiquette and service protocols.
- How to partner with community and campus contacts to create innovative solutions that meet their business needs and yours.

SESSION # 303



Pricing: Negotiation Tactics That Work

Mike Roman, President, Catersource, Chicago, IL

Pricing is not really about numbers or costs. It is about proper profitability and winning new clients. Most shoppers of catering feel they have to try to “beat-up” the caterer to get a lower price than first presented. Mike will show you how to create a win-win outcome in this never-ending battle over price. You will learn:

- How to combat the shopper in this battleground of price negotiations.
- What to say and not say when discussing price.
- New tactics and strategies that add value to your price.
- Mike's checklist for establishing proper price.
- The secrets of winning negotiations.

SESSION # 304



Menu Development Through a Structured Ideation Process

Ron DeSantis, Director, CIA Consulting, The Culinary Institute of America, Hyde Park, NY

A structured ideation process will provide organizations with the discipline necessary to create menu selections to satisfy customers. A review of current and emerging food and ingredient trends will provide context to the ideation process. You will learn:

- A disciplined and strategic approach to menu research & development.
- The “team moving through the process” model of innovation.
- Why cross-functional teams will deliver better results.
- About emerging flavors and their application.

Our attendees
Say it Best...

“I thought the conference and show were both wonderful. I came home with so many new ideas and to meet others in my field and see what they are doing, made for real networking.”

L. Gleim

US Army, Carlisle, PA



EDUCATION

Sessions, speakers and schedule are subject to change.

WEDNESDAY 4:00pm – 5:15pm

SESSION # 305



PerfectFIT

The Perfect Fit Track: Leaving Las Vegas... Creating an Action Plan for Success

Bill Pannhoff, Owner, B & B Catering and Event Planning, Spring Lake, NC
Bill Hansen, Owner, Bill Hansen Catering, Miami, FL
Mike Roman, President, Catersource, Chicago, IL

Wow, so much information! Where do you go from here? You have pages of notes, handouts and ideas spinning through your head and you can't wait to get back home and put what you learned into practice. But you are probably on information overload. This session will help you create an action plan for focusing your energy on what needs to be done first. You will learn:

- How to identify the most important takeaways from The Perfect Fit sessions.
- How to implement these actions without losing your focus.
- What roadblocks might face you when you return home.
- Answers to questions regarding topics covered in any of The Perfect Fit sessions.

SESSION # 306



Three Chefs and A Designer, Act Two: The Menus

David Everett, Event Designer, The JDK Group, Camp Hill, PA
Jack Milan, President/Chef, Different Tastes, Chelsea, MA
Andrew Spurgin, Executive Director/Chef, Waters Fine Catering, San Diego, CA
Michael Vignapiano, CCE, AAC, Chef/Owner, Fresh Flavors Catering, Sag Harbor, NY

In Act Two, the chefs take center stage adding the food element to the themed action buffets. Each chef will showcase and demo menu ideas created specifically to enhance the unique theme of the station. As the final curtain falls on these two sessions, you will have three great new buffet action stations to sell plus an undated idea of the latest station design elements and menu trends. You will learn:

- The menu elements for three new action stations complete with detailed "recipes" for re-creating the stations.
- How to adapt the menus and design elements to your market's price points.
- Key points you need to share with your sales and operations staff to successfully sell and make money selling action buffet stations.

SESSION # 308



Making Money with Meryl: Sales & Marketing

Meryl Snou, Owner, and Dan Hoch, Event Producer, Feastivities Events, Philadelphia, PA

As the economy recovers, clients demand to see value and continue to expect discounts. The world of sales and marketing in catering has changed and will probably never go back to the pre-recession status. Join Meryl and Dan as they present new strategies for capturing sales. You will learn:

- Effective techniques to close the sale.
- What to do when it's all about price.
- How to educate your client in the sales process.
- Marketing your brand is more imperative than ever.
- Marketing with social media the right way.

SESSION # 309



The ABC's of Producing Large Events

Doug Quattrini, Higher Education Operational Excellence Catering Manager, ARAMARK, Philadelphia, PA

Large events often go hand-in-hand with large challenges, but are a great potential source of revenue. If done correctly, they can help build your brand. Join Doug as he walks you through the process of planning and execution, step by step. From the initial client meeting through menu development, pricing, planning, execution and follow-up. You will learn:

- Strategies for strategic and operational planning.
- How to manage and assign your labor force.
- Tips to make the day of the event a little less painful!

WEDNESDAY 5:30pm – 6:45pm

CLOSING SESSION

End a great week at our Closing Session! We'll announce the winners of our Tabletop and T-shirt Design Contests and raffle off prizes like iPods and digital cameras. We'll also announce the dates for the 2012 Conference & Tradeshow and raffle off registration packages!

Education that's the *Perfect Fit*



If you're building your business to the \$1 million revenue point and you're fulfilling the specific needs of your size market, congratulations! Only 40 percent of startup catering businesses reach this level, so you're already ahead of the curve. Now, all you need are ways to work more effectively and turn a larger profit, or possibly grow your business.

Catersource president and founder Mike Roman has developed brand new focused catering education for smaller markets and businesses. He is joined by two industry experts, Bill Hansen and Bill Pannhoff (Catersource Forum Moderator); together they will present targeted concepts in this specialized track.

This track is included in the overall educational program; look for track sessions designated by the Perfect Fit icon in the main schedule, and mix and match sessions with your choice of the complete educational program to create a learning experience that is the PERFECT FIT for you and your business.

Look for the Perfect Fit track icon in the full educational schedule to take part in this special series of sessions. No special registration is required.



Your Perfect Fit Speakers:



Mike Roman
President/Founder
Catersource



Bill Pannhoff
Owner
B&B Catering & Events
Catersource Forum
Moderator



Bill Hansen
Owner
Bill Hansen Catering

SUNDAY

MONDAY

TUESDAY

WEDNESDAY

EDUCATION

Sessions, speakers and schedule are subject to change.

The CatersourceXperience : One room, three stages, 30-minute

Get up close and Xperience live 30-minute demonstrations showcasing the newest culinary techniques, latest design trends, and cutting-edge sales and marketing ideas, including social media.

Attend Xperience demos at The Cosmopolitan and also on the Tradeshow floor!

The Xplore Culinary Stage

Mouthwatering culinary demos and presentations bring life to money-making, show-stopping menu items from appetizers to desserts.

The Xciting Design & Décor Stage

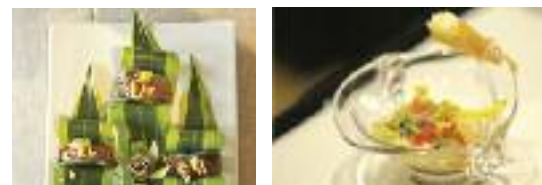
Xperience stunning design and décor ideas that are doable and take home ready.

The Xecute Business Stage

Sales, marketing, operations and service strategies come to life.

The Xamination Station

Presentations and plates from many sessions will be displayed here so that you can get up close, take pictures and review them at your own pace.



SUNDAY

Noon - 5:50pm

Business Stage

- Keys to Booking Repeat Fundraising Business
- When The Going Gets Rough, You Had Better Fasten Your Seatbelt
- Get Connected! Learn About the Catersource Forum
- Using iPad and iPhone for Your Business
- Commando Sales. Understanding the Competition Can be Your Competitive Edge
- Twenty Quick Ideas on How to Grow Your Image and Market Share
- Growing Pains. How to Successfully Manage Your Company's Growth
- The Secrets of a Balanced Life

Design Stage

- Tips for Taking Food and Event Photos
- Fragrances Tease and Tantalize
- Going Green, Looking Green. What Does It Mean for Event Design?
- Let's Go Shopping. Finding Design Elements at Big Box and Discount Stores
- From Geeks to Gear: AV Basics
- Unique and Cost Effective Centerpieces

Culinary Stage

- Applewood or Mesquite? How to Smoke Meats
- Old World Grains. New World Side Dishes
- One, Two, Three Ingredient Passed Appetizers
- Pacific Rim Inspired Heart Healthy Hors d'oeuvre and Small Plates
- Turn Leftover Brownies into Profitable Desserts
- Udder Sweetness. A Whimsical Active Dessert Station

Visit our website for more information about the Xperience Room stages including the speakers for these presentations.

EDUCATION

Sessions, speakers and schedule are subject to change.

presentations with ideas you can take home and USE!

MONDAY

8:00am - 5:20pm

Business Stage

Useful Forms and Systems for Executing Perfect Events Every Time
Refining the Attitude of Leadership
The Visual Communications Board. A Useful Tool for Producing Perfect Parties
The Flexibility of Fabulous Marketing in the Moment
Looking to the Future of the Meetings and Events Industry, a White Paper Report
Branching Out. Adding New Divisions to Your Company
Green Cents
Effective Writing for Press Releases and Social Media
Managing Event Risks
Sibling Rivalry: Family Dynamics in a Catering Company

Design Stage

Simple and Sensational Floral Designs for Caterers
Event Design 360. Creating the Experience from Basic to Amazing
Using Color Palettes to Enhance Your Events
Turning Pretty Parties into Purposeful Events
Everything Old Can Be New Again: New Ideas and Uses for Old Décor and Equipment
Planning Flawless Events in Tents From Concept to Completion
Beautiful Food: How to Design, Produce and Present Exquisite Menus for Large or Small Events
Hocus Pocus! One Design Element, Four Different Looks
Creative Concepts for Catering

Culinary Stage

The Love of the Game
Safe and Tasty Catering Menus for Guests with Food Allergies and Gluten Sensitivity
A New Look at Your Chicken Menus
Cook Up a Savory Waffle Station
The Nth Degree. Take Your Basic Recipes Up a Notch
The Rule of Three. Exploring Plating Concepts for Dessert Trios
Savory Cupcake Mini Meals. A New Idea for Short Plates
Molecular for Dummies. Easy Techniques You Can Use to Create Menu Pizzaz

TUESDAY

8:00am - 10:30am

Business Stage

It's Easy Being Green! How to Become a Certified Green Caterer
A Social Media Game Plan for Your Event Venue
Entice 'Em From The Start. Inspired Proposals Win Clients
Stand Out in the Crowd! How to Create Innovative Bridal Show Exhibit Designs That Will Get Your Company Noticed
Google Analytics
Event Costing. How to and Why You Should

Design Stage

It's All in the Details. Designing and Executing Themed Events
Wedding Design: Creating Experiential Weddings
Culinary Trends Forecast - Part 1
Culinary Trends Forecast - Part 2
Hear All About It! The Latest Trends in Corporate Drop-Off Catering
Plate, Platter and Buffet Garnishing

Culinary Stage

Dining in Dixie. A Taste of Carolina Cuisine from the Mountains to the Shore
Savory Cupcake Mini Meals. A New Idea for Short Plates
A New Look at Your Chicken Menus
Easy as 1, 2, 3... Three Ingredient Hors d' oeuvre

More than 40 additional Xperience Stage presentations will take place on the Tradeshow floor on Tuesday and Wednesday, please see page 25 for details and a schedule.

Our attendees
Say it Best...

“

“Several of our employees took advantage of the Xperience Room and found it to be good for them. They are more hands-on than lecture types and they found it very educational.”

R. Hathaway
Werth Manor Event Center
Commerce City, CO

”

EVENTS



EVENTS

New ideas can come from anywhere and that is why we've created these special events designed for networking, catching up with old friends and experiencing new ideas. Don't forget your camera! For more details, visit our website at

www.catersource.com

Welcome Reception

Sunday | 5:45pm-7:15pm

It is not just what you learn during the Conference that's important! The ideas that YOU bring to the table are a vital part of the learning process, as are the people you'll meet as you experience a real sense of community during the week.

Join us on The Cosmopolitan pool deck for the Sunday night Welcome Reception with hosted beer, wine and desserts. This is a great place for you to unwind and charge up all at the same time! Relax after the first day of the Conference and mingle with others as you discuss the business of catering with other attendees.

This event is **INCLUDED** with your registration!

The Art of the Bar: Mixing it up for SEARCH

Sunday | 9:00pm

Get in the "spirit" as three event industry personalities team up with three of The Cosmopolitan's mixologists to create the perfect cocktail.

The event will take place at three of The Cosmopolitan's signature bars — Vesper, Bond and the middle of the Chandelier Bar. Each bar provides a different atmosphere, allowing the teams to play off their environments for their drink creations.

You will have the opportunity to sample each of the concoctions* and then vote for your favorite by making a donation to that team. All proceeds will go to the SEARCH Foundation, www.searchfoundation.org

** This is a fundraising event for the SEARCH Foundation. A \$20 donation gets you tickets to sample three 3-oz. cocktails. Of course everyone is invited to attend for the fun and networking at these bars whether you take part in the fundraising event or not!*

Xperience Lunch

Monday | Noon - 1:30pm

Get ready to Xperience a lunch event that will feed your need to discuss the topics YOU choose! Take the opportunity to choose your seating based on the subject(s) that matter to you - weddings, owner opinions, sales and marketing, finance, decor, food and beverage and more. Then get paired up with like-minded attendees and industry experts and get talking!

This event includes a plated meal and takes place at The Cosmopolitan hotel.

This is an optional event and ticket purchase is required to participate.

\$29

"Out of the Box" Boxed Lunch

Monday | Noon - 1:30pm

Boxed lunches and drop-off catering are hot sources of revenue right now! Caterers, restaurants and more know that this type of catering opens up an opportunity for a huge ROI. Join us for the "Out of the Box" Boxed Lunch and Contest. Meet the industry's movers and shakers, view dozens of unique boxed and delivered lunch ideas and check out the newest and best products on the market all as you enjoy a plated lunch from one of the new and exciting restaurants at The Cosmopolitan hotel- visit our website for a list of restaurants!

This is an optional event and ticket purchase is required to participate.

\$39

ICA CATIE Awards and Event Solutions Spotlight Awards

Monday | 7:00pm - 10:30pm

Eat, drink and celebrate in high-tech fashion! MEET Las Vegas will be the host to the 2011 ICA CATIE Awards. Held in conjunction with the Event Solutions Spotlight Awards, this year's event will move above and beyond glitz and glamour into a completely high-tech experience where everything is possible. MEET Las Vegas is one of the premier state-of-the-art facilities in the country with a technological infrastructure within the framework of the building that renders the space without boundaries!

This is an optional event and ticket purchase is required to participate.

\$129

Party A Go Go

Monday | 7:00pm - 10:30pm

The Nevada Restaurant Association invites you to a casual evening of twisted farm-fresh food, Vegas style. The winner of numerous "Best of Las Vegas" awards, Hash House a Go Go has been featured on *Rachael Ray's Vacation*, *The Martha Stewart Show* and on the Travel Channel's hit show *Man vs. Food*. Come join us for big food, a signature cocktail, hosted beer and wine, music and entertainment, chef demos and a secret recipe giveaway.

This event will take place at Hash House a Go Go at the Imperial Palace, a comfortable walk from The Cosmopolitan.

This is an optional event and ticket purchase is required to participate.

\$69

CONTESTS

Tuesday Night Party at Marquee

Tuesday | 8:00pm - Midnight

Get ready to enjoy food, drink and networking at the Tuesday Night Party in a one-of-a-kind Las Vegas nightclub experience from the Tao Group. Marquee, the state-of-the-art nightclub at The Cosmopolitan of Las Vegas, includes a \$2 million AV package with multi-level stages, LED runways, catwalks and lighting as well as stunning décor that give the four unique club spaces a smooth and vibrant flow.

The spacious pool deck overlooking The Strip creates the perfect outdoor space for fresh grilled menu items with a twist. Several pool-side cabanas offer a vantage point to watch the plunge pool performers and the entire club space will be filled with entertainers, dancers, live music, DJs and more!

From the first signature cocktail to the last dessert, you'll be blown away by the newest, most indulgent atmosphere in Las Vegas!

This is an optional event and ticket purchase is required to participate.

\$169

Las Vegas Facility Tours

Wednesday | 7:00am - 10:00am

Join NACE as they take you on one of four tours of Las Vegas area foodservice facilities. You'll get a never-before-seen look at how they make things work in the hospitality capital of the world!



Facility tours will take you behind the scenes at some very exclusive places – only the Las Vegas Chapter of NACE can get you in!

Tickets to participate in these tours are limited and available on a first come, first served basis. Pick up your tickets at the info desk in the registration area at The Cosmopolitan.

Please visit our website as we update information about these exciting tours!

This event is INCLUDED with your registration!

DETAILS

Please visit our website for ticket prices and additional information about these events.

www.catersource.com

CONTESTS

Nothing brings out the spark in a caterer's creativity more than the opportunity to take a good idea, make it great and show it off. The 2011 Conference & Tradeshow offers you many chances to do just that. Let cash and prizes, as well as bragging rights and content for your own marketing motivate you to enter one of these contests:

Boxed Lunch Contest

It's time to think "Out of the Box"! Boxed lunches and drop-off catering continue to be hot sources of revenue. Caterers, restaurants and other foodservice segments know that this type of catering opens up an opportunity for a huge ROI. Show off your best-selling ideas for this profit center in the Catersource "Out of the Box" Boxed Lunch Contest.

Enter your most creative box, bag or plated and delivered lunch and you could win cash and prizes! Your boxed lunch will be displayed at the lunch during the 2011 Catersource Conference & Tradeshow, where attendees will vote on the winners in three categories: Most Viable Concept, Best Themed Creation, Best of Show.



T-shirt Design Contest

We get dozens of requests and ideas for merchandise every year. And this year we're going to take these suggestions one step further and let you design and vote on the next Catersource T-shirt! Create something fabulously eye-catching and creative, but also wearable and practical. It should be a fun, stylish and creative design that any caterer would be proud to wear.

Voting and viewing will take place on the Tradeshow floor on Tuesday and Wednesday, and winners will be announced during the Closing Session that afternoon.

Visit our website for a complete list of contest prizes, official contest rules and entry details.



Tabletop Contest

A well-dressed table is a key part of any event—large or small. Pull out your most creative and unique ideas and show us what a table for eight should look like! Prizes will be awarded for Most Innovative, Most Viable Concept and Most Creative, as judged by the Catersource Advisory Board, and Best of Show as voted by Conference attendees.

Voting and viewing will take place on the Tradeshow floor on Wednesday, March 2, and winners will be announced during the Closing Session that afternoon.

Las Vegas Culinary Challenge

Sanctioned by the ACF, the competition will give both rising and established culinary stars an opportunity to compete in a variety of cooking, cake decorating, decorative centerpieces, sugar centerpieces and carving competitions to win ACF Medals.



TRADESHOW

The largest and ONLY catering tradeshow in the industry!

Find thousands of ideas, products and services in one place at one time. Take advantage of the many discounted show specials, meet with your vendors face-to-face and discover new suppliers who want to do business with you.

You'll also find many special events, presentations and activities to take part in, giving you even more ideas that you can take home and use - bring your camera!

The Catersource Tradeshow will take place at the Las Vegas Convention Center, Central Halls

Tuesday 3/1 • Noon - 6:00pm

- 24 Xperience Stage presentations
- Watch the set up of the Tabletop Contest
- Visit the Catersource Magazine Lounge
- Vote for the best catering t-shirt design
- Visit the Idea Factory i-Stage and see a wide variety of entertainers!

Wednesday 3/2 • 9:00am - 2:00pm

- Buffet Building LIVE event (9:30am)
- 21 Xperience Stage presentations
- Browse ICA CATIE Award, Event Solutions Spotlight Award and Catersource ACE Award entries.
- Vote for the best catering t-shirt design
- View final Tabletop Contest designs and vote for your favorite.
- BIG TICKET Raffle drawing (1:00pm)

ACF Las Vegas Culinary Challenge

Visit the Culinary Challenge area on the Tradeshow floor to see some of the most talented chefs compete for these prestigious awards!

This event, sanctioned by the American Culinary Federation (ACF) and its Las Vegas branch, ACF Chefs Las Vegas, is a two-day professional grade competition that will take place on the Tradeshow floor on Tuesday and Wednesday.

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

Judges for this event:

William Franklin
Corporate Chef
Nestlé Professional

Ken Arnone
Owner
KA-CMC LLC

John Hui
Corporate Executive Chef
Pebble Beach Resorts

Stafford DeCambra
Corporate Executive Chef
PCI Gaming Authority

Randy Torres
Chef Instructor
Oregon Coast Culinary
Institute

Darrin Lee Aoyama
Executive Pastry Chef
River Oaks Country Club

Alex Darvishi
Executive Chef
Houston Country Club

Past winners include:

Hotel Captain Cook
Anchorage

Pebble Beach Company

Quechan Casino Resort

US Navy San Diego

**Oregon Coast Culinary
Institute**

ARK and Caesars Palace

Sodexo CSUB

**Los Angeles Mission
College**

**Navy Culinary
Specialists (CSs)**

presented by



Our attendees Say it Best...

“The Tradeshow was good! I like seeing some of the new vendors and the new products that are out. Being overseas, we don't always get to see "the latest and the greatest" until we come to Catersource!”

L. Hogue
US Army



More Event Solutions

event solutions
IDEA FACTORY
EDUCATION • EXPO • EVENTS

You can also experience solutions in integration, interaction, innovation and inspiration at the Idea Factory i-Stage. Event suppliers will offer a variety of presentations showcasing products and services that will assist you in your own event creation! Plan to inspect live entertainment, innovative special effects and production elements, design and creative concepts, new technologies for events and business and a whole lot more!

TRADESHOW

Tuesday March 1 • Noon - 6:00pm & Wednesday March 2 • 9:00am - 2:00pm

CatersourceXperience Stages showcase creative demonstrations

Get up close and Xperience live 30-minute demonstrations showcasing the newest culinary techniques, latest design trends, and cutting-edge sales and marketing ideas, including social media. More than 40 sessions will be presented on Tuesday and Wednesday on the Tradeshow floor.

TUESDAY

12:45pm - 5:50pm

Business Stage

- How to Sell Like a Pro. Create a Personal Success Plan
- Buying the Family Business... The Good, The Bad and the Reality
- Selling to the Modern Bride, Her Groom, Her Father, Her Bridesmaids, and the Kitchen Sink
- How to Design On-Premise Catering Packages for Profit
- A Dozen Proven Ideas to Improve Quality Everywhere
- Another Dozen Proven Ideas to Improve Quality Everywhere
- Manage Profit Not Percentages to Increase Your Bottom Line

Design Stage

- Planning Flawless Events in Tents from Conception to Completion
- It's All In the Details. Designing and Executing Themed Events
- Wedding Design - Bending Etiquette for Innovative Wedding Designs
- Stylish Garnishes and Vessels for Butler Passed Appetizers
- Start Playing with Your Food. Designing Memorable Wedding Menus on Any Budget

Culinary Stage

- Sugar Fix Live. A Demo of the Desserts Featured in the Sugar Fix Class
- The Cocktail Competition
- Back To School. Teaching Cooking Classes and Team Building Exercises in Your Kitchen
- Another Cocktail Competition

More than 60 additional Xperience Stage presentations will take place at The Cosmopolitan hotel on Sunday, Monday and Tuesday, please see page 21 for details and a schedule.

WEDNESDAY

9:30am - 2:00pm

Business Stage

- Look and Sound Sharp. Training Tips for Staff That Will Make Your Company Shine
- The Perfect Combination. Tips on How Sales and Culinary Teams Can Work Together
- How to Sell Like a Pro. Energize Your Company Dynamics
- Menu Design - Best Practices for Writing Winning Menus
- Effective Meetings. Keep Them Short, Sweet and Effective
- Don't Settle for OK. Hire the Right Staff Everytime

Design Stage

- Everything Old Can Be New Again: New Ideas and Uses for Old Décor and Equipment
- Tips on Taking Food and Event Photos
- Stylish Garnishes and Vessels for Butler-Passed Appetizers
- Creative Concepts for Catering

Culinary Stage

- Crafted Beer and Catered Food - A Beer Pairing Menu
- Bring On The Heat. All About Chili Peppers
- Catering on Wheels: How to Start a Food Truck Business
- Getting Your Slice of the Pizza Pie: from Corporate Events to Private Parties
- The Love of "The Game"



TRADESHOW EXHIBITORS

2011 Exhibitors

Hundreds of companies that support the catering and events industry will be on-hand to show you the latest products and services available. Take advantage of the many discounted show specials, meet with your vendors face-to-face and discover new suppliers who want to do business with you.

34 Degrees www.34-degrees.com
3M Foodservice Supplies www.3m.com/us/mfg_industrial/foodservice
AAA Bar & Restaurant Supply www.aaarestaurantsupply.net
Acolyte Technologies Corp. www.888acolyte.com
Action Images www.actionimagesinc.net
Airtronics Metal Products Inc. www.airtronics.com
Alegacy Foodservice Products Group Inc. www.alegacy.com
Allied Buying Corporation/ABC www.abcvalline.com
Aloha Shoyu Company www.alohashoyu.com
American Beverage Marketers www.abmcocktails.com
American Express www.open.com
American Lamb Board www.americanlamb.com
American Merchandise Resource www.amrusa.com
American Metalcraft www.amnow.com
American Technical Publishers www.americantech.net
Anchor Packaging www.anchorpackaging.com
Apex Fountain Sales Inc. www.apexfountains.com
Appetizers And Inc. www.AppetizersAndInc.com
AppetizersUSA www.appetizersusa.com
Arvco Container Corporation www.arvco.com
Ateco Inc/Mrs. T's Pierogies www.pierogies.com
Athena's Silverland Desserts www.silverlanddesserts.com
B&L Party Coolers www.bandlpartycoolers.com
BABC0 International Inc www.babcofuson.com
Bamboo Studio www.ecobambooware.com
bambu www.bambuhome.com
BBJ Linen www.bbjinlinen.com
Bedazzle My Bonbons www.bedazzlemybonbons.com
BelGioioso Cheese Inc. www.belgioioso.com
Berry Plastics Corporation www.berryplastics.com
Best Event Products LLC www.besteventproducts.com
BI Worldwide www.biworldwide.com
Big Ass Fans www.bigassfans.com
Big John Grills & Rotisseries www.BigJohnGrills.com
Bindi Desserts www.bindiusa.com
Biomitra www.biomitra.com
Biosphere Industries LLC www.biosphereindustries.com
Bistro Software Inc. www.caiworks.com
Blaze Products www.blazeproducts.com
Blodgett www.blodgett.com
Boggiatto www.boggiatto.com
Bon Chef Inc. www.bonchef.com
Bottlegreen Drinks www.bottle-green.com
Bridgford Foods Corporation www.bridgford.com
Brown Innovation Group Inc. www.thechork.com
Browne Halco www.halco.com
Buffet Burners www.buffetburners.com
Bugambilia International Inc. www.bugambilia.net
Butterball Foodservice www.carolinaturkeys.com
C.A.C. China www.cacchinausa.com
CAL-MIL www.calmil.com
California Vegetable Specialties www.endive.com
CAMBRO Manufacturing www.cambro.com
Candle Lamp Company www.candlelamp.com
Carbon Fiber Heating Technology visit www.catersource.com
Carlisle FoodService Products www.carlistefsp.com
Carter-Hoffmann www.carter-hoffmann.com
Cater 2 Cater www.cater2cater.com
Caterease Software www.caterease.com
Caterer's Warehouse www.catererswarehouse.com
Catering Crate www.cateringcrate.com
Catering Supplies Depot.com www.cateringsuppliesdepot.com
Cawley www.thecawleyco.com
CCI Industries / Cool Curtain www.kitchensdoorsandmore.com
Celina Tent www.GetTent.com
CFM Concepts www.cfmconcepts.com
Chameleon Chair® Collection www.chameleonchair.com
Chef Exec Suppliers visit www.catersource.com
Chef Rubber www.ChefRubber.com
ChefTec/Culinary Software Services www.ChefTec.com
Chilean Fresh Fruit Association www.ChileanFreshFruit.com
Chipotle Texas www.chipotle texas.com

Cinders Slimfold www.slimfoldgrills.com
Classic Party Rentals www.classicpartyrentals.com
Classic Wines of CA www.classicwinesofcalifornia.com
Clipper Mill Inc www.breadbaskets.com
Cloth Connection www.clothconnection.com
ConceptBAIT www.conceptbait.com
Connie Duglin Linen Rental www.connieduglinlinen.com
Cooper Tea Company www.coopertea.com
CORT Event Furnishings www.cortevents.com
Cosmocart LLC www.cosmo-cart.com
CoverMate Food Covers www.covermatecovers.com
Creative Coverings www.creativecoverings.com
Cres Cor www.crescor.com
Culinaire aka Mikon International Inc. www.culinairebymikon.com
Custom Sales and Service www.foodcart.com
D&W Fine Pack www.cmfinepack.com
Date Pac LLC www.datepac.com
Daymark Food Safety Systems www.daymark.biz
Demarle Inc www.DemarleUSA.com
Designer Specialty Linens www.designerspecialtylinens.com
Douglas Stephen Plastics Inc. www.douglasstephen.com
Drake/Rovergarden www.drakecorp.com
Dress My Cupcake www.dressmycupcake.com
Durham www.durhamltd.com
DWA Uniforms www.DWAuniforms.com
Dynamic Int www.dynamicmixers.com
Eastern Tabletop Mfg. Co www.easterntabletop.com
Eco-Products www.ecoproducts.com
Ecopro Co www.ecoproco.com
EDGE Exhibits www.edgeexhibits.com
Elite Global Solutions www.egsfoodservice.com
EMI YOSHI INC. www.emiyoshi.com
EURODIB www.eurodib.com
Europaeus * USA Inc. www.europaeus.com
Event Equipment Sales www.eventequipment.com
Eventco Productions www.eventco-usa.com
Fidelity Communications Corp. www.fidelitycom.com
Fineline Settings www.finelinesettings.com
Flyboy Naturals Rose Petals www.flyboynaturals.com
Ford Commercial Truck www.comtruck.ford.com
Fortun Foods www.fortunfoods.com
Fortune Products Inc. www.fortuneproducts.com
Freeman - Audio Visual Solutions www.freemanco.com
Fresh Origins www.freshorigins.com
Fresh Wata/FWR www.freshwata.com
Front Of The House/FOH Inc. www.frontofthehouse.com
G.E.T. Enterprises Inc www.get-melamine.com
Gasser Chair Company www.gasserchair.com
GBS Linens www.gbslinens.com
Genpak www.genpak.com
Gerard & Dominique www.seabear.com
Girard's Dressings/Haco Swiss www.girardsdressings.com
Global Event Supply www.globaleventsupply.com
Gmedia Wraps www.GmediaWraps.com
Grosh Scenic Rentals www.grosh.com
Hammer Stahl www.hammerstahl.com
Hanson Brass www.hansonbrass.com
Hatco Corporation www.hatcocorp.com
HCworx www.hcworx.com
High-End Uniforms www.highenduniforms.com
Hoffmaster Group Inc. www.hoffmaster.com
Holiday Foods www.holidayfoods.com
Hollowick www.hollowick.com
Honey Smoked Fish Co. www.honeysmokedfish.com
Hot Lunch Online www.hotlunchonline.com
IMCEA www.imcea.com
Impulse! www.impulseenterprises.com
Innovative Energy Inc. visit www.catersource.com
International Event Products www.ieplc.com
International Mercantile Agencies Inc. www.brass4u.com
International Tableware Incorporated www.internationaltableware.com
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 John E. Koerner & Co. Inc. www.koerner-co.com
 Johnsonville Sausage LLC www.johnsonville.com
 Jomar Table Linens Inc. www.jomaronline.com
 Jordi International Fabrics visit www.catersource.com
 Kabobs www.kabobs.com
 KD Kanopy www.kdkanopy.com
 King & Prince Seafood www.kpseafood.com
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 Kwik-Covers www.kwikcovers.com
La Tavola Fine Linen www.latavolalinen.com
Lactalis Foodservice www.lactalisfoodservice.com
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 Le Chef Patisserie LLC dba IDG www.lepatisserie.com
 Leafware LLC www.leaf-ware.com
 Leonetti's Frozen Foods www.leonettistromboli.com
 Libbey Inc www.libbey.com
 Lollicup USA Inc. www.lollicup.com
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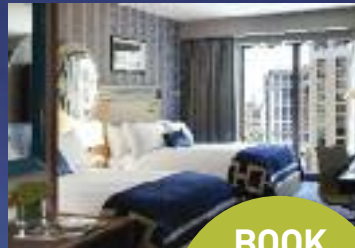
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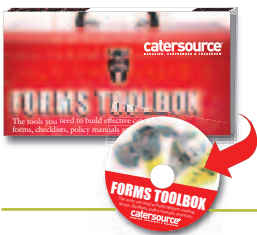
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- Invitation to and complimentary beverages at the Sunday night Welcome Reception: Cocktails & Connections.
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- Free access to Xperience stages and Idea Factory i-Stage on the Tradeshow floor.
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- Closing Session Raffle ticket.
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