

The NACE Communicator

A Publication of the

National Association of Catering Executives

San Diego Chapter



Upcoming Events

NACE Meetings

Tuesday, March 1, 2005
Cater Local, Think Global
Sheraton Mission Valley

Tuesday, April 5, 2005
Program TBA
The Hilton Gaslamp

If you would like to host an upcoming meeting, *please contact Judy Anderson at (619) 358-6018*

Industry Meetings

ISES
January 20, 2005 – *Focusing Your Priorities*
Barnes Tennis Club

February 17, 2005 – *102 Hot Themes*
Natural History Museum

March 17, 2005 – *Leadership*
The Prado at Balboa Park

MPI
February 16, 2005 – *Sports Night with San Diego Sports Teams*
Sports Arena

March 9, 2005 – *Nothin' but Net*
Location TBD

March 22, 2005 – *Technology with Corbin Ball*
Estancia La Jolla

HSMIAI
February 10, 2005 – *What HSMIAI means to you*
Location TBD

March 10, 2005 – *Gold Key Awards*
Location TBD

NACE Goes Paperless...

Spring newsletter to arrive via email and be posted on the San Diego NACE website. Look for it in your email! Plus, watch for our new look with Cvent – introducing new and easy registration procedures. More to follow.

Cater Local, Think Global

Learn about the **INs** and **OUTs** of **Culture** and **Customs** within the emerging

Global Catering and **Event Markets** during our **March Dinner Meeting, Tuesday, March 1, 2005 Sheraton Mission Valley**

The evening will be presented in a panel format consisting of members of our industry representing caterers, entertainment, florists, and clergy, all with experience in catering to ethnically diverse clientele

The presentation will be **Filled** with **Information** that will **Give** you the **Tools** to be **Savvy** when **Planning Multicultural Events**

There will be Q&As from the audience, so you can ask that specific question regarding food and customs that you've always wanted to ask

Exciting foods and flavors will be presented, so don't miss this unique evening!



**Tracey
Says...
A Message
from the
President**

I first want to wish all of you a very Happy New Year with hopes that it is both healthy, and prosperous! I would also like to thank all of our members for the many wonderful contributions to our chapter in 2004. We could not be who we are without your generosity.

The board met for a half-day retreat this past December and charted a new course for 2005. At your next meeting, please take a moment to say hello to your board members, and give them a “thank you” for all the work they do on your behalf. There are still some interim openings on the board until our next elections. If you are interested, contact me at tamernick@bahiahotel.com or call me at (858) 539-7722. Serving on your NACE board offers great professional and personal growth, and provides training in developing your leadership skills.

2005 is going to be a very exciting year for us. Having just returned from the 2005 NACE Leadership Conference attended by myself, Judy Anderson, Judy Pratt, and Chris Agrippe, I returned energized, reinforcing my thoughts on why I am so proud to be a member of NACE, and especially honored to be president of our chapter. We enjoyed outstanding leadership training provided by our national board and learned many new and exciting ideas to bring back to you. There are some

incredible new NACE marketing tools that all of you will be able to take advantage of, more to follow on this.

At the 2005 NACE Leadership Conference, there were 125 attendees from all around the country. Everyone was unanimous in their compliments to our chapter about how much they enjoyed the San Diego Conference we produced this past summer. The success of the Conference was in great part due your generous donations and the long and hard hours so many worked. The chapter’s share of the Conference profits was announced and we were presented with a generous check rewarding our efforts, a portion of which will be used towards member scholarships for the 2005 and future NACE Educational Conferences.

This leads me into formally announcing our new *2005 San Diego NACE Scholarship* program which will be rolled out at our February meeting. The program is based upon accumulating points for your involvement in the chapter which will determine scholarship funding to the annual NACE Educational, Regional and Leadership Conferences. There are multiple opportunities to be awarded points, some of which are: serving on the board, hosting a monthly board meeting or dinner meeting, donating raffle prizes, signing up a new member, or receiving your CPCE certification. Attending the Educational Conference offers great opportunities for professional and personal growth and I hope all of you will take advantage of this new program.

At our November meeting, forty-two members of our chapter joined our San Diego 2005 CPCE study group and pledged to sit for the exam, which will be given in our city this spring. With the “Certified Professional Catering Executive” designation after your name on a business card, your clients will know that you’ve taken the time and shown the dedication to become certified in your field. You will have the advantage and knowledge to make a difference in your business.

The CPCE study group starts the first Monday of February and will continue through April. We still have room for a few more, and upon joining, the chapter will provide you with a study guide and the information you will need. For more information, contact Judy Anderson at judy.anderson@choicehotelsgroup.com.

2005 is going to be a “happening year for our chapter.” Look for a new website design where we will be featuring a new look for our website and replacing our bi-monthly newsletter with regularly updated member bulletins. There will be some innovative and new programs coming up this year – if you’re interested in hosting a chapter dinner meeting or becoming a presenter, please contact Mike Hogan at (858) 565-8600 mike@djmikehogan.com, or Chris Agrippe at (619) 232-6141 cagrippe@thebristolsandiego.com. On behalf of the entire board, we look forward to welcoming you, and hope that you can join us at every dinner meeting!

In Retrospect - October

By *Chris Agrippe*

As we crested the hill and the Pacific Ocean swung into view with L'Auberge Del Mar nestled to the right, more than one of us must've said "Ah... this is why I live in Southern California."

Our evening began on a picturesque balcony framed by the sun setting over the ocean, where we enjoyed cocktails served with classic tea sandwiches and tomato bisque shooters. Light jazz music added a perfect subtle sophistication to the scene, as downstairs an English tea garden was being primed for dinner.

The tables were set with lace in silver accents, and the centerpieces were silver service brimming with petit fours. Our program featured one of the premiere tea companies in the country, Harney and Sons Teas, and Jeff Selwyn took us around the world as we sipped teas brewed from individual sachets, each of us with our own special flavor.



Enjoying teas from around the world at the October program.

Dinner was a masterpiece equal to its setting. A creatively executed salad drizzled with champagne vinaigrette preceded an entree of perfectly done filet mignon and diver sea scallops... and for dessert, the delicious arrangement of sweets that had graced our tables throughout the night. The English country backdrop was provided by one of our newest members, Beverly Pamensky-Murray of Dreamworld Backdrops. Patrick Higgins of Artistic Florals created beautiful sunflower centerpieces, and Good Earth Plants donated huge royal palms and foliage that framed the room. New NACE board members were

introduced, and it was announced that the popular game show, *Who Wants to be a CPCE* would be presented at the November meeting.

As our cars were brought up to valet, we bid farewell to one of San Diego's most intimate locations, and an evening of gracious gentility brought to us by the wonderful staff of L'Auberge Del Mar.



**WELCOME
NEW MEMBERS**

Marci Doss

San Diego Marriott
Gaslamp Quarter

Christian Behl

San Diego's
Choice Entertainment

Tricia Pucci

BBJ Linen

Dee Becker

The Country Club
of Rancho Bernardo

Didi Zack

The Lodge at Torrey Pines

Laura Hambleton

The Lodge at Torrey Pines

Brant Bender

Phoenix Photography

Todd Gabello

Westin Horton Plaza

Lisa Douglass

La Jolla Beach
and Tennis Club

Manuel Otero

InSane San Diego Productions

Courtney Mahoney

Shelter Pointe Hotel



Community Service Update

By Geneene Thornton

Wrong Time for Chili?

First off, I want to thank those of you that put so much time into planning the Chili Cook-Off that was to happen on October 24. Hours and hours went into its preparation. Unfortunately, due to horrific rains and low attendance, it was necessary to postpone the event. But for now, if any of our valued members have any input as to what we can do different to ensure your attendance, next time around, we would love to hear from you. Call Geneene at (619) 287-6133 or email cep@cox.net.

One Year after the Fires

On the evening of October 26, one year to date from the start of the Firestorms 2003, as your community service chair, I attended the first memorial meeting of the fire victims in Harbison Canyon. *Why Harbison Canyon?* With the media coverage that the fires received one year prior to this meeting, Harbison Canyon was one of the worst damaged areas that got the least amount of attention and media coverage. With that in mind, it was your community service committee's mission to see what we could do to help. We banded together with several San Diego NACE members and gave the community a children's Christmas party at their recreation center. Since then, I have kept in touch with these folks, watching their progress through these difficult times. On a day-to-day basis,

Continued on page 5

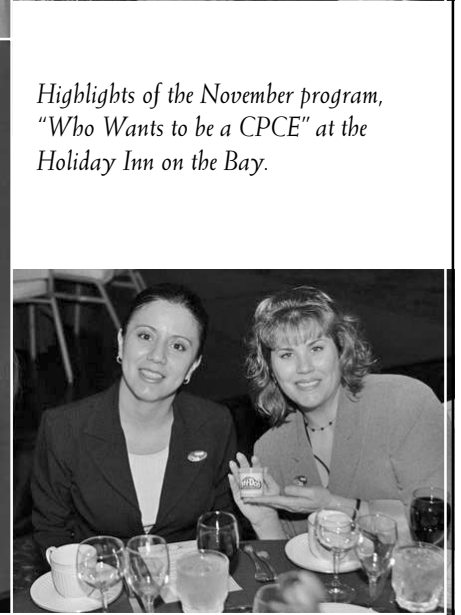
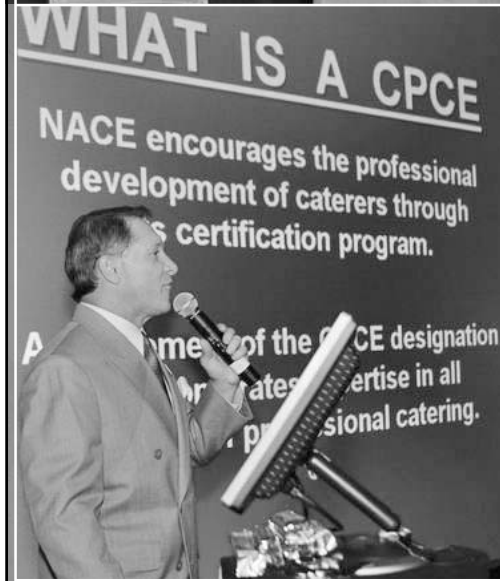
In Retrospect - November

By Mike Hogan

Who wants to be a CPCE brings the house down for the second year in a row! November's meeting was held at the Holiday Inn on the Bay and those in attendance were treated to night of outstanding food, entertainment and education.

Judy Anderson and the culinary team went beyond the call and the service was fantastic. Going outside the box, Judy even brought in risers and created a two-tier dining atmosphere which made for a fantastic look and created a set-like setting for the game show. John Daly would have been proud.

Thanks again to Duffy Fainer and Toby Russell for producing another great edition of *Who wants to be a CPCE*. The staging was right out of Hollywood and Duffy was on top of his game. Thanks to all the contestants who joined in and gave it their best.



Highlights of the November program, "Who Wants to be a CPCE" at the Holiday Inn on the Bay.

New Member Spotlight

San Diego's Choice Entertainment



In celebrating their recent one-year anniversary, San Diego's Choice Entertainment has already fortified a solid reputation for excellence in Southern California, and it is no wonder why! Founded by local entertainment icon, Tim Ortiz, along with DJ Christian Behl, San Diego's Choice Entertainment has a proven record of success with the combined experience of twenty years in the business.

"Our clients love us because we can provide a service like no other," says DJ and President Christian Behl. "Business has been explosive and it is largely due to the fact that we care. Not only do we pay attention to our clients' expectations, we surpass them. We have a genuine interest in creating wonderful and unique events for each client. When you have this consistent attitude, especially towards special events like weddings, the results are magical."

The company values the cutting edge of what's hot in music and technology to provide a fresh experience that the private markets, especially modern brides, are looking for. Combining Mr. Ortiz's experience in event planning and Christian's enthusiasm for a lively dance floor, it makes for a great party. Rumor has it, when Christian DJs, guests don't leave early; they have to be kicked out! "Success, to me, is seeing all of the guests having a good time, especially on the dance floor," he adds.

Their work has been seen across the county, including performances at the most exclusive venues in San Diego. Christian explains, "For the local market, there is nothing better. We accommodate the highest degree of service and performance; yet have pricing options to suit almost any budget. We want to make great events affordable to everyone." San Diego's Choice provides a focus on their DJ service and also offers high-quality options in additional sound, lighting, and even videography. This versatility and convenience has led them toward the top ranks of preferred vendor lists across the county and makes them a must have contact for clients who demand the best.

As new members of NACE, the National Association of Catering Executives, San Diego's Choice Entertainment expresses their enthusiasm, "Positive word of mouth has proven to be our most successful advertising, and we are very optimistic about joining this great network of professionals. We imagine the future successes sure to come from working with San Diego's best."

Company contact info: Christian Behl, President / DJ, San Diego's Choice Entertainment, (858) 736-7856.

Community Service Update

Continued from page 4

they have gotten themselves back into the normal grind. However, only 18 out of 287 households have been able to rebuild and move back into a home. The rest of these wonderful people are either staying with family, living in rented apartments waiting for permits and insurance, or in worse cases, they are living in tents, trailers or motor homes on their property because they were either underinsured or not insured at all. These people are strong and ever so grateful for the help San Diegan's gave them in their time of need. On behalf of the people I spoke to at the memorial meeting, I want to thank San Diego NACE for your donations of time, services and products to the residents of Harbison Canyon.

Zup in 2005?

Your community service committee is planning what we will do for the



community in 2005. After reviewing the five-question survey addressed at our March 2004 dinner meeting, we are busy on an April *Clothing Drive* as well as thinking about little bunnies for our annual *Bunnies for Babes* campaign. HOWEVER, the biggest project we are working on is



about to begin. **Back by Popular Demand, The Taste of Nace** is scheduled for Tuesday,

May 3, 2005. Not only will our food and beverage purveyors want to be involved with this event, our affiliate members will be encouraged to join in as well. Location and details will be forthcoming.

Raffle Kudos

By *MaryAnn Quinto*

A Special Thank You To all of those who donated to the November raffles:

Mary Hancock from San Diego Old Town Courtyard by Marriott provided a lovely night-stay gift package to her hotel

Mike Ryan from Mike on the mike donated two ballet tickets to the *Nutcracker*

Judy Anderson from Holiday Inn on the Bay provided board games (in honor of CPCE game night) and Karl Strauss gift certificates

Kristine from Storms International Flowers donated eight centerpieces

If you would like to make a raffle donation, please contact MaryAnn Quinto at (760) 295-2101.

2005 Board Members

Executive Board

Tracy Amernick, President
Bahia Resort Hotel
P 858-539-7722
Tamernick@bahiahotel.com

Judy Anderson, 1st Vice President
Holiday Inn on the Bay
P 619-358-6018
Judy.Anderson@ichotelsgroup.com

Judy Pratt, Immediate Past President
Hilton San Diego Mission Valley
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Philip Burge, Secretary
Balloonatics
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Committee Board

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Mary Ann Quinto, Raffle
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Sandy Maurin, Historian
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Sandy.Maurin@ichotelsgroup.com



Save the Date! Tuesday, March 1, 2005 – Sheraton Mission Valley

Monthly Dinner Meeting – Cater Local, Think Global

PLEASE RSVP BY THURSDAY, FEBRUARY 24, 2005

EASY TO RSVP: 1. Mail completed registration form w/check (payable to NACE) to San Diego NACE, 12642 Carmel Country Rd #143, San Diego, CA 92130-3105. 2. Fax completed registration form w/credit card info to Barry Allen Cohen at (866) 602-5113. 3. On line at www.sdnace.org and select dinner reservations. Questions? Call Barry Allen Cohen at (858) 509-8900 or the New NACE Hotline at (619) 819-0219.

Member Name(s): _____ Phone: _____ \$30.00 ea.

First Time Guest(s): _____ \$35.00 ea.

Repeat Guest(s): _____ \$45.00 ea.

Member(s) Company/Property: _____ Amount Enclosed: \$ _____

Special dietary needs (ie: no red meat/vegetarian, lactose intolerant): _____

Bill my Mastercard Visa Discover # _____ Exp. Date: _____

YES! I can donate a raffle prize: _____

**Any cancellations within 48 hours and all no shows will be charged.
Reservations received after the deadline are subject to availability and a \$10.00 additional late fee.**