



# Bits & Bites

POB 14233 - Portland, Oregon 97293 - 503.299.ACEP - [www.acep.com](http://www.acep.com)

January 2009 - Volume 14, Issue 1

Dear ACEP Membership;

I hope you have all had a great 2008. It sure ended a little icy and dicey. Hopefully most of your events held and those that had to cancel due to the weather have found a way to reschedule with you. At least we can say that we have lived our own rendition of "It's a wonderful life" having enjoyed our "White Christmas" with friends and family. Carla and I went to New York on Christmas morning and though we were a little worried if we would get off the ground, we left the toasty snow for very cold winds in Times Square for New Years Eve.

As is often the case, I had great plans for the trip and thought I had covered all my bases in executing them perfectly. I had ordered tickets to the Rockettes Christmas Spectacular and paid to have them arrive a week before our departure. By the Monday before Christmas they still had not arrived, but I was confident the shipping company (one of the name brand companies) would take care of me. When Tuesday came and went and no tickets I became a little worried. Come to find out, after some shoe leather investigation, the driver for our area (we live in the woods outside of Sandy and had 30" of snow) decided not to work all week. So on Christmas Eve we called their Customer Service people in Tampa Florida to see how they would help us. Tracking numbers told us that the tickets had been in Portland for days but they informed us that Portland was completely shut down, the trucks and trailers were covered with snow and were not available to anyone at all. We explained that we live here and, yes, there was snow but we could see their company trucks on the road, as we had followed many. They were making deliveries, just not ours specifically. She informed us that she could only rely on what the computer told her and that nobody could do anything for us. At this point, I made a decision for my New Years Resolution... I would be looking at the other shipping companies for my future needs. My wife and daughter decided this was silly and they made the trip down to Swan Island to see if a solution were available for them selves. Yes there seemed to be a lot of people going through the same predicament but the staff there was very helpful and a nice young man went looking through the truck and found our tickets restoring my faith in this company. It

## **MISSION STATEMENT**

### **ACEP's mission is to:**

Identify and give status to the catering and event planning industry as a whole and to represent its desires and best interests to the community at large;

Promote the exchange of common ideas and solutions;

Develop a cordial relationship among its members;

Present to the members programs of educational value relating to catering, event industries and allied businesses.

### **Member benefits include:**

web page, monthly meetings and newsletter, membership directory, member discounts, discounted advertising & AAA membership, eligibility to join Rivermark Community Credit Union and more!

**[www.ACEP.com](http://www.ACEP.com)**

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Please send updates  
and revisions to:

***Don Richardson,***  
***webmaster@acep.com***

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Don Richardson  
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took them under 10 minutes to provide an envelope and a Rockette version of dancing for joy ensued in the lobby! The gentleman asked that we return with pictures post-vacation creating relationship and a sense of partnership in our problem resolution. P.S. The show was wonderful! I mean the New York version!

I wonder how many customers we have lost because we spoke without all the facts or in some way did not give them the level of service that they expected. Being in the SERVICE industry means that we need to go over the top. I believe that is what makes the difference in the good server and the great server. My answer to customers is "Sure I can do that. This is what it will cost you for me to do it." It is said that a customer will forget how much something costs them but will never forget bad service. I remember going to a restaurant 20 years ago and receiving terrible service. I have no idea how much the meal was but I haven't been back in that restaurant again.

Will you commit with me to look at your organization and evaluate where you can increase your level of customer service. I suspect that as 2009 unfolds with the accompanying economy pressures, we will all discover low cost or no cost ways to increase our customer service and satisfaction that will make a valuable difference to your customers. Consider a smile to start. It's free even!

One is glad to be of service,

Jim Park  
Heaven Scent Espresso  
2009 ACEP President

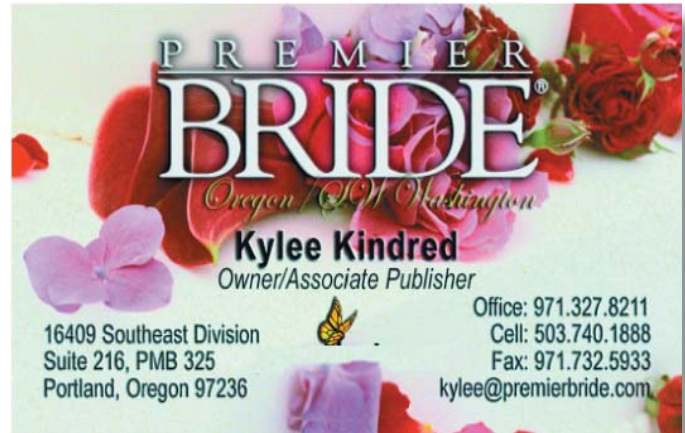
### **- Additional Networking Opportunities -**

International Special Events Society (www.ises.com)  
Judy Anderson, ISES Portland President  
503-332-5000 / powerproductions@comcast.net

Association of Bridal Consultants (www.oregonabc.com)  
Cherie Ronning, Oregon ABC Coordinator  
800-676-3030 / cherie@uncommonInvites.com

Wedding Wednesday (a casual lunchtime gathering)  
Rick Phillips, KTVA Productions  
503.659.4417 / mail@ktvavideo.com

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- A Floral Affair
- A KTVA Production, LLC
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- Bravo!
- Catering At Its Best
- Central Park Events
- Clowns Unlimited
- Crave Catering
- Creative Ice
- Cromwell Formalwear by Mr Formal
- DeAngelo's Catering & Events
- DigitalPopcorn.Net
- Doubletree Hotel & Exec. Mtg. Ctr. Portland-Lloyd Center
- Espresso Volare Catering
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- Oregon Culinary Institute
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- Party and Holiday Decorating, LLC
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- Red Lion Hotel - Convention Center
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- Taste Chocolate, LLC
- TBIncentives
- Top Hat Productions
- Typhoon!
- Vivace Voices, Ltd. & The Fireside Carolers
- White Glove Photography
- Wild Bill's NW
- Wisteria Gardens

# Join us for our first annual networking meeting of 2009

Courtyard by Marriot  
1231 North Anchor Way  
Portland, Oregon 97217

5:30-7:30

Hotel tours  
Trivia contest with door prizes including overnight stay at the Marriot

Networking

Meet the new board

Provide valuable input for our association for 2009  
Learn what's on tap for the New Year!

Bring your application for renewal

Members who RSVP 20.00  
Guests, non Memebers, & walk ins 25.00



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**"No-Shows" will be billed.**

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Meeting information

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## Association Gala in November Benefits Potluck in the Park

The annual gala was held at the Arista Ballroom [www.aristaballroom.com](http://www.aristaballroom.com). The theme Christmas in the Islands was reflected through great catering by Barton's Productions. An interactive show teaching Hula dancing from Kukui Productions Polynesian Revue [www.myspace.com/kukuiproductions](http://www.myspace.com/kukuiproductions) was extremely entertaining as well.

Members & Guests brought toiletry items for Potluck in the Park [www.potluckinthepark.org](http://www.potluckinthepark.org) in exchange for tickets that were drawn for many fabulous door prizes.

The membership bid farewell to our 2008 board members and the 2009 board was announced after a delicious and entertaining evening.

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## In the News . . .

1. The Master's Meals Catering and Heaven Scent Espresso were highlighted on Good Day Oregon as a vendor of the Portland Bridal Show. They shared with viewers some of the up coming trends for the 2009 wedding season.

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# Advertising Rate Sheet

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## 2009 Newsletter Advertising

This newsletter is distributed to over 600 event professionals.

### Per Issue Ad Size & Pricing:

Full Page	member - \$ 54.00	non-member - \$108.00
Half Page	member - \$ 30.00	non-member - \$ 60.00
Quarter Page	member - \$ 16.50	non-member - \$ 33.00
Business Card	member - \$ 5.00	non-member - \$ 10.00

### Preferred Month(s):

January	February	March	April	May	June
July	September		October		November

Save 10% by advertising in all 10 issues!

Artwork is due the last day of the month preceding your advertisement.

Please e-mail artwork to: Meridith Park, Newsletter Editor <[centralparkevents@gmail.com](mailto:centralparkevents@gmail.com)>.

## 2009 Website Advertising

The ACEP.com website is well ranked in the major search engines with approximately 6,000 visitors per month.

### Ad Size & Pricing/Month:

Rectangle Medium	member - \$20.00	non-member - \$40.00
Vertical	member - \$25.00	non-member - \$50.00
Rectangle Large	member - \$30.00	non-member - \$60.00
Rectangle Jumbo	member - \$40.00	non-member - \$80.00
Leaderboard	member - \$50.00	non-member - \$100.00
Service Category Header	member - \$10.00	non-member - n/a

*(Please see [http://www.acep.com/images/da/test\\_index.htm](http://www.acep.com/images/da/test_index.htm) for size samples.)*

### Preferred Month(s):

January	February	March	April	May	June	July
August	September		October	November		December

Please e--mail artwork to: Don Richardson, WebMaster <[webmaster@acep.com](mailto:webmaster@acep.com)>

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Signature: \_\_\_\_\_ Date: \_\_\_\_\_ Telephone: \_\_\_\_\_