



Bits & Bites

POB 14233 - Portland, Oregon 97293 - 503.299.ACEP - www.acep.com

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Dear ACEP Members

I heard a story the other day called OPPOSITE TWINS

A family had twin boys whose only resemblance to each other was their looks. If one felt it was too hot, the other thought it was too cold. If one said the TV was too loud, the other claimed the volume needed to be turned up. Opposite in every way, one was an eternal optimist, the other a doom and gloom pessimist.

Just to see what would happen, on the twins' birthday their father loaded the pessimist's room with every imaginable toy and game. The optimist's room he loaded with horse manure.

That night the father passed by the pessimist's room and found him sitting amid his new gifts crying bitterly.

"Why are you crying?" the father asked.

"Because my friends will be jealous, I'll have to read all these instructions before I can do anything with this stuff, I'll constantly need batteries, and my toys will eventually get broken," answered the pessimist twin.

Passing the optimist twin's room, the father found him dancing for joy in the pile of manure.

"What are you so happy about?" he asked.

To which his optimist twin replied, "Look at all this manure! There's got to be a pony in here somewhere!"

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This story got me to think how often things may not go the way we think they should go, and we get upset or pout instead of looking for the opportunity to change our thinking or how we do something so as to assure the outcome. How many times have you had an employee

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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

A tremendous member benefit!
Great search engine placement for ACEP members!
Please send updates and revisions to:

Don Richardson,
webmaster@acep.com

2009 Board of Directors

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not get as much as you expected done in their shift, we could get upset and scold them or we could look at it as an opportunity to retrain them, show them how to get it done better and faster. Maybe at an event another vender doesn't come through with what you need; better to get upset and feel sorry for yourself or take the time figuring how to make it work.

In this time of economic decline it would be easy to be a pessimist and worry how you are going to make ends meet, I suggest to you that it's a great time to see how you can be more streamline in your business, or maybe it will give you more time to decide how you can run your business better, think of new clientele you can romance to start using you, look at what works and what doesn't.

Keep serving people the best you can and they will stay loyal to you in the future, I've found that most of our customers are smart enough to know that even though they want the best price they can get, we can only give so much.

One is glad to be of service,

Jim Park
Heaven Scent Espresso
2009 ACEP President

Hotline
503.299.ACEP
Meeting information



- 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

JANUARY NETWORKING EVENT

The January Networking meeting was hosted by the Courtyard by the Marriot Hotel near Delta Park. The Marriot Catering Staff provided a beautiful and delicious buffet for everyone to enjoy as they mingled and recounted holiday stories, and snowstorm traumas!

Jim Park, the 2009 ACEP President, introduced the new Board of Directors to start off the New Year. Large sheets of paper were hung on the wall and Jodell Hinojosa, program chair, asked members for suggestions regarding venues, speakers, topics, etc. (Thanks for all the great ideas!) A sign up sheet was also posted for the Member Showcase in April and six people have already committed to participate!

The Sales staff from the Marriot told everyone about the amenities available at the 3 adjoining properties, held a trivia contest about those amenities, and awarded a one night stay at the hotel to the winner, Cheri Baber.

It was a great evening of relaxed networking and catching up! ACEP membership increased by 2 and everyone seemed ready to make 2009 the best for their own success as well as that of ACEP!



FEBRUARY MEMBERSHIP MEETING

Join us for our annual Membership Drive

*Please bring a guest
(each one reach one)*

**The Chelsea Ballroom
1510 SE 9th (at Hawthorne)
Portland, Oregon 97214**

**Catering Provided by
Premiere Catering**

**April 17th
5:30-7:30 PM**

**Our Program will be a presentation titled:
The 1% Solution, improving business techniques
in 1% increments**

Members who RSVP 20.00
Guest's & walk ins 25.00
Networking only 10.00

**~Networking
~Meet the new board
~Bring your application for renewal**

Please R.S.V.P to

www.acep.com/meeting

If you have any questions please feel
free to call Jodell Hinajosa at

360.607.3281

"No-Shows" will be billed.

*Association of Catering
& Event Professionals*

Present this pass at registration to
attend an ACEP monthly meeting FREE.
(a \$25.00 value)

Name: _____

Address: _____

Phone: _____

Email: _____

How did you hear about ACEP? _____

*Complimentary
Guest Pass*

Log on to
www.acep.com

for upcoming event dates, times,
locations and to pre-register!

2009 ACEP Membership

A Floral Affair

A KTVA Production, LLC

A Simple Elegance
Catering

Ambridge Event Center

Angelica Photography

Artist Center Catering

Best In Brew

Bravo!

Central Park Events

Clowns Unlimited

Crave Catering

DeAngelo's Catering &
Events

DigitalPopcorn.Net

Espresso Volare Catering

Event Floral

Buttermilk Corncakes

*Courtesy of Executive Chef James Smith
Marriott - Portland North Harbour*

~serves 4~

2 eggs, slightly beaten

1 cup buttermilk

1 cup water

1 cup white cornmeal

1 cup flour

1/2 teaspoon baking soda

1/2 teaspoon salt

bacon drippings or vegetable oil

~

Mix together eggs, buttermilk and water in a bowl. In another bowl blend the cornmeal, flour, soda and salt together. Combine the two mixtures and blend well.

Fill a large heavy skillet with bacon drippings or vegetable oil to a depth of one-quarter inch. Place over medium heat.

Drop the batter by the heaping tablespoon into the skillet. Cook until bubbles form; flip and cook until lightly browned.

Education Opportunities

NW FOODSERVICE SHOW

3/29 & 3/30

Oregon Convention Center
www.nwfoodserviceshow.com

FREE SUSTAINABILITY WEBINAR

February 11th, 2009

2pm EST

The restaurant sustainability cycle:
How responsibility translates to quality

There is tremendous confusion about exactly what sustainability is and why it is important. During these challenging economic times, many are left wondering "why should we still care about sustainability?"

Two experts in the field answer that question for the restaurant industry. They will discuss the environmental impact of the food supply chain, examine consumers' understanding of what sustainability is and how important it is to their decision-making, and how consumers view specific companies and products according to their sustainable attributes.

2009 PRO START COMPETITION

Please join the Hospitality industry's youngests staves at the 2009 Pro Start State High School Culinary & Management Championships

February 28th, 2009

8am - 5pm

Portland Expo Center - Hall D

2009 CATERSOURCE & EVENT SOLUTIONS CONFERENCE

February 22-26th

Las Vegas Hilton & Conference Center

Relevant education is the key. Many of the 150 sessions and demos scheduled at the 2009 Conference & Tradeshow are continually being re-worked to address current economic issues as they are emerging. The presenting caterers and leaders from our industry use their first-hand experience to tailor their sessions to the challenges facing us all. They will be offering the latest, most creative ideas and proven bottom-line support strategies that are guaranteed to motivate you into continued success!

Some of the session highlights include:

Mike Roman's track: Catering in the New Economy
Weddings! Increase Your Wedding Sales with Special Touches That Set Your Company Apart from the Competition

Carl Sacks' track: Business Management Principles

Little Plates: Menu Ideas to Stretch Your Customer's Budget for Reception-Style Events

2009 Membership Continued

Extraordinary Events, LLC

Heaven Scent Espresso

High Fidelity Entertainment

Hollywood Lighting Services

Jo Foody's Catering

Courtyard by Marriott
Portland North Harbour

Monarch Hotel &
Conference Center

Notes of Celebration

Paparazzi Tonight

Premier Bride Magazine

Royce's Prop Shop

Taste Chocolate, LLC

TBIncentives

The Master's Meals
Catering, LLC

Vivace Voices, Ltd. & The
Fireside Carolers

Wild Bill's NW



Treasurer's Report	
Savings	\$ 1,401.14
Checking	\$ 1,982.44
CD	\$ 4,301.11
Paypal	\$ 225.17
Deposit	\$ 1,695.00
Petty Cash	\$ 50.75
Total	\$9,655.61

JANUARY BOARD MINUTES

January 20, 2009

PRESENT:

Jim Park, President; Don Richardson, Vice President; Becki Bosley, Marcy Richards, Meredith Park, Jodell Hinojosa

OTHERS PRESENT:

Steve DeAngelo

ABSENT:

Dave Clark & Tammy Thompson

President Jim Park called the meeting to order at 3:30pm.

APPROVAL OF PREVIOUS MEETING MINUTES:

A motion was made and seconded to approve the October 2008 board minutes. The motion passed unanimously.

TREASURES REPORT:

Treasurer Becki reported that we have; \$ 1,401.14 in savings, \$ 1,982.44 in checking, \$ 4,301.11 in the CD, \$ 225.17 in Paypal, \$ 1,695.00 deposit and \$ 50.75 in Petty Cash for a total of \$9,655.61

COMMUNICATIONS:

After review of our current process a motion was made to sign up with Constant contact and use it as our exclusive method to communicate with our membership. The motion passed unanimously. Don Richardson and Marcy Richards will take the steps to set up the account.

A motion was entertained to authorize the purchase of thank you notes. The motion passed unanimously. Marcy will shop for the best product at the best price and then purchase accordingly.

MEMBERSHIP STATUS:

Treasurer, Becki Bosley gave a report on the current progress of membership renewals.

NEWSLETTER REPORT:

Meredith, Newsletter Editor, reported of the many headaches associated with the current method of distributing the newsletter. With the decision of using Constant Contact, communication is anticipated to be much easier. It was discussed and determined that the distribution list should be to the current membership and potential members.

BUDGET:

A motion was entertained to accept the 2009 budget as presented. The motion passed unanimously.

WEBMASTER'S REPORT:

Don Richardson, Webmaster, reported the need/desire to set up a "member's only" section on the ACEP website. Don also reported on the stats for website hits for 2008.

BYLAW CHANGES:

After a complete review of the Bylaws at the Board retreat, there was some housekeeping changes needed. A motion was made to approve the changes as discussed. The motion passed unanimously. Those changes need to be presented to the membership for approval, however a quorum was not expected at the January meeting. These changes will be presented to the membership at the first meeting were a quorum exists.

OTHER BUSINESS:

The board reviewed feedback from the gala. All reports were positive. The board reviewed all of those committed to attending the January meeting. Fourteen member and eight guests were expected. It was discussed how to manage all meeting RSVPs, the board made the conclusion to have Marcy be the point person. Jodell, Program Chair, reviewed the agenda for the January meeting. The question was asked of the board, should ACEP have a presence at the upcoming NW Foodservice Show. The board reviewed the policy of trading advertising for membership. It was the consensus of the board to review those arrangements on an annual basis.

ADJOURNED:

Meeting adjourned at 5:12 PM.

Presidents Thought for the Month:

~ Be Yourself... Who Else is Better Qualified~

A Message from Peggy Reuler, Potluck in the Park Board Chair:

On behalf of Potluck in the Park's Board, volunteers, and those we serve, I want to thank ACEP members for supporting Potluck in a variety of ways during this past year. In addition to donating \$200 this year for insurance coverage for our weekly meal, ACEP donated money for turkey for our annual Christmas dinner at the YWCA Downtown Center. Although the weather outside was very cold and snowy, we served 815 guests a turkey dinner with all the trimmings. They were also treated to live jazz by talented local artists, such as pianist/singer, Tom Grant.

Earlier in Dec., Tom Grant and friends provided us with a fundraising concert on Sun., Dec. 7th at the Acadian Ballroom. Winter Warm 2 was Tom's second annual fundraiser for us, and we are grateful to him, to all the performers, and to all the donors and volunteers who made this night so special. Ronda and Eric Barton of the Acadian Ballroom provided an intimate and inviting venue with food that was superb. Those who bought our VIP tickets were treated to a special reception. Many ACEP members were involved in the donations of auction items and in other organizational aspects.

I want to thank everyone who helped to make this concert a success. We are so grateful that Tom has offered to do a third annual concert next year, and we hope that ACEP members will continue to support Potluck when we organize the event later this year.

If you weren't able to come to the Concert, the cablecast schedule for it is listed below:

Fri., 2/20/09, 1 pm, channel 21

Sat., 2/28/09, 3 pm, channel 21

Mon., 3/9/09, 8:30 pm, channel 21

Thurs., 3/19/09, 11:30 pm, channel 11

Come next year and bring your friends!

Keep up with Potluck by visiting our website, www.potluckinthepark.org.

Sign up for our e-mail list, too!

Laughter... The Best Medicine

(Courtesy of Jim Park, your President)

A fellow decided to buy his girl some perfume for Valentine's day, so he went to the cosmetic counter in his girl's favorite store. The prices were horrific! No matter what the sales lady showed him, even the tiniest bottles were beyond his budget.

Finally, he asked her: "Can you show me something really cheap?"

She handed him a mirror.

New Members

Please join us in welcoming our new members

Courtyard by Marriott Portland North Harbour
Kristina Shipley
503.445-9051

Ambridge Event Center
503.239.9921

Artist Center Catering
503.516.4439



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