



# Bits & Bites

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

March 2009 - Volume 14, Issue 3

Dear ACEP Members

Have you encouraged someone this week?

Two men, both seriously ill, occupied the same hospital room. One man was allowed to sit up in his bed for an hour each afternoon to help drain the fluid from his lungs. His bed was next to the room's only window. The other man had to spend all his time flat on his back.

The men talked for hours on end. They spoke of their wives and families, their homes, their jobs, their involvement in the military service, where they had been on vacation. And every afternoon when the man in the bed by the window could sit up, he would pass the time by describing to his roommate all the things he could see outside the window.

The man in the other bed began to live for those one-hour periods where his world would be broadened and enlivened by all the activity and color of the world outside.

As the man by the window described in exquisite detail...

The window overlooked a park with a lovely lake. Ducks and swans played on the water while children sailed their model boats. Young lovers walked arm in arm amidst flowers of every color of the rainbow. Grand old trees graced the landscape, and a fine view of the city skyline could be seen in the distance. As the man by the window described all this in exquisite detail, the man on the other side of the room would close his eyes and imagine the picturesque scene.

One warm afternoon the man by the window described a parade passing by. Although the other man couldn't hear the band, he could see it in his mind's eye as the gentleman by the window portrayed it with descriptive words.

## Inside this Issue:

Education Resources	6
Upcoming Meeting	4
New Members	9
Treasures Report	7

Days and weeks passed. One morning, the day nurse arrived to bring water for their baths only to find the lifeless body of the man by the window, who had died peacefully in his sleep. She was saddened and called the hospital attendants to take the body away.

As soon as it seemed appropriate, the other man asked if he could be moved next to the window.

## 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 & eligibility to join Rivermark Community Credit Union and more!

[www.ACEP.com](http://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](mailto:webmaster@acep.com)

## 2009 Board of Directors

### President

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Don Richardson  
Digital Popcorn  
webmaster@acep.com

The nurse was happy to make the switch, and after making sure he was comfortable, she left him alone. Slowly, painfully, he propped himself up on one elbow to take his first look at the world outside. Finally, he would have the joy of seeing it for himself. He strained to slowly turn to look out the window beside the bed.

It faced a blank wall.

The man asked the nurse what could have compelled his deceased roommate who had described such wonderful things outside this window. The nurse responded that the man was blind and could not even see the wall. She said, "Perhaps he just wanted to encourage you."

What a difference was made by an hour of encouragement. I work for Safeway years ago and the manager I had at the time used to say I thanked them when I paid them. Yes we all like that pay check at the end of the day but a thank you goes a whole lot farther than the money does especially in this day. I have noticed that the clients that are most appreciative are the ones I work the hardest for. I'm now trying to become that client to my vendors.

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](http://www.ises.com))  
Judy Anderson, ISES Portland President  
503-332-5000 / [powerproductions@comcast.net](mailto:powerproductions@comcast.net)

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

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

## FEBRUARY MEETING

The February meeting was hosted by The Chelsea Ballroom at Aarnegard's in southeast Portland. And a fabulous and mouth watering meal was provided by Premiere Catering and enjoyed by all!

Our February Spotlight member, Food Services of America, shared with the membership some of their services and programs to assist their customers. We are also thrilled to announce that they have joined ACEP.

Sean, with Event Team Entertainment presented on 1% Solutions. He shared tips on how minor adjustments to your business and processes can greatly impact your level of service, customer appeal and so on.

It was a great evening of relaxed networking and catching up!



*Catering and Events*  
**DeAngelo's**  
503.620.9020  
9037 SW Burnham Street - Tigard, OR 97223  
[www.cateringbydeangelos.com](http://www.cateringbydeangelos.com)

# MARCH MEMBERSHIP MEETING

Please R.S.V.P to

**www.acep.com/meeting**

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

**360.607.3281**

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

**Peter Corvallis Productions**  
**2204 N. Clark Ave.**  
**Portland, Oregon**

*Association of Catering  
& Event Professionals*

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

Name: \_\_\_ Expired 12/31/09 \_\_\_

Address: \_Expired 12/31/09\_ \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

How did you hear about ACEP? \_\_\_\_\_

*Expired 12/31/09*  
*Expired 12/31/09*

Log on to  
[www.acep.com](http://www.acep.com)  
for upcoming event dates, times,  
locations and to pre-register!

**Program:**  
**Using Props and Rental Items to**  
**Enhance Events**  
**And Warehouse Tours**

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

**Catering Provided by**  
**A Simple Elegance Catering**

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

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!

Chocolate Craft Kits

Clowns Unlimited

Crave Catering

Cromwell Formalwear by Mr. Formal

DeAngelo's Catering & Events

DigitalPopcorn.Net

Espresso Volare Catering

Event Floral

Extraordinary Events, LLC

Food Services of America

Thank you ACEP!

These are excerpts from Thank You letters sent to the ACEP Membership

Mt. Hood Kiwanis Camp would like to acknowledge the receipt of the \$250.00. The donation given in Honor of Cynthia Payne will continue to give to those who need our assistance with their camper activities and is greatly appreciated.

Tod Thayer  
Executive Director

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Thank you for your very kind contribution from the raffle of \$133.00 to Potluck in the Park in 2009. Your generous and continued support allow our all-volunteer effort to continue serving hot meals to hundreds of needy people in downtown Portland every Sunday afternoon

Augusta Shipsey

\*\*\*\*\*

Please accept our sincere gratitude for your recent contribution of \$250.00 to the American Diabetes Association in the name of Judy Faye Reiber, given by ACEP....Your donation to the Memorial and Honor Program is already hard at work helping us provide information about diabetes...delivering important services to people with diabetes... assisitng dedicated sceintists and reserchers who are working to find a way to prevent the onset of diabetes... and hopefully, find a cure

Anges J. Moon, Manager

## Education Opportunities

### Food Services of America - Catering/Trends Show

3/18 - 10am to 3pm  
Forestry Center

ACEP will have a booth at this show - So stop by and say hi!

### NW FOODSERVICE SHOW

3/29 - 9am to 5pm  
3/30 - 9am to 4pm

Oregon Convention Center  
www.nwfoodserviceshow.com

**Hotline**  
**503.299.ACEP**  
Meeting information

### New Member Policy

At the February Board Meeting, the ACEP Board of Directors made the following policy pertaining to the membership fees.

Any ACEP member with more than one business in the Event industry will receive a reduced membership rate to each additional business.

Our "New Member" fee is \$125 plus a one time set-up fee of \$50 and the renewal rate is \$125 (early bird rate of \$100 when renewed by December 31)

This policy change allows Members with multiple businesses that serve our demographic the benefit of joining at the rate of \$50 plus a one time set-up fee of \$50 and the renewal rate of \$25

For Example:

Jane Doe of Jane's Catering also owns JD Photography and is planning to join ACEP. In this case she would expect to pay \$175 for the catering company and an additional \$100 for the photography company.

Her initial membership fee would be \$275 and each year she renews both businesses she would pay \$150

### 2009 Membership Continued

Harris & Harris Photography

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

Peter Corvallis Productions

Premier Bride Magazine

Red Lion Hotel Portland-  
Convention Center

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	\$ 1,983.35
Checking	\$ 3,442.85
CD	\$ 4,311.21
Paypal	\$ 258.11
Petty Cash	\$ 50.75

**Total**            **\$10,046.27**

## Tech Corner

by Don Richardson ~ [www.DigitalPopcorn.net](http://www.DigitalPopcorn.net)

### "Using Facebook and Social Networks to Promote Your Business"

New methods are available to promote your business and make a name for yourself.

These compliment the traditional website and go beyond a brochure type of site. Interacting with customers in an online environment provides a connectivity that can be more timely and informative than simply viewing a website for information.

#### Free Online Course:

1. Basics of Business Promotion and Relationship-Building on Social Networks
2. Using Facebook, Twitter, MySpace, LinkedIn and Other Major Social Networks
3. Examples of Effective Business Promotion on Social Networks

For more information search online for the Dell SB360 Article titled, "Using Facebook and Social Networks to Promote Your Business."

Once you have a Facebook page for your business, join the Visa Business Network and receive \$100 in advertising credit.

You can specify what city you want your ads to run in and the age/gender of the target audience. Reports are available to check ad impressions and click through rates.

# Please Join Us for the Annual Member Showcase

April 21, 2009

Ambridge Event Center  
1333 Martin Luther King Blvd  
Portland, OR 97232

Free Exhibit Space for ACEP membership –  
Just one of your membership benefits!

Over 200 Event Professionals visited the showroom floor last year!

*Yes! I want to participate!*



**EVENT FLORAL**  
THINKING OUTSIDE OF THE VASE

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[floralevent@aol.com](mailto:floralevent@aol.com)  
[www.eventfloral.biz](http://www.eventfloral.biz)

Name \_\_\_\_\_

Company \_\_\_\_\_

Contact Info  
Phone \_\_\_\_\_

Email \_\_\_\_\_

Space requests:

Draped table included. Please tell us of your other needs. We will try to honor your request and will contact you if there is a problem.

## Presidents Thought for the Month:

~ Do you find it strange that lemon juice is made with artificial flavor but dishwashing liquid is made with real lemons?~

## Laughter... The Best Medicine

(Courtesy of Jim Park, your President)

### PERKS OF REACHING 50 OR BEING OVER 60 AND HEADING TOWARDS 70

01. Kidnappers are not very interested in you.
02. In a hostage situation you are likely to be released first.
03. No one expects you to run--anywhere.
04. People call at 9 pm and ask, did I wake you?
05. People no longer view you as a hypochondriac.
06. There is nothing left to learn the hard way.
07. Things you buy now won't wear out.
08. You can eat supper at 4 pm.
09. You can live without sex but not your glasses.
10. You get into heated arguments about pension plans.
11. You no longer think of speed limits as a challenge.
12. You quit trying to hold your stomach in no matter who walks into the room.
13. You sing along with elevator music.
14. Your eyes won't get much worse.
15. Your investment in health insurance is finally beginning to pay off.
16. Your joints are more accurate meteorologists than the National Weather Service.
17. Your secrets are safe with your friends because they can't remember them either.
18. Your supply of brain cells is finally down to manageable size.

## New Members

Please join us in welcoming our new & returning members

Chocolate Craft Kits  
Peggy Alter - 503.505.0481

Cromwell Formal by Mr. Formal  
Jennifer Rosenberger - 503.238.7216

Food Services of America  
Rick Schwanz - 503.980.2880

Harris & Harris Photography  
Kirby Harris - 360.574.7195

Peter Corvallis Productions  
Athena Paskill - 503.222.1664



## Members News...

### Join The Doll House & Tea Room for an Open House

Ever wondered what it's like inside The Doll House Tea Room?

We are having our first ever open house. Please come and check out our adorable tea room, play dress up in one of our over 175 gowns (sizes 2T-Women's 20), and have tea, coffee, or lemonade.

Sunday March 15th from noon – 2pm.

Free, girls ages 4 and up please.

3223 SE Risley Ave. Milwaukie 97267  
(503) 653-6809.

[www.dollhousetearoom.com](http://www.dollhousetearoom.com).

