



# Bits & Bites

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

April 2009 - Volume 14, Issue 4

Dear ACEP Members

## IT'S ALL IN YOUR PERSPECTIVE

A little boy was overheard talking to himself as he strutted through the backyard, wearing his baseball cap and toting a ball and bat: "I'm the greatest hitter in the world," he announced.

Then, he tossed the ball into the air, swung at it, and missed. "Strike one!" he yelled. Undaunted, he picked up the ball and said again, "I'm the greatest hitter in the world!"

He tossed the ball into the air. When it came down he swung again and missed.

"Strike two!" he cried.

The boy then paused a moment to examine his bat and ball carefully. He spit on his hands and rubbed them together. He straightened his cap and said once more, "I'm the greatest hitter in the world!"

Again he tossed the ball up in the air and swung at it. He missed.

"Strike three!"

"Wow!" he exclaimed. "I'm the greatest PITCHER in the world!"

### Inside this Issue:

Education Resources	6
Upcoming Meeting	4
New Members	9
Member News	9
Tech Corner	8
Treasurers Report	8

A friend of mine who is a business consultant once told me "figure out what you do really well and put your energy into that, you can't do everything!"

"I'm the greatest  
hitter in the world"

### 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

Jim Park

Heaven Scent Espresso

14808 SE Powell Blvd., Portland, OR 97236

503.760.6325 - jim@mastersmeals.com

www.mastersmeals.com

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360.907.7176

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503.833.2189 - marcyrichards@tastechocolate.net

### Treasurer

Becki Bosley

DeAngelo's Catering & Events

9037 SW Burnham Street, Tigard, OR 97223

503.620.9020 - becki@cateringbydeangelos.com

www.cateringbydeangelos.com

### Membership

Position Vacant

### Program chair

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Jo Foody's Catering

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360.607.3281 - jodell@jofood.com

### Newsletter Editor

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503.760.6325 - centralparkevents@gmail.com

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12566 SE 93rd Avenue, Clackamas, OR 97015

503.652.1515 - tthompson@monarchhotel.cc

www.monarchhotel.cc

### Web-Master

Don Richardson

Digital Popcorn

webmaster@acep.com

As members you have a great moment to showcase that which you do really well at this month's member showcase. What a great advertising opportunity at such a reasonable price, FREE.

Last year Carla and I received business that next week from guests of the showcase. Bravo! Publications and Premiere Bride Magazine have both sent out to their database an invitation to the showcase. Last year we had over 200 attendees that were either brides or the event person for their organization.

Don't miss this opportunity and call Jodell Hinojosa, 2009 ACEP Program Chairman, today and reserve your space at (360) 607-3281.

ACEP Members Showcase

April 21st 2009

2:00pm – 6:00pm

Ambridge Event Center

1333 NE Martin Luther King Jr. Blvd

Portland, OR 97232

One is glad to be of service,

Jim Park

Heaven Scent Espresso

### ***- 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)

## MARCH MEETING

The membership all joined together at Peter Corvallis Events & Audio Visual for an evening of networking, great food, tours and ideas.

Our March Spotlight Member, Peggy Alter of Chocolate Craft Kits, share a plethora of products available to her clients. Her products can serve as activities for children but would also be a great way to enhance several different kinds of events.

Dave Clark of A Simple Elegance Catering spoiled the group with a fantastic St. Patrick's Day spread.

Maria Corvallis of Peter Corvallis Events & Audio Visual shared with the membership all of the services available from Peter Corvallis Events. She also gave some great ideas of how to stretch your budget and still get a fantastic visual effect.

Thank you to all for a great meeting and we look forward to seeing you at the April Showcase.



# ACEP 2009 Annual Showcase

*All Corporate & Professional Event Planners are invited to attend*

**The Northwest's Finest Catering and Event Companies**

**Learn about the goods and services  
available to make your event stand out!**

**Tuesday, April 21, 2009  
2:00pm – 6:00pm  
Attendance is FREE**

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

**Free Door Prize Drawing!**

**Ambridge Event Center  
1333 Martin Luther King Blvd  
Portland, OR 97232  
Between Clackamas & Wasco Streets**

**Watch as members transform a bare stage  
into a beautiful event setting - one step at a time!**

**Also Visit Our Online Meeting & Event Resource Center**

**For Showcase questions or exhibitor information please contact:**

**Jodell Hinojosa  
Jo Foody's Catering  
360.607.3281, or  
[jodell@jofood.com](mailto:jodell@jofood.com)**

# 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!*

Name \_\_\_\_\_

Company \_\_\_\_\_

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:

*He who laughs first also laughs last if nobody  
laughed in the middle.*

2009 ACEP Membership

A Floral Affair

A KTVA Production, LLC

Ambridge Event Center

Angelica Photography

Artist Center Catering

Best In Brew

Bravo! Publications

Chocolate Craft Kits

Clowns Unlimited

Crave Catering

Courtyard by Marriott  
Portland North Harbour

Cromwell Formalwear by  
Mr. Formal

DeAngelo's Catering & Events

DigitalPopcorn.Net

Espresso Volare Catering

Event Floral

Extraordinary Events, LLC

Food Services of America

Harris & Harris Photography

Heaven Scent Espresso

**RECENT BLOG POSTED ON  
MERCHANTCIRCLE.COM MARCH 2009:  
Courtesy of Dwayne Thomas of Hollywood Lighting**

***Greener Event Lighting***

Cut your power bills AND help reduce your carbon footprint by switching to LED (Light Emitting Diode), HID (High Intensity Discharge), and other low-energy lighting sources.

Hollywood Lighting now offers over 15 different low energy lighting alternatives for event lighting, including exciting LED color mixing fixtures, clear LED wash lights, LED black lights, LED dancefloor effects, and even well-known stage lighting fixtures that use HID light sources.

- Super-efficient LED fixtures operate on as little as 5% of the wattage of their conventional counterparts, and in many cases even outperform them! On top of that, LED fixtures are mercury free, UV emission free, shock and vibration proof, cool running, and usually require even less labor to set up and operate! And since they last for up to 100,000 hours (compared to an average of 1000 hours for most conventional lights), they won't require replacement for about 8-10 years, so they help keep waste out of the landfills.
- HID fixtures give you the option of using a traditional PAR or Ellipsoidal spot (for pattern projection) that is as bright as its conventional counterpart, but at only 30% of the power requirement. And with a 10,000 hour lamp life, recycling requirements are cut by 90%.
- We are also building our stock of traditional fixtures that now offer high-definition optics, effectively giving us greater light output at lower wattages. With these high efficiency, high definition choices, we can give you a lot of bang for as little as 50% the power consumption.

Ask for "Low Energy" or "High Efficiency/High Definition" lighting alternatives on your next event: You'll save money on power, labor, and you'll be doing something great for the environment at the same time!



## Education Opportunities

### On the Road with CATERSOURCE

We're excited to announce On the Road with Catersource, a series of single-day consulting workshops in cities from coast to coast. These workshops will roadmap the strategies you need to maintain profitability, keep current customers and find new ones even in the face of this challenging economy.



Orlando June 16	New Orleans July 9	Atlanta August 6	Chicago August 25
White Plains June 18	Washington DC July 14	Boston August 11	Columbus August 27
San Francisco June 23	Ft. Lauderdale July 16	Philadelphia August 18	Vancouver August 31
Seattle June 5	Houston August 4	Toronto August 20	Irvine September 2
Phoenix July 7			

On the road, Catersource's Mike Roman and Carl Sacks will present proven concepts to help front- and back-of-the-house staff, salespeople, chefs, managers and owners overcome the challenges of catering during a recession. You'll learn how to establish cost-cutting and profit-making solutions that will not only neutralize but capitalize on this unique economic climate.

Go to [www.catersource.com](http://www.catersource.com) for more details.

2009 Membership Continued

High Fidelity Entertainment

Hollywood Lighting Services

Jo Foody's Catering

Monarch Hotel & Conf. Center

Norse Hall Association

Notes of Celebration

Oregon Culinary Institute

Paparazzi Tonight

Peter Corvallis Productions

Portland Catering Company

Premier Bride Magazine

Red Lion Hotel Portland-  
Convention Center

Royce's Prop Shop

Taste Chocolate, LLC

TBIncentives

The Arista Ballroom

The Doll House Tea Room

The Master's Meals Catering

Vivace Voices, Ltd. & The  
Fireside Carolers

Wild Bill's NW

Weddings  
Boudoir  
Glamour

Simply  
beautiful  
photographs



Angelica  
Photography

503.525.2287 AngelicaPhotography.com

## Treasurer's Report

Savings	\$ 1,983.35
Checking	\$ 4,157.75
CD	\$ 4,318.52
Paypal	\$ 587.19
Petty Cash	\$ 50.75
<b>Total</b>	<b>\$11,097.56</b>

## Tech Corner

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

### "Get Listed"

I would suggest that every business in the association visit [www.getlisted.org](http://www.getlisted.org). That site was specifically made for the small business owner to promote their business, in their own area. It is FREE, and will be the best money ANY business could spend this year. It is for listing your business for FREE with Google, Yahoo and Live. If you have questions contact me!

# Jo Foody

Chef Service & Catering

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

Full Service Catering  
with Creative Personalized Menus  
Private & Corporate Events  
Personal Chef Service  
Custom Smoked Meats  
Pastries & Chocolates

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*Association of Catering & Event Professionals*

**Jodell Hinojosa**  
phone 360.607.3281  
email [jodell@jofoody.com](mailto:jodell@jofoody.com)



## EVENT FLORAL

THINKING OUTSIDE OF THE VASE

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503.241.2225

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

## Laughter... The Best Medicine

*(Courtesy of Jim Park, your President)*

One beautiful Sunday morning, a priest announced to his congregation:

“My good people, I have here in my hands four sermons...

a \$100 sermon that lasts five minutes,  
a \$50 sermon that lasts fifteen minutes,  
a \$10 sermon that lasts a full hour,  
and a coin sermon that lasts till noon.

“Now, we’ll take the collection to see which one you want.”

### New Members

Please join us in welcoming our new & returning members

#### Norse Hall Association

Doran Whipple  
503.236.3401

#### Oregon Culinary Institute

Eric Stromquist  
503.961.6200

#### Portland Catering Company

Eric Cutlip  
503.620.8855

#### The Arista Ballroom

Eric Barton  
503.288.3600

#### The Doll House Tea Room

Marcy Richards  
503.653.6809

## Member's News...

Mommy & Me Mother's Day Tea Party  
Sunday May 10th 11am-1pm. Join us for a special Mother's Day tea party. Girls ages 4-12 and their Mom's (or grandma's, aunt's, friends, etc.), \$35 per adult/child couple, \$10 each additional child. Come dress up in one of our over 175 dress-up gowns in sizes 2T-Women's 20 (adults encouraged to dress-up too). Add jewelry, accessories and shoes to your fabulous look and then get your hair, make-up and nails done by our staff. Then celebrate your special Mom at the holiday tea with both savory and sweet fare. Call (503) 653-6809 for reservations (required by May 6). [info@dollhousetearoom.com](mailto:info@dollhousetearoom.com) [www.dollhousetearoom.com](http://www.dollhousetearoom.com) 3223 SE Risley Ave. Milwaukie, OR 97267.

#### Mother's Day Tea (adult)

Sunday May 10th 3pm-5pm. Join us for a special Mother's Day Tea. \$45 per couple, \$15 each additional person. Celebrate your special Mom at our beautiful tea house with a steaming hot pot of tea (or coffee), accompanied by finger sandwiches, scones, and an assortment of cookies, cakes, and sweet treats. What a positively delicious and memorable treat! Call (503) 653-6809 for reservations (required by May 6). [info@dollhousetearoom.com](mailto:info@dollhousetearoom.com) [www.dollhousetearoom.com](http://www.dollhousetearoom.com) 3223 SE Risley Ave. Milwaukie, OR 97267.



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