



# Bits & Bites

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

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Dear ACEP Members

Abraham Lincoln, depressed and disgusted at the lack of progress Union forces were making during an especially low point of the Civil War, was asked why he did not resign and just leave these fools to their own devices. He replied sadly, "If I resign, they will perish." He had looked down the years and seen a united country standing tall, an inspiration to all humankind. Moses also had faced that question three thousand years earlier. He too saw the fate of a people as depending on his ability to endure, and he went to a mountain top, on retreat, to be strengthened and refreshed in his vision of God's purposes.

Sometimes success or even survival is a matter of endurance, of sticking it out. There are times when the road seems to wind uphill all the way. There are passages difficult to get through days of illness, hours of worry, sleepless nights of concern, weeks of ordinary following hum-drum.

Apsley Cherry-Garrard, in his book "The Worst Journey in the World," said, "All we could do was put one foot in front of the other because we believed that the journey was worth it." Many know that journey. The way to make it is one step at a time.

Along the way, occasionally we catch a glimpse of what the journey is for. Mist may cover the mountains most of the time, but once in awhile, just briefly, the clouds are lifted and the snow-capped peaks can be seen.

A Robert Browning poem portrays a man seeking a city so surrounded by swirling fog that he feared he had lost his way. For just a few seconds the mists opened and he saw the towering spires of the city of his desire.

"The Worst Journey  
in the World"

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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 & 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,**  
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Don Richardson

Digital Popcorn

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Then...

..the vapors closed again, But I had seen the city, and one such glance No darkness could obscure; nor shall the present A few dull hours, a passing shame or two Destroy the vivid memories of the past.

ABBA, the Swedish pop music group of a generation ago, had a line in one of its songs that said, "And my destination makes it worth the while pushing through the darkness still another mile." Moses had been to the mountain top. The man in Robert Browning's poem had seen the city's spires. Persevere. Your destination may be shrouded in uncertainty right now, but it awaits you nevertheless. Though invisible at the moment, it is worth putting one foot in front of the other.

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)

## APRIL SHOWCASE

A big Thank YOU from your Program Chair -

I want to say thanks to everyone who participated in the 2009 Annual Showcase! It was a fun day and I hope everyone made at least one good contact. Very special thanks go to Dale Allan and all her staff at the beautiful new Ambridge Event Center. They was accommodating to our every last minute need, and made all of us feel at home. The new center is beautiful!

A BIG thank goes you to our stage sponsors – Peter Corvallis Productions, Royce's Prop Shop, Event Floral, and Hollywood Lights. Our Jungle Oasis stage was amazing!!

I also want to thank the following members who donated items we raffled as door prizes. Don't worry, if your prize was not raffled at the showcase, we will use it later in the year! Also, thanks to Craig Brown for teaching us to dance and running the door prize raffles!

Planning is already underway for next year, so make your plans to participate now!

Jodell Hinojosa

### **Door prize donors:**

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# May 2009 Membership Meeting

**Tuesday, May 19, 2009  
5:30-7:30 PM**

**Studio Concepts Float Barn:  
Home of the Portland Rose Festival Grand Floral Parade Construction  
2448 NW 28th Ave  
Portland OR 97210 [Map](#)**

**Forum Discussion  
of Large Scale Events**

**Grand Floral Parade Panel:**  
Marilyn Clint; PRFF Associate Exec. Director  
Peter Mott; PRFF Events Manager  
Kendra Comerford; Studio Concepts Project Manager

**Float Barn tours  
Networking**

**Members who RSVP 20.00  
Guests, non Members, & walk ins \$25.00  
Networking Only \$10.00**

## About our Panelist:

### **Marilyn Clint; Associate Executive Director, Portland Rose Festival Foundation:**

Marilyn Clint is a Certified Festival and Events Executive (through Purdue University) who has worked in the industry for three decades. She's been the manager for the largest single-day event in the Northwest, the KeyBank Grand Floral Parade, for the past 20 years. A communications specialist, she's also a scriptwriter, copywriter and blogger and has created and managed many award-winning festival programs, such as the Character Clown Corps and the Rose Festival Living History Program.

She loves writing, music and is a tennis fanatic.

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

### **Kendra Comerford; Vice President, Studio Concepts**

Kendra joined Studio Concepts, Inc. in 1991 as a member of the Cover Department. For many years, she has painted, papered, glittered and flowered floats for every occasion. Currently Kendra serves as Vice-President, assisting in sales, design and accounting, overseeing decorating materials, decorators and seasonal staff. Her main priority continues to be sponsor management; assisting the client through every step of the parade process to help them achieve the best results possible.

Kendra currently serves on the Steering Committee for the PRF Starlight Parade and the Grand Floral Parade Creative Committee. She is a founding Board Member of OFEA, Oregon Festivals and Events. Kendra also works as Stage Manager for a variety of Portland theatre companies.

Presidents Thought for the Month:

*If opportunity doesn't knock, build a door.*

## 2009 ACEP Membership

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A Floral Affair

A KTVA Production, LLC

Ambridge Event Center

Angelica Photography

Artist Center Catering

Best In Brew

Bigler Productions

Bravo! Publications

Chocolate Craft Kits

Clowns Unlimited

Courtyard by Marriott  
Portland North Harbour

Crave Catering

Cromwell Formalwear by  
Mr. Formal

DeAngelo's Catering & Events

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Espresso Volare Catering

Event Floral

Event Team Management

Extraordinary Events, LLC

Floral Dreams

Food Services of America

Harris & Harris Photography

Heaven Scent Espresso

High Fidelity Entertainment

Hollywood Lighting Services

## Tech Corner

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

### "Twitter"

In this "New Economy" when every budget line item has been reviewed and tightened it is a good idea to take advantages of the services that are low or now cost and have a great return on investment (ROI). "Twitter" can be found at [www.twitter.com](http://www.twitter.com). This is a free service. Users send out a "Tweet" which is a short message. This goes out over the internet to computers and mobile phones to anyone "following" you or has chosen to be updated on a certain topic. Other users can then "reply" with a "Tweet".

### Example:

#### 1st User Tweet from NWilson:

I need to find a wedding photographer for Lake Louise for September 09...any suggestions? 12:05 PM Mar 3rd

#### 2nd User Tweet Reply from MShay:

Hi NWilson: I'm a Portland wedding photographer but I work all over Oregon/Washington. Check it out my link.  
5:11 PM March 3rd

### Out of Pocket Cost? \$0.00

To find out more about how to use Twitter ask your friends and business associates. There are so many more ways you can promote your business using this tool and this is just a start.

If you have questions give me a shout out!

## 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.



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

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### 2009 Membership Continued

Interstate Special Events

Jo Foody's Catering

Maletis Beverage

Monarch Hotel & Conf. Center

Norse Hall Association

Notes of Celebration

Oregon Culinary Institute

Oregon Restaurant Association

Paparazzi Tonight

Peter Corvallis Productions

Portland Catering Company

Premier Bride Magazine

Proforma All-Source

Red Lion Hotel Portland-  
Convention Center

Rivermark Credit Union

Royce's Prop Shop

Summit Brokerage

Taste Chocolate, LLC

TBIncentives

The Acadian Ballroom

The Arista Ballroom

The Doll House Tea Room

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## Laughter... The Best Medicine

*(Courtesy of Jim Park, your President)*

### FIVE BEST THINGS TO SAY IF YOU GET CAUGHT SLEEPING AT YOUR DESK

NUMBER 5: "They told me at the Blood Bank this might happen."

NUMBER 4: "This is just a 15 minute power nap they raved about in the time-management course you sent me to."

NUMBER 3: "Whew! Guess I left the top off the White-out. You probably got here just in time!"

NUMBER 2: "Did you ever notice sound coming out of these keyboards when you put your ear down real close?"

NUMBER 1: (Raising your head slowly)  
"...in Jesus' name, Amen"

## New Members

Please join us in welcoming our new & returning members

**Maletis Beverage**  
**Robin Hawley**  
**503.735.2300**

**Summit Brokerage**  
**Bonnie Freistone**  
**503.654.7501**