



by *The International Caterers Association*



The ICA will offer even more trendy ideas at the 2014 Catersource Conference & Tradeshow.

Taking the Stage

Learn invaluable lessons from the ICA during Catersource 2014.

This year, the Catersource Conference & Tradeshow is chock-full of stellar education from all areas of the industry and the world. Among the highlights, the International Caterers Association presents a complete track of top-notch education. From marketing and growth strategies to tastings and logistics, everyone's talking about performance. Plan to sit in on the ICA sessions and learn how to turn in the best performance of your career in 2014.

Take your education to the next level by meeting the ICA speakers and other members during the Annual Mix and Mingle, March 24 from 5:30 to 7:30 p.m. at the ICA Inspiration Zone in the Catersource Attendee Lounge (Paris Hotel Las Vegas).

As for award-winning performances, find out which of your peers take the prize at *La Vie en Couleur* on March 26. This industry awards presentation features the Catersource ACE, ICA CATIE and Event Solutions Spotlight Awards.

ICA Sessions

Act Like a Marketer, Think Like a Sales Pro

Jennifer Delaye, CEO, The JDK Group and Métalaye Enterprises, and Steve Sanchez, Director of Sales and Marketing, The JDK Group, Camp Hill, PA

The sales strategies of yesterday are shifting as the customer buying process continues to change. In this session, you'll learn how your sales team can integrate some easy marketing practices to generate new business and retain clients.

A Case Study: How and When a Growing Company Should Hire the First Salesperson

Margot Jones, Owner, Purple Onion Catering, Vienna, VA

Owners of companies experiencing a big growth cycle realize they can't continue to be the only sales staff. Discover how and when to make the leap of faith from someone who went through it, organized her search and structured the position to work for both her company and the new salesperson.

Orchestrating the Perfectly Organized Event

Robin Selden, Executive Chef/Managing Partner and Jeffrey Selden, Managing Partner, Marcia Selden Catering & Event Planning, Stamford, CT

Get the secret to making your events run like a well-oiled machine from team members who use their signature Party Plans. Discover how to plan every minute of every event, how to communicate to each staff person where they need to be and what they need to do — behind the scenes and on the floor. Produce events with less stress and more consistency using their tried-and-true system.



For more information on the ICA and becoming a member, visit www.internationalcaterers.org. Like us on Facebook for up-to-date news, photos and event trends. www.internationalcaterers.org



Thomas Baumann Photography

THE JDK GROUP WON A CATIE LAST YEAR FOR THEIR FARM-TO-FÊTE WEDDING.

The Guest at Table Three is Allergic to Everything! Best Practices for Managing Dietary Menu Issues at Events

*Moderator: Margot Jones, Owner, Purple Onion Catering Company, Vienna, VA
Jeffrey McClure, Director of Culinary Services, Sodexo Education Market, Lynchberg, VA*

Dietary concerns can be especially difficult in an off-premise operation. Learn how this panel meets the challenge in their respective companies with creative solutions, how they charge clients for special menus, and how they train the culinary and front-of-the-house staff to meet the needs of guests.

All the World's a Table: Staging Your Tastings for the Perfect Performance

Jennifer Perna, Vice President of Sales, Daniel Joseph, Vice President of Operations and Paul Larson, Corporate Chef, Blue Plate Catering, Chicago, IL

Every tasting is a large investment of time, money and human resources and every caterer must recognize the importance of the tasting. Learn effective analysis tools for measuring tasting success and budget development, ideas for approaching situations while the tasting is in action, and talking points to bring up to close the sale.