



Houston Chapter

NACE News...

Houston

Winter 2006

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A Message from NACE President, Lisa Hopkins

A Season to Believe

It's been a very interesting Fall here in the Bayou City. After witnessing the devastation of Hurricane Katrina in New Orleans and the Gulf Coast, we prepared for our own potential disaster with Hurricane Rita. Many of us saw hard-earned and long-awaited business volumes temporarily go by the wayside as Rita spared Houston and headed east instead.

The impact of both hurricanes changed many lives, business plans and proved to be both a blessing and a curse for Houston. Staying resilient in the face of adversity and "making lemonade with lemons" was essential. I hope everything is returning to normal for all of you, if there is such a thing as normal anymore.

There was an interesting distraction from all of the stress and anxiety of dealing with a business climate gone wild – two baseball teams who were on the verge of history. If you attended our October meeting, you know by now that I'm not an Astros fan – instead my heart lies with another team. Yet I will confess that as I watched on the Astros Season, I'm truly impressed with the tenacity and fervor that took Houston to their first World Series ever: Coming back from a 15 and 30 start to the year, clinching the Wild Card in the last game of the regular season, the 18-inning win against the Atlanta Braves in the NLCS, and from the "wait, it's not over-yet" game 5 loss, to the "bounce back" win of game 6 of the NLCS to clinch the pennant. There was so much drama; I couldn't stay away from the television or Minute Maid Park.

Houston faced the Chicago White Sox in the World Series, and both teams brought the same theme to the field – BELIEVE. The Astros have always had their killer "B's" and there were anthems and banners everywhere proclaiming that "we bee-lieve." The Chicago White Sox adopted the song "Don't Stop Believing" by the group Journey to express their desire to end an 88 year championship drought.



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What does it mean to believe? Webster's New Collegiate Dictionary offers up some definitions of believe:

- "To have a firm religious belief , To accept trustfully and on faith, To have a firm conviction as to the reality or goodness of something, To hold as an opinion, To consider to be true or honest"

The two teams left playing in the Fall Classic willed themselves to their destination by starting with a simple belief that victory was possible. As we approach the holiday season, and a new year, I'll choose to share a few beliefs of my own: among them that Houston will continue to prosper no matter what adversity we face, and that our NACE chapter will continue to have an impact on our community, its members, and our industry. In looking down the road a bit further, I believe that our chapter will host an incredible Educational Conference in 2007. I encourage you to take a moment and claim something to believe in, and share it with a colleague, friend or family member. Believing makes a difference – just ask the Astros and their fans.

See you at our next NACE gathering:
"Where the Wild Chefs Are" on January 27, 2006!

Lisa Hopkins, CPCE
Chapter President

Affiliate Spotlight - Catch the Moment and Dick Didow

Catch the Moment, an industry leader in interactive event photography, recently engaged in an agreement with Pepsi and the Dallas-based experiential marketing agency, Genesco Sports Enterprises to promote Pepsi awareness on a nationwide mobile marketing campaign.

Catch the Moment's interaction on the campaign is indicative to the company's endeavors to provide the most innovative technology and engaging entertainment at experiential marketing events. Catch the Moment's services have been successfully used by numerous companies and agencies on mobile marketing campaigns. From trade shows to professional sports to movie releases, Catch the Moment expands brand awareness, drives website traffic, and gathers analytical marketing data.

Founded in 1998 on the principals of professional photography and interactive entertainment, the Catch the Moment has provided over 2,500 successful photo promotions worldwide. From corporate to holiday to personal events, Catch the Moment is an industry standard in interactive event photography continuing to provide the very best in quality and in service.



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Owner Dick Didow is a long-time member of NACE and has provided his event photo entertainment at NACE fundraising events. Catch the Moment is the official photographer for The Special Events Magazine Conference in Dallas in January of 2006.

Congratulations Dick on securing this opportunity.

An "Humble Thanksgiving"

Bonnie Gardner of Top Hat Catering is the brain behind the wildly successful "Humble Thanksgiving." She along with countless volunteers and donations pulled off what, for many years, was only a dream. On November 24th 2005, that dream became a reality.

NACE: What brought about the idea of Humble Thanksgiving?

BG: The question always is: What are we doing on thanksgiving, so I came up with a community wide event that can be shared and enjoyed by all. Although I own Top Hat Catering it was not about me, it was about the community coming together. My community - many decades of it.

NACE: How long did it take to prepare for the event?

BG: July 2005 we started to plan this with meetings every two weeks from a dedicated group of volunteers/steering committee.

NACE: Who was it targeted towards and who was invited?

BG: Invitation flyers went out to 3000 businesses in the area, school notices were given to children to invite their parents/family, news coverage started in October, a banner across Main Street, Humble went up the week of Thanksgiving to invite the community as a whole. We also faxed several hotels in the area that had Katrina residents. Guests were anyone that heard about it, the elderly, the less fortunate and those that just needed a place to spend most of the day, including all the volunteers their families.

NACE: How many volunteers did you have?

BG: 180+

NACE: How many people attended?

BG: We fed around 800 people not including volunteers. Everyone was invited to have dinner.

NACE: Did you receive any media coverage?

BG: Channel 13 came to the Humble Civic Center on November 23rd and filmed the fire department in the kitchen carving ham. They also televised live at 4:00pm on 11/24/05 from the kitchen of Top Hat Catering interviewing the chefs that were on duty making other dishes. The Observer also wrote several weekly articles and kept the community abreast of all media interaction. There were also



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quite a few photo sessions.

NACE: What do you see as the future of an "Humble Thanksgiving?"

BG: We would like to have the event continue as a 501C qualified organization for years to come.

You can read more about an "Humble Thanksgiving" by clicking the link below:

http://www.chron.com/CDA/archives/archive.mpl?id=2005_3913425

Meeting Recaps

August

Personal Branding: Telling Your Own Story

Holiday Inn Intercontinental

Party Props

Texas Java Company

Fountains of Chocolate

Sound Connections

D. Jones Photo

September

Hilton Americas

(cancelled due to hurricane)

October

"Whose Nose Knows Wine?"

La Colombe d'Or

Brown-Forman Wines

E&J Gallo Wines

Impressive Events

D. Jones Photo

November

Passion and Purpose: "Your Dance for Success"

Four Seasons

Floral Events

Impressive Events

D. Jones Photo

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Check out the photos from the meetings on our web page:

[www.nacehouston.net](http://www.nacehouston.net)



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## *NACE Cookbook*

### *Can you smell it?*

The NACE Culinary Delights cookbook is here!!! These books contain recipes from your fellow NACE members and are hot off the press. At \$20.00 each, these books are a steal and proceeds will benefit the Foundation of NACE.

For more information, contact Cookbook Project Chair, Carita Felbermayer at:

Bow Tie Servers, Inc.

2125 Augusta Drive #44

Houston, TX 77057

Email: [carita@bowtieservers.com](mailto:carita@bowtieservers.com)

Phone: 713.266.0026 Fax: 713.952.7155

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## *New Members*

**Bobby Bradley**  
**President**  
**ALL-4-FUN, LLC**

**Gerald Champagne**  
**General Manager**  
**ALL-4-FUN, LLC**

**Elyse Evans**  
**Distinctive Details, Inc.**

**Paula Foreman**  
**Director of Sales**  
**Sambuca Catering**

**Judy Frow**  
**Owner Judy Frow's Show Business**

**Salvador Lira**  
**Director of Catering Sales**  
**Radisson Hotels & Suites**



**Astrid Melgar**  
**Catering Manager**  
**Houston Racquet Club**

**Kay Miller**  
**Senior Catering Sales Manager**  
**Levy Restaurants**

**Robert Walker**  
**Ashton Gardens**

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## *Save the Date*

**MARK YOU CALENDAR**  
**NACE MEETINGS**  
**3rd WEDNESDAY OF EVERY MONTH**

***First NACE Meeting of 2006!***

Annual Awards Luncheon  
"Celebrate our Star members"  
Wednesday, January 18th 2006  
The Downtown Club at Plaza  
One Shell Plaza  
910 Louisiana, Suite 4900

11.30am Registration  
12.00pm Lunch and Program  
1.00p Networking

**\$10 for Student Members, \$30 for NACE members,  
\$45 for Non-Members or late RSVPs**

**RSVP to Clara Hough 713-586-5126 or  
[clarah@sheratonhouston.com](mailto:clarah@sheratonhouston.com)**

*2006 Fundraiser*

*"Where the Wild Chefs Are..."*

*Friday, March 31<sup>st</sup> 2006*

*7.00p - 1.00a*

*The Petroleum Club*

*Guests will enjoy both a live and silent auction  
and dine on a multi-course dinner  
created by some of Houston's best chefs.*

*This year's fundraiser will benefit  
The Foundation of NACE and Southwest Texas Epilepsy Foundation  
Tickets - \$95 per guest / \$175 per couple*

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## *NACE National Awards Competition*

**Were you responsible for an over the top event this year? Was your event's theme something that you feel deserves recognition? How about that grand wedding that you pulled off without a hitch?**

**If you helped to create a spectacular event in 2005 and feel you deserve some accolades than do not hesitate to submit for a national award presented at the annual education conference in Phoenix in July! Please feel free to contact any board member for more information or assistance with the submission.**

**Go here to find out more:**

<http://nace.net/05awards/index.html>

*Let's make Houston proud!!!*

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