



462 COUNTRY LANE  
CRYSTAL LAKE, ILLINOIS 60012



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# EXECUTIVE EXPRESSIONS

VOLUME II, NOVEMBER 2005

WWW.CATERINGEXECUTIVES.ORG

**From The Desk OF  
KATHERINE NEWTON, CCM  
Club President**

Fellow Members:

I hope you didn't miss the Open House; not many people did as the attendance was so large. The Westin River North did a tremendous job with the set-up, service and dinner! Forty of the attendees were guests of the Club and Hosting members. Most of these guests have turned in applications to the CEC in order to meet the deadline for the Holiday Ball mailing in November.

We took the opportunity this year to re-design our Open House as a "seated dinner" which we felt more accurately reflected our monthly events. The Board, seated at staggered tables, changed seats once during the meal in order greet as many people as possible. Three-minute presentations at the microphone during dinner explained the Club's mission, charitable efforts, educational focus, networking and more. It really is the beginning of a new focus for the CEC.

We are also in the process of crafting a panel discussion to help address the ever-elusive case of a "Tasting". Please read further in the newsletter to learn more



about this education event in November. An electronic survey reflecting the more important concerns of this issue will be forwarded to you, please take a moment to respond.

But we are not done yet. While continuing forward with our November events at Birchwood Country Club, the Holiday Ball at Swissotel and more we will reach out to the membership soon to remind members of our Silent Auction collection. We have expanded our focus once again to address the hospitality world in the Gulf Coast area as well as our Scholarship recipient. Can you help us? Or more importantly, will you? Donations of goods from your property, personal items or your time are all appreciated. Paul Cochran and Jen Jones will begin the communication, but they speak for us all

**-YOUR HELP IS GREATLY NEEDED.**

We look forward to seeing you all in November.

*Katherine Newton*

**PRESIDENT'S LETTER**

**OCTOBER MEETING**  
**MEMBERSHIP OPEN HOUSE**  
**WESTIN RIVER NORTH**

**NEWS YOU CAN USE**  
**TASTINGS &**  
**INTRODUCTION TO NOVEMBER**  
**ROUND TABLE DISCUSSION**

**SEPTEMBER MEETING**  
**CHICAGO BRAUHAUS**

**CALENDAR OF EVENTS**

**NOVEMBER MEETING**  
**THE BIRCHWOOD CLUB**

## Catering Executives Upcoming Events

**NOVEMBER 28TH**

The Birchwood Club

**DECEMBER 28TH HOLIDAY BALL**

The Swissôtel Chicago

**JANUARY 30**

Monastero's Ristorante & Banquets

**FEBRUARY 27**

The Art Institute

**MARCH 27**

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## Catering Executives Club of America



**NOVEMBER MONTHLY MEETING**

**MONDAY, NOVEMBER 28<sup>TH</sup>, 2005**

**THE BIRCHWOOD CLUB**

HOSTESS: ESTER ESTERMANN

1174 PARK AVENUE WEST, HIGHLAND PARK, ILLINOIS 60035  
(847) 831-2040



6:00 COCKTAILS – 6:45 DINNER / MEMBERS \$60.00 – GUESTS \$85.00

PLEASE R.S.V.P. BY THURSDAY, NOVEMBER 24<sup>TH</sup> AT 5:00 P.M.

TO SERGEANT-AT-ARMS JOSEPH MONASTERO, JR. AT

773-588-2515 x.11, OR ONLINE AT

**WWW.CATERINGEXECUTIVES.ORG**

**REMEMBER, RESERVATIONS MADE AFTER 5:00 P.M.  
ON THURSDAY, NOVEMBER 24 WILL ALL BE CHARGED  
THE FULL RATE OF \$85.00 PER PERSON,  
AND NO-SHOWS WILL BE CHARGED.**

**BOARD MEETING AT 5:00 P.M. BOARD  
MEMBERS UNABLE TO ATTEND MUST CALL TO CANCEL.**



## News You Can Use

### How MANY people can come to my Tasting?

Have you heard that question? Have you heard two or three other questions? How about two or three hundred other questions?

Tastings are unique for every property and caterer. Additionally, they vary greatly in their success. Some caterers use it as a sales tool, others for planning and still others for menu selection only. While there certainly is no right or wrong way, there are effective and ineffective ways. We hope to address all of those questions... okay the top twenty.

Please join us for our November meeting and stay for the Professional Caterers Panel after dinner. The Panel will reflect the hotel, club, restaurant and off-premise branches of our industry and what tools have worked best for each of them.

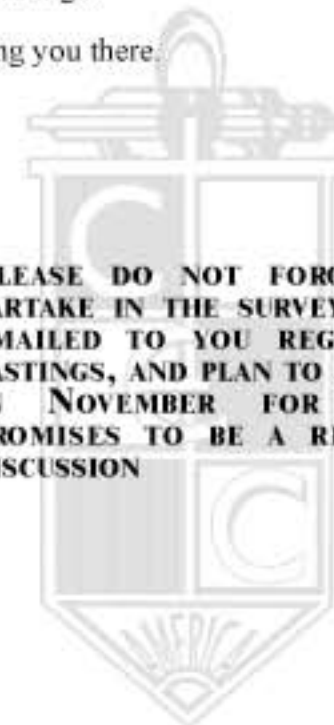
Each member who attends will receive a copy of the results from our electronic survey, which will be sent in advance to best reflect your questions. Surveys such as these can be so helpful when teaching your service and kitchen staff about success expediting our Tastings.

We look forward to seeing you there.

Kate Newton



**PLEASE DO NOT FORGET TO  
PARTAKE IN THE SURVEY BEING  
EMAILED TO YOU REGARDING  
TASTINGS, AND PLAN TO JOIN US  
IN NOVEMBER FOR WHAT  
PROMISES TO BE A RIVETING  
DISCUSSION**





*September Monthly Meeting*  
**THE CHICAGO BRAUHAUS**



*October Membership Drive*  
**WESTIN RIVER NORTH**

