

TUESDAY, NOVEMBER 17 (all times EST)

1:00PM - 1:15 PM

Introduction

1:15 - 1:45 PM

Government Support of the Hospitality Sector - Carl Sacks

Every LCA member responding to this year's Industry Intelligence Survey stated that they had received some government assistance - PPP Loans, EIDL Loans, Mainstreet Loans, or a combination. With the timing of a vaccine still up in the air, more government support is necessary to keep the catering sector off of the precipice until events begin to recover. Support for the catering sector has been provided by Representative Earl Blumenauer (D-OR) an initial sponsor of the RESTAURANTS Act in the House of Representatives, the congressman instrumental in having caterers specifically added to the verbiage. If his schedule allows, Rep. Blumenauer will provide us with his insight on the potential for additional loans, loan forgiveness, or grants to help our industry.

1:45 - 2:30 PM

Doing Well by Doing Good: Sustainability and Green Weddings - Jeff Miller (JAM Catering) & Kim Quick (Sustainability Consultant)

This interactive session, hosted by Jeffrey A. Miller Catering, is intended to explore the concept of green weddings and brainstorm ideas for creating a green wedding program among LCA members.

- Why sustainability is important to JAM, and to the LCA
- Sustainability program overview
- Green weddings concept and focus group insights
- Current LCA Sustainability Project
- Call to action - next steps

2:45 - 3:15 PM

Contract/Referral Business - Anita Beaubien (E Destin Access)

Anita Beaubien is the President of e-destinACCESS Inc. (EDA). EDA is a powerful online planning tool for mid-sized meetings, conferences, and events. They are specifically targeting the SMERF (social, military, educational, religious, and fraternal) markets, which are likely to recover before the corporate meeting market. The LCA is among the organizations that they have developed relationships with to offer meeting/conference/event services around North America. During this presentation, Anita will demonstrate the program, explain how it will be marketed to the event planning community, and talk about the benefits and costs of the LCA/EDA relationship.

3:15 - 4:00 PM

Maintaining a Positive Company Culture in the Time of Covid - Anthony Lambatos

Panel: Alison Purdee Gangway, Steve Sanchez, Maggie Barton, Michael Chiulli

This is an incredibly difficult time for our industry and the stress of this experience has taken a tremendous toll on catering companies across the country. Despite the challenges we all face, this is an incredible opportunity to build a foundation for a brighter future and to be intentional about making changes to your company culture. During this session we will talk about how to maintain positivity and morale when there is so much negativity and uncertainty. How to use this time to strengthen your culture and the bonds among your team, and what we can do to be better leaders for our teams. We will also discuss what caterers are doing in terms of diversity, equity, and inclusion efforts.

4:00 - 4:55 PM

Caterer Breakout Sessions by Category

- On Premise Caterers - Tom McDowell, Connecticut Wedding Group, Moderator
- Small Market Caterers - Nathaniel Neubauer, Contemporary Catering, Moderator
- Mid-Sized Caterers - Russell Morin, RM Group, and David Haggerty, DSquared Hospitality, Moderators
- Mega Caterers - Mike Stavros, M Culinary Concepts, Moderator

4:55 - 5:00 PM

Closing Remarks



Photos courtesy of Proof of the Pudding and Parada Photography

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LCA Industry Intelligence Report 2020 - Covid Impact and the Future - Carl Sacks

For the tenth consecutive year, the LCA has conducted an in depth survey on a topic of substantial importance to its member companies. This year's survey addressed the current impact of Covid, and what the future is likely to bring. This session will address some of the questions in the survey, and open the floor for discussions about the significance of the results.

1:45 - 2:15 PM

Virtual & Hybrid Events: Participating, Facilitating - Kathleen Stoehr

Panel: Anthony Lambatos, Jeffrey Selden

Are you tech savvy? Have Zoom fatigue? Join us as we dig into the challenges and realities of executing all or part of a virtual event, with insight from those who have had some real successes as well as have advice to impart. Bring your thoughts, we'll open up for your ideas as well.

2:30 - 3:15 PM

LCA Strategies and Benefits: Principals Group - Carl Sacks and Melissa Fromento

Carl and Melissa will discuss plans for the future of LCA, including additional benefits being developed for the membership, the upcoming membership renewal process, and strengthening the relationship between the LCA and Special Events/MeetingsNet communities. Other topics include LCA group and regional activities, and other areas of cooperation among the member companies.

Additional topics include potential group participation in Peerspace and E&I catering programs.

2:30 - 3:15 PM

Changing Event Operations for the Post Covid Era: Management/Operations Group - Anthony Lambatos

Covid has rocked the catering industry and the impacts will be felt for years to come. As we prepare for events in the post Covid era, some event operations may go back to normal, however there will undoubtedly be things on events that will forever look different. During this discussion we will dive into strategies caterers are implementing now to better prepare themselves for the future. We will talk about the additional costs related to new procedures, how to communicate process changes to your team and distinguishing between changes due to mandatory safety concerns or changes for marketing and public perception or sentiment.

2:30 - 3:15 PM

Sales Strategies for the Post Covid Era: Sales Group - Meryl Snow

Panel: Lizzy Desibia, Brian Ingalls, Heidi Brice, Margaret Brower, Jeanne Whitworth, Lisa Ware, Katie Fleury

Going back to March, many of us were thinking we'd probably be back to normal by this point. The early months of COVID were filled with uncertainty and brought the catering industry to its knees. On Wednesday the LCA SEG will start a deep dive into 7 topics. This session is intended to continue bi-weekly.

- Using the power of the LCA - sales has been utilizing it but we need to encourage all companies to understand that companywide
- Retainer fees and rebookings come next year.
- Virtual and hybrid events...best practices and samples of work. Price points, offerings, logistics, what is working what did not.
- Drop off catering
- Morale and motivation
- Restructuring your team given the Covid book of business

3:15 - 3:45 PM

New Business Pipelines for the Catering Sector - Carl Sacks, Frank Christian (Certified Catering Consultants)

As caterers face a changed landscape for events and catering, many have considered whether to look at other opportunities that they may not have been interested in in the past. We'll discuss these potential new revenue streams, including:

- Hotel foodservice - many hotels are looking for options to shed their money losing foodservice operations, which caterers can in some circumstances operate profitably
- Ghost kitchens - some caterers now have excess production capacity, which could be leased to restaurants for their delivery and small scale catering orders

3:45 - 4:15 PM

Closing Session - The RK Group and LCAES 2021 - Ken Holtzinger, Art Menchaca

Even though it will be delayed by a year, we are very excited about hosting LCAES in San Antonio next November. The brand new RK Group complex is absolutely state of the art and massive, since everything is bigger in Texas! Ken and Art will show us around their new facility, including both their commissary/office/warehouse, and their adjacent lakeside event mansion.

TUESDAY (all times EST)

11:00 AM - 12:00 PM

Chef Roundtable Session - Chef Peter McCaffrey

LCA Culinary Director Peter McCaffrey will be hosting a lively online roundtable session, covering a range of topics which may include:

- Ideas for keeping staff busy until the industry recovers
- Diversification of product lines to help during a downturn
- Reopening strategies - how to bring back the staff you wish to retain
- Do you have a leadership development program for culinary staff in place?
- What mandated kitchen and/or serving changes do you think you will retain after Covid?
- Does the flexitarian menu model seem appropriate for the recovery stage of the industry?
- How will you do events that would typically have been buffet or station?
- What food products will you consider outsourcing, or will you try to do almost everything in house?

WEDNESDAY (all times EST)

9:00 - 10:00 AM

South Region Principals Meeting - Moderated by Warren Dietel, Puff 'n Stuff

9:00 - 10:00 AM

East Region Principals Meeting - Moderated by Susan Lacz, Ridgewells

10:00 - 11:00 AM

Midwest Region Principals Meeting - Moderated by Melissa Johnson, Cameron Mitchell Premier Events

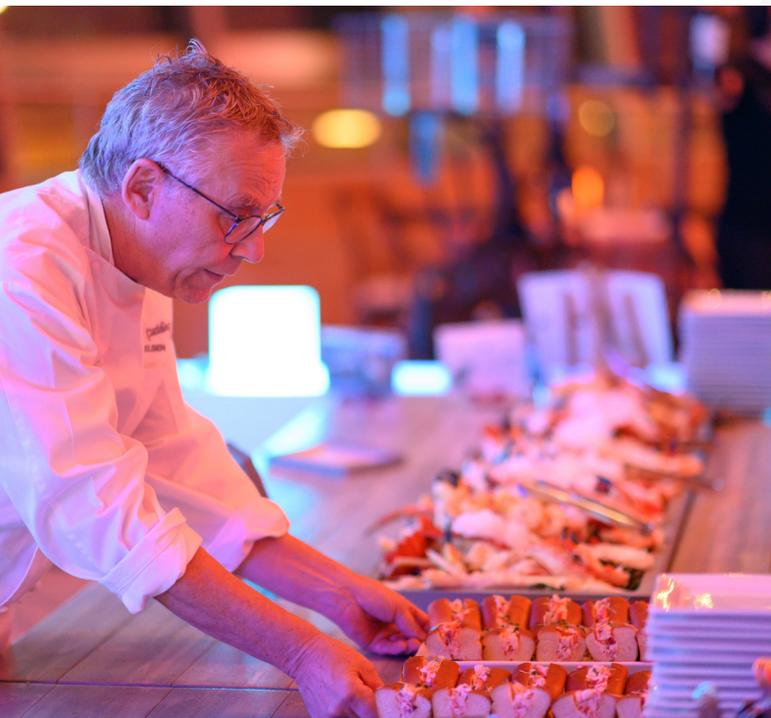
11:00 AM - 12:00 PM

West Region Principals Meeting - Moderated by Art Fortuna, VT Group

Each region will host its own group meeting, to which all regional member principals will be invited.

Topics to be discussed may include:

- Status of PPP, EIDL, and Main Street Loans - including conversion of loans to grants
- WARN Act requirements relating to layoffs and furloughs
- Infrastructure for recovery
- Potential rightsizing strategies for the future



Thank You to Our Partners



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