INTRODUCTION

WELCOME TO SUNNY ORLANDO!

On behalf of the LCA team, the LCA Steering Committee, Catersource, and UBM, we wish to thank all of you joining us for the Seventh Annual LCA Executive Summit. This year’s LCAES will be the biggest and best so far, with many exciting activities planned.

As you are all certainly aware, the state of Florida has had a challenging weather year in 2017, but has staged an amazing recovery. We are pleased to be here to support the Sunshine State, and we are certain that a splendid time will be had by all.

Orlando is one of the most important tourism destinations, not just in North America but in the entire world. We believe that holding the LCAES in a market shared by Disney, Universal Studios, Sea World, and the many other Orlando attractions allows us a very unique perspective on their success.

We are also very grateful to Warren Dietel and the rest of the Puff ‘n Stuff team for taking on the challenge of entertaining the LCA. We are looking forward to some great parties!

Among the most unique benefits of membership in LCA is the annual Industry Intelligence White Paper, which is only made available to LCA members. This year’s IIWP survey covers many questions relating to personnel and employment issues. Staffing is as always, the most important issue that many caterers face. Many of the results in the IIWP are quite fascinating, and should help our members manage their staffing challenges more effectively.

2017 has been a great year for the LCA, with our membership now approaching sixty companies in the US and Canada. Our Culinary, Management, and Sales groups have been active throughout the year, and will be meeting face to face here at LCAES 2017. We are starting a new interest group this year – with the senior financial managers from all of our members beginning to work with each other to trade best practices and ideas for managing more effectively. The LCA Principals group has also been enjoying the benefits of LCA membership, with many of the group trading resources and business opportunities with each other.

Thanks for your participation, and we are looking forward to a great LCAES.

Carl Sacks
Executive Director | Leading Caterers of America

A NOTE FROM OUR HOST

Welcome to Orlando, The City Beautiful. The nickname bestowed on our fair city dates back to 1908 when local officials borrowed it from the “City Beautiful” urban planning movement. Today, Orlando has achieved the vision these local officials set out to create and has moved into a phase of rapid growth and development.

Recently recognized as Cvent’s best meeting destination city in the country, a record breaking 68 million people visited the City Beautiful in 2016. With the second largest concentration of hotel rooms in the U.S. and one of the top convention centers in the country, it’s no wonder that people are flocking to Orlando.

Although our local food scene is often outshone by our many world-class attractions and theme parks, there is a robust culinary culture in Orlando. Made up of independent eateries, and neighborhood restaurants, it is supported by hungry foodies ready to sample unique recipes made from quality, local ingredients.

As founding members of LCA, our team often draws inspiration from fellow caterers, as well as the numerous meetings and networking opportunities that go along with membership to this prestigious group. It is within LCA’s culture of camaraderie and catering excellence that we have found a family of like-minded people with whom we are honored to share this year’s annual summit.

For over 36 years the Puff ‘n Stuff Catering team has called Central Florida home, and we are thrilled to have you as our guest. So bring your best flip-flops and brightest ideas because you are about to experience our City Beautiful.

- Warren Dietel & the Puff ‘n Stuff Team
MEMBERS

24 Carrots | Orange County/West
Los Angeles, CA
Norm Bennett, Laura Fabian

A Joy Wallace Catering, Design, & Special Events | Miami, FL
Joy Wallace, Sabdy C. Pacheco-Williams

All Occasion Catering LLC | Knoxville, TN
Neal Green, Kelly Webster

Avanti Mansion | Buffalo, NY
Laurie Clark, Angie Thomas

Beets Catering, Inc. | East Bay
San Francisco, CA
Read Phillips, Melody O’Shea

Best Impressions Caterers | Charlotte, NC
Dave Byron, Justin King

Beyond the Box Catering | Dallas / Ft. Worth, TX
Douglas Brown, Michael Bohac

Blue Plate | Chicago, IL
James Horan, Dan Joseph

Brancato’s Catering | Kansas City, KS
Andrew Brancato, Mario Brancato

BTS Catering & Events | San Diego, CA
John Crisafulli, Marrian Lim

Butler’s Pantry | St. Louis, MO
Richard L. Nix, JR., Maggie Barton

Cameron Mitchell Premier Events | Columbus, OH
Melissa Johnson, Mike Redcay

Catering by Michael’s | Chicago, IL
Jeffrey Ware, David Sandler

Catering Creations | Omaha, NE
Jennifer Snow

Chef by Design | Virginia Beach / Norfolk, VA
Marcy Telfer, John Telfer

Common Plea Catering | Pittsburgh, PA
John C. Barsotti, Adam Gooch

Contemporary Catering | Los Angeles, CA
Nathaniel NeuBauer

Crave Catering | Austin, TX
Leslie LaSorsa

Creations in Catering | Honolulu, HI
Michael Rabe, Lisa Rabe

Divine Events | Las Vegas, NV
Pamela Howatt

Duvall Events | Charleston, SC
Stephen J. Wenger, Pamela Bass

Elegant Affairs | Long Island, NY
Andrea Correale, Peter Lantz

Epicurean Group | Denver, CO
Greg Karl, Larry DiPasquale

Epting Events | Athens, GA
Ashley Epting, Daniel Epting

Feastivities Events | Philadelphia, PA
Andy Snow, Meryl Snow

Forte Belanger | Detroit, MI
Michael Roberts, Fernando Melendez

Frungillo Caterers | North New Jersey, NJ
Robert Frungillo Sr., Robert Frungillo Jr.

Funky’s Catering | Cincinnati, OH
Michael Forges, Jerin Dunham

Jeffrey Miller Catering | Philadelphia, PA
Jeffrey Miller, Stefan de Wet

Joel Catering & Events | New Orleans, LA
Joel Dondis, Sarah Hall

Lisa Dupar Catering | Redmond, WA
Lisa Dupar, Brian Reddick

M Culinary Concepts | Phoenix, AZ
Michael Stavros, Brandon Maxwell

Marcia Selden Catering & Event Planning | Stamford, CT
Jeffrey Selden, Robin Selden

Marigold Catering | Cleveland, OH
Joan Rosenthal, Vicki Hlousek

Masterson’s Catering | Louisville, KY
Brian Masterson, Paul Masterson

Mazzone Hospitality | Albany/Saratoga, NY
Sean Willcoxon, Matt Mazzone

McCall’s Catering & Events | San Francisco, CA
Lucas Schoenhaker, Kirsty Gumina

Melange Fine Cuisine, Inc. | Houston, TX
Greg Bess, Harold Kelly

Mintahoe Catering & Events | Minneapolis, MN
Suzi Shands, Sean McMerty

Mitchell’s Catering & Events | Raleigh, NC
Craig W. Mitchell, David Casteel

Neuman’s Kitchen | New York, NY
Paul Neuman, Kevin Ramsawack

Occasions Caterers | Washington, DC
Mark Michael, Paul Varga

Oliver & Bonacini Events and Catering | Toronto, ON
Nicole Karmali

Pavilion Catering / The CT Wedding Group | Middletown, CT
Thomas McDowell, Jonathan Jennings

Proof of the Pudding | Atlanta, GA
Adam Noyes, Ben Witte

Puff ‘n Stuff Catering | Orlando, FL
Warren Dietel, Heather Hofmann

Pure Joy Catering | Santa Barbara, CA
Lynette Le Mere, Lynne Gonsalves

RM Catering & Events | Providence / Newport, RI
Russ Morin, RJ Morin

Simply Delicious Caterings | Memphis, TN
Tricia Woodman, Yolanda Woods

Tasty Catering | Chicago, IL
Larry Walter

The Catered Affair | Boston, MA
Andrew Marconi, Alex Marconi

The Classic Catering People, Inc. | Baltimore, MD
Harriet Dookin, Larry Frank

The JDK Group | Harrisburg, PA
Jen Delaye, Steve Sanchez

Thomas Caterers of Distinction | Indianapolis, IN
Kelly Early, Vince Early

Tuxedos and Tennis Shoes Catering & Events | Seattle, WA
David Haggerty, Reed Haggerty

Utah Food Services | Salt Lake City, UT
Robert (Sully) Sullivan

VT Group | Portland, OR
Art Fortuna, Kurt Beadell

Zilli Hospitality Group | Milwaukee, WI
Stephen Zilli, James Zilli

EXECUTIVE SUMMIT
Presented by Catersource
November 13-15, 2017
Hyatt Regency Grand Cypress | Orlando, FL
## SCHEDULE

### SUNDAY, NOVEMBER 12

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>10:30 AM – 3:30 PM</td>
<td>Visit to Puff 'n Stuff Tampa</td>
</tr>
</tbody>
</table>

### MONDAY, NOVEMBER 13

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:00 AM - 10:15 AM</td>
<td>LCA Next Gen Meeting</td>
</tr>
<tr>
<td>10:30 AM - 12:00 PM</td>
<td>Caterese User Group Meeting</td>
</tr>
<tr>
<td>1:00 PM - 2:30 PM</td>
<td>Nowsta Meeting</td>
</tr>
<tr>
<td>2:00 PM - 5:30 PM</td>
<td>Registration Open</td>
</tr>
<tr>
<td>2:45 PM - 4:00 PM</td>
<td>Marketing Committee Meeting</td>
</tr>
<tr>
<td>4:00 PM - 5:00 PM</td>
<td>Overseas Purchasing Meeting</td>
</tr>
<tr>
<td>6:15 PM</td>
<td>Transport to Evening Party Begins</td>
</tr>
<tr>
<td>7:00 PM - 10:00 PM</td>
<td>Gather at Puff 'n Stuff Orlando.</td>
</tr>
<tr>
<td>10:00 PM</td>
<td>Return to HGC – Last Bus Leaves at 10:00 PM</td>
</tr>
</tbody>
</table>

### TUESDAY, NOVEMBER 14

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00 AM – 12:00 PM</td>
<td>Registration Open</td>
</tr>
<tr>
<td>8:00 AM - 9:00 AM</td>
<td>Breakfast</td>
</tr>
<tr>
<td>9:00 AM - 9:20 AM</td>
<td>Opening General Session – Welcome</td>
</tr>
<tr>
<td>9:20 AM – 9:35 AM</td>
<td>Opening General Session – New Member Introductions</td>
</tr>
<tr>
<td>9:35 AM – 9:50 AM</td>
<td>Opening General Session – Sponsor Introductions</td>
</tr>
</tbody>
</table>

---

**LEADING CATERERS OF AMERICA**
<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>5:00 PM - 6:15 PM</td>
<td>Break – On Own</td>
</tr>
<tr>
<td>6:30 PM</td>
<td>Transport to Evening Beach Party Begins</td>
</tr>
<tr>
<td></td>
<td>Lower Level Bus Pickup</td>
</tr>
<tr>
<td>7:00 PM - 10:00 PM</td>
<td>Flavors of Fire Dinner</td>
</tr>
<tr>
<td>10:00 PM</td>
<td>Return to HGC – Last Bus Leaves at 10:00 PM</td>
</tr>
</tbody>
</table>

**WEDNESDAY, NOVEMBER 15**

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>5:00 PM - 6:15 PM</td>
<td>Breakfast</td>
</tr>
<tr>
<td>9:00 AM - 9:15 AM</td>
<td>Opening General Session – New Member Introductions</td>
</tr>
<tr>
<td>9:15 AM - 9:30 AM</td>
<td>Opening General Session – Sponsor Introductions</td>
</tr>
<tr>
<td>9:45 AM - 10:45 AM</td>
<td>Results of 2017 Industry Intelligence Report Presentation &amp; Discussion</td>
</tr>
<tr>
<td>9:45 AM - 10:45 AM</td>
<td>Breakout Session SG – Vitamin or Painkiller Strategy Workshop</td>
</tr>
<tr>
<td>9:45 AM - 5:00 PM</td>
<td>Culinary Group Tour – Visit Chef’s Commissary, Lunch at Luke’s Restaurant, Tour East End Market</td>
</tr>
<tr>
<td>10:45 AM - 11:00 AM</td>
<td>AM Break</td>
</tr>
<tr>
<td>11:00 AM - 11:08 AM</td>
<td>Opening General Session – New Member Introduction</td>
</tr>
<tr>
<td>11:09 AM - 11:15 AM</td>
<td>Opening General Session – Sponsor Introduction</td>
</tr>
<tr>
<td>11:15 AM - 12:00 PM</td>
<td>Speaker – Rebecca Grinnals from Engaging Concepts</td>
</tr>
<tr>
<td>11:15 AM - 12:00 PM</td>
<td>Breakout Sessions – Teambuilding and Engagement</td>
</tr>
<tr>
<td>12:00 PM - 1:15 PM</td>
<td>Choose Your Topic Plated Lunch</td>
</tr>
<tr>
<td>1:15 PM - 1:30PM</td>
<td>Break</td>
</tr>
<tr>
<td>1:30 PM - 3:00 PM</td>
<td>Joint Breakout Session Standard Operating Procedures Exchange and Discussion, How Sales and Managers Can Work Together More Effectively</td>
</tr>
<tr>
<td>1:30 PM - 3:00 PM</td>
<td>CFO/Business Manager Introductory Session</td>
</tr>
<tr>
<td>1:30 PM - 3:00 PM</td>
<td>Informal Roundtable Sessions</td>
</tr>
<tr>
<td>3:00 PM - 3:15 PM</td>
<td>PM Break</td>
</tr>
<tr>
<td>3:15 PM - 4:00 PM</td>
<td>Power Panel – Sustainability and Minimizing Food Waste – Good for the World and Good for the Company</td>
</tr>
<tr>
<td>3:15 PM - 4:00 PM</td>
<td>Inventory Control &amp; Management</td>
</tr>
<tr>
<td>4:10 PM - 5:00 PM</td>
<td>Closing General Session – New Ideas for LCA, Member Input on Continuous Improvement, EPCAS Relationships, Year Round Activities, 2018 White Paper, Culinary Group Update, Catersource Update</td>
</tr>
<tr>
<td>5:00 PM - 5:45 PM</td>
<td>Break – On Own</td>
</tr>
<tr>
<td>6:00 PM</td>
<td>Transport to Evening Closing Dinner</td>
</tr>
<tr>
<td>6:30 PM - 7:30 PM</td>
<td>Cocktails and Opera at BiCE Restaurant, Portofino Bay Resort</td>
</tr>
<tr>
<td>7:30 PM - 9:30 PM</td>
<td>Dinner at BiCE Restaurant – A Night To Remember</td>
</tr>
<tr>
<td>9:30 PM</td>
<td>Return to HGC or Take Ferry to City Walk</td>
</tr>
</tbody>
</table>
**PRINCIPALS NETWORK GROUP SESSIONS**

**Tue 1:30 PM - 2:30 PM**

**LCA MARKETING UPDATE** - Nancy Moore, Carl Sacks & Committee Members: Ashley Epting, Lizzy Greene, Greg Karl and Paul Neuman

This session will provide an update on the current status of LCA marketing efforts. Topics covered will include the current status and future of the LCA website, use of the LCA logo, new business opportunities, the state of the business referral program, and an open session for input from the members about other ways we might develop the marketing program to be even more effective.

**Tue 2:30 PM - 3:15 PM**

**EMERGENCY SERVICES POWER PANEL** - Carl Sacks: **Moderator**, Brandon Maxwell (M Culinary Concepts), Ashley Epting (Epting Events), Joy Wallace (A Joy Wallace Catering, Design, Special Events)

In 2017, the natural disasters and man-made catastrophes have been coming one after another. The restoration and recovery process post disaster is extremely labor intensive, and frequently requires remote feeding, sometimes for extended periods of time. M Culinary and Epting Events both have a great deal of experience in this area. They will talk about the services that they offer and how they might be able to work on a cooperative basis with other LCA members to help share this opportunity.

**Wed 9:45 AM - 10:45 AM**

**2017 LCA INDUSTRY INTELLIGENCE REPORT** - Personnel & Employment Survey Analysis - Carl Sacks

For virtually every caterer, staffing is their single largest expense and their single biggest challenge. As we continue the longest economic growth spurt in the postwar era, with unemployment at historic lows, these challenges continue. This session will present the results of the 80+ question employment and personnel survey completed by more than 50 LCA members this year. The results of this survey will help individual LCA member understand how their policies compare to their peers around the country.

**Wed 1:30 PM - 3:00 PM**

**LCA CFO FINANCIAL GROUP INTRODUCTORY SESSION** - Carl Sacks

This meeting will give the finance executives and any interested principals the opportunity to discuss their most important financial issues, as well as beginning a long term dialogue about improving the profitability of the individual LCA members. Moderator Carl Sacks has worked with well over 100 independent catering companies to understand and improve their financial results, and will bring a sample of his financial models, metrics, and the Uniform System of Accounts for the Catering industry. Participants are encouraged to bring their own reports and questions for the group to consider.

**Wed 3:15 PM - 4:00 PM**

**SUSTAINABILITY AND MINIMIZING FOOD WASTE** - Good for the Planet and Good for the Company? Carl Sacks: **Moderator**, Jeff Miller (Jeffrey Miller Catering), Additional Panelists TBD

Concern about sustainability and food waste is ever more apparent – even giant multinational companies commit major resources to solving these problems. They then use these efforts as a marketing tool to promote their brands. This panel will discuss how individual LCA members address these related issues operationally, and how we might as a group develop a program to make help the LCA take a proactive stance in helping the catering industry as a whole.
SALES EXECUTIVE NETWORK GROUP SESSIONS

Tue 11:15 AM - 12:15 PM
THE BEST DIRECTOR OF SALES POSSESS 3 SKILLS - Workshop 1 hour

Passion for Mentoring
Quick to Acknowledge
Success Follow a System

The top job of any sales manager is getting the most from their team.

Tue 1:30 PM - 3:15 PM
TRACKING METRICS FOR SALES TEAM PERFORMANCE - Workshop 1 hour 30 minutes

It isn’t enough to know how many meetings a salesperson has scheduled or completed. Were those meetings any good? Did the salesperson uncover compelling reasons to either buy or move the business to your company? Did the salesperson effectively differentiate? Has some urgency been created to move forward?

The Director of Sales is to monitor how his or her team is progressing towards their quota. It also gives insight how each Account Executive is performing in terms of efficiency and pipeline performance.

Each LCA company will submit their procedures for tracking sales team performance prior to workshop. The participating company will explain their policies & procedures.

Wed 9:45 AM - 10:45 AM
VITAMIN OR PAINKILLER STRATEGY - Workshop 1 hour

If you could only have one pill the rest of your life- would you choose Vitamins or Painkillers? Vitamins are a good thing to have but a painkiller is a reliever.

In sales the customer expects you to have vitamins. But what they really want are the painkillers. If you’re really selling a painkiller but you sell it like it’s a vitamin no one will buy it. You need to make sure you explain why it’s a painkiller; you have to know your audience and know what bothers them most and make sure your product or service addresses it.

Wed 3:30 PM - 5:00 PM
FRONT OF THE HOUSE - BACK OF THE HOUSE - Chefs, Sales & Ops - Survey & Workshop 1 hour

To quote Michael Roman- You Book it- You Cook it.

Communication is one of the organizational functions that help a company to stay efficient and productive. One of the more important forms of organizational communication is inter-departmental communication.

A blind survey will be sent to Chefs, Sales and Ops prior to the workshop on topics that they feel can improve in their company.

MODERATOR
MERYL SNOW
Senior Consultant
Certified Catering Consultants and Snowstorm Solutions
Philadelphia, PA

EXECUTIVE SUMMIT
Presented by Catersource
November 13-15, 2017
Hyatt Regency Grand Cypress | Orlando, FL
TUE 11:15 AM - 12:15 PM
STRUCTURING BONUS & INCENTIVE PLANS
Great managers must be able to reward their direct reports for a job well done and hold them accountable to the expectations of the job. Accomplishing these two tasks can be done in a number of ways. During this session participants will share the structure and format of their various bonus and incentive plans that keep their team members motivated and on track to help the company succeed. We will also discuss what makes a great incentive plan? How bonuses differ by position? And What happens when goals and key metrics are not met?

TUE 1:30 PM - 3:15 PM
INNOVATION WORKSHOP
Companies with a culture of innovation consistently outpace their competition and are often recognized as places where employee engagement is high and people work with passion every day. Participants will have the opportunity to take the Innovation Quotient Edge Assessment in advance to determine their individual innovation triggers and the results will be discussed during this session.

Attendees will talk about the barriers of innovation that prevent great ideas from coming to fruition. We will also discuss how great ideas are generated within LCA member companies? Who is responsible for innovation within each company? And what some of those innovative ideas have been over the past year. Participants will put together an action plan for how they plan to improve innovation within their respective companies.

TUE 3:30 PM - 5:00 PM
INTERVIEWING & HIRING WORKSHOP
Finding and hiring great people is one of the biggest challenges faced by managers. In addition to having a significant impact on customers, each new hire has the potential to positively or negatively impact company culture. During this session LCA member companies will share best practices for hiring and interviewing new candidates. We will dive into creative ways to market for open positions, great interview questions, assessments and tests used during the process and how group interviews are used.

Using the “Process Method” for hiring, participants will create and modify hiring processes for specific positions within their respective companies. They will also have the opportunity to create compelling job postings that attract better candidates and create a template for when to ask specific questions along the way.

Wed 11:00 AM - 12:00 PM
TEAM BUILDING & ENGAGEMENT
Making sure your team is working together in the same direction is critical to the success of any organization. During this session participants will share the team building activities that have been successful AND those that have not worked for their companies. We will discuss each company’s approach to team building, structured vs. organic team building and how these activities impact employee engagement. Attendees will also have the opportunity to participate in a couple of team building activities.

Wed 1:30 pm - 2:45 pm
JOINT FOH/BOH
Sales and operations must work well together to ensure events are successfully executed, but sometimes situations arise that can create conflict between these two departments. During this joint session between Operations Managers and Sales Professionals, we will discuss a variety of scenarios such as last-minute increases in guest count, demands by customers for “something new”, and dealing with client feedback and complaints. Participants will also share systems and communication tools that help the sales team and operations team work seamlessly together.

MODERATOR
ANTHONY LAMBATOS
CEO
Footers Catering
Denver, CO
CULINARY NETWORK GROUP SESSIONS

TUESDAY, NOVEMBER 14

11:15 AM - 11:45 AM
New and Useful Kitchen Apps

11:45 AM - 12:15 PM
Chef Training - Kitchen Staff Manuals, Training Methods, New Hire Training

12:15 PM - 11:15 PM
Chef’s Round Table Lunch in Banquet Kitchen
New Hors D’ Oeuvres Think Tank
(Chefs Recipe Swap)

11:15 PM - 2:45 PM
Black Box Experience

2:45 PM - 3:15 PM
Logistics and Systems for Successful Off Site Events

3:30 PM - 5:00 PM
Workshop Joint Session Sales and Culinary Group

WEDNESDAY, NOVEMBER 15

9:45 AM - 5:00 PM
OFF SITE CHEFS TOUR

TOUR OF CHEF’S COMMISSARY –
A Premium Wholesale Food Manufacturer

Chef’s Commissary is a wholesale food manufacturer specializing in premium frozen hors d’oeuvres and desserts. Based in Orlando, Florida our savory hors d’oeuvres and delicious desserts are available nationwide through your favorite distributor and are created especially for chefs operating in hotels, convention centers, schools, restaurants, hospitality centers and catering companies.

LUNCH AT LUKE’S RESTAURANT

Welcome to Luke’s Kitchen and Bar, led by visionary chef Brandon McGlamery. Luke’s Kitchen and Bar focuses on classic American cuisine, using seasonal ingredients and responsibly-sourced proteins. Inspired by the culinary traditions from coast to coast, their trusted team delivers carefully curated oysters, a high-quality raw bar, an array of soups and sandwiches, and entrees cooked over an open fire grill and rotisserie. The beverage program features classically-inspired libations prepared with fresh and house-made ingredients, as well as an extensive selection of craft beer and wine.

TOUR OF THE EAST END MARKET -
Growing a Good Food Movement

East End Market is a neighborhood market and culinary food hub inspired by Central Florida’s local farmers and food artisans. Through collaboration and creativity, we strive to cultivate an appreciation for our true sustenance, a better understanding of our food system, and a dynamic local economy.

MODERATOR

JACK MILAN
LCA Culinary Director
Owner - Different Tastes, Inc.
Boston, MA
Cameron Mitchell’s “dish room to board room story” began when he was 16-years-old and started working as a dishwasher at a local Columbus, Ohio steakhouse. Two years later, when Mitchell was working as a line cook during a chaotic shift change, he had an epiphany. He realized he loved the restaurant business and set out to make it his lifelong career and knew he wanted to be the president of a restaurant company one day.

Mitchell graduated from the CIA when he was 22 years old and started his professional career with the 55 Restaurant Group based in Columbus, Ohio. He rose through the company’s ranks until he was directing front of house operations for the local six-unit restaurant chain. But eventually, his corporate ladder ran out of rungs. He left the company in July of 1992, and decided to start his own restaurant company. He then started mapping out his restaurant company that he wanted to build, including first and foremost, an associate-centered culture fueled by genuine hospitality.

In October 1993, after experiencing 14 months without a paycheck and overcoming numerous obstacles along the way, Cameron Mitchell Restaurants (CMR) opened its first restaurant, Cameron’s, an intimate, contemporary American bistro in northwest Columbus. Mitchell was 30 years old.

Today, under Mitchell’s leadership as founder and CEO, CMR has grown to 31 restaurants under 12 different concepts, including a highly successful catering company, Cameron Mitchell Premier Events, and a coast-to-coast 12-state concept, Ocean Prime. CMR also oversees the growth and development of its sister company, Rusty Bucket Restaurant and Tavern, which operates 24 locations in six states.
KEYNOTE SPEAKER - REBECCA GRINNALS

Rebecca Grinnals is widely regarded as one of the foremost experts on the business of weddings & honeymoons. She is the founder and president of wedding and honeymoon industry consulting firm, Engaging Concepts. Rebecca is a sought after industry consultant, speaker, trainer and business trend expert. She has been a featured guest on CBS’ “The Early Show,” CNN, Entertainment Tonight, CNBC and hundreds of other national and international television & radio programs. She serves as the Chairperson of the Leadership Advisory Board of WIPA (Wedding Industry Professionals Association) and was recently named as one of the “Top Ten Social Media Influencers in the Wedding Industry” by WedBiz Journal.

Prior to creating Engaging Concepts, Rebecca co-founded Disney’s Fairy Tale Weddings & Honeymoons for The Walt Disney Company, and spent ten years developing the concept into an unprecedented success. She directed the complete branding strategy, development and implementation of the program, building it into almost a $100 million per year business for Walt Disney World, Disneyland, and the Disney Cruise Line. These efforts resulted in over 20,000 weddings and the coveted status for Disney as the #1 Domestic Honeymoon Destination.

In 2008, she and a partner created an innovative series of luxury wedding business events called Engage! Summits which three times a year bring together 300 of the wedding industries key influencers, thought leaders and tastemakers from around the globe to connect and exchange ideas, innovate and be inspired to take their successful businesses and, in turn, the wedding industry to the next level.
GATHER - PUFF ‘N STUFF IN ORLANDO

MONDAY EVENING

To begin the official LCA Executive Summit program, all attendees will meet at the hotel to be transported by coach to Puff ’n Stuff Orlando. We will have the opportunity to tour the facility and enjoy a broad variety of the wonderful food that has made Puff one of the most successful caterers in the southeast. Their words of welcome:

As caterers, one of our greatest joys is to bring together good food and great friends. And so on this night, our cups and hearts overflow as we welcome you to our home to gather in celebration of laughter and learning.

<table>
<thead>
<tr>
<th>MONDAY EVENING</th>
</tr>
</thead>
<tbody>
<tr>
<td>November 13, 2017</td>
</tr>
</tbody>
</table>

### PASSED

**Ham & Eggs**
- potato pancake • pork belly • quail egg

**English Cuke**
- cuke plank roll-up • avocado creme • caper • hearts of fire

**Escabeche**
- rock shrimp • pickled fresh origins mini vegetables • mango • fruit crystals

### FAIRBANKS CONFERENCE ROOM

**Fromage**
- emmi raclette • caveman blue • cypress grove • humboldt fog • wensleydale potato bread • figs • honey comb • rosemary marcona almonds

**Charcuterie**
- fabrique duck prosciutto • salume fincchietta • cacciatore boar salume • lamb prosciutto salame tartufo • coppa picante • wagyu beef prosciutto mustard • house-made pickles • relish • peppers • crisps

### LAKE CONFERENCE ROOM

**Tartine**
- burrata • water-kissed farm heirloom tomato • 12 year white balsamic lamb prosciutto • st angel triple cream brie • strawberry & organic basil • cherry gourmandie • duck confit • fig jam • shiso micro green • roasted beet smear • beet cured salmon • baby watercress

### LOUNGE

- truffle parmesan popcorn • artesian olives • straws

### KITCHEN

**Seared Quail**
- english pea puree • baby fennel • indian river orange reduction

**Wild Mushroom Risotto**
- marrow • french bread • bourbon shooter

**Asparagus Timbale**
- baby asian blend • watermelon radish • candy cane beets • water-kissed heirloom tomato • white balsamic roasted shallot vinaigrette • herb crystals

**Braised Lamb Shank**
- jus • rosemary pommes frites • tri-color baby carrots

### REFRIGERATOR

**Tuna Four Ways**
- spicy tuna poke • organic bibb cups • wasabi leaf tuna • lotus root • mango • pomegranate • tuna tataki • balsamic reduction • wasabi pear aioli • avocado cream • tobiko • micro arugula • scallions

**Loading Dock – from the pig out roaster**
- pork chops • waygu sirloin • organic chicken • sausage • autumn vegetables • house-made chutneys, relishes, & sauces

### PASTRY KITCHEN

- chef jose’s bountiful harvest • lavazza coffee • espresso

### LIBATIONS

- craft cocktails • wines • craft brews • house-made juices
FLAVORS OF FIRE DINNER

TUESDAY EVENING

On Tuesday evening, we invite all LCAES attendees to join us for the extremely short trip by coach to Paradise Cove on Lake Bryan. Our hosts will be exhibiting their outdoor cooking expertise, and providing an experience that can only be had on a November evening in Central Florida.

Since we couldn’t go to the beach, we decided to bring the beach to Central Florida. Ditch the sport coats, ties and cocktail dresses as you don your favorite flip-flops and resort casual attire to join us for a lakeside reception - Puff

Tuesday • November 14, 2017 • 7pm – 10pm

PASSED

**Bacon Wrapped Quail Leg**
- pomegranate gastrique

**Scallop**
- meyer lemon • pollen

**Steamed Bao**
- korean short rib • cucumber kimchi • micro cilantro

ACTION DINNER

**Suspended Mojo Chicken**
- huli huli sauce • hue moa tostones • dragon fruit relish

**Rotisserie Roast Pig**
- smoky plantain crema • blistered bell pepper • zellwood corn salsa

**Coffee And Chili Rubbed Prime Tomahawk Steak**
- orgonzola potato gratin • creamed baby spinach

**Portuguese Grilled Seafood**
- octopus • sardines • colossal shrimp
- mixed baby greens • onion • heirloom tomato • olives

**Trini Curry & Roti**
- curry goat • curry chicken • mango chutney • scotch bonnet

ACTION DESSERT

**S’mores**

**Guava, Mango, & Coconut Sorbet**

**Peach Tres Leches**

**Chocolate, Nutella, & Banana Ice-Cream Sandwiches**
- lavazza coffee • espresso

LIBATIONS

- craft cocktails • frozen cocktails • wines • craft brews
- house-made juices

EXECUTIVE SUMMIT

Presented by Catersource
November 13-15, 2017
Hyatt Regency Grand Cypress | Orlando, FL
A NIGHT TO REMEMBER DINNER - BICE RISTORANTE

WEDNESDAY EVENING

All LCAES attendees are invited to the closing night dinner at BiCE Restaurant at Loew’s Portofino Bay. Buses will leave the Hyatt at 6:00 PM to arrive in time for a 6:30 cocktail reception on the terrace at BiCE. During the reception we will be able to enjoy a musical performance as described below:

MUSICA DELLA NOTTE - Enchanting Evening Entertainment

Get swept up in the “music of the night”. Each evening at sunset (weather permitting), the Harbor Piazza comes alive with a choral celebration inspired by the romance and charm of Italy.

Musica della Notte showcases a unique blend of classic opera, festive melodies, and “popera” favorites—the modern genre that bridges the gap between pop and opera. Classically trained performers put on captivating shows, not to be missed!

We will then proceed to the main dining room, ours for the evening exclusively, for an enjoyable chef prepared Italian dinner. This particular Bice is independently owned and operated, and all of the food is made from scratch in the restaurant kitchen.

Menu

6:30 PM | BACK TERRACE
Cocktails & Light Hors D’ Oeuvres Reception
Passed Hors D’oeuvres

7:30 PM | MAIN DINING ROOM
Seated Dinner
Antipasti
Insalata Mista con Pomodorini e Parmigiano
Mixed Organic Greens, Cherry Tomatoes in Balsamic Dressing, topped with Shaved Parmesan Cheese

Entrée - Guest Selection of:

Petto D’Aratra al Porto con Bietole E Marmellata di Cipolla Rossa
Oven Roasted Duck Breast served with Swiss Chard & Red Onion Preserve

Pesce Del Giorno
Chef’s Selection Fish of the Day

Strozzapretti con Ragu di Salsiccia e Foglie di Spanci
Homemade pasta with sausage ragu and baby spinach leaf

Seasonal Risotto with Porcini Mushrooms & Taleggio Cheese

Dessert - Reception
Mini Tiramisu cups
Vanilla Bean Panna Cotta
An Array of Italian Cookies to include Spritz, chocolate, & Amaretti

At the end of the evening, guests may choose to take the complimentary ferry, which leaves at the foot of the stairs by the restaurant, over to Universal Studios Citywalk to see the nightlife there. Alternatively, they may take the bus back to the Hyatt to join the group for a farewell drink in the lobby bar.
HYATT REGENCY GRAND CYPRESS

SETTING THE STANDARD FOR LUXURY HOTELS IN LAKE BUENA VISTA

The Hyatt Regency Grand Cypress is a four-star property, the HRGC includes a long list of amenities for our members to enjoy.

Hyatt Regency Grand Cypress is a family-friendly, luxury resort where elegance and convenience come together. Appreciate the sunshine, seclusion and serenity of this iconic resort in the heart of Lake Buena Vista. The hotel showcases four Jack Nicklaus-designed golf courses (according to LCA member Warren Dietel, one of the best golf experiences in the entire Orlando area), an on-site Marilyn Monroe Spa, a tennis club, a beach and a superb pool, bicycling, hiking and jogging paths on site, and so much more. The hotel has a prime location that’s minutes away by shuttle from the famed Orlando theme parks.

The quality of the hospitality at the HRGC has also been very impressive. We strongly recommend the Hemingway’s Restaurant onsite, and we look forward to joining everyone in the lobby bar for a nightcap.

The HRGC has been extensively renovated during the past few years, The property includes spacious, modern guest rooms with gorgeous views of its gardens, lake or pool. These views accompany guestroom accommodations like step-out balconies, central air conditioning and ceiling fans.
INDUSTRY PARTNERS
Thank you to our industry partners for their ongoing support.

Caterease Software
Chris Kopriva
Director of Sales & Training
239.285.5051
chris@caterease.com
caterease.com

CQ INFUSED BEVERAGES
Matthew Farruggio
Vice President
858.752.6863
matt@californiaquivers.com
cqbeverages.com

Fresh Origins
David Sasuga
President
760.736.4072
david@freshorigins.com
freshorigins.com

Nowsta
Maxwell Chapman
Director of Operations
917.892.5415
mc@nowsta.com
nowsta.com

PigOut Roasters
Alan Dickson
Owner
905.650.0761
alan@pigout.ca
pigoutroasters.com

RAK Porcelain USA
Gene Williamson
President & CEO
866.552.6980
gwilliamson@rakporcelainusa.com
rakporcelain.com

Sterno Products
Thaddaeus Smith
Director of Communications
847.814.2411
tsmith@sternoproducts.com
sternopro.com

WNA
Jennifer G. Heller
Director of Sales & Marketing
609.273.8465
jennifer.heller@wna.biz
wna.biz

EXECUTIVE SUMMIT
NOVEMBER 13-15, 2017
HYATT REGENCY GRAND CYPRESS
ORLANDO, FLORIDA