



**Association of Club Catering Professionals
2017 National Conference
Napa Valley, CA
August 27 - 29, 2017**

Sunday, August 27

Arrivals throughout day

- 1:00pm – 4:00pm Registration Open – Royal Oak
Creative Partner and Sponsor Showcase – Fairway Deck
- 4:00pm – 4:30pm Opening Welcome Session – Silverado Ballroom
- 4:30pm – 6:00pm Opening Speaker – **Patrick Snow**
Dream, Plan, Execute, and Soar
- 6:00pm – 9:00pm **Welcome Party – Napa Style!** The Grove at Silverado

Monday, August 28

***Flat shoes are required for this entire day!!**

- 7:00am – 8:00am Breakfast – Fairway Deck
- 8:00am – 9:00am General Session in the Silverado Ballroom - **Gregg Patterson**
Delivering Big Buzz to the Catering Adventure
- 9:10am Buses Loading
- 9:30am Buses Depart Silverado Resort & Spa
- 10:00am Tour and Lunch at **Sterling Vineyards**
- 12:30pm Buses Depart for the **Culinary Institute of America at Greystone**
- 1:00pm – 5:00pm **Educational Sessions at the Culinary Institute of America**
- Craft Cocktails- Bringing in the Kitchen
 - Unique Food & Wine Pairing
 - Front of the House Hospitality Training
 - The Physiology of Taste and Texture

- 5:45pm Buses Depart Culinary Institute
- 6:00pm Tour and Dinner at **Beringer Vineyards**
- 9:00pm Buses Depart for Silverado Resort & Spa

Tuesday, August 29

- 7:30am – 8:30am Breakfast – Fairway Deck
- 8:30am – 9:15am Opening General Session – **Blaine Burgess, CCM, CCE**
Creating a Collaborative Environment with Your F&B Team and Club Management
- 9:30am – 11:15am **Mastermind Brainstorm Session Breakouts**
Brainstorming the Most Critical Issues You Face in Your Clubs with Your Peers
- 11:15am – 11:35am Break in the Arbor
- 11:45am – 12:30pm General Session – **Shanna Bright**
Always Have Something to Say!
How to create relative & impactful content for your members
- 12:40pm – 1:35pm Sensory Lunch with **The Wine Militia** – The Mansion Garden
- 1:45pm – 4:20pm Sharpen Your Expertise! “How-To” Workshops
- 1:45pm – 2:15pm Workshop 1: **Mystery Basket Event Creation** – **Gregg Patterson**
- 2:20pm – 2:50pm Workshop 2: **The Art of Upselling Event Decor** - **Robin Brockelsby**
- 2:50pm – 3:10pm Break in the Arbor
- Resume Workshops
- 3:15pm – 3:45pm Workshop 3: **Have Them at “Hello”... How to Grow Yourself and Your Department**
- **Jill Philmon, CCM, CCE, Ballantyne CC**
- 3:50pm – 4:20pm Workshop 4: **The Healing Powers of Nature** – **Chris Buck, Hankook Tea**
- 4:30pm – 5:15pm Closing General Session – **Alan Berg**
8 Tips For Better Conversation to Better Conversion
- 5:15pm **The 2017 Conference - It’s a Wrap! Closing Comments**
- 6:30pm **Gala Celebration** on the Mansion Circle Lawn at the Silverado*
*This event is on grass – wedge shoes or flats recommended

*** NOTE: Conference Concludes Following Gala Dinner on Tuesday (extended agenda for 2017)**

Wednesday on Your Own to Enjoy Napa or Travel Home