

**Association of Club Catering Professionals
2018 National Conference
Napa Valley, CA
August 19 - 21, 2018**

Sunday, August 19

- 1:00pm – 4:00pm **Registration Open** – Royal Oak
- 4:00pm – 4:30pm **Opening Welcome Session** – Silverado Ballroom
- 4:30pm – 5:30pm **Iron Chef Cat Cora**
Finding Your Optimal Life and Building a Better Quality of Life Around Food
- 5:30pm – 9:00pm **Welcome Party – Napa Style!** The Mansion Circle Lawn*
*This event is on grass – wedge shoes or flats recommended

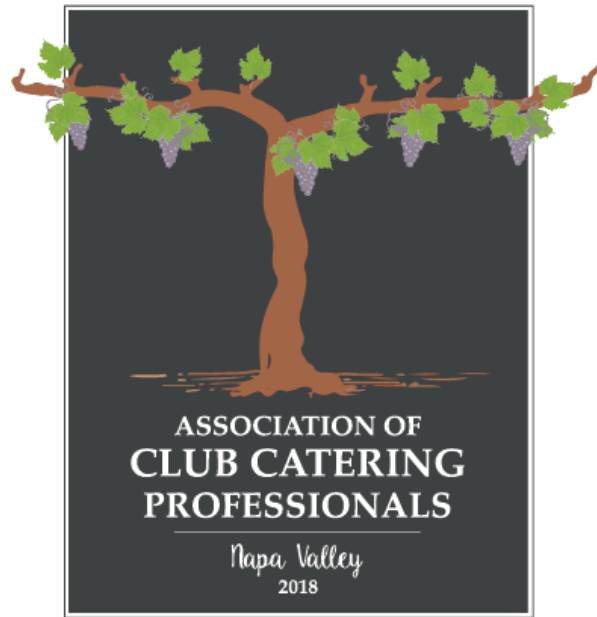
Monday, August 20

- 7:00am – 8:00am **Breakfast** – Fairway Deck
- All General Sessions in the Silverado Ballroom
- 8:00am – 8:45am **Meghan Ely**
The Art of Surprise and Delight in the Event and Wedding Industry: How to Become an Event Industry Leader
- 8:50am – 9:35am **Jill Philmon, CCM, CCE**
The Art of Engagement...What Your Members Really Want
- 9:40am – 10:25am **Jason Koenigsfeld and Amilcar Davy**
Marketing to, Booking and Working with Millennial Expectations
- 10:25am – 10:55am **Rejuvenate Break** – Mansion Garden Lawn

- 11:00am – 12:00pm **Chef Cheryl Forberg**
“Flavor First” Food Trends – Creating Innovative and Healthy Menus
- 12:00pm – 2:20pm **“Flavor First” Lunch** and **Vendor Showcase** – The Grove
- 2:30pm – 4:00pm **Mastermind 30-Minute Workshops** – Silverado Ballroom
- *We’re not Drinking, We’re Learning - Designing and Customizing Beverage Menus* with Josh Rosenthal, Grand Bevy
 - *Impactful Events That Set the Tone* with Nancy Stoltz and Samantha Olsen, Creative Coverings
 - *Tech Solutions for the Events Industry* with Sandy Hammer, All Seated
- 5:30pm **Buses Depart for Dinner** – Meet at “The Silverado Market” (in front of the Mansion)
- 5:45pm **Tour and Dinner at Jarvis Estate**
- 8:30pm **Buses Depart for Silverado Resort & Spa**

Tuesday, August 21

- 7:00am – 8:00am **Breakfast** – Fairway Deck
- 8:00am – 10:00am **Mastermind Brainstorm Session Breakouts** – Silverado Ballroom
Brainstorming the Most Critical Issues You Face in Your Clubs
1. *Event Trends* with PJ Fuerstman Meyer
 2. *What’s on Your Mind? You Choose the Topic!* with Lynne LaFond DeLuca
 3. *Social Media for Private Club Events* with Shanna Bright
- 10:15am **Buses Loading** – Meet at “The Silverado Market” (in front of the Mansion)
- 11:00am **Lunch and Tour at Robert Mondavi Winery**
- 1:00pm – 2:30pm **Napa Valley Vintners**
“Deep Dive Cabernet” with the Winery Owners, Winemakers and Vintners
- 2:30pm – 3:00pm **Matthew Allnatt, GM/COO Jonathan Club**
Insight and Inspiration – Time to Change Lives!
- 3:00pm – 3:45pm **Lynne LaFond DeLuca**
Creating Strategy Plans, Prioritizing & Implementing Ideas
Closing Conference Comments



3:45pm - 4:45pm

Reception on the Lawn at Robert Mondavi Winery

5:00pm

Buses Depart for Silverado Resort & Spa

6:30pm

Gala Celebration - in the Grove at the Silverado Resort
"Chinatown Comes to Life"

*** NOTE: Conference Concludes Following Gala Dinner on Tuesday
Wednesday on Your Own to Enjoy Napa or Travel Home**