

SYMPOSIUM *Agenda*



A conference designed to evolve the way you think about catering and events. Join us in Palm Springs, California, for the 2023 ECEP Symposium.

ecep[®]
ELITE CATERING +
EVENT PROFESSIONALS

FEB 27 - MAR 2, 2023

The Kimpton Rowan Hotel
100 W Tahquitz Canyon Way
Palm Springs, CA

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Symposium
2024



Information

Bring your team! ECEP Symposium is our annual gathering, and it's packed with educational sessions, guest speakers, immersive breakouts that allow your teams to dive deep with their peers, and plenty of fun experiences to foster connections. ECEP Symposium is perfect for Principals, Culinary, Sales, and Operations to come together, share ideas, and leave with more than what you came with.

EDUCATION

We've curated a lineup of leaders who are the best in their fields, from a diverse range of industries, to bring you a deeper level of thought leadership and insights.

Keynotes, Breakout Sessions, and more will be held throughout the event. Go ahead and explore!

CONVERSATION

One of the best parts of Symposium is the opportunity to break into small groups and dive into issues with peers who are on your level. Check out the roundtable discussions, and prepare to share ideas and learn fresh perspectives from across the industry.

RELATIONSHIPS

There's so much to look forward to when it comes to building your network at Symposium. We've stacked this event with team-building activities, dinners, and parties - and we guarantee you'll leave this event with meaningful new contacts and friends.



Special Keynote Speaker



Dr. Michelle Rozen

“The Change Doctor”

Lead change with confidence as a team, as a leader, and as a person.

Dr. Michelle Rozen, PhD is a game-changing, revenue-building, performance boosting change expert, keynote speaker, and highly respected authority on the psychology of change. She is an author, a Huffington Post contributor, and a frequent guest on media outlets such as NBC, ABC, FOX News, and CNN. Dr. Michelle’s rare blend of audience engagement, killer take-away strategies, and instant connection with the audience have made her one of the most unique and memorable speakers on the stage today.

Her latest work is around “2-Second Decisions”, helping people to master time management and power through decision making in turbulent times. Dr. Michelle consistently speaks for Fortune 500 companies and her clients include some of the most recognizable companies in the world including Johnson & Johnson, Merrill Lynch, and The U.S. Navy. She holds a masters degree and a PhD in Psychology and resides in the greater NYC area with her husband, three kids, and two dogs.

TUESDAY @ 10:30 AM



Featured Guest Speakers



Bobby Dutton

Owner & Director of GBM6
Boston, MA

[Click HERE
for Bobby's LinkedIn
Profile](#)

BIO

Bobby Dutton created GrooveBoston in 2004, built on the statement "Music is No Longer a Spectator Sport." His team (now called GBM6) has since produced 10 US Concert Tours, and now delivers some of the biggest major concert traditions on college campuses, with some of the biggest artists in the world.

His team is all about making people happy, through legendary events.

Bobby's pioneering work on "The New Concert Model" has won him awards internationally, and he was voted one of the "Top 25 Young Event Pros to Watch" by Special Events Magazine.

He is a licensed commercial pilot and flight instructor -- for fun.

He also serves on the SEARCH Foundation Board of Directors, and on the Board of Governors for the International Live Events Association.

SESSION INFO

When you're flying an airplane, the stakes are high. Pilot training involves some of the most dialed-in processes out there -- how to communicate critical information effectively and efficiently; how to prioritize in an emergency; how to manage complex avionics at high speeds. In this session, we'll hear about some of the methods and systems that make modern aviation possible. Then we'll explore how we can apply some of these techniques to our own lives and environments.

Here's what you can expect to take away from this unique and intense session:
Learn about the way pilots are trained to process and manage information effectively.
Learn about the importance of efficient communication.

Explore areas like checklists, emergency procedures, and redundancy, and the role they play in aviation. Learn how to apply these methods, and incorporate them into your own process.

WEDNESDAY @ 9:00 AM

Featured Guest Speakers



Jessica Hetrick

Senior Cyber
Resilience Leader
Optiv, Inc
Phoenix, AZ

[Click HERE
for Jessica's LinkedIn
Profile](#)

BIO

Jessica is a senior cyber security leader with more than a decade of experience in crisis management, incident response, and security operations. As a strategic leader, she has created, managed, and led cyber security programs for global organizations. She effectively integrates strategy, program design, governance, and operations to implement enterprise resilient solutions.

Prior to joining Optiv, Jessica directed global incident response teams at Cisco during crises and provided strategic leadership to reduce risk and improve processes and procedures for organizations. Jessica has also worked for the Central Intelligence Agency (CIA), the Federal Bureau of Investigation (FBI), and a Fortune 200 company, focusing on improving national security, creating and directing security operations, and enhancing technical awareness.

CO-HOSTED SESSION ON CYBER SECURITY WITH JAMES TURGAL WEDNESDAY @ 10:00 AM



James Turgal

VP, Cyber Risk and
Board Relations
Optiv, Inc
Washington, D.C.

[Click HERE
for James' LinkedIn
Profile](#)

BIO

At Optiv, Jim specializes in Cyber Risk, Threats, Strategy, Incident Response, and Board Relations. He provides subject matter expertise to C-Suite executives, audit committees, and boards of directors, assisting clients in developing and executing cyber-focused strategy and security programs to prevent and minimize the business operations impact of cyber threats.

Jim joined Optiv after over three years in the Cyber Risk Practice at Deloitte and a distinguished 22-year career with the Federal Bureau of Investigation (FBI). During his time at the FBI, he served in executive roles as the Special Agent in charge of the Phoenix Arizona office, C-Suite roles as the Assistant Director – Chief Human Capital Officer (CHCO), and culminated his career as the Executive Assistant Director of Global Information Technology and the FBI's Chief Information Officer

CO-HOSTED SESSION ON CYBER SECURITY WITH JESSICA HETRICK WEDNESDAY @ 10:00 AM

Featured Guest Speakers



Daniel Altman

Chief Economist of
Instawork
New York City, NY

[Click HERE
for Dan's LinkedIn
Profile](#)

BIO

Daniel Altman is the Chief Economist for Instawork. He is an expert at analyzing and sharing labor market trends, particularly within the hourly workforce.

Daniel has spoken at leading industry events including local NACE chapter meetings and the Sodexo Client Advisory Board meeting. He previously served as an economic advisor in the British government, wrote for The Economist and The New York Times, and served as an Adjunct Associate Professor at New York University's Stern School of Business.

Daniel is an accomplished speaker and writer on a variety of economic topics.

He received his PhD in Economics from Harvard University.

SESSION INFO

First Session: 2023 State of Hospitality Staffing
Insights on the Labor Market, Industry, and Flexible Staffing

TUESDAY @ 9:30 AM

Roundtable: Hiring, Recruiting, and Staffing Strategies
Co-Hosted with Michael Stavros & BrandyJo Guzman

Creative ideas to get more hourly employees. Media outreach, technology and software, integrating outside temp staff agencies, effective scheduling, scaling for large events, and tip pooling.

TUESDAY @ 2:15 PM

Speakers & Moderators



Willie Rhine

Owner, Eight4Nine
Palm Springs, CA



Richard Nix Jr.

President, Butler's Pantry
St. Louis, MO



Jennifer Perna

Owner, Fulton Market Consulting
Chicago, IL



Susan Lacz

Owner, Ridgewells Catering
Washington, D.C.



John Crisafulli

Owner, Behind the Scenes
San Diego, CA



Michael Stavros

Partner & Director of BizDev,
MCulinary, Phoenix, AZ



Brandon Maxwell

President & CEO, MCulinary
Phoenix, AZ



Adam Noyes

President, Proof of the Pudding
Atlanta, GA



Ben Witte

Chief Operating Officer, Proof of the
Pudding, Atlanta, GA

Speakers & Moderators



Maggie Barton

Chief Operating Officer, Butler's
Pantry, St., Louis, MO



Ash Boucher

Owner, Epoch Design Co.
Boston, MA



Liese Gardner

Owner, Brand Therapy
Los Angeles, CA



Kashif Browne

Executive Chef, Ridgewells Catering
Washington, D.C.



Melissa Chickerneo

Corporate Executive Chef, Behind the
Scenes, San Diego, CA



Jon Clancy

Director of Culinary Operations
MCulinary, Phoenix, AZ



Carizza Rose-Villa

Director of Marketing & Public Relations,
24 Carrots, Orange County, CA



Elise Luna

Director of Sales, 24 Carrots
Orange County, CA



Kristin Howe

Catering & Event Sales Manager
24 Carrots, Orange County, CA

Speakers & Moderators



Chris Ilias

Director of Operations, Groovin'
Gourmets, Richmond, VA



Ken Barrett-Sweet

Vice President of Catering, The
Catered Affair, Boston, MA



BrandyJo Guzman

Head of Human Resources,
MCulinary, Phoenix, AZ



David Haggerty

Owner, DSquared Hospitality
Seattle, WA



Reed Haggerty

Chief Operating Officer, DSquared
Hospitality, Seattle, WA

At-A-Glance Agenda

MONDAY FEBRUARY 27

12:00 - 4:00 PM

Welcome Lounge & Registration, Photos & Headshots

The Rowan Hotel - The Jacinto Room, Hotel Rooftop

Business Attire

4:00 - 5:00 PM

Founder's Welcome & Guest Speaker

The Rowan Hotel - Sky Ballroom, 2nd Floor

Business Attire

5:30 - 6:15 PM

Cocktail Hour

The Rowan Hotel - 4 Saints Restaurant, Hotel Rooftop

6:30 - 9:00 PM

Welcome Dinner & White Party

Eight4Nine Restaurant, Palm Springs

Transportation Provided (Bus departs hotel at 6:15 PM)

"Evening Desert Chic White Party"

Attire is WHITE! Please wear comfortable shoes for dining on the outdoor patio. Light jackets encouraged.



TUESDAY FEBRUARY 28

8:30 - 9:30 AM

Breakfast

The Rowan Hotel - The Sky Ballroom Foyer, 2nd Floor

9:30 AM - 5:00 PM

In Session

The Rowan Hotel

Speakers & Keynote, Lunch Provided at the

4 Saints Restaurant, Hotel Rooftop

Business Attire

5:30 - 6:30 PM

Cocktail Hour

The Rowan Hotel - The Hohmann Art Museum, Ground Floor

6:30 - 10:00 PM

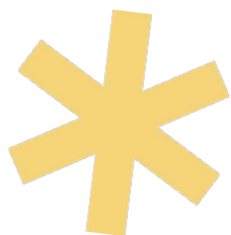
Dinner & Party

Boozehounds Restaurant, Palm Springs

Transportation Provided (Bus departs hotel at 6:30 PM)

"Mid-Century Lounge"

Attire is cool lounge, 60's mid-century vibe.



At-A-Glance Agenda

WEDNESDAY MARCH 1

8:00 - 9:00 AM

Breakfast

The Rowan Hotel - The Sky Ballroom Foyer, 2nd Floor

9:00 AM - 4:15 PM

In Session

The Rowan Hotel - The Sky Ballroom, 2nd Floor

Speakers & Keynote

Business Attire

12:30 PM

Lunch

The Rowan Hotel - 4 Saints Restaurant, Hotel Rooftop

1:00 PM - 2:15 PM

Iron Chef Competition

The Rowan Hotel - 4 Saints Restaurant, Hotel Rooftop

5:00 PM

Rally in the Lobby & Board Bus

The Rowan Hotel, Lobby

6:00 PM - 10:00 PM

Closing Dinner Party

Super Secret Private Estate in Palm Springs

Transportation Provided (Bus departs hotel at 5:15 PM, Cocktail

Hour to take place on the bus. "Dinner in the Desert" Theme.

Attire is either business casual, or for those feeling adventurous, don your best "Arabian Nights" look. Light jackets encouraged.

THURSDAY MARCH 2

8:30 - 9:30 AM

Breakfast

The Rowan Hotel - The Sky Ballroom, 2nd Floor

9:00 AM - 11:30 AM

Wrap-Up

The Rowan Hotel - The Sky Ballroom, 2nd Floor

Wrap-Ups & Takeaways

Business Casual Attire

12:00 - 1:00 PM

Poolside Lunch

Azucar Rooftop, Palm Springs

Please email Jeanine Poser if you plan to attend lunch.

jposer@btscenes.com

2023 SYMPOSIUM AGENDA

eceptsymposium.com

In Detail: Monday 2/27



Willie Rhine

Eight4Nine

4:00 - 5:00 PM

Founder's Force Welcome & Guest Speaker

Welcome to Palm Springs! We're kicking off this year's Symposium with special guest speakers Willie Rhine, owner of Eight4Nine Palm Springs. Hear what's fresh from this industry pro, before we are treated to an evening at Willie's restaurant in downtown Palm Springs.

5:30 - 6:15 PM

Cocktail Hour

The Rowan Hotel, Rooftop

6:30 - 9:00 PM

Welcome Party & Dinner

Eight4Nine Restaurant, Palm Springs
Transportation Provided (Bus departs hotel at 6:15 PM)
"Evening Desert Chic White Party"

Attire is WHITE! Please wear comfortable shoes for dining on the outdoor patio. Light jackets encouraged.



In Detail: Tuesday 2/28



Daniel Altman

Chief Economist, Instawork

9:30 - 10:15 AM State of Hospitality Staffing

Insights on the Labor Market, Industry, and Flexible Staffing. Join renowned economist Dan Altman of Instawork for this in-depth session on staffing, and gather key intel on where we are at as an industry, and within the broader economy. We'll tackle challenges and talk innovative, ready-to-go solutions that you can start right now.



Dr. Michelle Rozen

"The Change Doctor"

10:30 - 11:45 AM Keynote Speaker: Dr. Michelle Rozen

Lead change with confidence as a team, as a leader, and as a person. Dr. Michelle Rozen, aka "The Change Doctor" is going to take everything you think you know about change, and inspire you to think differently. You'll leave this insightful session with a fresh outlook for the future, and actionable items that matter not only for your business, but for yourself as a person. This session is not to be missed!

12:00 - 12:45 PM Lunch

The Rowan Hotel, Top Floor Restaurant



Jennifer Perna

Fulton Market Consulting

1:00 - 2:00 PM PRINCIPALS ONLY - Workshop

Closed session for principals; workshop with Dr. Rozen.

1:00 - 2:00 PM Operations/Sales/Culinary Breakout

A moderated breakout session that dives deep into the issues, and offers an opportunity to explore new ideas with on-level peer groups.

In Detail: Tuesday 2/28

2:00-2:15 PM
Break



Daniel Altman, Michael Stavros,
& BrandyJo Guzman

Instawork | MCulinary

2:15 - 3:00 PM
Roundtable - Hiring, Recruiting, and Staffing Strategies

Creative ideas to get more hourly employees. Media outreach, technology and software, integrating outside temp staff agencies, effective scheduling, scaling for large events, and tip pooling.



Kristin Howe

24 Carrots

2:15 - 3:00 PM
Roundtable - Venue Relationships

Exclusivity, preferred lists & commission payments (planners too)- and when is it time to walk from unfruitful venue lists?



Jon Clancy &
Ken Barrett-Sweet

MCulinary | The Catered Affair

2:15 - 3:00 PM
Roundtable - Refresh Time! Menus & Marketing

New menus, seasonal menus, how often do we update menus, customized menus, companywide tastings of new items, regular menu meetings with Culinary and Sales, Culinary inspired client gifts each season, spotlighting culinary team on social media and in local market to bring attention to company during busy holiday and event season, using the culinary team as a marketing tool. What needs an update? Menu? Proposals? Buffet design? How do we inspire change with the team to get out of the same old same old?

3:00 - 3:15 PM
Break

In Detail: Tuesday 2/28



John Crisafulli

Behind the Scenes

3:15 - 4:00 PM

Roundtable - Big Events as Luxury Caterers: Managing Growth and Corporate Identity

How do we do it all? Is the money really there? Revenue vs Profitability - what do you really measure, and are all team members in agreement? And let's talk about managing corporate identity, inside and out.



Richard Nix Jr. &
Maggie Barton

Butler's Pantry

3:15 - 4:00 PM

Roundtable - Investing in an HR Professional

We're sharing success stories, the important details we've learned along the way, and offering insight into how this has changed our business.



Chris Ilias

Groovin' Gourmets

3:15 PM - 4:00 PM

Roundtable - Qualifying Good Business

Does your sales team know how to qualify clients? When is it time to let go?

4:00 - 4:15 PM

Break



Carizza Rose-Villa &
Elise Luna

24 Carrots

4:15 - 5:00 PM

Roundtable - Creative Ideas to Engage Existing Clients

How do we increase existing client base revenue and loyalty? Join us in this roundtable for idea sharing, success stories, and outside-the-box thinking.

In Detail: Tuesday 2/28



Jon Clancy

MCulinary

4:15 - 5:00 PM Roundtable - Sustainability

Aluminum cups, NO PET, restrictions on disposables, Organic waste collection, environmental consultants, new city, county and state ordinances, managing the cost associated with being green.



Adam Noyes

Proof of the Pudding

4:15 - 5:00 PM Roundtable - For Principals; Affiliate Memberships

For principals only. A discussion on membership levels for small caterers.

5:30 - 6:30 PM Cocktail Hour

The Rowan Hotel, "Art Museum"

6:45 - 10:00 PM Dinner & Party

Boozehounds Restaurant, Palm Springs
Transportation Provided (Bus departs hotel at 6:45 PM)
"Mid-Century Lounge"
Attire is cool lounge, 60's mid-century vibe.



In Detail: Wednesday 3/1



Bobby Dutton

GBM6

9:00 - 9:45 AM Think Like A Pilot

Learn about the way pilots are trained to process and manage information effectively. Learn about the importance of efficient communication. Explore areas like checklists, emergency procedures, and redundancy, and the role they play in aviation. Learn how to apply these methods, and incorporate them into your own process.



**Jessica Hetrick &
James Turgal**

Optiv

10:00 AM - 10:45 AM Cyber Security - Protecting Your Business

Think cyber security is a topic for mega corporations or government agencies only? Think again. You've got important financial details, client data, and personal information to protect. Jessica and James are experts in their field, and are sharing pertinent information on how to keep your business safe and secure.



10:45 AM - 11:30 AM NAMA Update

Representatives from NAMA share critical updates.

11:30 - 11:45 AM Break

In Detail: Wednesday 3/1



Ben Witte

Proof of the Pudding

11:45 AM - 12:30 PM

Roundtable - Non-monetary Team Motivators

Besides money, what else inspires your teams? Let's brainstorm ideas for team growth.



Ash Boucher &
Liese Gardner

Epoch Design Co. | Brand Therapy

11:45 AM - 12:30 PM

Roundtable - Social Media

How to master Social Media and stand out from the crowd. Value in Tik Tok for business? How to gain followers without gimmicks, and turning followers and creative content into sales.



Chris Ilias &
Ken Barrett-Sweet

Groovin' Gourmets

11:45 AM - 12:30 PM

Roundtable - Communication

What new processes did you try in 2022? What worked, what didn't, and what will you do differently in 2023?



David Haggerty &
Reed Haggerty

DSquared Hospitality

11:45 AM - 12:30 PM

Roundtable - Developing Your Future Leaders

Who do we already have on staff and how do we find external talent today? How do you find your replacement and what are you willing to let go?

In Detail: Wednesday 3/1



Ben Witte

Proof of the Pudding

12:30 - 2:15 PM

Lunch & Iron Chef Competition

Oh, this is going to be fun...



**Brandon Maxwell &
Jon Clancy**

MCulinary

2:15 - 3:00 PM

**Roundtable - F&B Purchasing, Leveraging Collective
Buying Power**

Mainline supplier contracts, getting suppliers onboard with force allocating, cost savings with Group Purchasing platforms. Does sales drive culinary or does culinary drive sales? How to solve this dilemma and keep the team working cohesively.



Michael Stavros

MCulinary

2:15 - 3:00 PM

Roundtable - Catch & Release Business Development

Who is really doing this well, and how are you measuring it? Let's discuss.



Susan Lacz

Ridgewells Catering

2:15 - 3:00 PM

PRINCIPALS ONLY BREAKOUT - Compensation Structures

Senior leadership and sales team compensation models. This session is for principals only.



In Detail: Wednesday 3/1



Kashif Browne &
Melissa Chickerneo

Ridgewells Catering | Behind the Scenes

2:15 - 3:00 PM

Roundtable - Success Balance

Is FOH & BOH really ready for another busy year? What investments are needed?



Jennifer Perna

Fulton Market Consulting

3:00 - 4:15 PM

Takeaways from Breakouts Part One

Our 17 breakout session moderators will offer a quick, snapshot review of 2 takeaways from their roundtable conversations to share with all.

5:00 PM

Rally in the Lobby & Board Bus

The Rowan Hotel, Lobby

6:00 PM - 10:00 PM

Closing Dinner Party

Super Secret Private Estate in Palm Springs
Transportation Provided (Bus departs hotel at 5:15 PM, Cocktail Hour to take place on the bus.
"Dinner in the Desert"

Attire is either business casual, or for those feeling adventurous, don your best "Arabian Nights" look. Light jackets encouraged.



In Detail: Thursday 3/2



Jennifer Perna

Fulton Market Consulting

9:00 - 10:15 AM

Takeaways from Breakouts Part Two

Our 17 breakout session moderators will offer a quick, snapshot review of 2 takeaways from their roundtable conversations to share with all.



John Crisafulli

Behind the Scenes

10:15 - 11:30 AM

Wrap-Up

The Rowan Hotel

Wrap-Ups & Takeaways

Business Casual Attire

12:00 - 1:00 PM

Poolside Lunch

Azucar Rooftop, Palm Springs

Please email Jeanine Poser if you plan to attend lunch.

jposer@btscenes.com





Symposium 2024

STAY TUNED!

We will announce the dates and location of next year's symposium while in Palm Springs.

Thank you for joining us for our second annual symposium!
Don't forget to tag @ecepglobal in your Instagram posts during the event!

#WEAREECP

2023 SYMPOSIUM AGENDA

ecep Symposium.com