

SESSIONS

SUNDAY, NOVEMBER 5 - 05/11/2023

LCA Executive Summit

November 6-8, 2023

Embassy Suites Downtown Pioneer Square
Seattle, WA

**Pre-Conference Cocktail Party Hosted by D
Squared & Lisa Dupar Catering (All) at the
Russell Investments Center SkyGarden**

16:00 - 18:00

Russell Investments Center SkyGarden
1301 Second Ave, 17th Floor

Seattle 98101

Welcome to Seattle! Let's get things started on a high note at the SkyGarden. This unrivaled rooftop terrace on a downtown Seattle skyscraper offers a panoramic view of the Seattle waterfront, stadium district, and Mount Rainier. Enjoy a drink and a bite with old and new friends and get ready for the next three days of fun and engaging connections in Seattle. There are many [restaurants](#) in the immediate area for those interested in dinner following the reception.

The Russell Investment Center is approximately 8/10 of a mile from the Embassy Suites and 4/10 of a mile from the Courtyard by Marriott.

Transportation to event on own.

SCHEDULE

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TIME	
16:00	16:00 - Pre-Conference Cocktail Party Hosted by D Squared & Lisa Dupar Catering (All) at the Russell Investments Center SkyGarden

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Woman Owner's Group Meeting

08:00 - 09:30
King St II

New Members Breakfast with Steering Committee*

08:00 - 09:00
Stadium Way Loft & Demo Kitchen

Opening General Session – Welcome (ALL)

10:00 - 10:15
General Session Room - King St I & III

Schedule Review, LCA Membership Report, Group Activities Update, Sponsors

Participants

Carl Sacks - Executive Director, Leading Caterers of America

Opening General Session – Industry Partner Introductions (ALL)

10:15 - 10:30
General Session Room - King St I & III

BBJ Linens, Compass Executive Consulting

Participants

Carl Sacks - Executive Director, Leading Caterers of America

Keynote: Here to Serve, But Not Your Servant (ALL)

10:30 - 11:30
General Session Room - King St I & III

Presented by Chef Kristi Brown, That Brown Girl Cooks, Communion R&B

How do we take care of ourselves and our employees, when we are mostly concerned with taking care of others? In the catering industry where customer experience is king, we know that offering the best version of ourselves to our clients can come at great psychological cost. Adding to this is the potential sting of post-Covid review culture via Yelp and other social platforms, even after everything you've been contracted for is complete and the event is a success. What's an owner's perspective on the "clap back?" Join renowned Seattle caterer and restaurateur Kristi Brown as she walks us through these conundrums, shares experiences and fields questions from the audience.

Opening General Session – New Member Introductions (ALL)

11:30 - 11:45
General Session Room - King St I & III

New Members – Atlasta Catering, Events by Classic

Participants

Carl Sacks - Executive Director, Leading Caterers of America

Opening General Session – Industry Partner Introductions (ALL)

11:45 - 12:00
General Session Room - King St I & III

Sterno, Felicetti US

Plated Lunch – LCA Regional Lunch Meetings, Hosted by Steering Committee Members (ALL)

12:00 - 13:00
Perch Bar

Break - On Own

13:00 - 13:15
Lobby

General Session – New Member Introductions (ALL)

13:15 - 13:30
General Session Room - King St I & III

Great Performances, Tasty Catering

Participants

Carl Sacks - Executive Director, Leading Caterers of America

Culinary Hands On Session from 1:30pm - 5pm - CIG

13:30 - 14:30
Stadium Way Loft & Demo Kitchen

Deep Dive into Chocolate with Chef Daniel Viveros at Lisa Dupar Catering - Peter McCaffrey

Daniel was self-taught from an early age and purposefully chose world class bakers, pastry chefs and master chocolatiers (Ewald Nötter) to work alongside to gain as much skill as possible. He is too humble to ever say this, yet he is himself a world class baker, pastry chef, and chocolatier. This session will include demonstrations of Chef Daniel's skill in the art of chocolate. We look forward to having you in our chocolate room.

This session is from 1:30pm - 5pm.

Participants

Peter McCaffrey - Culinary Director, Certified Catering Consultants

Beverages and the LCA (PNG, MOG)

13:30 - 14:30
General Session Room - King St I & III

Earlier this year, at the request of the LCA members, a survey was offered to the group covering a broad range of beverage related topics. This session will consist of a review of the results of that survey, as well as a discussion regarding liquor licensing and how the LCA members deal with the various licensing restrictions. We will also cover beverage marketing strategies, beverage costs and markups, and unique ideas for capturing additional beverage revenue.

Participants

Carl Sacks - Executive Director, Leading Caterers of America

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(SEG) Venue Acquisition and Venue Relationship Building

13:30 - 14:30

King St II

Moderated by Meryl Snow; with Jeff Miller, JAM; Robert Frungillo, Frungillo Catering

PART 1: Venue Acquisition

Embarking on the journey of acquiring an exclusive venue is a significant endeavor that requires careful planning, thorough research, and strategic decision-making. Learn the intricacies of procuring a venue, and navigating the multifaceted terrain of the market.

PART 2: Venue Relationships

Venue relationships are the cornerstone of success. The LCA member panel takes you through the intricacies of building and nurturing strong venue relationships that stand the test of time. From the initial connection to long-term engagement, they provide actionable steps for cultivating trust, understanding, and mutual growth.

Participants

Meryl Snow - Consultant, SnowStorm Solutions

General Session – Industry Partner Introductions (ALL)

14:30 - 14:45

General Session Room - King St I & III

SB Value, Wow Breads

Break - On Own

14:45 - 15:00

Lobby

Marketing & Business Development in the Post Covid Era - PNG, SEG

15:00 - 16:15

General Session Room - King St I & III

Moderated by Carl Sacks & Meryl Snow; with Bill Hansen, The Hansen Group, and Jerin Dunham, DelightMore Events

Topics to be covered include: what does marketing consist of, how to determine your ROI from all types of marketing, social media marketing evolution and strategies post Covid, dealing with negative reviews, what does paid advertising offer, how to promote different types of catering within the same company, tracking marketing metrics, and an open forum on business development.

Participants

Carl Sacks - Executive Director, Leading Caterers of America

Meryl Snow - Consultant, SnowStorm Solutions

Leading with Purpose (MOG)

15:00 - 16:15

King St II

Presented by Anthony Lambatos

Strong leadership is more important than ever. Employees are looking to work for (and with) people that have a compelling vision, can effectively communicate, and inspire others to do their best. During this session we will talk about what it means to lead with purpose, how to train others to do the same and what it takes to build trust among your team. We will also discuss the importance of emotional intelligence and the critical role of regular coaching and feedback.

Participants

Anthony Lombatos - Co-Owner, Footers Catering

Perks & Benefits - MOG

16:15 - 17:00

King St II

Presented by Anthony Lambatos

Compensation goes beyond salaries and hourly wages. Perks and benefits play a big role in attracting and retaining great team members and range from traditional benefits like health insurance, paid time off and retirement plans to unique perks like free meals, education credits and accessibility to wellness resources. During this session we will discuss the various benefits offered by caterers from across the country. We will dive into who gets those benefits, what it takes to qualify for them and how they are administered.

Participants

Anthony Lombatos - Co-Owner, Footers Catering

Mastering Mega Events in NYC and Beyond (PNG, SEG)

16:15 - 17:00

General Session Room - King St I & III

Moderated by Meryl Snow; with Shaun Roberts, Great Performances

Mega events require a strategic approach and a comprehensive understanding of the client's needs and industry requirements. Meryl interviews Shaun Roberts, Chief Revenue Officer at Great Performances, as he uncovers the strategies and intricacies behind Great Performances' phenomenal success in orchestrating and delivering large-scale events that captivate audiences not only in the heart of New York City but also across the broader landscape. Shaun provides valuable insights and shares his expertise and strategies for successfully securing and managing significant events. From iconic venues to grand celebrations, Great Performances has carved its mark as a premier event management company. Join us as we dissect the secrets to their triumphs.

Break - On Own

17:00 - 18:15

Lobby

Transportation to Welcoming Party at The Works from Embassy Suites and The Courtyard

18:15 - 18:30

Lobby

Welcoming Party at The Works Seattle

18:30 - 21:00

Offsite 1

3516 Fremont Place North, Seattle 98103

Here we are now, entertain us! As the birthplace of "grunge," we're excited to show you more of the "Tennis Shoes" side of our fair city from our Commissary Kitchen in Georgetown, one of Seattle's oldest neighborhoods. We invite you to explore our ever-evolving kitchen, venue, and warehouse, while sampling the distinct cuisines and styles of other neighborhoods that give the city its collective flavor.

Bus will return to Embassy Suites and The Courtyard beginning at 9:00 p.m. The last bus leaves The Works Seattle at 9:30 p.m.

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Seattle, WA

TIME	KING ST II	STADIUM WAY LOFT & DEMO KITCHEN	GENERAL SESSION ROOM - KING ST I & III	PERCH BAR	LOBBY	OFFSITE 1
08:00	08:00 - Woman Owner's Group Meeting	08:00 - New Members Breakfast with Steering Committee*				
10:00			<p>10:00 - Opening General Session – Welcome (ALL)</p> <p>10:15 - Opening General Session – Industry Partner Introductions (ALL)</p> <p>10:30 - Keynote: Here to Serve, But Not Your Servant (ALL)</p>			
11:00			<p>11:30 - Opening General Session – New Member Introductions (ALL)</p> <p>11:45 - Opening General Session – Industry Partner Introductions (ALL)</p>			
12:00				12:00 - Plated Lunch – LCA Regional Lunch Meetings, Hosted by Steering Committee Members (ALL)		
13:00	13:30 - (SEG) Venue Acquisition and Venue Relationship Building	13:30 - Culinary Hands On Session from 1:30pm - 5pm - CIG	<p>13:15 - General Session – New Member Introductions (ALL)</p> <p>13:30 - Beverages and the LCA (PNG, MOG)</p>		13:00 - Break - On Own	
14:00			14:30 - General Session – Industry Partner Introductions (ALL)		14:45 - Break - On Own	

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Seattle, WA

TIME	KING ST II	STADIUM WAY LOFT & DEMO KITCHEN	GENERAL SESSION ROOM - KING ST I & III	PERCH BAR	LOBBY	OFFSITE 1
15:00	15:00 - Leading with Purpose (MOG)		15:00 - Marketing & Business Development in the Post Covid Era - PNG, SEG			
16:00	16:15 - Perks & Benefits - MOG		16:15 - Mastering Mega Events in NYC and Beyond (PNG, SEG)			
17:00					17:00 - Break - On Own	
18:00					18:15 - Transportation to Welcoming Party at The Works from Embassy Suites and The Courtyard	18:30 - Welcoming Party at The Works Seattle

SESSIONS

TUESDAY, NOVEMBER 7 - 07/11/2023

LCA Executive Summit

November 6-8, 2023

Embassy Suites Downtown Pioneer Square
Seattle, WA

Compass Executive Consulting Focus Group

08:00 - 08:45
King St II

General Session – New Member Introductions (ALL)

09:00 - 09:15
General Session Room - King St I & III

New Members – Merri-Makers, Island Kitchen

Participants

Carl Sacks - Executive Director, Leading Caterers of America

General Session – Industry Partner Introductions (ALL)

09:15 - 09:30
General Session Room - King St I & III

Industry Partners – Elecate, Rock Paper Coin

Participants

Carl Sacks - Executive Director, Leading Caterers of America

Invite Group 1 to T-Mobile & Modernist Lab

09:30 - 12:00
Offsite 1

Invite Group 2 to Pike Place Market

09:30 - 12:00
Offsite 2

Invite Group 3 to T-Mobile and Pike Place Market (TBD)

09:30 - 12:00
Offsite 3

Chef's Tour – Peter McCaffrey (CIG)

09:30 - 12:00
Offsite 4

Pike Place Market, T-Mobile, Modernist Lab

Participants

Peter McCaffrey - Culinary Director, Certified Catering Consultants

Buffet Lunch – Roundtables by Interest Group (ALL)

12:00 - 13:00
Perch Bar

Break - On Own

13:00 - 13:15
Lobby

General Session – Tech in Focus - Technology White Paper Review, Discussion of Artificial Intelligence as used in the Catering Industry (PNG, SEG, MOG)

13:15 - 14:15
General Session Room - King St I & III

Moderated and presented by Carl Sacks; with Jennifer Elliott – Great Performances

This year's LCA IIWP (Industry Intelligence White Paper) topic was an in-depth review of the state of information technology, as used by the 60+ LCA members who participated in the survey. During this session we will discuss some of the most interesting results from the survey. We will also discuss current and future potential uses of artificial intelligence in catering, and how all areas of our industry could potentially be impacted by AI.

Participants

Carl Sacks - Executive Director, Leading Caterers of America

Anthony Lombatos - Co-Owner, Footers Catering

Meryl Snow - Consultant, SnowStorm Solutions

General Session – Industry Partner Introductions (ALL)

14:15 - 14:30
General Session Room - King St I & III

Industry Partners – Galley Solutions, Nowsta

Break - On Own

14:30 - 14:45
Lobby

Sports and Entertainment Catering (PNG, SEG, MOG) Show & Tell Panel

14:45 - 15:45
General Session Room - King St I & III

Moderated by Anthony Lambatos; with Art Fortuna, VT Group; Jeff Ware, Catering by Michaels; and Jennifer Fuentes, Brancato's Catering

One of the themes of this year's LCAES relates to large scale events: how they are targeted, sold, planned, and executed. For this session several LCA members will discuss their experiences in the sports and entertainment event niches. Events to be used as examples include Lollapalooza in Chicago, the NFL Draft in Kansas City, and the 2023 Formula E Races in Portland, OR.

Wedding Update – 2023 and the Future (PNG, SEG, MOG)

15:45 - 17:00
General Session Room - King St I & III

Moderated by Meryl Snow; with Kelly Early, Thomas Caterers of Distinction; Rick Bott, Merri-Makers; Laurie Clark, Avanti Mansion; George Phillips, Beets Catering

This session is a free form discussion regarding how the post Covid wedding era is evolving, with expertise provided by some top wedding experts in the LCA. Topics include: are guest counts reverting to the pre-Covid norm, how did 2023 end up and how does 2024 look, are there any product differentiators that are really working for you, what are the new wedding trends that you are seeing.

Participants

Carl Sacks - Executive Director, Leading Caterers of America

Break - On Own

17:00 - 18:30
Lobby

Transport to Evening Party at Benaroya Hall from Embassy Suites and The Courtyard

18:30 - 19:00
Lobby

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Seattle, WA

Evening Party at Benaroya Hall

19:00 - 22:00

Offsite 1

200 University Street, Seattle

Our swan song – join us for our closing event at Benaroya Hall, one of DSquared Hospitality's exclusive venues and home to the internationally acclaimed and Grammy Award winning Seattle Symphony Orchestra. Marvel at the glittering Dale Chihuly twin chandeliers in the Boeing Company Gallery, sip champagne on the promenade, bask in the acoustically-optimized auditorium, then enjoy dinner in the Grand Lobby accompanied by a curated menu with musical pairings.

Bus will return to Embassy Suites and The Courtyard beginning at 9:30 p.m. The last bus leaves Benaroya Hall at 10:00 p.m.

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Seattle, WA

TIME	KING ST II	GENERAL SESSION ROOM - KING ST I & III	OFFSITE 1	OFFSITE 2	OFFSITE 3	OFFSITE 4	PERCH BAR	LOBBY
08:00	08:00 - Compass Executive Consulting Focus Group							
09:00		09:00 - General Session – New Member Introductions (ALL) 09:15 - General Session – Industry Partner Introductions (ALL)	09:30 - Invite Group 1 to T-Mobile & Modernist Lab	09:30 - Invite Group 2 to Pike Place Market	09:30 - Invite Group 3 to T-Mobile and Pike Place Market (TBD)	09:30 - Chef's Tour – Peter McCaffrey (CIG)		
12:00							12:00 - Buffet Lunch – Roundtables by Interest Group (ALL)	
13:00		13:15 - General Session – Tech in Focus - Technology White Paper Review, Discussion of Artificial Intelligence as used in the Catering Industry (PNG, SEG, MOG)						13:00 - Break - On Own
14:00		14:15 - General Session – Industry Partner Introductions (ALL) 14:45 - Sports and Entertainment Catering (PNG, SEG, MOG) Show & Tell Panel						14:30 - Break - On Own

SCHEDULE

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Seattle, WA

TIME	KING ST II	GENERAL SESSION ROOM - KING ST I & III	OFFSITE 1	OFFSITE 2	OFFSITE 3	OFFSITE 4	PERCH BAR	LOBBY
15:00		15:45 - Wedding Up- date – 2023 and the Future (PNG, SEG, MOG)						
17:00								17:00 - Break - On Own
18:00								18:30 - Transport to Evening Party at Be- naroya Hall from Em- bassy Suites and The Courtyard
19:00			19:00 - Evening Party at Benaroya Hall					

SESSIONS

WEDNESDAY, NOVEMBER 8 - 08/11/2023

LCA Executive Summit

November 6-8, 2023

Embassy Suites Downtown Pioneer Square
Seattle, WA

Breakfast

07:00 - 07:30

Hotel Breakfast Area – Embassy Suites or Courtyard
by Marriott

Breakfast 7 am - 9 am

Show Office Conference Room

07:30 - 08:45

Show Office - Conference Room

LCA Steering Committee Meeting - Carl Sacks,
Kathleen Stoehr

Participants

Carl Sacks - Executive Director, Leading Caterers of
America

General Session Industry Partner Introductions - ALL: Curate, VerTerra

09:00 - 09:10

General Session Room - King St I & III

Industry Partners – Curate, VerTerra

Sustainability Update for the Catering Industry (ALL)

09:10 - 09:55

General Session Room - King St I & III

*Moderated by Carl Sacks; Jeff Miller, JAM Catering;
Kristine Short, Atlasta Catering*

Sustainability in catering is not just a talking point but is instead an important component of the future success of any caterer. Jeff Miller and Kristine Short will discuss their respective strategies for implementing sustainability at their companies, and time allowing will open the floor to other members to discuss how they have addressed this most important issue.

Succession & Transition Planning - PNG

09:55 - 10:45

General Session Room - King St I & III

Presented by Carl Sacks

At the request of several LCA members this session will address the topics of transition and succession planning. During this session we will cover these topics from myriad angles, including the current state of catering M&A, family transitions, management team transitions, and employee ownership using tools such as phantom equity and ESOPs.

Participants

Carl Sacks - Executive Director, Leading Caterers of
America

Breakout Sessions - Chef's Roundtable & Pasta Demo - CIG

09:55 - 10:45

Stadium Way Loft & Demo Kitchen

Presented by Peter McCaffrey

The Culinary Innovation Group Chef's Round Table

Topics will include – uses of artificial intelligence in the kitchen, innovations in special dietary requests including plant based menus, the art of recruiting and retaining kitchen staff, culinary networking, and food cost and menu engineering ideas - how to save money, motivate your team and yourself!

Participants

Peter McCaffrey - Culinary Director, Certified Catering
Consultants

Prospecting and Lead Generation: Unleashing Opportunities - SEG

09:55 - 10:45

King St II

*Moderated by Meryl Snow; with Lisa Ware, Catering by
Michaels and Jeromie Hansen, Painted Table Catering*

The LCA Member Panel will delve into the essential foundations of effective sales: identifying potential customers, initiating meaningful connections, and cultivating prospects into valuable leads. The ability to prospect and generate leads is the lifeblood of sales, and mastering these skills sets the path to achieving remarkable sales outcomes.

Complex Event Execution - MOG

09:55 - 10:50

King St IV

Presented by Anthony Lambatos

Top caterers are often sought out for large and logistically complex events because they have the infrastructure and capability to execute them at a high level. Large guest counts, high profile guests, tight timelines, numerous moving parts, challenging venues, and multi-day events all can make a typical catered event more difficult. These events also typically come with high expectations and ensuring successful execution requires detailed planning, strong communication between departments and the ability to improvise when the unexpected occurs. During this session we will discuss what goes into the planning process, necessary equipment, logistics tricks utilized by caterers and overall, how these events are treated differently from typical events.

Participants

Anthony Lombatos - Co-Owner, Footers Catering

Break - On Own

10:50 - 11:00

Lobby

General Session - Building a Community - ALL*

11:00 - 12:00

General Session Room - King St I & III

Catering & Community: Building Lasting Relationships with Clients, Vendors and Venues (ALL)

*Moderated by Robin Selden, Marcia Selden Catering;
with Chris Sanchez, Lux Catering and Events; Jeffrey
Selden, Marcia Selden Catering; and Dan Joseph, Blue
Plate Catering Chicago*

Client Relationships – Connecting with your clients
through sales and marketing efforts.

Planners – Trusting Partnership

Venues – Exclusive vs Preferred?

Business Development – How to develop an existing
base and build new revenue streams

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Pasta Presentation (CIG)

11:00 - 12:00

Perch Bar

Presented by Chef Michele Casadei Massari, Felicetti Pasta

Chef Michele, a passionate connoisseur of Italian culinary art, is excited to share his extensive knowledge and deep-rooted love for pasta in a comprehensive seminar. Delving deep into the world of pasta, he will showcase the intricate details of crafting impeccable pasta dishes, ranging from the classic preparations to more avant-garde interpretations. But he won't stop there; Chef Michele will astound participants by unveiling groundbreaking ways to incorporate pasta into beverages, appetizers, and even desserts. Participants can expect a thorough exploration of various cooking methods, both traditional and modern, ensuring they leave the seminar with a renewed appreciation for the versatility and beauty of pasta.

Lunch & Closing General Session - LCA at Catersource/The Special Event 2024, White Paper Topics 2024, Steering Committee Update, Digital Media Credits, Market Share Survey

12:00 - 13:00

General Session Room - King St I & III

Presented by Carl Sacks, Kathleen Stoehr

LCA at Catersource/The Special Event 2024, White Paper Topics 2024, Steering Committee Update, Review of LCA Market Share Survey Results

Participants

Carl Sacks - Executive Director, Leading Caterers of America

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TIME	HOTEL BREAKFAST AREA – EMBASSY SUITES OR COURT- YARD BY MARRIOTT	SHOW OFFICE - CON- FERENCE ROOM	GENERAL SESSION ROOM - KING ST I & III	STADIUM WAY LOFT & DEMO KITCHEN	KING ST II	KING ST IV	LOBBY	PERCH BAR
07:00	07:00 - Breakfast	07:30 - Show Office Conference Room						
09:00			<p>09:00 - General Ses- sion Industry Partner Introductions - ALL: Curate, VerTerra</p> <p>09:10 - Sustainability Update for the Cater- ing Industry (ALL)</p> <p>09:55 - Succession & Transition Planning - PNG</p>	09:55 - Breakout Ses- sions - Chef's Round- table & Pasta Demo - CIG	09:55 - Prospecting and Lead Generation: Unleashing Opportuni- ties - SEG	09:55 - Complex Event Execution - MOG		
10:00							10:50 - Break - On Own	
11:00			11:00 - General Ses- sion - Building a Com- munity - ALL*					11:00 - Pasta Presen- tation (CIG)
12:00			12:00 - Lunch & Clos- ing General Session - LCA at Catersource/ The Special Event 2024, White Paper Topics 2024, Steering Committee Update, Digital Media Credits, Market Share Survey					