

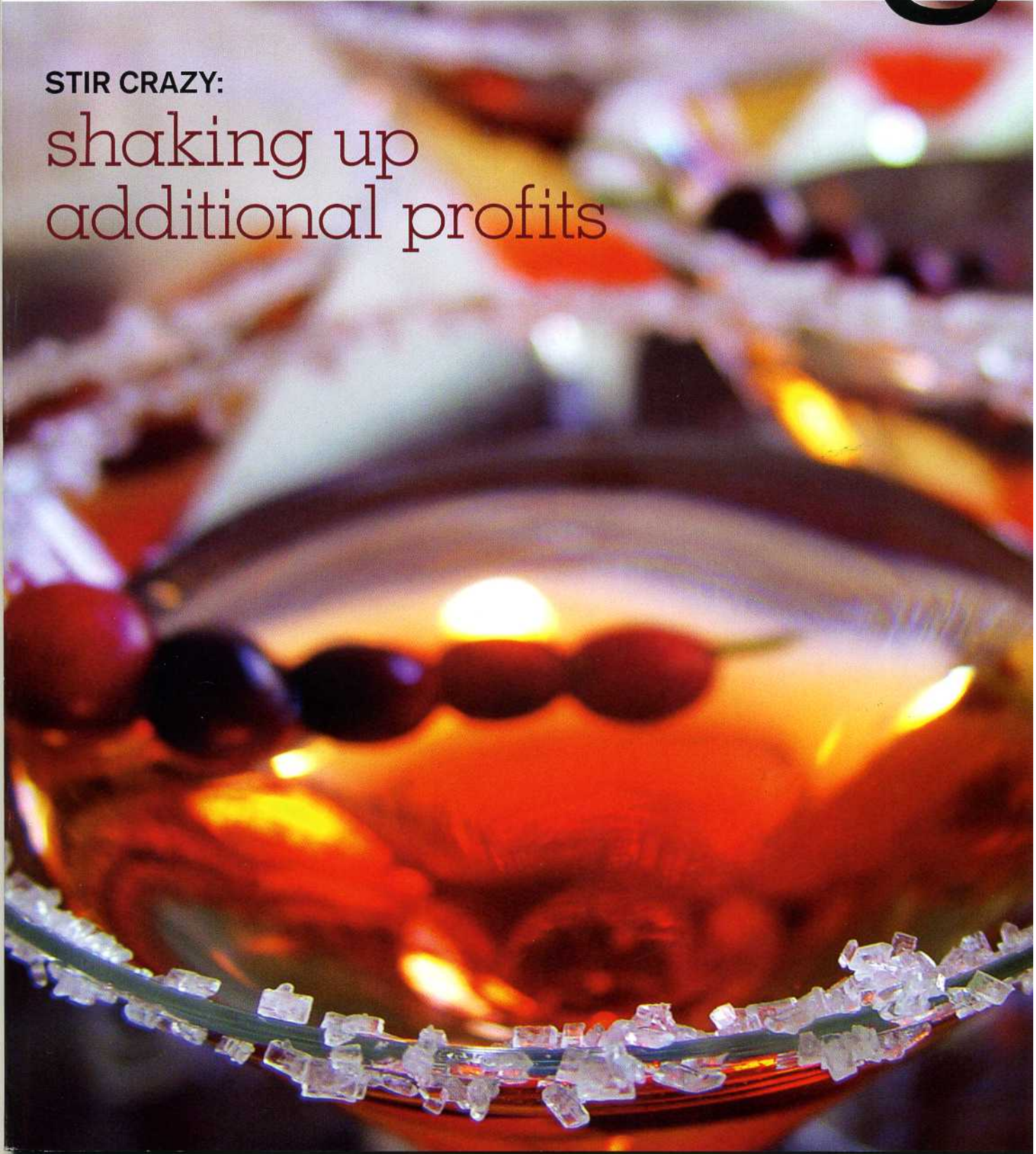
september >> october 2006

Catering magazine

the magazine for catering professionals

STIR CRAZY:

shaking up
additional profits





CATERING with competitors

COOPERATION KEEPS CLOSE CAMARADERIE

Many caterers and event planners know firsthand what networking can do. They've learned through their involvement in organizations such as National Association of Catering Executives (NACE) and International Special Events Society (ISES). But how do they handle teamwork on a smaller scale?

A win-win situation

"There's a unique synthesis that happens when two people, who do the same thing, come together: caterers talking to caterers, event designers talking to event designers," says San Diego-based Waters Fine Catering executive director Andrew Spurgin. People who work in the same industry speak the same language and have a lot they can learn from each other, he says.

Working with companies that do the same thing your company does doesn't mean they are necessarily your

competition. Spurgin often works with "competition" worldwide, and says he gains more than he loses from it.

"We're both doing the same things and we know what questions to ask, second-guessing things, and it's a great learning experience for both people," he says. I think it's a win-win thing."

Opulence

An example of what Spurgin is talking about occurred May 8, when he joined with Edith Jakobs, president of Toronto-based Opulence Catering & Event Management, to produce an event for a Munich-based law firm for about 550 people.

Through research Spurgin learned that Opulence Catering had received awards and nominations for its services. He contacted the company, an agreement was reached and he commissioned it to do the event.

PHOTOS BY KALEIDOSCOPE PHOTOGRAPHY IN TORONTO

