



# INTERNATIONAL CATERERS ASSOCIATION

MEMBER RESOURCES AND ADVOCACY OUTREACH PROGRAM

MAY 18, 2020



# PANELISTS



**JEFFREY SELDEN**, MANAGING PARTNER  
MARCIA SELDEN CATERING & EVENTS  
ICA BOARD PRESIDENT



**JONATHAN JENNINGS**, EVP & COO  
CT WEDDING GROUP  
ICA BOARD MEMBER



**PAULA KREUZBURG**, EXECUTIVE DIRECTOR  
INTERNATIONAL CATERERS ASSOCIATION

# INTERNATIONAL CATERERS ASSOCIATION (ICA)

## OUR MISSION

THE INTERNATIONAL CATERERS ASSOCIATION (ICA) IS A NON-PROFIT ORGANIZATION DEDICATED TO PROVIDING EDUCATION, MENTORING, AND RESOURCES FOR PROFESSIONAL CATERERS AND PROMOTING THE PROFESSION OF CATERING TO CLIENTS, INDUSTRY MEMBERS, VENDORS AND THE PUBLIC.



# BOARD OF DIRECTORS

20 VOTING MEMBERS

**OFFICERS:** PRESIDENT, SECRETARY,  
TREASURER, PAST PRESIDENT

ESTABLISHED IN 1981 – 39 YEARS AGO!

- NOT FOR PROFIT CORPORATION
- EXEMPT UNDER IRS SEC. 501(C)6  
ORGANIZATION

# BOARD OF DIRECTORS RESPONSIBILITIES

ESTABLISH STRATEGIC PLAN AND ANNUAL GOALS AND OBJECTIVES

DETERMINE ASSOCIATION POLICY

ALLOCATE RESOURCES THROUGH THE BUDGET

MONITOR PROGRESS

PROMOTE THE ORGANIZATION

OVERSEE THE EXECUTIVE DIRECTOR, ATTORNEY AND CPA

# CLEMONS & ASSOCIATES RESPONSIBILITIES

EXECUTIVE DIRECTOR

MEETINGS AND MEMBERSHIP COORDINATOR

FINANCIAL COORDINATOR



# COMPREHENSIVE RESOURCES FOR CATERERS

## Coronavirus Information

The ICA continues to monitor the rapidly changing situation related to the spread of COVID-19. We understand that concerns for health, safety, and the impact on event attendance, among other issues, are affecting our members. We commit to maintaining all appropriate sanitary, health, and safety measures and encourage members to follow guidelines recommended by the [Centers for Disease Control and Prevention](#) and the [World Health Organization](#).

Visit our COVID-19 Resource Center below and sign up for upcoming webinars for helpful tips and links on how to plan, prevent, and handle situations that may arise with employees and clients.

[COVID-19 Resources Center](#)

[COVID-19 ICA Transactions Update](#)

## ICA Online Education Available for Caterers

ICA Member Resources & Advocacy  
Outreach Program  
Video Phone Call  
Monday, May 18 | 2:00 pm ET

ICA Operations Roundtable:  
How to Protect Your  
Employees & Your Organization  
Video Phone Call  
Wednesday, May 20 | 2:00 pm ET

ICA Operations Roundtable:  
Health and Sanitation  
Best Practices Across  
Different Industries Video Phone Call  
Wednesday, May 27 | 2:00 pm ET

## Join the International Caterers Association!

For motivated caterers, International Caterers Association is a resource that provides **Education**, encourages peer to peer **Relationships** and **Inspires** creativity while embracing all segments of the catering industry.

[Caterer Membership Application](#)

## Quick Links

[My Profile](#)

[Join ICA](#)

[Member Search](#)

[ICA Sponsorship Opportunities](#)

## Upcoming Events

Mon May 18, 2020

[ICA Operations Roundtable: Health and Sanitation Best Practices Across Different Industries Video Phone Call](#)

Category: Events

Wed May 20, 2020

[ICA Operations Roundtable: How to Protect Your Employees and Your Organization Video Phone Call](#)

Category: Events

Tue Mar 9, 2021

[Catersource 2021](#)

Category: Events

[View Full Calendar](#)

## Latest News

[Staying Ahead of The Money Curve 5/18 Edition](#)

[Staying Ahead of The Money Curve 4/24 Edition](#)

[Staying Ahead of The Money Curve 4/23 Edition](#)

ICA Homepage:  
[www.internationalcaterers.org](http://www.internationalcaterers.org)



# PEER TO PEER SHARING

## ICA FACEBOOK ROUNDTABLE

- OVER 1950 INDUSTRY PEERS
- SHARE RESOURCES
- ASK QUESTIONS
- SHARE BEST PRACTICES

[HTTPS://WWW.FACEBOOK.COM/GROUPS/453074644748320/](https://www.facebook.com/groups/453074644748320/)





# STATE BY STATE OPENING STATUS

Dashboard provided by MultiState Associates (www.multistate.us)

Toggle between different tabs in the upper left hand corner of the screen. The tabs are organized as follows: state-level activity is shown on tabs 1 and 2; local-level activity is shown on tabs 3 and 4.

State	Link to Health Department's Coronavirus (COVID-19) website	Key Contacts	Governor's Plan to Reopen	State of Emergency Doc.	Executive Orders	Session Changes/Capitol Closures	Travel Restrictions / Info	Official Sources (Twitter, etc.)	Last Checked	New Info 5/18
Alabama	<a href="#">Alabama Department of Public Health - 2019 Novel Coronavirus (COVID-19)</a>	Burnestine Taylor, M.D. - 334-206-5100 Karen Landers, M.D. - 256-383-1231	Reopening Plan Released by the Small Business Emergency Task Force	Fourth Supplemental State of Emergency: Coronavirus (COVID-19)	Governor Issues Amended Safer at Home Order	Session resumed May 4-9, sine die adjournment May 18; special session expected TBA	For Those Who Have Recently Traveled Internationally	@ALPublicHealth	5/15/2020 - 3:40 pm	<input type="checkbox"/>
Alaska	<a href="#">Alaska COVID-19 Information</a>	Alaska Section of Epidemiology (907) 269-8000	Phase 2 of the Reopen Alaska Responsibility Plan takes effect Friday, May 8.	Gov. Dunleavy declares a public health disaster emergency in response to COVID-19 (3/11/20)	COVID-19 Health Mandates	Session suspended 3/29/20, reconvene date TBA	Health Mandate 18: Intrastate travel is permitted under certain conditions and guidance	@Alaska_DHSS	5/15/20 - 2:00pm	<input type="checkbox"/>
Arizona	<a href="#">Arizona COVID-19 Response</a>	Hotline: 211	Stay At Home Order To Expire On May 15. Replaced By New Guidance For Economic Recovery That Prioritizes Health And Physical Distancing	Gov. Doug Ducey Issues Declaration of Emergency (3/11/20 pm)	Stay-at-home thru 5/15/20	Senate adjourned sine die May 8; House TBA	Mandatory 14 day self-quarantine for those who recently traveled to NY, NJ, or CT.	@AZDHS	5/18/20 - 8:15 am	<input type="checkbox"/>
Arkansas	<a href="#">Arkansas Department of Health-COVID-19 Website</a>	1-800-803-7847; after hours emergency number 501-661-2136	Gov. announces theatres, lecture halls, other large venues okayed for limited re-opening	Public Health Emergency extended an additional 45-days (Starting 5/5)	All Executive Orders	ADJOURNED	In 5/6 press conference Gov. Hutchinson announced that the temporary ban on recreational travel is lifted. Ban still remains for "hot spots" identified as NY, NJ, CT and New Orleans. List of "hot spots" is subject to change.	@ADHPHO	5/17/20 - 8:47 pm	<input type="checkbox"/>
California	<a href="#">CA Department of Public Health-Coronavirus Disease 2019 (COVID-19)</a>	Dr. Sonia Angell, CDPH Director & State Health Officer	Gavin Newsom moves to reopen dine-in restaurants, shopping malls.	Gov. Newsom Declares State of Emergency to Help State Prepare for Broader Spread of COVID-19	Governor Newsom Signs Executive Order on CalWorks	Assembly resumed May 4, Senate May 11		@CAPublicHealth	5/15/20 - 2:12pm	<input type="checkbox"/>

[Click here](#) to view all 50 states.

# COMPREHENSIVE RESOURCES FOR CATERERS

ICA COVID-19 RESOURCE LIBRARY – UPDATED DAILY

[HTTPS://WWW.INTERNATIONALCATERERS.ORG/CORONAVIRUS-INFORMATION](https://www.internationalcaterers.org/coronavirus-information)

NATIONAL RESTAURANT ASSOCIATION

NRA FOODSERVICE REOPENING GUIDE

ECOLAB FOODSERVICE OPERATIONS PLATFORM

CDC SANITATION GUIDE

THE EVENT SAFETY ALLIANCE (ESA) REOPENING GUIDE

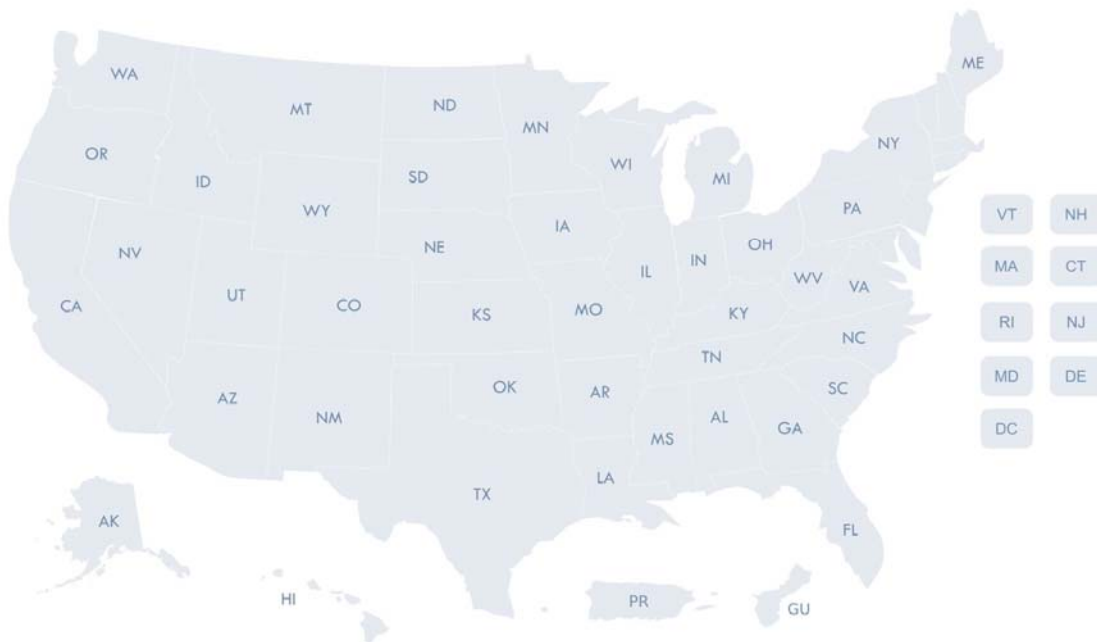
PAYROLL PROTECTION PLAN & CARES ACT UPDATES

BOARD OF DIRECTORS & HEADQUARTERS

# ADVOCACY OUTREACH RESOURCES

## COVID-19 Resources

Click on your state below to find important state specific information regarding COVID-19 government response and available relief programs. For a comprehensive list of state reopening regulations, click [here](#).



This resource will show state tax reliefs, state employee hospitality relief funds, small business disaster release loan options, state reopening plans and more.

Source: National Restaurant Association

[www.restaurantact.com](http://www.restaurantact.com)

# ADVOCACY OUTREACH RESOURCES

## LETTER TEMPLATES

- LETTER TO OFFICIALS AND ELECTED REPRESENTATIVES

ALL LETTERS AVAILABLE IN THE ICA COVID-19 RESOURCES ON THE WEBSITE

[HTTPS://WWW.INTERNATIONALCATERERS.ORG/CORONAVIRUS-INFORMATION](https://www.internationalcaterers.org/coronavirus-information)

### Coronavirus (COVID-19) Official or Elected Representative Template Letter

(Insert Your Company Logo Here)



Dear (Official or Elected Representative),

As we navigate these unprecedented times with the Coronavirus (COVID-19) spreading across the world and Governors Declaring States of Emergencies, shutting down restaurants, bars, taverns and limiting the number of people in public gatherings my catering business has been decimated in less than one week.

As a proud business owner, employer and member of my community I need assistance quickly if I hope to have a chance to rebuild my business and livelihood.

Public officials had to make hard decisions that impacted everyone for public safety. With that said, I still have obligations, bills to pay, staff that depend on me for their families and I cannot do this without your help. I hear about the Federal Government potentially providing assistance to the Airlines and other potential assistance in the near future and I am in need of that but I am dealing with bills and employees TODAY!



# BEST PRACTICES FOR ADVOCACY

ALL POLITICS ARE LOCAL

IT CAN FEEL GOOD TO “DO SOMETHING!”

LOOK FOR AND JOIN ADVOCACY GROUPS. BE ACTIVE.

RED? BLUE? PURPLE? LEAVE YOUR PARTISANSHIP AT THE DOOR

PUT IN THE EFFORT TO BUILD RELATIONSHIPS AND BECOME A TRUSTED RESOURCE. DON'T WAIT FOR CRISIS.

MANY POLITICIANS DO NOT UNDERSTAND CATERING AND EVENTS. EDUCATE THEM!

WHO, ME? YES, THEY ACTUALLY WANT TO HEAR FROM YOU WILL TALK WITH YOU

EMAILS ARE GOOD ... PHONE CALLS ARE BETTER

“IT'S A COMMUNICATIONS JOB”

# QUESTIONS?

PAULA KREUZBURG

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ICA HEADQUARTERS:

[INFO@INTERNATIONALCATERERS.ORG](mailto:INFO@INTERNATIONALCATERERS.ORG)

[WWW.INTERNATIONALCATERERS.ORG](http://WWW.INTERNATIONALCATERERS.ORG)