

catersource® + **THE SPECIAL EVENT®**

# Igniting Sales Magic! Leadership, Strategy & Showstoppers

Footers Catering & Events

JDK Group

Rainmaker Sales + Marketing Group

Connecticut Wedding Group

and

Fulton Market Consulting



# Colbért Callen

Director of Sales & Marketing/The Team Mom

Network: ICA, CU-Boulder Alumni Board, VenuHub,  
Visit Denver

Vacation Spot: Footers Family Vacation in Mexico

First Job: Commercial Greenhouse Plant Trimmer

Learn: Ask Questions & Get Clear Expectations



# Steve Sanchez

## President

Network: ICA, LCA, Pennsylvania  
Lodging & Restaurant Association

Vacation Spot: Scottsdale

First Job: Video Store Clerk

Learn: Customer Service & Operational Organization



# Margaret Brower CEO & Founder

Network: ICA

Vacation Spot: Montauk, Long Island

First Job: Applebee's

Learn: Sell the Sizzle, Not the Steak



RAINMAKER  
sales + marketing group



# Jonathan Jennings

## Executive Vice President & COO

Network: ICA, LCA, CT Restaurant Association,  
U of New Haven, Hospitality Department

Fave Vacation Spot: Florida Keys

First Job: Bought a Newspaper Route at Age 12

Learn: Managing Deadlines & How to Work with People



# Jennifer Perna CEO & Founder

Network: ICA, Cornell Hotel Society

Fave Vacation Spot: Mexico

First Job: Gaetano's Italian Bakery, Rochester NY

Learn: Building Strong Customer Relationships



# What's Changed Since We Last Met?

## Challenges and Lessons Learned

and

## Innovative Ideas for Leading Sales Teams

Q & A ...

Ask Anything....

and

Thanks for Spending Time with Us!

*Colbért, Steve, Margaret, Jonathan & Jennifer*

Any More Questions? Reach Out and I Will Connect You

