

MONONA CATERING

2024 was a strong year and showed growth over the past few years. Monona Catering's revenue for the year was \$7,014,297 (pre-audit) which was an increase of 2.51% higher than the 2023 revenue of \$6,842,495.

THE 2024 SERVICES WERE:

- Hospitality (coffee breaks)
296,557 guests
- Meals (breakfast, lunch, dinner)
85,727
- Receptions
66,581 guests
- Total Services (including all misc.)
562,784 guests

Monona Catering donated approximately 6771 pounds (3.4 tons) to local shelters.

Approximately 41,420.00 pounds (20.7 tons) of pre-consumer waste was diverted from the local landfills through the composting program. From a greenhouse gas equivalency standpoint, our composting efforts are equivalent to 273 urban tree seedlings grown for 10 years.

LAKE VISTA CAFÉ

The Lake Vista Café season began on May 21st and ran through September 22. The season started off with quite a few rainy days, which resulted in slower sales. The Monona Catering Culinary team introduced new items such as the Chojin Salad, and the Korean BBQ Taco. The total revenue for the café was \$140,552 which was 6.2% lower than the 2023 season.

2024 MARKETING ACTIVITIES

Monona Catering participated in several marketing activities throughout the year, which include Client and Wedding Menu tastings, the Winter Prom event in January, and the summer client appreciation event, in August.

2025 PROJECTIONS

Monona Catering projections are steady and comparable with 2024 with revenues at approximately \$6,975,000. The first quarter starts off with some nice events such the return of the Findorff Employee Recognition party in February and the American Family Children's Hospital Friends Gala in March. With the conference and conventions this year, we are looking forward to continued growth.

2025 RETIREMENT AND NEW PRESIDENT INTRODUCTION

After an outstanding career of 40+ years, Patty Lemke, CPCE, CEO of Kelber and Monona Catering has decided the time is right for her to retire. Patty was part of the initial team that helped to build Monona Catering, and has brought her skills, knowledge and excellence to both Kelber and Monona Catering. Her legacy is one of hard work, meticulous details and building dedicated staff to continue both companies moving forward.

Thank you, Patty, for giving your time, energy and expertise to both companies. We are so grateful for all you have done to ensure our success, and we wish you all the best in this new chapter of your life.

Beginning February 1st, Monona Catering is proud to announce our new President of Monona Catering, Linwood Campbell, CPCE.

As a seasoned hospitality professional with a distinguished career spanning over four decades in the catering and events industry, Linwood has led transformative initiatives in all the companies he has worked for. Known for fostering collaboration and innovation, Linwood has also trained and mentored emerging leaders in the industry through his leadership with the National Association for Catering and Events. He actively engages with professional and community organizations and has played pivotal roles in the local Chambers of Commerce, the Human Rights Campaign, and the National Association for Catering and Events.

A visionary with a proven track record across premier venues and world class hospitality companies such as Hilton, Marriott and Starwood Hotels and Resorts, Linwood has led teams that have executed large-scale catering operations generating multimillion-dollar revenues while driving strategic sales growth and client satisfaction. Recognized for leadership excellence, Linwood has earned numerous accolades, including the Mary Margaret Traxler Spirit of NACE Award for the Charlotte Chapter of NACE, the NACE national George Zell Spirit of NACE Award, Caesar's Entertainment Hunter Award and Member of the Year for the Charlotte Chapter of NACE. With a passion for mentorship, Linwood frequently guest lectures and shares insights on hospitality innovation, while contributing to national organizations that shape the future of catering and events. Certified as a Professional in Catering and Events since 2007 and receiving an Honorary Doctorate of Food Service from North American Association of Food Equipment Manufacturers, Linwood exemplifies dedication, creativity, and a commitment to delivering extraordinary guest experiences.

Welcome Linwood to Monona Catering and the Monona Terrace Community and Convention Center!