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*Lily Watson,*  
Director of Sales



## STERLING AFFAIRS CATERING AND EVENTS

Austin, Texas

Established in 1994, Sterling Affairs Catering and Events is one of the largest full-service catering and event planning companies in Central Texas. It is the exclusive caterer and event coordination partner for the Long Center for Performing Arts, Shoal Crossing Event Center, the historic Neill-Cochran House & Museum and Pioneer Farms in North Austin. They are also the preferred caterer for the Admiral Nimitz Museum, the Bastrop and Austin Convention Centers, Arbor Pointe Event Centre, LBJ Presidential Library & Museum, Nature's Point, the Vista on Seward Hill, Villa Antonia and Pilot Knob Vineyard. Sterling Affairs uses ReServe Interactive's Catering & Event Management software to efficiently book, coordinate and execute more than 300 off-premise events across these special venues every year.



### CHALLENGE

Prior to implementing ReServe's Catering & Event Management software, Sterling Affairs salespeople used computerized spreadsheets with complex formulas and links to create proposals and banquet event orders. Other staff had to rely on the sales team for the distribution of event information which made it difficult for all departments to consistently share event details and plan ahead. In addition, the complicated spreadsheet formulas created challenges for new users, and the documents produced did not accurately represent the professionalism of the Sterling Affairs brand. ReServe's Catering & Event Management software allowed the company to improve the accuracy and accessibility of event information across six departments, quickly and easily create professionally branded event orders and documentation, as well as improve communication across the organization.



## SOLUTION

Lily Watson, director of sales at Sterling Affairs Catering and Events, and 19 other employees across six departments use ReServe Interactive's Catering & Event Management software to sell, book, manage and execute the company's 300 plus off-premise catered events across more than 12 venues in Central Texas.

"When we implemented the software in 2009, we were excited about all of the possibilities. We knew it would allow us to streamline our off-premise event calendars and create professional looking, customized banquet event orders, proposals and invoices," explains Watson. "I knew it would take us to the next level and provide the professional piece that we needed."

ReServe allows Sterling Affairs staff to easily access and share important and accurate event information across the organization. Salespeople use ReServe's centralized off-premise event calendar to check space and staff availability, and schedule repeat events, as well as use ReServe to create proposals and banquet event orders, and manage invoicing. Other departments including administration, management, and kitchen and production staff access ReServe for event execution and management. The company's office manager uses ReServe's financial reporting tools to produce aging reports as well as gather and review other details that would have been impossible to pull from their prior system. Sterling Affairs chefs pull menus and food and beverage information, production staff access set-up and service requirements, and managers review and print details for multiple events across several venues in a convenient calendar format.

"ReServe has been extremely helpful from initial implementation to the present," says Watson. "The software has changed how we do things. Now, as salespeople are talking to a client, they can put together and revise an event with information that everyone can access. It allows us to keep everyone consistent and up to date, and we can look to the future for planning purposes."



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Other Catering Customers Include:  
All Occasions Catering / Catering by Restaurant Associates / Patina Catering  
Dean & Deluca / Wolfgang Puck Catering / Celebration Events