



**FOR IMMEDIATE RELEASE**

**CONTACT:**

Brynn Bagot Allday or Ashley Hightower  
Brynn Bagot Public Relations  
(214) 528-5600  
[brynn@brynnbagot.com](mailto:brynn@brynnbagot.com)  
[ashley@brynnbagot.com](mailto:ashley@brynnbagot.com)

**GEORGE CATERING WELCOMES DFW EVENT PLANNER  
KRISTEN DICKSON TO THE SALES TEAM**

**DALLAS** – December 14, 2009 – GEORGE Catering is excited to announce the addition of new sales manager Kristen Dickson, CSEP, owner and founder of Kristen Dickson Weddings & Events, to the event sales department. Dickson joins current GEORGE sales manager Michael Uber, and together, they will be responsible for managing client and event services, as well as business development for the company.

"We are thrilled to welcome Kristen to the team and are excited about the new energy and creative ideas she brings to the company and to our clients," said George Brown, owner and executive chef of GEORGE Catering. "Kristen is accustomed to a high level of client service and is eager to bring this to GEORGE Catering clients. She is an essential part of our growth in 2010."

With more than eight years in the industry, Dickson has produced hundreds of weddings, high-end social parties, non-profit galas and corporate special events in Austin and Dallas. Her resume includes work with the Lance Armstrong Foundation, Word of Mouth Catering, the University of Texas Law School, Gil's Elegant Catering and the Empire Room. Dickson has spent the last 18 months focused on public relations and marketing, event design, coordination and production for social, wedding and corporate clients. She achieved her Certified Special Event Professional (CSEP) designation and her Trained Wedding Planner (TWP) designation from the American Association of Certified Wedding Planners (AACWP) in 2008. In addition, she has served as a board member of the International Special Events Society (ISES) Dallas Chapter since 2006.

"All of my current clients can rest assured that they will be taken care of. Working with GEORGE Catering is an once-in-a-lifetime opportunity that will allow me to pair my event planning experience with my sales and catering background. I am thrilled to be able to bring my event design, coordination and production perspective to GEORGE Catering's clients moving forward," Dickson said.

-More-

## **GEORGE Catering Announces Changes to Sales Team**

### **Page Two**

Dickson also is looking forward to being back on the supplier side of events. "I cherish my relationships with Dallas-Fort Worth's best third-party event planners, wedding planners, destination management companies and venues, and I look forward to serving them as a catering partner once again."

Mike Uber joined GEORGE Catering in 2007 and has been an integral part of the event sales team. A graduate of Cornell University's School of Hotel & Restaurant Administration, Uber has spent more than 10 years in the hospitality and special events industries, working with top-level catering and hotel companies in several major markets. Throughout his career, he has been active with the National Association of Catering Executives (NACE), International Special Events Society (ISES) and Meeting Planners International (MPI).

"As part of the GEORGE Catering team, I am proud to be affiliated with such incredible cuisine and extraordinary service. It is with great excitement that we welcome Kristen, and we look forward to her contributions and additional perspectives as we grow into the future," Uber stated.

GEORGE Catering is a full-service catering company that takes pride in a commitment to quality, attention to detail and unparalleled service. With more than 28 years in the food industry, Chef George Brown and his wife, Chef Katie Brown, share a passion for wholesome food and wine and have been involved with some of the highest quality dining establishments in Dallas. Over the years, GEORGE has received numerous awards and accolades, including being recognized as one of Dallas' Top 10 Caterers by *D Magazine*. Recently, GEORGE Catering was awarded "Caterer of the Year" by The International Special Event Society (ISES) Dallas and "Best Caterer of 2009" by WFAA-List. In addition, Brown was selected by *Food & Wine Magazine* as one of the year's Top 10 "Best New Chefs" in the country in 1997. For additional information, please visit [www.georgecatering.com](http://www.georgecatering.com).

###