

## Bi-Annual Vendor Showcase Speaker Complete Biography



Chef Steven Howard is a 40 year Hospitality Industry Professional with a career as an Executive Chef, Manager and Owner of Restaurants, Catering Businesses, Private Chef Services as well as Hospitality Industry Marketing and Business Consulting. He catered his first Wedding at 14 years old and owned his first Restaurant at 26. Being raised in a family where his Mother owned a 5000sq. ft. Retail Craft store and his Father Manufactured Tools for the Craft Industry, Chef Steven had more real life supply chain economics experience by the age of 17 than most MBA's learn in their lives. His Parents gave him their retail store to Run at age 17 and by the age of 22 gave the store back to them making 600% more profit than when he took over.

He yearned to cook for a living and worked for Pillsbury to get the kitchen and food management experience he needed and continued to work throughout the Los Angeles area for various Restaurants including Michael's in Los Angeles. All along the way his small business knowledge and Sales and Marketing acumen set records for every organization he joined. Finally he bought into his own restaurant and landed banner contracts with Burbank Television and Movie studios for catering contracts. Soon Chef Steven moved on to Arizona New Mexico and Texas where he established a Career as a Chef Owning Catering Businesses and Restaurants. During this Time he was approached by a Travel company with whom he partnered to create Local and FIT travel and Dining Promotions for Fortune 500 corporations and Major Hotels, Restaurants and Casinos in the Southwestern united states including Scottsdale, San Diego, Las Vegas, San Francisco and Tahoe/Reno. Again he set Sales records for many of the Venues and Retailers he partnered with.

Since Moving to The Bay Area in 2008 the Chef has largely retired from active cooking and now focuses on his Hospitality Industry Consulting. His affiliation with Bay Area Wedding Fairs started in 2010 and since that time has grown Bay Area Wedding Fairs into the largest Northern California Wedding Fair Production Company with 14 Fairs around the Bay Area Annually all hosting 50 -70 exhibitors and 200 – 300 attending Brides plus their guests at every show. Chef Steven credits his success by offering Education and Consultation first to get to know each Individual Exhibitor's own Business history first so he can recommend the proper tact of action they should take to grow Their Business. Only after that do they discuss their Fairs as one of the available tools at a business owner's choice of actions. The Chef has always believed if you serve someone first and give them something to remember you by, whether it's business help, a great meal or simply a caring conversation, that profits and success are the natural by-products of a helpful heart and attitude.

Chef Steven has made multiple appearances on Cable & Network Television and is an often quoted author and blogger on Chef's Blade and other culinary online services. 2015 will be his 41<sup>st</sup> year of helping people enjoy their lives while building their dreams.

