

ISES New York Metro Chapter News

Earth Day - Special Edition
April 2008

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Kathy Vermilye at
membership@isesnyc.com

Apple Bites...

Dear Colleagues,

In brief, below is my final article of a three-part editorial on how to Experience ISES. The ISES New York Metro Chapter has been focused on ways to help you **Build Business, Build Your Network** and **Build Our Industry**.

Build Our Industry

Albert Einstein wrote, *"It is every man's obligation to put back into the world at least the equivalent of what he takes out of it."*

"Building our industry" is about what you are doing to reinvest in our collective future to keep us a strong and stable industry.

This is not just about monetary contributions, although helpful, but also about how you share your expertise and share it in a way that gives back to the whole instead of expecting something in return.

In Catherine Ryan Hyde's book "Pay it forward," she explores the concept of doing nice things for three people and asking them, in return, to do something nice for another three people each.

If we "pay it forward," by becoming a mentor, offering advice, volunteering, being part of committee, consulting and focus groups who are working to bring us better practices and seek higher learning, we will truly Build Our Industry.

Let's "pay it forward!"



Liz Glover Wilson, CSEP
President, ISES NY Metro Chapter

Eco-Friendly Resources



Ever wonder where to find a hotel, restaurant, or local farming producer who subscribes to **GREEN**, sustainable practices? Below find a short list of great resources to these vendors or other educational websites.

A good consumer is an educated consumer!

[Green Restaurant Association](#)

[Green Hotel Association](#)

[Green Lodging News](#)

[Local Farm Locator](#)

[Sustainable Seafood](#)

Join us for The 7th Annual Big Apple Award

Ticket and Tables now available. For more information, [click here](#).



Build your image. Enter for an award at www.isesnyc.com/baaentry08.

New online options now make it easier than ever.

HURRY! Last day for entries is May 1, 2008.

www.isesnyc.com

Eco-THIS! Green Venue Selection

By Sue Bender, Communications Co-Chair



In our modern age, society's environmental consciousness has been hastened by the changing weather patterns, environmental disasters, loss of species and human health impacts. We have a choice: to cope with the change, or attempt to make a difference. Sustainability simply makes sense, not just for our global society but also for the meeting industry, and as individuals.

The meeting industry has an immense capacity to affect change by adopting a culture of corporate responsibility. Our capacity as planners and suppliers to act in partnership to minimize waste, purchase responsibly and educate delegates has the potential to benefit the

SAVE THE DATE

EVENT TITLE: Bowling "Green"

DESCRIPTION:

Being green is about making simple easy choices each day. Come hear Kevin White, Director of Production for Empire Force Events present easy "green tips." This short presentation will be followed by a fun night of bowling, drinks and networking.

LOCATION:

300 NY
Chelsea Piers (Pier 60)
23rd & West Side Hwy.
New York, NY

WHEN:

Tues., April 29, 2008
6:00 - 9:00 PM

RSVP:

www.isesnyc.com

* * * * *

EVENT TITLE: Big Apple Awards

DESCRIPTION:

Modeled on the International Special Events Society annual International Esprit Awards, the Big Apple Awards recognize achievement and honor excellence in the special events industry in the New York City metropolitan community.

LOCATION:

Cipriani Wall Street

WHEN:

Tues., June 24, 2008

RSVP:

7:00 - 11:00 PM

* * * * *

Cont.

environment, our economic bottom line, ourselves and generations that will come after us. When considering meeting space, the EPA has provided a 14-point checklist to help evaluate the environmental qualities of a facility. Does your venue offer the following?

- A recycling program
- A linen/towel reuse option that is communicated to guests
- Easy access to public transportation or shuttle services
- A policy to turn off lighting and air conditioning when rooms are not in use
- Bulk dispensers or reusable containers for beverages, food and condiments
- Reusable serving utensils, napkins and tablecloths when food and beverages are served
- An energy efficiency program
- A water-conservation program
- Paperless check-in & check-out for guests
- Use of recycled or recyclable products
- Employee training on these green activities
- Other "green" environmental initiatives such as receiving environment-related certifications, participating in EPA voluntary partnerships, supporting a green supplier's network, etc.
- Food sources from local growers or a policy to consider the growing practices of farmers who provide the food
- A policy to use bio-based or biodegradable products, including bio-based cafeteria ware

When selecting your next venue, examine what part they are doing to incorporate these practices into their business policy.

Sustainable Beverage Trends

Sokol Blosser Winery of Dundee Hills Oregon is the first winery in the United States to receive LEED (Leadership in Energy and Environmental Design) certification from the United States Green Building Council. The certification was earned for the construction of their underground barrel cellar, which has the capacity for 900 barrels and features a chamber located underground to take advantage of the natural cooling properties of the soil. The cellar also features a living roof, covered with the same wildflower cover crops used throughout the vineyard to encourage



Welcome!

Welkumme

Benvidos

Bienvenue

Velkomin

Irashaimasu

Benvenuti

A warm welcome to
the following new

ISES NY Metro

Chapter Members!

* * * * *

Howard Givner

Paint The Town Red

Samantha Newman

AOL

Flame Deal

Flame Deal Events

Tara McGill

Statue Cruises LLC

Ana Toledo

PRA Destination
Management – NY

Danielle Katzap

Freelancer

Sue Bender

Bender Communications
Consulting

Sustainable . . Cont.

biodiversity. Following the principles of The Natural Step, the winery pursues environmentally friendly practices in all phases of their business, including:

Implementing organic farming practices, having achieved full USDA organic certification in 2005 from Oregon Tilth and is certified "green" by LIVE (Low Input Viticulture and Enology, an international certification)

- Using 20% bio-diesel in farm tractors
- Purchasing unbleached paper products for labels, wine boxes and gift bags whenever possible
- Recycling as much as possible, from office paper to pallet shrink-wrap

For additional information on Sokol Blosser Winery including their annual Sustainability Reports please visit <http://www.sokolblosser.com/>

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360 Vodka

360 Vodka combines quality with environmental responsibility. Made from 100 percent locally-grown American grains, 360 Vodka is distilled using a state-of-the-art process that is 200 percent more energy efficient than conventional distilling methods and the bottle is made of 85 percent recycled glass. McCormick Distilling was recently named a member of the EPA's Green Power Partnership and has pledged to replace a portion of its electricity consumption with green power to reduce the environmental impact associated with conventional electricity use.

For additional information, please contact <http://www.vodka360.com/index.php>

* * * * *

Peak Organic Brewing Company uses barley and hops grown without toxic and persistent pesticides or chemical fertilizers. These substances can cause soil degradation and chemical runoff that contaminates water sources and, hence, the ecosystems that they support. By supporting organic agriculture, Peak Brewing Company believes they can make the most delicious beer possible and feel good about the positive environmental contribution they are making. To enjoy this brew, grown from healthier soil and natural barley and hops, please visit <http://www.peakbrewing.com/>

New Members Cont.

Dorothea Cernera

Elyse Lazaruk

Brinda Merhai

Sujin Yim

Join as a member in May
and save!

www.ises.com

* * * * *

Are You Certified? Certified Special Event Professional "CSEP"

The CSEP designation is the hallmark of professional achievement in the special events industry. It is earned through education, performance, experience, and service to the industry, and reflects a commitment to professional conduct and ethics.

The CSEP designation is awarded by the International Special Events Society (ISES) and its Certification Committee. ISES is the only international umbrella organization representing professionals in all disciplines of the special events industry. Education and a commitment to professionalism are cornerstones of ISES.

STAND OUT above the rest!

Established in 1993, the CSEP program was developed to increase the recognition of professional growth and identify professionals who have demonstrated proficiency in the all components of the special events industry

- Foster enlightened performance through education while promoting ethical conduct and increasing industry standards
- Increase professionalism of practitioners in all sectors of the events industry;
Increase of proficiency in the principles and practices of the special events industry
- Acknowledge the high caliber work of CSEPs and the value of product and services they provide specialized skills

**Join the International Special Events Society in
May 2008 ONLINE for only \$399!**

**Get 14 months of membership
for the price of 12!**

**PLUS if you join online the \$50 application fee
will be waived!****

This is an incredible savings!

**Fill out the membership application on our
website**

**<http://www.ises.com/>
for instant membership!**