

ISES New York Metro Chapter News

February 2008

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For more information
about how to join,
please contact
Kathy Vermilye at
membership@isesnyc.com

Welcome!

Welkumme
Benvidos
Bienvenue
Velkomin
Irashaimasu

Building Your Network

This is the second part of a three-part editorial on how to **Experience ISES**. The ISES New York Metro Chapter is focused on ways to help you **Build Business, Build Your Network** and **Build Our Industry**.

Experience ISES and realize the benefits professionally and personally.

Often people believe that networking is running out and collecting as many business cards as possible. Whoever has the biggest rolodex will be the most successful. While a big rolodex is not a bad thing, it is in the cultivation of actual relationships that you will find long term success. It is in taking the time to identify your colleagues, engage in conversation with them and learn with them, that you will grow your network.

Over the years as an ISES member and leader, I have seen the benefits of what I call "long term networking," with job placements, partnerships, teaching opportunities and other amazing collaborations.

Being consistently visible in this industry will keep you "hot" in a competitive market. To stay visible, you need to be involved. Being involved means more than just exchanging a business card. It's about joining a committee or sitting on the Board of Directors and affecting positive change for our industry. It's about becoming a teacher or mentor and empowering others to contribute to the advancement of our industry. It is about supporting new initiatives, expanding your reach and being available.

Benvenuti

A warm welcome to the
following new
ISES NY Metro
Chapter Members!

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Jessica M. Pancoe
Hifza Nosheen
Chris A. Nadler
Lynn Aloia
Erin Halley
George Szondy
Nancy J. Bookchin, CMP
Nitzan Givati
Hector Velasquez
Alison La Ferlita
Brian Winthrop, CMP
Erin M. Fleming
Beth Baynum
Patrice M. Deza-Catillo
Mihaela Neatu
Nicole McClure
Raymond M. Espuche

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SAVE THE DATE

Read on for our upcoming
events.

Check our website at
www.isesnyc.com for updates
on all programs.

Not an ISES member yet?

Join today and benefit locally to develop your network through our combined industry events such as our upcoming March 18th event in cooperation with International Association of Exhibitions and Events (IAEE) entitled, "Creative Networking." Other opportunities exist as well to benefit at the regional or international level by attending such conferences as the Northeast Regional Education Conference (REC) in Rhode Island on Sunday, March 2. To register for this event, please visit www.isesrec.com.

So I challenge you to look at networking in a different light and work on your relationships, your industry knowledge and your involvement. What you give is what you will get.

Stay tuned for next month's feature article on
"Building Our Industry"

Liz Glover Wilson, CSEP

President, ISES NY Metro Chapter



Mike Fiorentino, Liz Glover Wilson, CSEP and Danny Bergold at The Special Event in Atlanta, GA (Jan. 08)

Read on for more information and a special interview with New York Cares. . .www.nycares.org

Continued. . .

EVENT TITLE:

LIVE at the Highline Ballroom

DESCRIPTION:

The ISES New York Metro Chapter will be hosting a music and dance showcase for New York Cares.

LOCATION:

Highline Ballroom
431 W. 16th Street
New York, NY

WHEN: Feb., 20, 2008
6:00 - 9:00 PM

RSVP: www.isesnyc.com

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EVENT TITLE:

Northeast Regional Education Conference - ISES on Fire

DESCRIPTION:

The Northeast REC offers a diverse mix of learning opportunities, including educational workshops, panel discussions and networking social events. The education offered at Northeast REC is perhaps the best opportunity to meet and learn from event professionals in one place, at one time.

LOCATION:

The Westin Providence
One West Exchange St.
Providence, RI 02903

WHEN: March 2-3, 2008

RSVP: www.isesnyc.com

For conference schedules and hotel information please visit

www.isesrec.com

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A New Year, a New You: Making the Most out of Networking Opportunities

By Sue Bender

Co-Chair of Communications

Networking is one of those horrible words that conjure in most people a fear of conversing with strangers, reciting a lack-luster business pitch or making a desperate plea for a job reference. I must admit that I'm one of those individuals unwilling to accept that new business leads do not magically drop from the sky; rather it is something that I have to work on. It takes effort, practice and determination to master the world of six degrees of separation.

So, where to begin?

First, understand that networking simply means strategically communicating with everyone you can get a hold of - professionals, colleagues, personal contacts - whether or not you know them well enough or not. The purpose of this interaction is to introduce yourself, create a connection, and convey a message that evokes action.

This process involves both verbal and non-verbal communication. Know what you are going to say and how you're going to say it before conducting outreach.

Why are you contacting them?

"It's time for me to make a move."

"I just got laid off and am exploring other career options."

Are you asking for advice and guidance?

"I need an objective viewpoint and always respected your opinion..."

"What do you think of what's happening in the industry or with ABC companies?"

What do you want to come of this interaction?

"Ultimately, I'd like to connect with the hiring manager for ABC corporation"

"My goal is to do _____ one day. Do you think you can help direct me to the right person?"

Continued. . .

EVENT TITLE:

Creative Networking (In conjunction with the International Association of Exhibitions & Events)

DESCRIPTION:

Need a refresher course on your networking skills? Looking for new approaches to meeting new people? Come join us for this fun interactive discussion.

LOCATION:

Props for Today
New York, NY

WHEN: March 18, 2008
6:00 - 9:00 PM

RSVP: www.isesnyc.com

For additional events taking place in the New York metro-area, be sure to visit Biz Bash's Master Planner Calendar

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EVENT TITLE:

The ISES NY Metro Institute @ NYU

DESCRIPTION:

Going from Dependent to Independent! This session will reveal the business fundamentals required for aspiring entrepreneurs and simplify the process for accessing resources that are available to assist you in becoming a successful freelancer or small business owner in the events industry.

LOCATION:

New York University
11 West 42nd Street
4th Floor
New York, NY 10036

WHEN: April 11, 2008
8:30 -10:30 AM

RSVP: www.isesnyc.com

Condense these points into a brief paragraph. Read it out loud, rehearse it, and practice talking to friends and family. The more conversational it becomes the better. Learn more than one approach for your presentation skills, whether it is frank or subtle.

It's also key to remember that we communicate without words all the time! According to Patrick Miller, author of *Body Language on the Job*, "We tend to forget that silence speaks," says Miller, "It's a matter of paying attention and being cognizant of what you're doing nonverbally. Everything you're doing is being watched."

When meeting someone for the first time, hand gestures are a decisive way to make a nonverbal impression. A good handshake is vital. Try techniques that stand out such as the two-handed handshake, which shows enthusiasm or the touch of an elbow during conversation, which draws people in. Make eye contact, but don't go overboard as this shows domination of the conversation. The ability to emit confidence and interest through nonverbal body language is important.

"Avoid looking at your watch, rubbing your nose or arranging your hair," says Miller. "All these unconscious grooming habits collectively paint a picture that you're uncomfortable."

Below are some additional practical pointers to remember when networking:

- Stay in touch with people you like and respect even if they can't help you immediately. You don't want to go to someone only when you are desperate.
- Learn to ask "What do you do?" with comfort, sincerity and interest.
- Become a better listener. Ask a question and then be quiet until you hear the answer.
- Keep a great updated brochure, business card or other form of information about yourself on you at all times. Get comfortable handing out your card.
- Take classes to improve your public speaking, body language and writing skills.
- Follow up on any lead, no matter how minor.
- Get Involved! Join an industry association and participate on committee projects. Sign up to be a board member and network with other like-minded professionals.
- Attend conferences and educational courses to expand your exposure to a particular field.
- Have services to offer? Become a strategic partner and donate your time or skills to a particular industry association (ISES is a great place to start!)

Best of luck and happy networking!

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Movers & Shakers

Have you recently been promoted and would like to share the news?

Starting a company or expanding an existing one?

Ever wonder what projects your fellow ISES Members are working on?

Beginning next month, catch up on the latest industry gossip in our new section "Movers & Shakers."

To see your name in the spotlight, please submit entries to Sue Bender sbender@bendercommunications.com



www.isesrec.com

New Yorkers Really Care

Interview with Jennifer Gonzalez Goldschein, Director, Corporate and Foundation Relations



Q: Most New Yorkers are familiar with New York Cares Annual Coat Campaign. Tell us a little more about your other programs.

A: New York Cares was founded by a group of friends who wanted to take action against the serious social issues facing our city. Their goal was to meet pressing community needs by mobilizing caring New Yorkers in volunteer service - and this continues to be our mission today.

Each year, New York Cares brings vital volunteer support to more than 850 nonprofit agencies, public schools and other deserving organizations throughout the five boroughs. Our program staff works with each organization to identify their most pressing needs, create projects where volunteers can make a meaningful difference, and then recruit and deploy teams of volunteers to help meet those needs. The great majority of these projects typically would not exist if it weren't for New York Cares.

More than 36,000 people volunteer their time through New York Cares every year, while countless others contribute to our holiday gift and coat drives. Together, we are able to help more than 350,000 disadvantaged New Yorkers. New York Cares does this by:

- Creating year round volunteer opportunities: Day in and day out, hundreds of New York Cares volunteers are hard at work throughout the city, helping New Yorkers in need. In a typical month, New York Cares plans and manages up to 900 volunteer projects that address a wide variety of community needs. These projects take place outside of traditional work hours and involve direct, hands-on, meaningful activities, through which volunteers can see the impact of their work. The flexible nature of our Calendar program means that even the busiest New Yorker has the opportunity to make a difference.

Continued. . .

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Contact us at
info@isesnyc.com

www.isesnyc.com

- **Creating Citywide Days of Service:** In October, volunteers come together to spruce up our city's public schools during our annual New York Cares Day event, New York City's largest day of volunteer service. Every April, volunteers join forces to revitalize parks, gardens and public spaces. Together these events mobilize over 12,000 volunteers in service to our city.
- **Fostering Corporate Social Responsibility:** Over the past 20 years, New York Cares has encouraged and enabled thousands of New York City's leading companies to play an important role in meeting the social needs of our city, while simultaneously strengthening their own organizations, by engaging their employees in volunteer service

Q: About how many New Yorkers do you serve through the New York Cares organization?

A: Last year, New York Cares served 350,000 New Yorkers in need.

Q: I'm sure you couldn't do it alone with just your staff? How have you built your support network through volunteers? How many volunteers do you work with annually?

A: New York Cares has 36,000 volunteers, and growing! We literally could not provide our services without the support of our volunteers

Q: What has been your greatest learning experience in working with such a large volunteer group?

A: New York Cares was created with the goal of mobilizing large numbers of individuals in volunteer service. Our staff works each and every day to ensure that this can happen. It is truly amazing seeing the extraordinary impact of our volunteers working together to improve the lives of others.

Q: If an ISES member would like to offer their time or expertise, who should they contact at New York Cares?

A: All interested volunteers and potential supporters should check out our web site at www.nycares.org or call 212-228-5000