

ISES New York Metro Chapter News

March 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

Benvenuti

Apple Bites...

This month I'd like to take a break from our three-part series to give you a brief taste of the **ISES Experience**.

Since January, we've hosted some fabulous events, have given back to the community and attended our Regional Education Conference. I'd like to share with you the highlights of these events through the following photo journal. Enjoy!



CELEBRITY POWER

Expert panelists answers questions on "How to Book a Celebrity" at the Lighthouse Executive Conference Center on January 23, 2008.

From left to right: Danny Bergold (Empire Force Events), Peter Bailey (Industrial Artists Management), Mike Hopper (Mayor Bloomberg's Office), Liz Glover Wilson, CSEP (iStar Financial), Tim O'Neill (Wish You Were Here Productions), Colin Egglesfield (Actor) and Sue Bender (Bender Communications Consulting).

For additional event images, please go to
www.isesnyc.com

Continued. . .

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

* * * * *

Christopher J. Daddio
Julie M. Estes
Andrew C. Grieco
Joanne Grunwald
Valerie P. Hall
Claudia Langsner
Jennifer Logan
Cara J. Masucci
Margaret Melzer
Meredith Rothstein
Vaishali Sawant
Deborah Sperry

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SAVE THE DATE

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



ISES CARES

ISES NY Metro Chapter President, Liz Glover Wilson, CSEP presents Jennifer Goldschein and Masha Spaic of [NY Cares](#) with \$5,250. Special thanks to our Student Committee for producing this entertainment showcase and silent auction fundraiser.

For additional event images, please go to
www.isesnyc.com



FOR A GOOD CAUSE

ISES NY Metro Chapter's 'Decadent' Big Apple Award table featured at ISES New Jersey North's Annual Fundraiser - Dining Spaces on March 10, 2008. All proceeds went to the [Valerie Fund](#) that provides healthcare for children with cancer. Special thanks to our sponsors - [Bridge Props](#) and [Cloth Connection](#) and to our designer, Christine Brower.

For additional event images, please go to
www.isesnyc.com

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EVENT TITLE:

Agenda XPO 2008

DESCRIPTION:

Agenda XPO is the premier conference for corporate event and meeting planners in the New York metropolitan area. This year's Agenda XPO is the resource you'll need to create your best events of the year. Agenda XPO 2008 connects you with top event suppliers and solution-providers - while providing a conference program packed with real, relevant content.

LOCATION:

New York Marriott Marquis

WHEN: March 19, 2008

9:00 AM - 4:00 PM

RSVP:

www.agendaxpo.com

* * * *

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

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EDUCATIONAL CONFERENCE

Over 50 ISES New York members attended the 2008 [Regional Education Conference](#). Award-winning Designer, Timot McGonagle gave a presentation to remember at the 2008 REC. Special congratulations to our very own New York educational presenters - Richard Aaron (BizBash), Michael Cerbelli (Total Entertainment), Kevin White (Empire Force Events) and Christine Brower (C.Brower Planning).

For additional event images, please go to www.isesnyc.com

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

Liz Glover Wilson, CSEP

President, ISES NY Metro Chapter

Join us for

The 7th Annual Big Apple Award
Ticket and Tables now available. For more information go to www.isesnyc.com



Build your image. Enter for an award at www.isesnyc.com/baaentry08. New online options now make it easier than ever.

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

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Starting a small business?

By Sue Bender
ISES Co-Chair of Communications

Check out the Business Owner's Toolkit™ (www.toolkit.com) which offers more than 5,000 pages of free cost-cutting tips, step-by-step checklists, real-life case studies, startup advice, and business templates to small business owners and entrepreneurs. The site also offers a monthly newsletter, up-to-date news topics, and Ask Alice!, a column that closely follows industry trends and provides trusted advice to inquiring site visitors. The Toolkit's small business know-how is based on the publishing assets of CCH, Incorporated, a Wolters Kluwer business. Since 1913, America's lawyers, accountants, business consultants and regulatory advisors have relied upon the research libraries and software solutions of the country's #1 legal, tax and business publisher to run their professional practices. Now, Toolkit has taken these powerful CCH resources and produced a web site of useful advice and tools geared specifically to the small business owner.

The best part - it's FREE!

For more helpful tips on developing your small business, visit the Small Business Administration www.sba.gov for advice, free seminars and downloadable resources. What better way to prepare for Uncle Sam this tax season!

A RECOrd Industry Affair

by Christina Coster, MA
Secretary, ISES NY Metro Student Committee

This year I was the fortunate student recipient of the ISES Leadership and Education Scholarship which awarded me the opportunity to attend the ISES Northeast Regional Education Conference. This year's conference, held in Providence, RI brought together hundreds of amazing event professionals for a weekend of networking, sharing of ideas, and education.

Our morning of classes started with a great welcome by Northeast chapter leaders and Connie Riley, CSEP the ISES International President. Connie gave a reassuring and inspiring speech regarding the state of our nation's economy and the effect that it will have on our industry. From our morning welcome the guests filtered into a number of interesting educational sessions on a wide variety of topics. I attended "The Birth of a Concept", presented by Richard, Jordan, and Evan Carbotti owners of Perfect Surroundings, Inc. The Carbotti's visually and verbally walked us through the development of several of their biggest events, from the

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INTERNATIONAL
SPECIAL EVENTS SOCIETY
NEW YORK METRO CHAPTER

**For an electronic copy of
this newsletter and other
updates, go to**

www.isesnyc.com

**If you are
interested in
joining a
committee and
getting involved,
contact us at**

Info@isesnyc.com

beginning of the thought process through meticulous execution while reminding us that "details are the best way to finish your concept!"

The second class that I attended was "Going Beyond the Buzz -Marketing Strategies Simply Stated" given by Alexis Gorriaran, Director of Marketing for (add)Ventures. Alexis gave an informative talk on branding your business or event and new strategies for marketing in the digital world. I ended my morning by attending "Event Insurance; Event Planner Essentials", a presentation on the benefits of various specialty event insurance given by Sean Curtain, ARM, Senior Vice President of HCC Specialty Underwriters, Inc. Sean explained how best to protect your and your client's best interests while planning events!

That afternoon lunch was hosted in an enchanted garden frequented by fairies and talking 8 ft shrubs! After the meal, award winning event Producer and designer Timot McGonagle discussed how his personal journal helped shape his event creations in his presentation entitled, "An ArtFULL Life - Discovering the Power of Your Personal History."

In the afternoon educational session, I was treated to a lively presentation by Richard Aaron CMP, CSEP and President of BiZBash Media. Richard presented on "Breakthrough Concepts Changing the World of Events in 2008" and gave us all a fresh perspective on the latest ideas, fads and trends in the event industry.

Sunday night evening's program, "Hell" at American Locomotive Works featured a number of devilish characters, delicious food and drink, and a band and DJ that got the entire crowd on the dance floor. The party then continued on to the ISES Lounge, a South beach themed late night playground where ISES members kicked up their heels, relaxed with a nightcap, and mingled with Northern colleagues from Virginia to Maine.

Monday started off with a hands on class, "The Art of Smoke and Mirrors: Design and Décor on a Tight Budget" by Christine Brower, President and CEO of C. Brower & Co Creative Event Planning. After her introduction on the subject, Christine led 6 teams through a humorous and teambuilding exercise where each created a table centerpiece with limited resources. ISES members from different chapters all banded together to create such masterpieces as "Under the Sea", "Monica's Sweet 16", and "Moroccan Nights." The conference then closed with a great brunch and Closing Keynote Address, "Marketing Intelligence" by Anthony Gemma. Anthony's humorous and catchy presentation on the importance of brand strategy development and successful marketing for events left everyone with lots of great strategies to bring home.

Continued. . .

In addition to the numerous educational opportunities, I enjoyed meeting with my fellow ISES members throughout the Northeast. It was certainly a testament to the field and the impact that ISES has on its members. I would like to take this opportunity to thank the Board, the application committee, our Student Committee leaders and my fellow members from their support through the year and extending to me this fantastic opportunity. I would also like to thank and applaud the New England and Rhode Island ISES chapters who made my first REC such a memorable experience. I am excited to attend future conferences and for the NEW York Metro Chapter to produce an equally incredible event in 2009!

Go Team Go!!!

By Christine Brower
ISES NY Metro Board of Directors

On February 20th, 2008 at the Highline Ballroom, the ISES New York Metro Chapter Student Committee hosted an entertainment showcase and fundraiser honoring New York Cares. This was a very special event as the ISES New York Metro Chapter and New York Cares celebrated their 20th Year Anniversaries. With over 40 silent auction items and two grand prizes, the Committee raised \$5,250 for the New York Cares organization.

The event was a huge success. Congratulations to the entire team and to team leaders Gina DeVito (Student Committee Chair), Joan Sherman (Entertainment Chair), Alie Vidal (Silent Auction Chair), Christina Coster (Logistics Chair) and Melissa Jones (Hospitality Chair).

Covering the event live was WBLS 107.5 Radio Station. Spectacular entertainment featured were Acroback's Mirror Man, CTO World Entertainment's Orchestra and Choir, Kid Lucky, Incognito Artists Tenors and Divas, Eric Silvay Entertainment's Tricksters and Gotham Events DJ Clockwork. Catch the Moment photography provided some green screen fun with "Rollin' Stone Magazine" giveaway photos. Décor was provided by Party Interiors and Acrylic Illuminations, videography by Tim Alan Studios and backline equipment by Power A/V.

A very special thank you to our Stage Manager, Warren Coyle, from On The Move Events for his help and guidance leading the team through all entertainment aspects of the event.

As Director of the Student Committee, I am extremely proud of all the hard work the committee has accomplished. They are talented individuals and are our future leaders of ISES. We thank all our fellow industry colleagues for their support in honoring this worthy cause and joining us "Live at the Highline Ballroom".

