

# ISES New York Metro Chapter News

May/June 2008  
A Year In Review

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7th Annual Big Apple Awards Honorees and Winners

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Renew Your Membership Now

## It takes a village...

A Message from Outgoing President

**Liz Glover Wilson, CSEP**

June 2007-June 2008

New York is known for its reputation for attracting the most successful people and businesses in the world. Who hasn't heard Frank Sinatra sing, "If I can make there, I will make it any where. . .New York! New York!" And, who hasn't seen "Sex in the City" and its portrayal of the sophisticated and savvy.

The ISES New York Metro Chapter came into its 20th year asking "are we sexy and savvy? Are we the #1 association for the special events industry in New York City?" While we realized our strengths and acknowledged the achievements we have made over the years, we mainly recognized that we needed to get ready "for our close up" and be the star we knew we could be.

It was then, that as a board we set out on a journey in June of 2007 to **Build Business, Build Our Network** and **Build Our Industry!**

### **Build Business**

We got right to the "business" of strengthening our chapter structure with the knowledge that the more organized we become, the higher level of service we can provide to our members and our industry. Under the guidance of past and future president's, we built a 3-year plan of work to ensure that our "business plan" was in place. We are looking towards a brighter future.

*Article Cont.*

### **Build Our Network**

We set out to expand our network and increase our membership and non-membership participation. We worked on branding improvements, electronic newsletter updates, media outreach, improving our mailers and monthly outreaches and creating an on-line awards submission process for our Big Apple Awards.

### **Build Our Industry**

Building the profile of our industry is a key element to the ISES mission and to the strength of our community. We focused on mixing with other associations (IAEE, MPI, HSMAI), we recognized the strong leaders from our marketplace (20th Anniversary Honoree Initiative), we implemented strategic partnerships and collaborations that have grown our relationships, we aligned ourselves with NYU School of Professional Development and increased our credibility and professionalism. Our members have participated at speaking engagements at industry related events throughout the world sharing our skill set at the REC, Agenda, BizBash, EventWorld and The Special Event; building our industry through the brand of ISES. We committed ourselves to our local community and the events community by supporting The Food Bank of New York City, NY Cares and SEARCH and finally we have committed to hosting the REC 2009 so that we can continue to build our industry and strengthen its core.

The most special thanks to our "village" - those who have really helped to make a difference in our community this year. Special thanks to student membership, volunteers, committee chairs, Board of Directors, Program Sponsors, Strategic Partners and our Board of Governors.

**We welcome incoming President Mike Fiorentino, CMP, CHSE** of CCK Events and the **2008-2009 Board of Directors**. I am excited about the future of our chapter and look forward to our continued growth as an industry.



*Liz Glover Wilson, CSEP and Richard Aaron, CSEP*

Sincerely,

**Liz Glover Wilson, CSEP**

VP Corporate Events, iStar Financial

Immediate-Past President, ISES NY Metro Chapter

## 2007-2008 SPONSORS:

### Making It Happen

Join us in a special tribute to all of our 2007-2008 sponsors who have helped build our special events industry into a strong network of individuals and companies.



### **Strategic Cash Partners**

ENK International  
ProActive / Freeman  
Citadel  
Audio Visual

### **Annual Sponsors**

Avenue 5 Films Videography  
Tribeca Designs (invites)  
Empire Force Events (badges)

### **September Sponsors**

Venue: South Street Seaport Museum  
*(alphabetical)*

Avenue 5 Films Videography  
Celebrate Flowers  
Josh Sailor Photography  
Mangia Hospitality  
Power Entertainment Group  
PTG Event Services  
Riley P. Bandy Jazz Quartet  
Tribeca Designs (invites)

### **October Sponsors**

Venue: The XCHANGE  
*(alphabetical)*

ACE/SmartSource  
Alice's Garden  
Avenue 5 Films Videography  
CORT Furnishings  
Empire Force Events (badges)  
Indiana Market and Catering  
Levy Lighting  
Party Rental Ltd.  
Shout Out! Clothing  
Sophia Negron Photography  
Sophist Productions  
Stamford Tents  
The Experiential Agency  
Tribeca Designs (invites)  
UrbanRide  
Vida Tequila

### **November Sponsors**

Venue: LOFT restaurant and lounge

(alphabetical)

AV Group  
Avenue 5 Films Videography  
Elite Sound Entertainment  
Empire Force Events (badges)  
Laila Isis Bellydancer  
Laurie Edmons "I Draw A Crowd" Art  
Michael A. Robinson Photography  
Party Staffing NYC  
Shout Out! Clothing  
Spotlight Style  
Tribeca Designs (invites)

### **December Board Sponsor**

Public Restaurant

### **January Sponsors**

Venue: Lighthouse Executive Conference Center

(alphabetical)

Avenue 5 Films Videography  
Empire Force Events (badges)  
Marcus Wright DJ  
MME Entertainment  
Next Level Floral Design, Inc.  
Shout Out! Clothing  
Threshold Visions Photography  
Tribeca Designs (invites)

### **February Sponsors**

Venue: Highline Ballroom

(alphabetical)

Acroback  
Acrylic Illuminations  
AV Group  
Avenue 5 Films Videography  
Catch the Moment Photography  
Cox Printers  
CTO Entertainment  
DJ Clockwork  
Empire Force Events (badges)  
Eric Silvey  
Kid Lucky and Dance of the 5th Element  
On the Move Events  
Ralph dePas Photography  
Tenors and Divas  
Tribeca Designs (invites)  
WBLS

### **March Sponsors**

Venue: Props for Today

(alphabetical)

Avenue 5 Films Videography  
b designs studios

Bedazzle My Bon Bons  
Drape Kings  
Elegant Affairs Caterers  
Empire Force Events (badges)  
HB Group, Inc.  
Jamie Livesay Productions  
Levy Lighting  
Party Rental Ltd.  
Party Staffing NYC  
Perfect Productions  
Pink Inc.  
Pure Energy Entertainment / Vybe Entertainment  
SPARTY!  
The Duval Group & Rex Duval Caterers  
Todd France Photography  
Tribeca Designs (invites)

### **April Sponsors**

Venue: 300 New York

(alphabetical)

Avenue 5 Films Videography  
Axis Promotions  
Code Photography  
Edible Arrangements  
Empire Foce Events (badges)  
Gardenia Florists  
Treacy Productions  
Tribeca Designs (invites)

### **May Sponsors**

SPARTY (May 7)  
Indiana Market and Catering (May 7)  
Schumerica (May 7)  
The Harvard Club of New York (May 14)

### **June Sponsors**

5th Avenue Digital (June 19th)

### **Big Apple Awards Sponors**

Venue: Cipriani Wall Street  
(*alphabetical*)

28th Street Wholesale Florist  
Abbey Tent Bedazzle My Bonbons  
Abigail Kirsch  
Agenda/ Red7Media  
Alpine Creative Group  
Avenue 5 Films  
Battery Gardens  
Bella Notte  
BizBash Media  
CCK Global  
Chameleon Chairs  
Chelsea Piers  
Comix  
Concept X Group  
Dale & Thomas  
David Tutera  
dComm  
Debbie's Designs

Drape Kings  
Empire Force Events  
ESPN Zone  
Fifth Avenue Digital  
Form Décor  
Freeman  
Freeman  
Gerard Carelli Orchestra  
Golden Logos  
Great Performances  
Greco Promotions  
HB Group  
Jay and Kelly Sugarman  
Josh Bergasse Choreography  
Kate and Georgina  
Levy Lighting  
Margaret Ortiz  
New York Marriot Marquis  
New York Post  
Nifty Candy  
Okamoto Studio  
Party Cloths  
Perfect Productions  
Pink Inc.  
Proactive  
ProActive  
Props for Today  
Rentals Unlimited  
Shaker Group  
Simon Pearce  
Sophist Productions  
Soza Models  
Stacey Carlson & Amanda Topaz  
Starbright Floral Design  
StarGroup Productions  
Starr Tent  
Super Seedz  
Tavern on the Green  
TEN 31 Productions  
The Flower Loft  
The Hampton Rock String Quartet  
Total Entertainment  
Wizard Studios  
ZAK Events  
Zasco Productions

If there is an error with your listing, please contact us at [info@isesnyc.com](mailto:info@isesnyc.com). We appreciate all of your efforts, time and resources.

# 7th Annual Big Apple Awards Recognizes 20 Event Industry Icons 2008 Winners Announced for Outstanding Achievements

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*International Special Events Society (ISES) New York Metro Chapter  
Celebrated 20<sup>th</sup> Anniversary at Gala Awards*

**NEW YORK, NY (June 25, 2008)** – Last night at **Cipriani Wall Street** the International Special Events Society (ISES) New York Metro Chapter celebrated outstanding achievements and recognized excellence within the New York Metropolitan marketplace at the **7<sup>th</sup> Annual Big Apple Awards Gala**. In honor of the 20<sup>th</sup> anniversary, the chapter honored individuals and/or companies who significantly contributed to the advancement of New York City's event and hospitality industry. This decadent affair also gave accolades to exceptional accomplishments within the special events industry for 2007 in 13 different Big Apple Awards categories. Additionally, Advertising Week was recognized for their excellence in utilizing events for outstanding results as this year's Big Apple C.O.R.E. Award winner.

ISES New York Metro Chapter proudly recognized the following 20 individuals, teams or companies that have supported and contributed to the overall events industry through education, advanced industry standards and best practices:

Agenda/Red7Media  
Alpine Creative Group  
Preston Bailey (Designer)  
Lisa Barnett (New York Post)  
Jaclyn Bernstein, DMCP, Robert W. Hulsmeyer, CSEP, CMP, DMCP (Empire Force Events)  
Tom A. Bernstein, David A. Tewksbury, and Roland W. Betts (Chelsea Piers)  
BizBash Media  
Michael Cerbelli (Total Entertainment)  
Joe Cozza (Cipriani)  
Michael Desiderio (Tavern on the Green)  
Dianne Devitt, CMP (DND Group)  
Joe Jeff Goldblatt, CSEP (Professor and Author)  
Jim Kirsch (Abigail Kirsch)  
Elyse Kroll (ENK International)  
Jean McFaddin (Macy's Thanksgiving Day Parade Director)  
Liz Neumark (Great Performances)  
Paul Nicaaj (Battery Gardens)  
Party Rental Ltd.  
Scharff Weisberg  
David Tutera (Designer)

## 2008 Big Apple Award Winners

**Best Table Top Design:**

Empire Force Events for "Coming to Life"

**Best Photographic Image:**

Levy Lighting for "Bat Mitzvah at 7 World Trade"

**Best Food and/or Beverage Creation:**

C. Brower & Co. Creative Event Planning for "Enchanted Evening"

**Best Invitation Design:**

Joe Torre Safe at Home Foundation and Alpine Creative Group for "Foundation Gala Event"

**Best Integration of a Theme:**

TK New York for "Hotel de Maxim"

**Best Transformation of a Space:**

Levy Lighting for "Corporate Partnership at Stanley Kaplan Penthouse"

**Best "Green Initiative":**

Empire Force Events for "C.O.R.E. Initiative"

**Best Marketing Initiative:**

Paint the Town Red for "Mariah Carey "M" Launch"

**Best Entertainment Program/Concept:**

Total Entertainment for "A Diva Birthday"

**Best Non-profit Event:**

Perfect Productions for "Celebrating our Bright Future"

**Best Social Event:**

Total Entertainment for "Virtual Stadium" (Bar Mitzvah)

**Best Corporate Event:**

Briggs Inc. for "A Night at the Rock"

**Best ISES New York Metro Chapter Collaboration:**

C. Brower & Co. Creative Event Planning for "Enchanted Evening"

To find out more about our Big Apple Awards, go to [www.isesnyc.com](http://www.isesnyc.com)

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**RENEW YOUR  
MEMBERSHIP  
NOW!**

For more information about  
how to join or renew, go to

[www.ises.com](http://www.ises.com)

or

contact

**Liz King**

**VP Membership**

[lking@istarfinancial.com](mailto:lking@istarfinancial.com)

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**Get Involved!**

**Looking to get involved as a  
committee chair or a volunteer?**

VP, Programs and Education  
Howard Givner  
*Paint the Town Red*  
[hgivner@paintthetownred.net](mailto:hgivner@paintthetownred.net)

VP, Communications  
Sue Bender  
*Bender Communications*  
[sbender@bendercommunications.com](mailto:sbender@bendercommunications.com)

VP, Membership  
Liz King  
*iStar Financial*  
[lking@istarfinancial.com](mailto:lking@istarfinancial.com)  
If you are interested in other areas of  
support, please contact our Executive  
Director at  
[info@isesnyc.com](mailto:info@isesnyc.com)

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**Thanks to the  
2007-2008  
Board of Directors**

Speical Thanks For  
Your Dedication and Service

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**Deborah Navins** – Executive Director (*since 1/08*)  
**Laura Longo** – Board Member (*since 1/08*)  
**Danny Bergold** – Director of Big Apple Awards  
**Christine Brower** – Director of Student Affairs  
**Lorraine Mariella, CSEP, CMP** – Chapter Secretary / Historian  
**Jennifer Schancupp, CMP** – Director of Strategic Partnerships  
**Jennifer Quinones, CSEP** – Director of Finance  
**Matthew Saravay** – Chair of Tradeshow  
**Rich O'Malley** – VP Programs and Education  
**Kathy Vermilye** – VP Membership  
**Ted Gingell** – VP Communication  
**Jennifer Claire Scott** – Immediate Past-President  
**Mike Fiorentino, CMP, CHSE** – President-Elect  
**Liz Glover Wilson, CSEP** – President

Special thanks to:

**Ilene Levy**, Executive Director (*until 12/07*)  
**Ny Whitaker**, VP Programs and Education (*until 12/07*)

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**Welcome  
to the 2008-2009 Board of  
Directors!**

We are looking forward to a  
great year!

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