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ISES New York Metro Chapter Newsletter

OCTOBER 2007

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Go to www.ises.com and join ISES to take full advantage of all the member benefits.

NETWORKING EVENT

**Tuesday, November
13th**

Don't Miss It!

Network at LOFT

6:00pm - 9:00pm

LOFT Restaurant & Lounge

From ISES New York Metro Chapter President 2007-2008: **Liz Glover Wilson, CSEP**

MONEY TALK

Futures of Event Planning: Understanding Stock Market Trends on Your Business

As Director of Corporate Events at iStar Financial, a real estate investment firm, I've noticed that water cooler discussions these days tend to be focused on the well being of the stock market and its affect on financial planning. Though I am not an expert on the state of our economy or futures of financial growth, I can provide insight as to how recent economic developments may impact our role as event planners.

While it is not our direct business to know when to "buy" or "sell", it is our responsibility to understand our clients' needs. Regardless of which industry your client operates, it is worth a pro-active analysis and preparation as suppliers, vendors and planners to maintain a pulse of the market. This due diligence and research of market trends is most important as we prepare for the new fiscal year.

"While pharmaceutical and internet companies are doing well, financial firms are starting to question the 'political correctness' of future employee and client events with possible layoffs looming overhead," says Marc Jason, Total Entertainment. When asked how their business is reacting to these trends, Marc commented that he is a strong believer in staying open-minded and flexible with his clients through

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505 Columbus Avenue
(btwn 84th & 85th Street)
New York, NY 10024

Register at
www.isesnyc.com

"The early bird gets the worm."

Sign up by November 6th and
benefit from our early bird
special!

\$25/members
\$35/non members

Friday, November 16th

**[The ISES NY Metro
Institute @ NYU](#)**

**"Making Every Word
Count"**

8:30am - 10:30am

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

Register at
www.isesnyc.com

Monthly Program
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Special Thanks to
**Empire Force
Events**

**MEMBERS IN THE
NEWS**

Barkley Kalpak Associates,

good times and bad.

With Fall being the time when most companies review and set budgets for the upcoming year, it is important that we talk to our clients, suppliers, and vendors now to assess budget projections and needs for 2008. I would like to refer to this financial analysis and market research the "rain back-up plan." While you would not plan an outdoor event without an alternative indoor option (especially with a forecast for inclement weather conditions), you may want to consider always going into your next year of business with a back-up plan that can endure budget cuts.

2008 Budget Forecast: Will event budgets change drastically?

While it is difficult to predict exactly what impact the market will have on our industry, we can look to past industry trends as a guide. According to a recent poll conducted by *Meetings Magazine*, from 2006-2007 event budgets increased by no more than 10 percent, and this was during a relatively buoyant economy. With a potential flat-line or even drop in the stock market over the coming months, we might expect event budget trends to follow the same direction. This being said, it may be worthwhile to gauge projected client spending for the next fiscal year and propose options that work within their budget means.

Recently I spoke to David Turk of Indiana Market & Catering, who has seen budgets fluctuate throughout the years and says he is seeing signs of a tentative market. "Corporate planners are often reluctant to tell you their budget has been cut, but the signs are there," says Turk. "The best way to work with them is to help them create the illusion that everything is the same while still meeting them at their set budgets." How do you do this? "Creativity in your choices is the key component," says Turk, "choose smaller fun versions of your usual choices, such as mini-lobster rolls or serve on smaller plates."

What do we do if budgets decrease?

While reduced budgets directly affect orders and bookings for suppliers, event planners could find themselves with increasing production challenges and restricted resources as a result of budget cut backs. In these cases, be transparent. An honest and candid approach to upcoming budget

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Inc. is proud to announce that Jeff Kalpak will be featured on Bravo TV's "Better Half" on November 7th.

Stay Tuned!

Welcome ISES New York Metro Chapter New Members!

Sara A. Bensman
inMotion Inc.

T. Desiree Hines
Southern Chic Cuisine
Couture of New York

Ingrid Hobbs
Prudential Douglas Elliman

Barry Sarner
Imprint Alliance Group

William Montzouros
Creative Motion Pictures, Inc.

All members who joined during our September membership drive will be reflected in our next publications.

Stay tuned for our next membership drive which will kick off at BizBash!

Stop by our booth!



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challenges can *help them help you* to achieve your objectives. While it is hard to take a step back when you have been doing things at a certain level for a long time, vendors can partner with you to find creative alternatives.

At the same time, suppliers and vendors need to consider why a planner may be turning their business away. Is it because of budget cuts? If so, offer ways to maintain the partnership on a different level until budgets are reinstated. Communicate and work together with your vendors to sustain our industry. We did this post-9/11 and successively overcame our obstacles.

The economic forecast may seem uncertain; however these prevailing indicators tell us that it is worthwhile to have a pulse for the current stock market trends as they will affect the state of our budgets for the next fiscal year. To ensure the success of your business, be diligent about doing your homework and understanding your clients' needs. Work with your vendors and suppliers to offer creative solutions that maintain the quality of your events and meet budgetary guidelines for your client.

Sincerely,

Liz Glover Wilson, CSEP



Photo provided by [5th Avenue Digital](#)

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VOLUNTEERS NEEDED

Committee Members Wanted For:

- Monthly Web Updates
- Communications
- Membership
- Big Apple Awards

BIZBASH

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Visit ISES New York Metro Chapter in Booth #412

Also, join us for cocktails from 4:00 - 5:00 PM

Thursday, November 8th BizBash M&C Meeting and Event Style Show

140,000 square feet of great ideas! Conference program sessions, event vendors, cocktail functions, entertainment, and networking with 3,000 colleagues.

7:45am - 6:00pm

Pier 94
Twelfth Avenue/West Side
Highway and 54th Street
New York, NY 10019

Five Questions with Marissa Janowski, Director of Business Development for The Altman Building

This month we thought we would provide you with some insight into who is working on your behalf on the communications committee. Marissa Janowski is responsible for editing our chapter newsletter. We sat down with her to ask her a little about herself and how she came to be an active ISES Member.

This series is part of the Faces of ISES Campaign being launched by our Communications Committee, headed by Ted Gingell, VP of Communications.

If you are interested in be interviewed for our monthly newsletter or would like to be on our communications committee, contact tedgingell@hotmail.com.

As told to Liz Glover Wilson, CSEP

What brought you to ISES?

As part of a business development strategy while working for the Mirror Lake Inn in Lake Placid, NY, I spotted ISES while doing a web search. We were trying to reach out to a different segment of corporate planners and I had always been interested in special events. It seemed like a logical fit, so I attended the Northeast Regional Education Conference in Washington D.C. in March of 2007. From the moment I arrived, I sensed that ISES was different from other organizations. I know this sounds so cliché, but it's the truth. The members were so friendly and forthcoming. It was as if everyone wanted you to succeed.

How long have you been in the Special Events Industry?

I planned my first event while attending the University of Redlands in southern California back in the late 90's. I was doing an internship at Blackstone Magik Enterprises, Inc and I had the honor of working with Gay Blackstone on the dedication ceremony of the Harry Blackstone, Jr. Performing Arts Center in Redlands. While the performing arts center was a fairly small venue, the ceremony was anything but. There was talent brought in from all over the world and the production was truly first rate. It was so exciting to be a part of it. I never forgot it.

You recently changed from a resort venue to a purely special events venue. How has that been different?

Well, the major differences, aside from working in Lake Placid (population 2,500) to working in Manhattan are that at The Altman Building and 101 Riverviews we have tremendous versatility. Lake Placid is a great place for a retreat, but the creative potential of planning an event in New York City and particularly in our venues is endless. I am happy to be working with so many amazing vendors who are constantly pushing the limits and exceeding client expectations.

I think that great service translates regardless of where you work, but comes as more of a surprise to clients in the city. Of course, being in NYC has made it much easier to be an active part of ISES and the community at large.

How does your ISES membership affect your use of vendors?

One of our goals at The Altman Building is to host completely customized events. Having a variety of vendors to choose from (and I include event planners and designers in this capacity) makes for almost a certainty in never doing the same event twice. If someone is dedicated enough to attend an ISES event, I know that the relationship has some staying power and the dynamic somehow is different. When I am looking for a videographer or florist, I check the ISES website first or go through the hundreds of contacts I have made since my first event in March.

What made you get more involved and join a committee?

I think you know the answer to that one! YOU asked me to edit the newsletter. But seriously, since I joined everyone has expressed how important involvement is in getting more out of your ISES membership. When I attended Event World in Montreal in August, several members, including past-president Jennifer Claire Scott, sat me down to talk about how to make the most out of my membership. The number one piece of advice was get involved!

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ISES Newsletters are published monthly.

WE THANK OUR STRATEGIC PARTNERS
WHO HELPED MAKE OUR
OCTOBER 16TH EVENT
A HUGE SUCCESS!

Each month a group of strategic partners come together to host our networking and educational events.

We thank them for their contributions.

ACE/SmartSource:	www.smartsourcerentals.com
Alice's Garden:	www.alices-garden.com
CORT Furnishings:	www.cortevents.com
Indiana Market & Catering:	www.indiananyc.com
Levy Lighting	www.levylighting.com
Party Rental Ltd.:	www.partyrentalltd.com
Sofia Negron Photography:	www.sofianegron.com
Sophist Productions:	www.sophistproductions.com
Stamford Tents:	www.stamfordtent.com
THE XCHANGE:	www.go-xchange.com
Tim Allan Studios	www.timallanstudios.com
UrbanRide:	www.urbanride.com
XA, The Experiential Agency:	www.expagency.com

Go to www.isesnyc.com for a full listing of our strategic partners and know the power of ISES.