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What's Happening in New York City's Event Industry? This month's E-Newsletter from the New York Metro ISES Chapter brings you informative articles, schedule of events, press releases and much more to keep you in the know!

In this issue:

- President's Message
- Message from one of February's Featured Event Planners
- ISES 2005 New Member Benefits.
- 2005 ISES Esprit Awards Call for Entries is Now Open!
- 2005 NY Metro Meeting Calendar
- 2005 ISES Big Apple Awards Gala
- Worldwide Event Industry Conferences – 2005
- ISES goes "New" Hollywood!
- ISES Big Apple Awards Gala
- Business Builders

PRESIDENT'S MESSAGE

Wanted:

**Your
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ISES NY Metro
12 Highland Drive
Ardsley, NY 10502
t:212.898.0171 x1
f:212.898.0171
e:info@isesnyc.com



Greetings fellow NY Metro ISES Members. Spring has finally arrived and not a moment too soon. It's been an exciting ISES month these past 30 days and I hope you were able to take full advantage of what our association and your membership has been offering.



First there was the Northeast REC (Regional Education Conference) sponsored this year by our members across the Hudson, the New Jersey Chapter of ISES. This wonderful event featured terrific guest speakers, a trade show, enlightening roundtable discussions, a regional officer Board meeting and some lively evening events as well. Kudos to the New Jersey Chapter for putting together a record breaking event.

Then there was the Agenda Expo at the Marriott Marquis Hotel, where many ISES members were a huge part of the planning and execution of the event, along with a number of instructors and exhibitors at this year's show. I only wish more members had taken advantage of the \$1200 discounted booth price for ISES members at the trade show. Thanks to John Jaxheimer of Agenda (and an ISES member!) for making that offer a reality for our membership. The Agenda show this year was certainly a lively event with standing-room only classes, a sold out trade show floor and hundreds of excited attendees. Our ISES booth was busy the whole day and I am proud to say we signed up five new members at the show. Thanks to Matthew Saravay and Kirsten Kupferschmidt for their efforts in putting together the ISES Booth and for the handful of volunteers who manned the booth throughout the day.

Next came the introduction of the Big Apple Gala Awards application which you can download right from this newsletter. By submitting your event for these prestigious awards you are also making it easier for yourself to enter the Esprit awards on the International level. The Big Apple Gala Awards have been modeled after the Esprits as their application process is almost identical. If you've entered one contest, it's as easy as one, two, three to enter both. Good luck to all the applicants and we'll see who's events were tops in New York this past year, as we announce the winners at our "Feelin' Groovy" Gala on June 24th at the UN Delegates Dining Room.

Lastly, Eventworld 2005 details were announced and you can now go to www.ises.com to register for this event. I am honored this year to be a part of the faculty for Eventworld as I am teaching a class on ISES Networking. I hope to see you in Hollywood, CA August 11-13 for this exciting International ISES Conference.

So a busy month it has certainly been. I'd like to think we're still just getting started bringing our membership the kind of events, information and strategic benefits a world-class organization like ISES should always be providing.

Please take a few minutes and give a good look at all the information in this month's Newsletter as it continues to grow right along with our membership.

Here's to a great spring and summer season for everyone. If you have any questions or comments please do not hesitate to contact me.

Stay busy and happy and we'll see you soon!

Mark Zettler
 President, ISES NY Metro Chapter
 President, Life O' The Party
mark@lotparty.com
 201-342-2121

Message from one of February's Featured Event Planners

by Joy Feliciano,

I am a new ISES credential-collecting member. Formally with a major Financial Institution as a Training and Conference Manager, I joined ISES because I wanted to build on my career to include event planning logistics and creativity.



The opportunity to work on Share Your Heart as the February ISES featured planner was a learning and networking experience. It's unique nature provided an avenue to be involved as a volunteer in the Share Your Heart's three day Exposition and the ISES networking event. I gained an overall understanding of working in a public venue, Grand Central Terminal; managing a thorough and cautious event setup in a museum-like environment and was enlightened to the fact that I need a cell phone upgrade - to Motorola because the events phone provided by the venue fell on the marble floors at least five times a day and kept working. I thought this was a worthy industry tip to pass along. The cell phone I currently own is like an egg that rings. How did they do that and why?

Through Share Your Heart, not only did I network with ISES professionals, but also with the Volunteer Management Group responsible for bringing in corporate sponsors, the Manhattan Chamber of Commerce and the Corporate Volunteers of New York.

Continuing down this road as an ISES member and gaining exposure to the events industry will lead me to the next step in my career. I look forward to being part of the ISES NY community and getting to know you all better.

ISES 2005 NEW MEMBER BENEFITS



Pier 1 Imports invites ISES members to join Design Concepts™, their exclusive program designed especially for design professionals. Here's what it is all about:

Design Concepts™ member benefits:

- 20% discount on all regular price merchandise. No minimum purchase required.
- 20% discount on all permanently marked clearance merchandise.
- Seasonal merchandise previews and special mailings.
- Exclusive new merchandise previews

How it works:

- Go to www.pier1designconcepts.com and fill out the application.
- Once you receive your card, simply present it at the time of purchase to receive your special ISES member discount.
- Only the ISES member whose name appears on the card may receive discounts with a valid photo I.D.



The **Shaker Group, Inc.** specializes in transportation solutions for freight and products of any size, any weight, any time and any place. **The Shaker Group, Inc.** is offering ISES members a 10% discount on Event Shipping.

To receive this discount contact Art Bittel at 800-298-4551 or via email at ISES@theshakergroup.com

Visit the Shaker Group's Trade Show division at www.theshakergroup.com/showtimeservices.html

Also, remember to take part in the other discounts that ISES offers to members:



DHL/Airborne Express Shipping Discount

International Special Events Society has partnered with DHL to bring ISES members preferred pricing on domestic and international shipping services, covering over 220 countries and territories around the globe.

To find out more about your DHL benefits and set up your account, or if you have questions regarding your current account, please contact the dedicated association hotline at 1-800-MEMBERS (1-800-636-2377, 8 am-7 pm, ET) or log onto www.membersales.com/ISES.



FedEx Kinko's Discount Card

With your ISES membership you receive great benefits with the **FedEx Kinko's** discount card. Members who have taken advantage of the FedEx Kinko's program are thrilled. If you are a new member or need a replacement card, please follow the steps below:

1. Go to <https://psg.kinkos.com/ises>.
2. Click on the Mobile Professionals link on the left
3. In the center of the page, click on the link - order it from here
4. Enter your information and your card will be mailed to you!

Look for more new, exciting member benefits and discounts to come in the next few months!

Contact ISES Headquarters with any questions - info@ises.com or 800.688.4737

**2005 ISES ESPRIT AWARDS CALL FOR ENTRIES
IS NOW OPEN!**



It's nice to be recognized. But when your industry peers give you a gorgeous glass sculpture at a spectacular awards gala because they think you're one of the best, brightest, most creative and innovative, it's downright humbling. Especially when the party's over and you need to write your press releases and brace for an avalanche of recognition from new high-profile clients who just happen to have a new project for you.

This is the recognition that the ISES Esprit Awards deliver. ISES honors industry excellence through its prestigious awards program, the Esprit Awards. The ISES Esprit Awards recognize the best and most creative talent and efforts in the special events industry. Esprit Awards help ISES members who exhibit a spirit of excellence in their work develop global visibility and recognition for their creative work.

For more information about the 2005 ISES Esprit Awards Gala, or, to enter your best work, please visit the [ISES Esprit Awards web site](#).

ISES Esprit Quick Links

- Read a letter from the 2005 ISES Esprit Awards Gala Producer/ Designer, [Timot McGonagle](#).
- Get some hints on how to win an award from 3-time ISES Esprit Award Winner and Chair of the 2005 Esprit Awards Committee, [Kathy Miller](#).
- Download the 2005 ISES Esprit [Call for Entries](#) Application

2005 NY METRO MEETING CALENDAR

APRIL 19, 2005



Learn the fine art of pairing wine with sumptuous food as you leisurely float down the Hudson on Bateaux and enjoy the view.

Christine Ansbacher Wine Educator and Entertainer

Christine's interest in wine was ignited by Kevin Zraly while taking his "Windows on the World" wine course. His irreverent wit made learning about the intimidating subject of wine fun. This hobby became a passion that spurred her on to work for a world-class wine collector. While cataloging, enlarging and maintaining his cellars, totaling 40,000 bottles, she began four years of serious study to become a wine professional.

Concurrently, she began conducting wine dinners for corporations, charities and private clubs. Through these events she realized that her audiences didn't want to hear how the soil and climate influenced the structure of the wine -- the typical subject matter of so many wine tastings. Rather, people wanted to know how to select and enjoy a bottle of wine with a meal.

Thus, Christine's presentations avoid technical "vino babble" and she shares practical wine wisdom in an entertaining way.

Credentials:

- The Diploma (DWS) from the Wine & Spirit Education Trust, London, attained by only 8% of the US wine professionals tested
- Certified Wine Educator (CWE) awarded by the Society of Wine Educators
- Candidate for Master of Wine (MW)

Date: Tuesday, April 19, 2005

Location: Bateaux

Time: 6:00pm to 9:00pm

Register Now!

JUNE 21, 2005 - ISES BIG APPLE AWARDS GALA

"Feelin' Groovy"

Mood rings, lava lamps, Rubik's Cube, Smiley face stickers and pet rocks all captured the imagination of America during the 1970's. The fashion influence of sixties hippies was mainstreamed in the seventies as men sported shoulder-length hair and leisure suits. Non-traditional clothing like bellbottoms, hip huggers, hot pants and platform shoes became the rage for men and women of all ages.

On behalf of the Board of Directors of the New York Metropolitan (NY Metro) Chapter of the International Special Events Society (ISES), Co-VP's of Programs, Trey Moynihan and Jennifer Quinones are pleased to announce the **"Feelin' Groovy"** Gala and the 4th Annual Big Apple Awards will be held on Tuesday, June 21, 2005 in the renowned United Nations Delegates Dining Room. The event is Black Tie optional and guests are encouraged to wear their grooviest outfits.

Jennifer Quinones of Junior Achievement, who was on last year's ISES Gala Committee, is the Gala chair for the 2005 event. Event Design and Coordination for "Feelin' Groovy" will be provided by Kathryn Vermilye, Vice-President of Green Apple Events in New York City.

Dan Lopez of ARAMARK Catering at the United Nations will be the Executive Chef for our affair. Mr. Lopez is a graduate of the Culinary Institute of America, a former chef at the NY hotspot NoHo Star and a two-time Gold Medal winner in national culinary competitions.

Contact Information for **"Feelin' Groovy"**:

If you are interested in joining the Gala as a sponsor please contact Jennifer Quinones at jen_quinones@yahoo.com or if you're interested in advertising in the Gala's Program Book, contact Amie Goldman at amie.goldman3@verizon.net. If you are press and have media related questions about this event please contact Jennifer Claire Scott at Jennifer.Scott@am.jll.com.

2005 BIG APPLE AWARDS GALA In-Kind Event Sponsorship Levels ([152k PDF](#))

2005 BIG APPLE AWARDS GALA Categories ([144k PDF](#))

2005 BIG APPLE AWARDS GALA Entry Rules ([208k PDF](#))

WORLDWIDE EVENT INDUSTRY CONFERENCES – 2005

ISES is producing, hosting and endorsing several event focused conferences taking place throughout the world in 2005. Please visit the listed websites for greater information on each. They are open to members and non-members alike.

APRIL 24-26, 2005

Festivale – Dubai, UAE

This event conference will be comprised of speakers, organizers and guests from

Europe, Africa, the Middle East and Asia. It includes 32 sessions over 2 days , 3 post-conference workshops, featured social events and activities and 2 industry exhibitions. Taking place in the greatest developed, Western modeled city in the Middle East, Festivale will truly be an experience of a lifetime.
www.festivale-online.com

AUGUST 11-13, 2005

ISES GOES "NEW" HOLLYWOOD! ISES Eventworld 2005 – Los Angeles, CA

Hooray for Hollywood isn't just a cliché, it's the excitement of ISES Eventworld® 2005 – A Conference for Professional Development, heading to the West Coast from August 11th through the 13th for its annual conference at the glamorous Renaissance Hollywood Hotel spotlighting the theme "**The Business of Service**". Serving as Executive Producer is Brenda Schwerin, CSEP of Los Angeles, CA who says: "The 2005 ISES Eventworld conference is produced by ISES members and designed for event professionals about "The Business of Service" in special events."

Hot topic educational sessions with a Hollywood twist will peak your knowledge for the novice or experienced along with incredible evening command performances capped off by the Esprit Awards, being held in the Grand Ballroom of the Renaissance Hotel where the Academy Award's Governor's Ball is held each year. According to Esprit Producer/Designer, Timot McGonagle of Nashville, TN – "We honor our origins as we project ourselves into the future with "**BLANC ET NOIR – The New Hollywood Black and White**" - unusual kaleidoscope footage as the icon of the event which captures 'The New Hollywood' with the class of 'Vintage Hollywood' for a night of glamour, surprises and a wonderful new experience." "To make Renaissance Hollywood Hotel reservations call (800) 468-3571 and mention ISES. Call for Entries are available on www.ises.com with entry deadline May 2nd. Conference registration goes online April 1, 2005.

The ISES Eventworld® 2005 committee:
CONFERENCE PRODUCERS:

ISES staff/Convention Manager, Jocelyn Kins; Executive Producer, Brenda Schwerin, CSEP, Metallic Design Studio, Inc. (Los Angeles, CA); Conceptual Designer/Director of Photography & Catering, Edwin Lashley, Metallic Design Studio, Inc. (Atlanta, GA); Talent Director, Debbie Meyers CSEP, BRAVO! Entertainment (Dallas, TX); Technical Director, Matthew Clouser, Active Production and Design, Inc. (Atlanta, GA); Publicist, Wendy Fujihara Anderson, WOW! Productions & Public Relations (Pasadena, CA); Esprit Producer/Designer, Timot McGonagle (Nashville, TN); Leadership Reception Producer, Carol Saunders (Chatsworth, CA); Welcome Event Producer, Ilona Hobbs Cort Event Furnishings (Anaheim, CA); Tobey Dodge, CSEP, Wedding Connection by Tobey Dodge (Woodland Hills, CA).

CONFERENCE LIAISON:

ISES Greater Los Angeles Chapter President, Ronnie Jayne, A Song for You Productions (Los Angeles, CA); International Sponsorship Chair, Frank Del Medico, Del Medico & Associates, Aurora, IL; International Education Chair, Heidi Brumbach, CSEP, Imagine Enterprises International (Las Vegas, NV); ISES Board of Governors & Eventworld Magazine Editor, Heather Henderson, CSEP, Restaurant O (Campbell, CA); ISES Western Region Vice President, Stacy Failing, CSEP, Professional Event Solutions (San Diego, CA).

Contact: Wendy Fujihara Anderson, Publicist, Eventworld at
wowproductions2@earthlink.net or 626-683-8243 www.ises.com

BUSINESS BUILDERS

Eight Secrets for Generating Big, Bold, Creative, Profitable Ideas

From John Sweeney, author of *Innovation at the Speed of Laughter: 8 Secrets to World Class Idea Generation* (Aerialist Press, 2005, ISBN: 0-9762184-0-2, \$24.95)

Secret 1: Accept All Ideas. That's right. All ideas, not just the ones that you feel

comfortable with or that seem to make sense. Obviously, you're not going to implement every idea (especially considering the fact that you're aiming for 1,000 of them in the initial generation phase!), but you must greet them all with gratitude, respect, and a positive attitude. Acceptance makes people comfortable enough that they feel free to submit more and more ideas. Remember, the more ideas you start with, the better the end product. You may end up combining several ideas, and the final result may bear little resemblance to its initial form.

Secret 2: *Defer Judgment.* In his book Sweeney recalls a brainstorming session he was involved in when he was working as a corporate real estate consultant: "The leader and facilitator began the session by letting everyone know the purpose of the session was to really 'think outside the box.' The leader asked everyone to let his or her hair down and think as nontraditionally as possible. The session then started and one of us spouted forth an idea—perhaps not a great idea, but one we thought was spontaneous, nontraditional, and possibly even innovative. The facilitator stopped the session and said something like, 'Come on, people, stop screwing around. We've got to focus.' Don't do this. Deferring judgment allows ideas to ferment, to split, to mutate, to grow. Think of the mathematical possibilities that 1,000 ideas could spawn! In its final form, an idea may not look anything like the spark that started it all, but if you snuff that spark out at its birth, it's guaranteed not to flame up into something brilliant."

Secret 3: *Share Focus and Accept All Styles.* During a brainstorming session, no one style of communication should be allowed to "hog the spotlight." Everyone must be respectful, step back, and let others speak. Likewise, keep in mind that some people may not want the spotlight. There are many people who feel uncomfortable shouting out ideas in a group. Be sure to put mechanisms in place that allow such people to participate in ways that best suit their personality and style. This does not mean that introverts or analytical types get a "free pass." It may mean that they submit their required twenty-five ideas in writing. Keep in mind that Albert Einstein was labeled by many as lazy and arrogant by traditional academic standards of the time because he preferred a process of discovery and innovation that was isolated and introspective.

Secret 4: *Declarations.* Make sure that people feel free to declare their point of view early and strongly. If this isn't the norm at your company, you're probably familiar with the "meeting after the meeting" phenomenon. The facilitator closes the meeting with the question "Does anyone have anything else to say?" and is met with silence, ceiling tile gazing, and pencil twiddling. Then, after the meeting is adjourned, people retreat to the restroom or lounge, huddle in small groups, and begin to talk about what they really thought. Make it clear to people that they need to say what they have to say right away, when someone can actually use the information. (Remind them that the only way to affect the solution is to be heard at this stage of the process.) And do whatever it takes to foster a sense of creative safety. When people feel safe and comfortable, they'll be much more willing to speak up.

Secret 5: *Create a Status-free Environment.* When you hold a creative ideation session, make it crystal clear to the group that there is no "leader." This flattening of hierarchy increases the comfort level, openness, and productivity of the group. Tell the team that titles, salaries, and corner offices (or cubicles) are meaningless during the session. Admittedly, this is easier said than done, but a status-free environment will evolve over time. In its work with corporate clients, the Brave New Workshop often "levels the field" by having actors perform sketches that portray real workplace scenarios, a technique that demonstrates to the team that the leader understands the issues they're facing . . . and helps them laugh about it.

Secret 6: *Create a Reward System That Recognizes Innovation and Creative Risk Taking.* Most companies base their reward systems on results. This may seem logical on the surface, but consider the fact that you have to produce dozens or even hundreds of ideas before you can ever get to a final product. Doesn't it make more sense to reward the process that leads to the end result, not the result itself? Some of Sweeney's clients create awards for the most ideas or even the most outlandish ideas. Such awards send the message that it's okay to think differently. Know, also, that an award doesn't have to mean a trophy or a bonus check—sincere verbal affirmation, offered when a person blurts out an unedited idea, can be highly motivating.

Secret 7: *Yes, First!* "Yes, first" is the opposite of "no, but." In the world of improvisational comedy, the first improviser declares a point of view or idea, and the second improviser says "yes" to the idea and then adds to it. You can use this principle in a corporate brainstorming session to achieve the "Jiffy Pop" phenomenon. In effect, if not literally, people must say "yes" to a teammate's idea before

submitting their own—even if they disagree. By saying "yes, first," you're not agreeing to implement the idea. You're simply acknowledging the intrinsic value and potential it possesses.

Secret 8: *Perceiving Change As Fuel.* While it's only human to find comfort in stability and consistency, the reality is that change in the business world is inevitable. Like improvisers, successful innovators embrace change. They see it as an exciting exploration toward what is next. Ironically, the ability to deal with change has less to do with trying to predict the future than it does with living in the now. You want your employees to "be in the moment." If you sense that they are depleting their energy worrying about future variables, bring them back to the task at hand. Assure them that they have the skills to deal with whatever comes next. Urge them to savor the excitement and adventure that comes with living in the midst of change.

About the Author:

John Sweeney is world leader in workplace innovation. Years ago, John left a successful corporate real estate career to follow his passion for performing improvisational comedy. Today, he has found a way to combine his business insights with his passion for improv. He conducts more than 100 training workshops and keynote speeches a year for some of the largest (and smallest) companies in the world. John is the owner of the Brave New Workshop Theatre (the nation's oldest satirical comedy theatre and world-renowned school for improvisation), is a member of the National Speakers Association, has appeared in dozens of television commercials, and is the author of a major motion picture screenplay. He lives in Deephaven, Minnesota, with his wife, Jenni, son, William, and dog, Burt.

About the Book:

Innovation at the Speed of Laughter: 8 Secrets to World Class Idea Generation (Aerialist Press, 2005, ISBN: 0-9762184-0-2, \$24.95) is available at bookstores nationwide and major online booksellers.

For more information, please visit www.speedoflaughter.com.

