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ISES Greater New York Metro Chapter Newsletter April 2007

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A Message From Our President:

"Philanthropy... charity... giving voluntarily and freely... call it what you like, but it is truly a jewel of American tradition."

~ John F. Kennedy

I am forever impressed by the unending generosity of special events professionals. We are asked almost daily to donate time, product and services to fundraising events. And more often than not, we do whatever we can to help. Sometimes at a great sacrifice to ourselves and our businesses.

It is estimated that there are more than one million charities in the United States. The Internal Revenue Service reported that 35,000 new 501(c)3 nonprofits organizations registered in 2005 alone. According to nycnonprofits.org there are 27,474 registered nonprofit organizations in New York City. That results in high stakes competition for donor dollars.

As a result, many of these charitable organizations rely on fundraising EVENTS as their major source of income – and many of the planners and suppliers in our industry are asked to "donate" to these events to help them be successful. Each of us approaches this request differently. I've heard some of you speak of choosing a single charity to support and producing one pro-bono event each year. Others have not-for-profit fee schedules that represent discounted product or services. And the vast majority take a "do what we can when we can" approach.

As much as I am a bleeding heart and would gladly spend the rest of my life volunteering to produce events for not-for-profit causes and organizations – if I could just sort out how to pay my rent – I am not convinced that this is the best course of action for our industry. I believe that we have an obligation to respect ourselves as professionals. Working for a good cause is an admirable thing. Working without making a profit on a regular basis simply does not make good business sense. And honestly, if none of us



Welcome New Members:

Catharina Faruna – Student Member
ochala@cbn.net.id

Kristine Henry – Member
Hyatt Regency New Jersey - kehenry@hyatt.com

Aiysha Johnson – Student Member
aiyshathefabulous@hotmail.com

Melissa Jones – Student Member
Meljones_04@yahoo.com

Tracy Kessler – Member
TK New York - tracy@tknewyork.com

Sharon Morabito – Member
Penton Media – Exhibitions - sharon.morabito@penton.com

Jill Pesik – Member
Quintiles Meeting Services - jillpesik@gmail.com

Kim Romano – Member
Penton Media Exhibitions - kim.romano@penton.com

Preeti Shah – Member
Spotlight Style Inc. - Preeti@spotlightstyle.com

Members in the News:

Drape Kings' work is featured on the March/April cover of BizBash, for Fashion Week's Best Runaways and Stunts for the Obo's y-3 event.

Liz Glover Wilson of iStar Financial is featured in the current issue of Agenda New York.

Pat Ahaesy, CMP, CSEP was featured in the February issue of Meetings & Conventions Magazine for advice for small business owners.

- Share with others who are the future of our profession and
- Improve business opportunities with clients and suppliers as an industry leader.

These are but a small list of endless reasons why you should nominate yourself and someone else who you feel can contribute to our chapter. We would love to talk to you about how you could become more active in the chapter and help shape its future. Please feel free to contact us if you have any questions about what is involved and how you can share your skills.

We look forward to hearing from you. So act now! The deadline is Tuesday, April 17th. Please click [here](#) to download the application with the basic volunteer responsibilities for leadership positions.

CSEP Information:

The CSEP (Certified Special Event Professional) Exam is being given four times a year at locations in and around NYC. The first of these exams is being administered between July 15-30th. For specific exam date information, go to <http://www.ises.com/csep/examdates.cfm>.

If anyone has any questions regarding the CSEP exam or registering for it, they can contact Ms. Lauren Rini from ISES Headquarters at lrini@smithbucklin.com.

If anyone is interested in participating in a CSEP exam discussion group prior to their anticipated exam dates, they can contact Kevin White, CSEP at kwhite@empireforce.com.

REC Scholarship Winner:

Being in the early stages of my career as an Event Coordinator, getting as much education as possible has been very important to me. This is one of the reasons why I joined ISES. I have only been a member since September, so the Regional Education Conference was my first opportunity to participate in an educational conference. Thanks to the scholarships offered by our chapter I was able to attend this year's REC in Washington, DC. It was quite the success, and I was very lucky to have been this year's student scholarship winner.

As a student member and an entry level Event Planner, going into the weekend, I was afraid some of the sessions would be a little over my head. However, I found all of the sessions I attended to be at the perfect level; easy for me to understand and conceptualize, but at the same time, still appropriate for the attendees that were at a more advanced level. Everyone who attended was able to take away something different. I left with a lot of great ideas and valuable information.

All of the speakers were excellent, especially those from the New York Metro Chapter. Michael Cerbelli gave a tremendous presentation on new and exciting ideas that can be used to completely reinvent your events. Liz Glover Wilson and Ny Whitaker partnered up to speak about their successes in fundraising, and the best ways to solicit sponsorship to make your event even more of a success when you are on a tight budget.

The Keynote Speaker and White House Pastry Chef, Roland Meunier was a great addition

On March 20, 2007, the ISES NY Metro Chapter held its Spring Networking Event with a James Bond theme: "Networking: The Ties That Bond." The event was held at the Classic Car Club Manhattan and was planned by the Student Committee under the guidance of Board Member, Rich O'Malley.

The delightful evening began with Bond Girls from Champagne Showgirls greeting attendees. The venue was transformed by Drape Kings into a hip and chic space. Delectable hors d'oeuvres from Caperberry Events & The Great American BBQ were served on fine china provided by Something Different Party Rentals, while guests spent time networking with their fellow ISES members. Keeping with the theme, Caperberry cleverly created a "Salad, Shaken Not Stirred" Bar.

The evening progressed with many exciting surprises; Shadow Dancers from Pink Inc. performed, Music in the Air's cocktail trio played, and Acrobats KENiMATTix staged a James Bond themed performance to entertain the crowd. An Ice Martini Bar was brilliantly crafted by Okamoto Studios with liquor generously provided by the ISES NY Metro. Illuminated cocktail tables sponsored by PBG Events added to the ambiance. Dru Whitacre Media Services plasma screens were a big hit, running the James Bond Casino Royale movie throughout the evening, while UNiREC, Inc. displayed a Money Wheel used for raffling prizes. As something extra special, Rich O'Malley designed The Goldfinger Lounge, with furniture by Taylor Creative. The lounge was a private area for those who wanted a quiet place to network. Prizes were raffled off and awarded by former ISES Presidents who were in attendance. Guest speaker, Michael Cerbelli, President of the Search Foundation (Special Events Assistance and Resources with A Caring Heart), spoke about the organization and inspired all to learn more about the Foundation and support fellow industry professionals in need.

The planning of the ISES NY Metro Chapter Spring Networking Event began several months ago when the students were broken up into teams: Logistics, Catering, Entertainment and Creative Design, each having a team leader. Team assignments were to seek out sponsors. The Logistics Team created floor plans and production schedules for the event. Under Rich's guidance, the students were very successful in achieving their goals.

I personally would like to thank Rich and the ISES New York Metro Chapter Board for the opportunity to have the Student Committee plan this month's event and for giving me the opportunity to Chair the event. Leading a team of twelve people, all with very creative ideas and very different personalities can be extremely challenging. Over the past several months the students have grown to become a strong team that is comprised of dedicated and talented individuals. I am proud to say they have become not only fellow students and future colleagues, but friends. - Christine Brower, Co-Chair ISES NY Metro Chapter Student Committee



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London Bridge:

Dear Industry Colleagues,

We are delighted to invite you to the forthcoming ISES European Event Conference taking place on Monday April 30th at The Brewery in London, England.

Our first European Event Conference "Future Thinking" will challenge many of the traditional views of the industry, providing examples of how we can confidently develop our businesses and propositions. There's an international line up of speakers from the UK, Germany, the US and Canada delivering a series of keynote sessions and Master classes, whilst RSVP Magazine will be hosting the first Client Debate.

The keynote address will be delivered by Paul Deighton, Chief Executive of the London 2012 Organizing Committee, who will update the industry on the developments of the Olympic area, plans for the games, and how you, the industry can get more involved!

The conference has been designed to benefit everyone involved with the events industry. It's being held at The Brewery, a conveniently located and award winning venue, and organized in partnership with Visit London.

"Future Thinking" is set to be the event industry's go-to educational event of the year, and I do hope you will join us at this exciting event!!

Please click [here](#) for further information, and email your registration to futurethinking@isesuk.org or fax back to 0114420 8566 3698.

Advertising Program:

Advertise with ISES NY Metro and increase your business revenue! ISES NY Metro offers you numerous (partnership) opportunities to get your company's name in front of your prime targeted audience. Increase the return on your networking investment by promoting your name, product or service with the ISES NY Metro Advertising Program.

You can choose the advertising tool most useful to your company/product. You can choose to advertise with an ad on our website or by advertising through the chapter newsletter or at a networking event.

To view the advertising rate card, click [here](#).

For more information about the ISES NY Metro Advertising Program, please call, 212-898-0171 ext.1 or email info@isesnyc.com

Save the Dates

April 17, 2007 = Health and Wellness for the Event Professional:
Laughter is the Best Medicine
Click [Here](#) to Register.

April, 30, 2007 = ISES European Conference in London, England
Click [here](#) for more information.

May 8, 2007 = ISES NY Metro Chapter Members Only Breakfast
Click [Here](#) to Register.

May 22, 2007 = ISES NY Metro Chapter Education Program

June 19, 2007 = ISES NY Metro Big Apple Awards Gala

June 29, 2007 = ISES Membership expires on June 30th, so re-new ASAP!

August 16 – 18, 2007 = EventWorld in Montreal, Canada



To register for the Eventworld, please click [here](#).

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