



ISES NY METRO
 Sept. Kick-off Event &
 Networking Meeting
 September 20th, 2005
 Register Now!

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!

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THE NEW YORK METRO ISES CHAPTER ROCKS!!!

New York Metro ISES Chapter won Chapter of the Year, by ISES International as a result of competitive judging. Congratulations to our Chapter and especially to the 2004-2005 Board of Directors and fearless leader Mark Zettler for attaining this achievement.

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ISES
 NEW YORK METRO CHAPTER



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PRESIDENT'S MESSAGE

Hello ISES NY Metro,

While we all have been enduring the heat of the summer, many ISES members have been to LA for the ISES Eventworld® 2005 (August 11-13) A Conference for Professional Development.

ISES Eventworld® is the premier continuing education event for the special events industry. The annual international conference is an opportunity to improve skills and knowledge, be inspired and motivated by new, fresh ideas and meet other event professionals from around the world who share your passion for excellence. For more information about ISES Eventworld®, visit the ISES International website at www.ISES.com.





Rest assured that the summer heat has not stopped ISES NY Metro volunteers from joining our many committees where involvement translates to education and advancement. If you are a member and are interested in getting more actively involved, Board Member Lorraine Mariella will be glad to direct you to a committee. If you are one of our many student members, Board Member Marty Greenstein is eagerly waiting to help you get involved. Please send us an email at info@isesnyc.com and GET INVOLVED!

One of the new things we've been planning is our ISES Seminars. We are currently planning to hold two seminars for this year where the class size will be small and the focus will be strictly education. Please check the ISES NY METRO web site for updates. www.isesnyc.com.

We've also got a great calendar of monthly programs that will be both fun and education. Our kick-off event for the year, the September meeting is always a sell out. Mark your calendars for Tuesday, September 20th at the Marriott Eastside – and continue to check www.isesnyc.com for updates.

I hope to see you on September 20th and I am looking forward to a fantastic year!

Sincerely,
 Carmen Tomassetti
 President ISES NY Metro
 CEO, World Entertainment Productions
www.WorldEntertainment.Org

ISES NY METRO KICK OFF EVENT & NETWORKING MEETING

**Renew Friendships!
 Meet New Colleagues!
 Make New Contacts!**

Come celebrate the new year of ISES! Meet the new Board, learn more about the different Committees, even sign up to join a Committee!

Where: The Marriott East Side (49th & Lex)
 When: Tuesday, September 20th, 6:00 pm – 9:00 pm
 Cost: Special one time only \$25 reduced ticket price!!!

If meeting your old friends for cocktails at the Fountain Terrace overlooking a great view of Manhattan in a landmark building or meeting the new Board of Directors and learning about the new Committee Members wasn't enough...

We've got more surprises for you. Come and see for yourself!!

Register Now!

About the Marriott East Side:

The Marriott East Side is more than just "another" hotel. In fact, it is a landmark building.

The New York Marriott East Side, originally known as The Shelton Towers, was built in 1924 and is considered a Midtown Manhattan landmark. From its structural history to the people who frequented the hotel, the New York Marriott East Side boasts an array of interesting facts and unique tidbits:

- Arthur Loomis Harmon, the highly acclaimed architect of the world-famous Empire State Building, was the mastermind behind the design of the Marriott East Side, then known as The Shelton Towers.
- In the mid- 1920's, the then-Shelton was the largest hotel in the world and was acclaimed "the most notable architectural achievement of our time" by Architecture Magazine.
- The hotel originally was designed as a residence for men – and men only.
- Georgia O'Keeffe, a famous painter, positioned herself in the front of the Shelton Towers in 1926 and painted what was then the world's largest hotel.

Two of her paintings, "The Shelton with Sunspots" and "View of the East River from the Shelton" were painted at the hotel.

- Buster Crable, star of the 1940's serial classic "Flash Gordon", and famous Olympic swimmer, taught swimming in the Shelton Towers pool, which was located in the basement of the hotel. Errol Flynn also frequented the pool in the 1930's.
- Houdini performed one of his patented escapes out of a locked and chained box in the Shelton Towers pool.
- Around 1956 –57 Cuban bandleader Xavier Cugat and his wife, singer-actress Abbe Lane lived in the hotel's penthouse. His nightclub, Casa Cugat was followed by Basin Street East, where such singers as Peggy Lee and Eddie Fisher performed.
- The New York Marriott East Side was the first major New York hotel to have female bellhops.
- Mr. James Stare was entered in the Guinness Book of World Records when he danced continuously for 330 hours on the roof of the New York Marriott East Side. Ending his feat on August 1, 1979, Stare earned contributions for the Muscular Dystrophy Association.

REGIONAL BOARD RETREAT

Princeton, NJ's Doral Forrestal Conference Center was the site of the Northeast Regional Board Retreat. Board members met to share ideas, successes, foibles, and to brief new board members as they embark on the new ISES year. Participating chapters were: New England, Rhode Island, Syracuse, NY Metro, Northern NJ, Southern NJ (in formation), Philadelphia, Washington, DC, and Hampton Roads.

ISES NY METRO WELCOME TO NEW MEMBERS

Charles Zalben, CEO, The Zalbens
 Anna Maria Arosemaena, Student
 Karen St. Pierre, President, Event Spinners International
 Gilad Aidad, President, PBG Event Production Company
 Samantha L. Strockis, Special Events Consultant, Inn at Fox Hollow, Scotto Brothers
 Valerie Gutman, Summit Meetings

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MEMBER NEWS

Kirsten Kupferschmidt, a member of the NY Metro ISES Board has joined Catholic Charities of Brooklyn and Queens as Event Director in the Office of Development.

Kirsten produces fundraising events, including the Bishop's Testimonial Dinner and the Every Face Race, and manages the individual giving program for Catholic Charities of Brooklyn and Queens. Prior to her position at CCBQ, Kirsten produced events for her alma mater, Queens College of the City University of New York and for St. John's University. She is also a freelance event and meeting manager in the tri-state area.

Do you have career news to share with ISES NY Metro? Email pahaesy@pnventerprises.com with the details and we'll do our best to recognize your achievements.

Members of our chapter just returned from another outstanding ISES Eventworld, a Conference for Professional Development held August 11-13 in Hollywood. It's the premier continuing education event for the special events industry. And attracts event professionals from around the world who share a passion for excellence.

Heard in Event World seminars:

According to Deborah Borsum, CSEP, of the Meetinghouse Companies, Inc. When you go to see a potential or current client, first impressions are very important: polished shoes, no rundown heels, a good handbag and/or briefcase, groomed nails, proper business attire for your area. Simple, but sometimes we forget!

Mark Zettler, our chapter's immediate Past President and President of Life O' The Party stressed that effective networking includes smiling, looking the person in the eye, listening, and your body language. In addition you must respect people's boundaries, give genuine compliments and of course, business cards are golden.

A Note from ISES's Executive Director

Hi Mark--

A belated CONGRATULATIONS to the chapter leadership, and to you personally, for an outstanding year! You and your team did an incredible job this year! We at headquarters had the privilege of nosing through all of the SOE binders as they came in, and I must tell you that yours was remarkable. The competition has gotten much more fierce over the past few years, and it was a tougher job than ever before for the SOE committee to judge every one of the categories this year. New York's work in all areas was simply outstanding, and the leadership that you provided to your Board and working groups was evident throughout each of the project areas.

Take a bow, and a much needed breather! You certainly deserve both!

Looking forward to working with you on future ISES projects.

Best regards,
Kevin--
Kevin R. Hacke
Executive Director
International Special Events Society
khacke@smithbucklin.com

YOU HEARD IT HERE FIRST!

1. ISES has a new logo – log on to www.ises.com to check it out.
2. EventWorld 2006 will be in Hawaii! Stay tuned for more details...

