



"E-VENTS" NEWSLETTER

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!

Click [here](#) for a downloadable PDF version of this month's E-Newsletter.

ISES Greater New York Metro Chapter Newsletter

December 2006

In This Issue:

- Message From Our President
- Welcome New Members
- December Membership Drive
- 5 Questions Of A Member:
- CSEP Information
- Scholarship Opportunities
- London Bridge
- Special Offer For ISES NY Metro Members
- November Program Recap
- Members In The News
- Save The Dates
- Get Involved
- Strategic Partnerships

A Message From Our President:

"Coming together is a beginning. Keeping together is a process. Working together is success." ~ *Henry Ford*

On page one of chapter one in Jonathan Tisch's book, *The Power of We: Succeeding Through Partnerships*, he quotes Henry Ford. Mr. Tisch goes on to explain: "Whenever managers, employees, communities, shareholders – and even competitors – join forces in pursuit of shared goals, *everybody* wins."



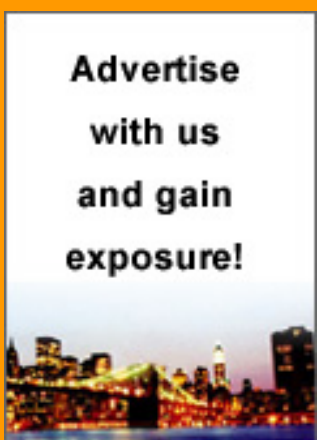
The annual Joint Association Holiday Event – on December 5th at the Union Square Ballroom – is an opportunity to come together with colleagues and competitors in the New York City special events community. It is an event that allows ISES members and friends to interact with members from related associations including MPI, HSMIA and PCMA. I encourage you all to attend. You never know. You may meet your next client or find the perfect supplier for your next project!

As we near the end of 2006 and begin to think about 2007, I hope that you will look back and find that your ISES experiences have helped to make 2006 a success for you. And I hope that your New Year's Resolutions will include getting more actively involved in ISES. When you attend the events and enthusiastically network, as well as take advantage of the various learning opportunities, it increases the value of your membership and shows you a far greater return on your investment.

Participate. Learn. Teach. **Experience ISES.**

Best wishes to you all for a happy holiday season and a prosperous and peaceful new year.

Cheers,
Jennifer Claire Scott
President, ISES NY Metro
jcs5172@aol.com



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e: info@isesnyc.com

Welcome New Members:

We'd like to welcome the following new members to our chapter.

Carol Albert -
Buds In Bloom Inc. - budsinc@aol.com

Jan Borger
Student - bixby420@aol.com

Theresa Boyd
Morgan Stanley - theresa.boyd@morganstanley.com

Lois Bruno
Synergy Entertainment - loisb4synergy@aol.com

Taylor Charles
Birds Of A Feather - cctaylor1ny@aol.com

Paris Cheffer
Fourth Wall Events - paris@fourthwallevents.com

Dawn Corbett Kaam
New York International Orchid Show - dawnkaam1@yahoo.com

Julia Dash
Tri Serve Party Rentals - julia@triserverpr.com

Pam Dzierzanowsky
Absolut Spirits Co. - pamd@absolut.com

Laurell Eastman
Starlight Orchestras - laurel1@starlightorchestras.com

Stephanie Eliasof
L'Olivier Floral Atelier - stefanie@lolivier.com

Phyllis Farrell
Student - phylfaro@hotmail.com

Ann Fryer
Absolut Spirits Co. - ann.fryer@absolut.com

Cheryl Gentry
Glow Media - cheryl.gentry@glowmediaNY.com

Sarah Kreps
Eventsful, Inc. - skreps@eventsful.com

Melissa Locher
Student - mllny@yahoo.com

Carole Marino
SKD Distribution Corp. - carole@skdparty.com

Kerwin McLaughlin
Fourth Wall Events - kerwin@fourthwallevents.com

John Ed McGurk
Party Productions NYC - johned@partyproductionsnyc.com

Christina Montanari
Long Wharf Theatre - christina.montanari@longwharf.org

Debra Morris
Eventsful, Inc. - dmorris@eventsful.com

Preeti Nanvaan
Preeti Exclusive Creations, Inc. - preeti@preetiexclusive.com

Barbara Nelson
Confetti LLC - confetti@snet.net

Soteria Pologianis
Lifetime Networks - pologianis@lifetimetv.com

Reginald Reid
Adirondack - reg_reid@adirondackdirect.com

Lauren Rinkey
Absolut Spirits Co. - lauren.rinkey@absolut.com

Annie Scully
Praxis Marketing - azscully@gmail.com

Soraya M. Shalforoosh
Student - soraya@twosigma.com

Renee Shaker
Sine Audio Inc. - rshaker@sineaudio.com

Mike Tardi
MME Entertainment - mtardi@mmeentertainment.com

Glenn Tripp
Tripp Mixx Productions - trippmixx@aol.com

Meredith Tsompanidis
NY Marriott Financial Ctr. - meredith.tsompanidis@marriott.com

Danielle Venokur
L'Olivier Floral Atelier - daneille@lolivier.com

Joyce Weinberg
NY Food Tours - joyce@nyfoodtours.com

*** Attention Existing Members:**

Please make sure your contact information on file is up to date and correct. Please visit www.ises.com and log on to the member page to check your contact details.

December Membership Drive:

Join ISES in December and save! Join this month and pay only \$199! Get 7 months of membership for ½ rate and avoid the \$50 application fee. Each additional member from the same company is only \$149. Log on to www.ises.com to join.

*** Please Note:** An exciting opportunity! The ISES member who sponsors the most new members during the month of December will win a free education package to ISES EventWorld 2007 - An Institute for Professional Development in Montréal!

5 Questions Of A Member:

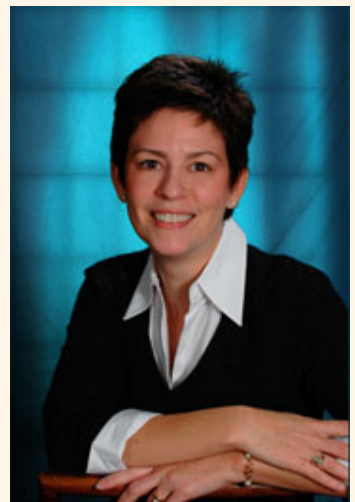
Cathi Culbertson

1. WHO are you?

I am the Director of Protocol and Corporate Entertainment for Forbes Inc.

2. WHAT does your company do?

Forbes Inc is one of the top business publications in the magazine industry. As the Director of Protocol & Corporate Entertainment I am in charge of scheduling, overseeing, coordinating and designing over 300 events and functions for both the corporate, advertising clients of Forbes Inc. and for the Forbes Family at the New York Gallery, New York Townhouse, New Jersey Estate, Burlingame, Ca. Gallery and the Forbes' company yacht. I also, oversee scheduling, events, and corporate and family functions at their place in London, England; chateau in Normandy, France; the ranch in Colorado, their helicopters and their hot air balloons. At times I am putting together up to 20 separate functions per week at the New York/New Jersey properties and the yacht. Such dignitaries as President Ronald Reagan, Prime Minister Margaret Thatcher and Henry Kissinger as well as Susan Sarandon, Walter Cronkite, Chris Noth, Robert DeNiro among others have been attendees at Forbes events.



3. WHERE does your company fit into the overall industry?

I am a corporate planner coordinating events that support the advertising and marketing efforts for Forbes, Forbes.com, also including American Heritage, American Legacy, Forbes Life and other publications under the Forbes umbrella and helping to bond the company to their clients.

4. WHEN did you become an ISES Member?

I became an ISES member in 1992. It has been a great resource for me and I have enjoyed being a member and a board member in previous years.

5. HOW does being an ISES Member affect you and your business efforts?

ISES has enhanced my business efforts with applicable education seminars, networking opportunities and vendor resources that you know you can trust to be first-rate and professional.

CSEP Information:

The finishing touches are being put on the study materials for the new and improved CSEP exam. These should be ready by January 1, 2007. This means that a study group in NY will be forming shortly thereafter in mid-January. You can expect an exam to be given locally in New York City by late March or early April. Stay posted for further details or contact CSEP Coordinator, Kevin White, CSEP at kwhite@empireforce.com.

To learn more about the CSEP, please go to: <http://www.ises.com/CSEP/>

Scholarship Opportunities:

The ISES New York Metro Chapter is proud to announce three – yes 3 – unique scholarship opportunities. The 2007 REC Leadership & Education Merit Scholarship, the ISES UK Education Merit Scholarship and the 2007 REC Leadership & Education Student Scholarship.

Applications for each of these scholarships can be found on the ISES NY Metro website or by clicking on the links below.

- [2007 REC Leadership & Education Merit Scholarship](#)
- [ISES UK Education Merit Scholarship](#)
- [2007 REC Leadership & Education Student Scholarship](#)

These scholarship award programs are fantastic learning opportunities and were developed by the Chapter to encourage NY Metro members to get involved with the Chapter, its committees, special programs and the events industry as a whole. Eligibility requirements vary for each scholarship, so please review the information supplied with each application. Applications are due no later than Tuesday, January 9, 2007.

London Bridge:

Members of the ISES UK Chapter visited their sister Chapter in New York at the beginning of November as part of their first transatlantic study tour.

Seven members from the UK Chapter events industry association toured a number of leading venues in New York City, including The United Nations, Grand Central Terminal, The Museum of the American Indian and ESPN Zone. All ISES members, these venues showcased not only New York City's array of event locales, but also the strength of New York's ISES membership. The three-day tour also included a visit to New York's leading Event Show, Biz Bash M&C Meeting & Event Style Show at Pier 94.

ISES UK member David Hendry of Bash Bars commented; "It was a really enjoyable and interesting three days where we saw a great deal and met a lot of our ISES colleagues from across the US. It was very worthwhile and I will certainly be signing up for the next one."

A group of ISES members from the New York Metro Chapter are due to visit London next year as part of a trip based around the ISES European Education Conference in April.

Further International trips are already being planned for UK members to Los Angeles, Montreal, Washington and Dubai.

Special Offer For ISES NY Metro Members:

Whether its fundraisers, weddings, or extravagant corporate events, making them unique, fun, exciting, memorable (within the budget) is key. But what will keep your guests talking about it months after the event? What will make your client book events with you again? How will you make it an award-winning event?

It is having every guest *experience* every taste, every sound, every part of your event.

This year we want all of our members to “*Experience ISES*” through the people, programs and innovative knowledge we bring to the event industry. This is what makes our organization so great, keeping our members coming back year after year.

So what better way to give your guests the *experience* of your event than through the world of dance by featuring performances and dance lessons.

Today with all the hype and popularity of dancing with the television shows “So You Think You Can Dance”, “Dancing with the Stars” and the movies “Take the Lead” and “Step Up”, dancing is the perfect add on to your holiday events.

Your guests will be left in awe with the elegance of ballroom, the sexy rhythms of salsa and every sensual step of the Argentine tango. Performances keep the audience at the edge of their seats captivated and involved in the event. I am sure most of you reading the newsletter know this season’s “Dancing with the Stars” winner.

Dance lessons get people excited, smiling from the first step they take on the dance floor. If you have never taken a dance class I suggest you do so that you can experience it for yourself! Your guests not only see and hear the music but are able to learn to move to the beat and have fun. They can go anywhere the next day and say they know how to salsa or cha cha because of your event.

So if you want to leave your guests saying, “Wow, this was a great event!” add dancing to your entertainment checklist and you’ll see how it transforms your event into one that’s truly “A Step Out Of The Ordinary.”

For information on Soho Dance performances and dance lessons for any special event contact Eve at 212-226-6767 or email eve@sohodancestudio.com.

As a special gift to all ISES members Soho Dance invites you to “Take A Step Out Of The Ordinary” this season and come to Soho Dance for your complimentary ½ hour private dance lesson (+1 guest). Call Eve at 212-226-6767 to schedule.



November Program Recap:

On November 14th, there was a special panel of award-winning experts who discussed the “how-to’s” and “why-do’s” for submitting & winning industry awards. The panels consisted of: Richard Aaron, CSEP, CMP, BizBash Event Media, Jaclyn Bernstein, DMCP, Empire Force Events, Keith Fernback, Grand Central Marketing and Simone Mets, Impressive Events, with Michael Cerbelli, Total Entertainment moderating. This was a Members only event, held at the Downtown Auditorium and was catered by Neuman & Bogdonoff.





In recognition of their contribution to the continuing education of the members of the NY Metro Chapter, donations have been made in each of the speaker's names to ISEF, the International Special Events Foundation.

For more information on ISEF, please go to: <http://www.ises.com/ISEF>

Members In The News:



The NY Metro's Chapter's very own Michael Cerbelli recently spoke about "Hot Events & Entertainment Ideas" at an ISES Orlando Chapter's Program.

Save the Dates:

December 5, 2006 = Joint Industry Holiday Party

Winter Wonderland

TUESDAY DECEMBER 5th, 2006
AT
THE UNION SQUARE BALLROOM
UNION SQUARE WEST BETWEEN 15th AND 16th STREET
6:00PM - 9:00PM








FOR ADDITIONAL INFORMATION AND TO REGISTER, GO TO
WWW.HSMAINYC.ORG

OR CLICK HERE: <http://www.ersvp.com/event.htm?event=13749>

To register for the Holiday party, please click on the link below:
<http://www.ersvp.com/event.htm?event=13749>

December 6, 2006 = The ISES New Jersey North Chapter's Holiday Party

January 9 – 12, 2007 = The Special Event in Los Angeles, CA

January 23, 2007 = NY Metro Chapter Education Program

February 27, 2007 = ISES NY Metro Chapter Education Program

March 10 – 11, 2007 = Northeast Regional Education Conference



To register for the REC, please click on the link below:
<http://www.dcses.org/northeastrec.shtml>

April 17, 2007 = ISES NY Metro Chapter Education Program

May 22, 2007 = ISES NY Metro Chapter Education Program

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

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

August 20 – 23, 2007 = Event Solutions Idea Factory in Florida

Calls to Get Involved:

Join a Committee: Programs, Communications, or Membership!

For more information email info@isesnyc.com.

Messages From Our Sponsors:



FREE (VIRTUAL) TRIP TO HAWAII! Add something fantastic to your next event with Maui Wowi Smoothies. We make all-natural smoothies for your holiday parties, employee appreciation days, corporate meetings and customer events. Having our smoothies is like taking a trip to Hawaii--without the jet lag! Gourmet Hawaiian coffees, too.

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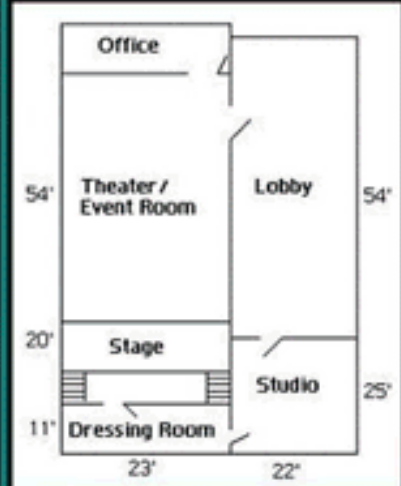
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For more information, please call Diana Blake at 212-302-6665 or e-mail info@sagetheater.us



www.sagetheater.us



The BizBash logo features a cluster of colorful confetti pieces in shades of blue, yellow, red, green, and purple, appearing to burst upwards from the text. The word "BizBash" is written in a bold, sans-serif font, with "BiZ" in blue and "Bash" in black.

BiZBash

For more information on the latest industry trends
check out BizBash online.