





"E-VENTS" NEWSLETTER

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What's Happening in New York City's Event Industry? Take a look at our new and improved E-Newsletter from the New York Metro ISES Chapter. Every month we will bring you informative articles, schedule of events, press releases and much more to keep you in the loop!

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PRESIDENT'S MESSAGE

Greetings of the Season to our ISES Membership!

Our Board year is at the half way mark at the end of 2004 and as I look around us I see a good deal of prosperity in the year past and for the foreseeable future. Corporate business seems on the rise, tourism is up, employment rates are steady and even interest rates seem stable enough. All this has made for a pretty good year and hope for a bright future.



I would like to equate this to our year so far in ISES. At the beginning of my tenure as President of this Chapter I charged my **Vice-Presidents and Board Members** with several key directives. I wanted us to work smarter and more efficiently. I needed us to prepare our calendar of events in advance. I was searching for more valuable and tangible member benefits. I insisted on our plans for next year's Gala be in place as soon as possible and I hoped to do this all while we saved money for our Chapter.

I am delighted to tell you using technology and just plain old hard work, your ISES Board of Directors have been performing like champions on a mission to bring our Chapter firmly into the 21st Century, and to not only meet my directives, but exceed them. And exceed these wishes they have! The results have been many and inspiring:

There has been record-breaking meeting attendance at some wonderfully creative events and venues for both networking and education.

We are now using the Internet exclusively for Newsletters (like this one!) and meeting registrations and that is saving our Chapter time and money as we reach out to you and nearly 4000 other local meeting professionals each and every month. This is nearly a 600% increase over the number of people we were reaching last year and at a fraction of the cost of last year's communications.

Our web site at www.isesnyc.com has been completely revamped, updated and is now a more complete and valuable tool for all our members.

We now have welcomed Strategic Partners to our ISES Family such as the Broadway show Hairspray, The Agenda Expo and The Wedding Salon. These fine organizations are committed to providing excellent benefits to our membership at very special

Wanted:

**Your
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(click for info)

ISES NY Metro
271 W 47th St
Suite 39G
NY NY 10036
t:212.898.0171 x1
f:212.898.0171
e:info@isesnyc.com



members-only pricing. See our [Strategic Partners](#) page at our web site for the latest information.

Our [meeting calendar](#) is nearly complete through the end of June 2005.

Our [Gala and Big Apple Awards presentation](#) has a date and a place for next year and will be fantastic! Mark your calendar for June 21, 2005 at the UN Dining Room.

I cannot thank our Vice-Presidents and Board of Directors enough for all of their hard work and success as we continue to make our Chapter an important and valuable organization within the New York event scene.

And members thank you for your participation, your help and continued support of ISES.

Our future looks brighter than ever as we begin 2005.

Happy Holidays to you, your family and friends and let's all have a peaceful, warm and prosperous New Year.

Sincerely,
Mark Zettler
President, ISES, New York Metro Chapter
President, Life O' The Party

2005 NY METRO MEETING CALENDAR

JANUARY 25, 2005

A World Of Design

A Hands on Demonstration of the Latest Visual Event Designs

This month's program takes a look at one of the most crucial elements in building an event – Visual Design. Beyond the food, beyond the entertainment, what guests absorb with their eyes can set the mood, tone, messaging and level of success of any event, be it social or corporate. Come see some of New York's best and brightest event design experts as they walk you through several in room event designs. Listen as they talk about the trends each design demonstrates, how they went about designing each and helpful hints to go out and accomplish these techniques yourself. Come up and see, taste and touch these creations. And ask these designers questions you have. It's a fully interactive program.

Price: \$35 members / \$45 non-members

Date: Tuesday, January 25, 2005

Time: 6pm to 9pm

Location: Angel Orensanz

172 Norfolk Street

New York, NY 10002

www.orensanz.com

Invitation to follow shortly.

Catering by Chef Rossi

Rossi -- known professionally as Chef Rossi -- is one of the New York catering world's most vivacious personalities. She has been whisking up international fusions and mad theme parties for over a decade. As the catering director, owner and executive chef of "The Raging Skillet", a cutting-edge catering company known for breaking any and all rules, she has earned a reputation as the one to call when it's time to do something different.



Chef Rossi
212.463.0872
www.theragingskillet.com

FEBRUARY 10, 2005

The Manhattan Chamber of Commerce Community Benefit Fund and Grand Central Terminal will host a Volunteer Fair in Vanderbilt Hall. This expo will highlight over 60 non-profit organizations representing a wide range of social services and the arts. There will be a private viewing of the expo just for ISES members and guests along with a cocktail reception. As leaders in the special events industry, this heart-warming expo is brought to you by the generosity of the NY Metro Chapter of ISES. Come see the many ways ISES members have donated their time, talent, support and resources in making this event become a reality. You will walk away knowing more about the programs and charities that impact our great city and you just might want to take on a new cause.

Date: Thursday, February 10, 2005
Time: 6pm - 9pm
Location: 42nd Street at Park Avenue
Check-in: Vanderbilt Hall
Reception: Northeast Balcony
www.grandcentralterminal.com

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.

Co-Vice-Presidents of Programs for the ISES New York Metro Chapter, Trey Moynihan and Jennifer Quinones are pleased to announce the "Feelin' Groovy" Gala and 4th Annual Big Apple Awards will be held on Tuesday, June 21, 2005 at 6:30 PM in the renowned United Nations Delegates Dining Room. Black Tie is optional but make sure your grooviest outfit is ready to wear.

Jennifer Quinones of Junior Achievement and Marie Schlump of Parties with Pizzazz, both of whom were on last year's ISES Gala Committee, are back again this year as co-chairs of the event.

Our Event Designer is Parties with Pizzazz of Connecticut, a 2003 Big Apple Award Winner. Dan Lopez of ARAMARK Catering will be the Executive Chef for this year's gala. 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.

If you're 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'd like to volunteer to work on the Gala Committee, contact Marie Schlump at

ms@partieswithpizzazz.com. If you are press and have media related questions about this event please contact Jennifer Claire Scott at Jennifer.Scott@am.jll.com.

MEMBER NEWS



Sound Connection Is Featured Talent At Special Events Expo In Miami

(Washington, DC) *Sean DeFreitas*, world renowned Designer/Producer, has chosen DC **ISES (International Special Events Society) Member Andy Kushner's Sound Connection** to be his grand finale entertainment at the *Special Events Expo* on January 6, 2005 in Miami, Florida. The evening promises to bring an intoxicating energy when over 5,000 special event industry professionals gather at the Coconut Grove Expo Center for the opening night celebration.

Kushner, a former award-winning IBM & Lexmark Sales Representative, has combined two of his abilities, music and business, to create the most successful variety dance band of its kind...Sound Connection. A powerhouse of talent and energy, the band is ten-pieces strong featuring four dynamic lead singers, horns, and four-piece rhythm section. Sound Connection has earned international recognition performing for high profile clients and event producers including *Donald Trump, Rupert Murdoch, Colin Cowie, David Tutera, Charlie Gibson, Coca Cola, and the Olympics*.

For more information, contact:

Sarah Obenour

Production Coordinator

(703)469-2230

sarah@soundconnectionband.com

www.soundconnectionband.com

BUSINESS BUILDERS

Keeping Your Cool When the Customer Gets Hot: 5 Steps to Soothing Upset People

By Lydia Ramsey

Have you ever had a bad day in business? One where nothing seemed to go right and everywhere you turned you encountered angry or upset people? If this has never happened to you, stop reading now. However, if it has, read on.

At one point or another, you have come in contact with people who were less than happy with you or your organization. It may have been because of a problem or a service, you may have said or done something to aggravate a coworker or your company took on a community issue that disturbed a client.

Whatever the problem, it is always a challenge to deal effectively with upset people. Diffusing anger and handling difficult issues require special skills and practiced behaviors. It's hard to be calm and courteous when others are out of control. So what can you do to keep your cool and resolve the issue when the customer or coworker is chewing you out? Try following these five steps to sooth the situation.

Step one is to listen -- really listen to what the other person is saying. Too often we don't hear all that is being said because we are busy trying to come up with our own response. If you don't fully understand why the other person is upset, you can't possibly help with the solution. Sometimes people just need to vent-to get whatever

is bothering them off their chest.

You may be well on your way to a resolution if you are a good listener who does not interrupt and who lets other people finish what they have to say. Often people calm down when they realize that you value them enough to hear them out. They may also hear themselves and recognize that they are overreacting or acting inappropriately.

Let your body language reflect your attention as well. Use eye contact, lean in toward the other person, and use appropriate facial expressions that show your interest. If you do a good enough job with step one, you may not need to take the next four.

Step two is to apologize. It doesn't matter whether the problem was actually your fault or not. Perhaps the customer received the wrong product and you had nothing to do with filling the order. As the representative of your company, you have as much responsibility as the person who made the mistake. Tell the customer that you are sorry.

Your willingness to be accountable will have a positive effect. All this person may need to hear is an apology (along with receiving the right product or service) to be satisfied. Make your apology with complete sincerity. If your tone of voice doesn't match your words, you are wasting your breath.

Step three is to sympathize. Let people know that you can identify with their feelings and that you understand why they are upset. A simple and sincere statement validates the customer's emotions and also says that you are not going to be argumentative. Once again match your tone to your words.

Step four is to accept responsibility for the situation. Be accountable. Let your customers know that you intend to do whatever it takes to make things right, to get them the product they ordered or the service they expected. You can't help what has already happened, but you will come up with a solution to the problem or you will find someone who can.

Step five is to prepare to take action. Decide how you can remedy the situation. Tell the customer exactly what you will do and when. You will replace the incorrect product as quickly as possible. If the issue was poor service, you will deliver better service immediately. Offer something extra or unexpected. Whenever you can provide a bonus of some sort or waive fees, the tiger before you is transformed into a pussycat.

Use the acronym "ASAP" for calming angry people. Each letter stands for part of the process. Once you have heard the person out, apologize, sympathize, accept responsibility and prepare to take action.

When you treat people with kindness, courtesy and respect, they will appreciate you and your company. When they need or want your product or service again, they will come back. An appreciative customer will recommend you and your company to others by sharing the story of their dilemma that was resolved by your excellent customer service.

ABOUT THE AUTHOR

Lydia Ramsey is a business etiquette expert with over 30 years of experience helping companies and individuals achieve success by adopting professional manners. She is also the author of the acclaimed book "Manners that Sell-Adding the Polish that Builds Profits." As a speaker and trainer, Lydia works with others to polish their manners and communication skills. She writes a weekly business etiquette column for several southeastern newspapers and has been seen in publications such as the Wall Street Journal, The New York Times, Selling Power and Cosmopolitan. For more information on her training, consulting and speaking, please visit: www.mannersthat sell.com or call: 912-598-9812.

