




GOTHAM
COMEDY CLUB
New York City

**Register Now
for the
February Event!**

**Advertise
with us
and gain
exposure!**



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

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
- Five Questions Of A Member
- January Meeting Wrap-Up
- Welcome New Members
- News on the Big Apple Awards
- Business Article
- Important International Chapter and Member News
- Save the Dates
- Messages from Our Sponsors
- Calls to Get Involved

A Message From Our President

Hello NY Metro Event Professional,

I had the pleasure of being in Dallas TX at The Special Event 2006, where our Northeast region came together with event professionals from all over the world to share ideas, educate ourselves on various topics and support those in our industry that have come across some hard times. In Combination with event producers all over the world and the incredible efforts of the SEARCH foundation attendees of the Special Event were able to witness a donation made of well over \$50,000 to the New Orleans Foundation for Events Associates Revitalization (N.O.F.E.A.R.). This Organization was set up to help survivors in the Greater New Orleans area with rebuilding efforts from the devastation caused by hurricane's Katrina and Rita. It was truly a blessing, and it showed how our industry is really a family. I encourage anyone that is interested to get involved with future SEARCH Foundation endeavors to do so, by going to their website www.searchfoundation.org.



By now, I am sure you have heard the unfortunate news our Regional Education Conference, better known as REC, has been postponed. The Conference was originally set to take place in Hampton Roads VA this coming March. For those of you who were planning on attending, there is an alternative education possibility you should strongly consider. Our sister chapter in the United Kingdom is hosting the ISES European Conference, which starts on March 6th in London.

If you take the opportunity to attend this conference, I can assure you the full ISES picture will come into focus. We have an extraordinary chapter of friends across the ocean – a fact that has been proven. One of my fondest ISES moments was when I visited the UK Chapter's monthly program. It's hard to understand until you see how many friends you have waiting for you when you arrive in London. I had a wonderful time and learned how the same dynamics we face in New York apply across the ocean. Traffic, tough deadlines, budget and making the impossible happen are just as much a reality internationally as they are here in the states.

I highly recommend those of you who are looking for the next great educational conference consider attending. For more information on the ISES European Conference

or the UK Chapter of ISES please visit http://www.isesuk.org/education/images/ises_conference_06.pdf and www.isesuk.org/education or email conference@isesuk.org.

For those of you that I did not convince to take the trip across the pond – I encourage you to come to the new program that we are adding to our March calendar. Stay tuned for more information. It will be a great one!

In other news, we are now half way thru the year and proudly sporting our new ISES logo as we participate in the process of re-branding ISES from international to our local chapter level. This is just one of many changes that have taken place over the past year, thanks to the efforts of YOU, our active chapter members. We will soon be recruiting new members to sit on the board of our chapter. I ask all of you to consider serving on YOUR board at some point. This is YOUR chapter, but you can only take ownership in its direction if you get involved. Not only is it the most fundamental way to get the most out of your membership, but it also allows you to set the direction you would like to see the chapter go in. Please let us know if you are interested in becoming a board member or working on a committee.

It is important to remember that the benefits of ISES are only as strong as the support of the Chapters members. We have a very strong network of people here in New York – Our Chapter is and can continue to be strong because of the bonds, network and Friendships that have resulted from our membership. If now is not the best time to become a board member, I encourage everyone to get involved by supporting the programming, attending the monthly meetings giving us feedback and letting us know how our chapter can better suit you. AS I have, I would like to see everyone get the most out of their ISES experience.

My best for a productive, successful month:

Carmen

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

Five Questions of a Member:



Danièle Doctorow, CSEP,
 Owner of Music in the Air

WHO are you?

My name is Danièle Doctorow, CSEP and I own my own business, Music in the Air. As a professional cellist, I have toured throughout the US and have played at all the major NYC halls, including a 2004 recital at Carnegie Recital Hall. In addition to running my business I continue to free-lance in chamber music, orchestra, opera and in Broadway's Lion King.

WHAT does your company do?

Music in the Air provides live classical, jazz and world music entertainment for all types of special events. We specialize in small

ensembles, usually One to four people but for large events up to ten or so. We've had 8 harpists at a wedding and 6 brass players at a corporate event at MOMA in NYC! We work diligently at matching the right musicians and music to the event.

WHERE does your company fit into the overall industry?

No special event is complete without music of some sort, be it a string quartet for an executive dinner, a jazz combo for a party atmosphere, or world music to complement

a special event theme. It's a component of the industry that seems to be the least understood by planners which makes sense! But even if you don't know Mozart from Eminem, planners know they need music at events. It's my mission to not only provide the best and most appropriate music for an event but to provide as many options as possible and help educate the planner about different musical possibilities to enhance the event in the best way possible.

WHEN did you become an ISES member?

I became an ISES member in December 1995. I was so touched by the sincerity and enthusiasm of those I met that I stayed. I joined the NY Metro Chapter board the following summer and had a wild 9 years as VP of Programs (2 years), Secretary (1 year), Hospitality & Registration (3 years) and director. I am also very proud of being a member of the first team to win a Big Apple Awards Gala Best NY Metro ISES Team Event award! I continue to be amazed when I remember the support and inspiration I received during my board tenure.

HOW does being an ISES member affect you and your business efforts?

ISES membership tangibly affects my business in two positive ways: 1. Music in the Air's client base has grown significantly from being predominantly wedding oriented to comprising corporate, non-profit and independent special event planners and event production companies. About two-thirds of our bookings are corporate and non-profit. The relationships I've developed over the years are trust-driven and I treasure them. I've even made some great friends along the way. 2. I have learned how work with planners to make sure the music is a true value-added component of the event. Earning my CSEP was critical to this stage of development. Understanding planners' priorities, knowing the jargon, understanding the other event elements and roles of the personnel involved to be able to work with them effectively, all the education that I received by being active in ISES, serve to make Music in the Air the first choice of planners and producers. I continue to recommend ISES to my colleagues.

See you at a meeting soon!

January Meeting Wrap-up and Photos:

ISES NY Metro Chapter-January Program "Teambuilding through Dance"

By: Melissa Vasquez

January's program of "Teambuilding through Dance" was definitely a different type of event for ISES NY Metro Chapter. Jennifer Quinones, Vice President, Programs and Education and I had the pleasure of working with Rosann Levy, Director of Marketing and co-founder of Soho Dance. The evening started with a Latin inspired cocktail hour provided by Salsa Caterers and Special Events. Their beautiful display, set with olive green and brown linens and fresh orchids served to highlight the delicious food. The menu included ceviche shots, chicken skewers with mango-pineapple sauce, three-bean salad in tortilla cups and dulce de coco. And who can forget the wonderful mojitos, which kept some guests by the bar instead of on the dance floor!



January Event Photo's courtesy of Roslyn Dickens Dickens & Company Film & Video

Our chapter President, Carmen Tomassetti, opened the evening by welcoming everyone to our first program for 2006. Among the attendees, was Maricar Donato, a fellow ISES member who came all the way from the Washington, DC chapter to take part in this unique educational program.

The concept of "Teambuilding through Dance" is to stimulate growth, build confidence, and enhance communication in any working environment. The dance instructors for the evening, Tiffany and Raul, helped guests build their communications skills, self esteem, and introduced the dynamics of the lead/follow relationship between dance partners, all while

teaching basic Salsa moves. In addition to the gained perspective of teambuilding, guests had a great time learning Salsa and showing off their new dancing skills.

The program ended on a sweet note with butlered coconut flan, more mojitos, and plenty of water for all those that had worked up a sweat. Guests were able to network, have a good time, participate in a creative teambuilding exercise, visit a new venue and sample delicious food. ISES members were able to bond and learn about a potential activity for both their colleagues and future clients.

ISES New York Metro Welcomes New Members

Our Chapter is growing bigger and better everyday. We would like to take this opportunity to recognize and welcome the newest members of our chapter:

Augustus Alexander
Principal
Exclusive Services

Daniel Nelson
President
Escapade Entertainment, Inc.

Arlene Karole
President
Monarch Events, Inc.

Nancy Paris
President/Owner
Opening Night Entertainment, LLC

Corrina Slocum
Director of Catering
The Desmond Hotel

Ghana Wilson
Dir of Special Events and Communications
Film Life, Inc.

Laurie Brown
Sales Representative
Cloth Connection

Denise Lencewicz
Student

Nabilah Hazar
Owner
Hazardance

Melissa Schwartz
Student

Carolann Treacy
Student

The Buddy Program is in the Works. We will be contacting our members soon with information on our new Buddy Program. In the meantime, we encourage new members to take advantage of the Chapter's New Member Orientation Program, which is offered before each monthly event.

The next orientation will be held on Tuesday, February 21st at 6:00pm at Gotham Comedy Club. Don't miss this special opportunity to get the most out of your membership. Mark Zettler, Immediate Past-President of the NY Metro Chapter will lead the session.

By attending this orientation you will:

- Get a personal welcome into the ISES Family of Professionals.
- Learn quick and easy ways to network at meetings.
- Find out how to make the most of your membership.

There is no fee to attend the orientation but you must be registered for the monthly program. If you are not already registered for the monthly program and would like to register please [click here](#).

Once again, Congratulations on Joining the ISES family - We hope to see you at our next event!

News on the Big Apple Awards

It has been announced – The Big Apple Awards will be held on June 20th at Café St. Bart's. Hopefully everyone is very excited about the possibility of winning an award for one of their events. The Big Apple Awards are a great way to gain recognition for

your industry achievements.

This is the second article in our series spotlighting past winners, by asking the questions **"What did winning a Big Apple mean to you, and what were the lessons you learned from it?"**

MY BITE OF THE BIG APPLES

By Elissa M. Fallo

Its getting to be that time of year again – when we in the Event Planning community starts thinking about what party we have produced over the past eight months that might be considered award worthy.

We hem and haw over the question of should we enter or not? We ponder the parties and wonder "is this good enough – to be considered one of the best" and once we make a decision we look at the application as though it is written in some language foreign to us and remark – "what have I gotten myself into?"



The Moonraker area of 005- Shakin' up the New Year – Produced by Perfect Productions for Mohegan Sun Casino

Last year, when I recieved the e-mail on how to apply for a Big Apple Award, my heart sank – not because I thought I couldn't win, but frankly because I knew how busy I was and how little time I had to focus on writing about a party completed months ago.

I am sure, that most of you can relate to the feeling of sitting at your desk wondering how you are going to create the most unique, attention-getting application out of the same questions that everyone else is answering, while still concentrating on the work that has to be done around you.

I immediately wanted to move the e-mail to the trash bin and never think about it again –

but the first of many lessons to be learned is **#1 - you can't win if you don't play.** In the end, this was repeated to me that night at the UN by Jaclyn Bernstein who said, "you entered and you won". The sentence resonates in my head every time I do an event. Since then I automatically budget the application fees into the cost of a job – that way I have no excuse to say I don't have the money to play the game.

With that, I am sure many of you are questioning "well how do I play? And how do I win?" I can't give you a surefire way to get that piece of crystal, but this is what I learned:

I gathered myself in front of my computer with the pages of the application and I wrote from the heart exactly what I felt about the question as it related to the job. When I got to the end of question one I hit the word count. Ding, lesson number two came out and smacked me in the head – 2011 words. Way over what the limit was. Imagine how many of these applications the judges have to read? **#2 - Follow the instructions, word counts and all.** The rules were created to give every applicant an equal playing field, and to keep the judges workload to a minimum.

So it was back to the drawing board for me –

I answered every question, staying under the word counts. I picked out the very best photos I thought captured the event and I put them in a binder with my check. By this time it was 3:00 pm the evening before the entry deadline. I took the box to our overnight shipping company where I gave them the address and got a receipt. My job was done – now it was up to everyone else.

YEAH RIGHT – Enter lessons three and four:

#3 -Start early – don't leave it to the last minute AND #4 -Keep copies - document everything you do.

See the shipping company attempted to deliver the box, they claim that it was sent to an undeliverable address and brought it back to the store I mailed it from. In turn, the clerk placed it in a bin with other packages that had been returned to them. Six days later – I received a call at my office from someone saying they had a box sitting there with a check from my company. Remember that heart sinking feeling I had

earlier well, now imagine that same feeling after spending countless hours doing the work. I didn't know what to do, and the only thing I could think of was if I hadn't waited to the last minute – I would have had time left to remedy the situation.

With the deadline behind five days behind me – I was heartbroken. I went to pick up the box with tears streaming down my face. I was convinced I was just not meant to enter and that I had done all of this work for nothing. In the meantime, I called to wallow to a very important friend of mine. Looking back at it now, he was my snap back to reality and he taught me what turned out to be the best lesson of all.

Lesson #5 - Have faith and pride in the things you do, award or no award they are accomplishments.

In that conversation, he told me, "Things happen Elissa, you have a receipt that shows you attempted to mail it – Let's call them, maybe we can get it where it needs to go. It's late, but if they take it – they do. If not, well you know how great the party was and how hard you all worked on it. You can enter a different one next year."



Elissa Fallo Accepts 2005 Big Apple Award for Best Team Event Produced by a Team of ISES Members

By now, you know the ending of my story, 005 – Shaking up the new year, a James Bond themed New Years party created and produced by Perfect Productions, for Mohegan Sun Casino in conjunction with Fancy Faces, Ice Magic and Rentals Unlimited - won the 2005 Big Apple Award for the best event produced by an ISES Team.

The award sits on a shelf in our office for the world to see, but the reward from the lessons I learned in the process - is truly my Bite of the Big Apples.

Elissa Fallo is the Vice President of Perfect Productions in Farmington, CT, which won the 2005 Big Apple Award for NY ISES Metro TEAM Event.

If you are interested in applying to win one of this year coveted Big Apples, please visit www.isesnyc.com or click on this [link](#) for more information on how to apply.

Business Article of the Month

THEY SAID IT WAS A WRAP... BUT OOPS!!

By Martin G. Greenstein, CSEP
CEO Enchanted Parties / The Event Pros Group.

It has been said the parting of the Red Sea was really the first major special event in history. With thousands of participants, heavenly logistics and the future of nations at stake, there was little room for error. The "Master Planner" had created an event plan. If the planners weren't on top of things, they'd be all wet... literally.

The history of the event reminds us at least one of the decision-makers, the Pharaoh, underestimated the power of the "Master Plan" and deviated from it. It would be fair to say that his end of the event, sunk.

The Pharaoh didn't plan to fail, but, because of his failure to follow the plan or to consider all the variables outside of his control, his end of the event went down the drain.

To party or not to party? That is the question businesses, both large and small, are asking. There's the economy, the state of the world and the more important question,

"What would the ROI be if a company did host an event for their employees, clients or prospective clients?"

We all know the road to success is the one that passes through the town called productivity. Greater productivity is achieved as a result of creating an environment with great team spirit. One of the easiest and most effective ways to increase productivity is by creating interactive and memorable events - including team-building programs.

Create a Theme

When planning a meaningful event for your company, including a theme in the event design will make the event more exciting. Conceptually, this opens the opportunity to use an annual theme that can be continually developed.

Themes offer a great team-building opportunity. Annual themes can challenge us to share the company story and to create different and imaginative ways to market the company and its products. It can also influence the way we celebrate both corporate and social events.

The key is to match the theme to the strategic goals that are necessitating the event. Is there a need to build morale? Are you introducing a new business concept or product launch? Few companies "just have a party," and of those that do, very few enjoy the benefit of a truly imaginative, professional "themeologist."

Planning an event, regardless of its size, requires logical reasoning, strategic event design and meticulous attention to detail. The host(s) never wants to hear, "OOPS!" They only want to hear that the party was great.

Planning Ahead

No one plans to fail... but many fail to plan. OK, your company has presented you with a challenge: a major change is taking place and you must create an extraordinary special event to help communicate and market it.

This calls for a strategy. An event professional can help assemble the elements, produce and manage the event. But, ultimately, you are responsible for the event's success. You must understand the process and make all the key decisions.

Let's examine the 5 elements of event design and production. Be sure to ask yourself the following key questions:

1. The Strategic Plan

- Why are we having this event?
- What are the event goals?
- What is the message?
- Is it possible for the event to meet our goals?

2. The Event Design

- Who will be on our guest list?
- How will we offer the food? Buffet? Sit-down banquet? Gatsby-style cocktails?
- Do we need entertainment? If yes, what will it be?
- Can the entertainment be programmed to be part of the presentation? If yes, can it help to tell our story?
- Can the decorative environments contribute to making our point?
- Which venue can best host the event we've designed?

3. The Event Production

- Who will assemble our team of professionals?
- Who will spearhead the event?
- Will the areas of responsibility be divided?
- Who is (are) the decision maker(s)?
- Do we have a communications network in place?
- Have we specified a budget?

4. Supply

- Who are the element suppliers?
- To whom will they report, and how often will that person report to you?
- Who will be responsible for quality control of:
 - a. Products
 - b. Services: (i.e., food, décor, music, A/V and entertainment)
 - c. Event timing
 - d. Photography, still and/or video
 - e. Drag in & drag out schedules

5. Event Management

- On the day of the event, who will manage the following on-site elements
 - a. Food
 - b. Entertainment
 - c. Installation of decorations
 - d. Electronics (A/V)
- Is there an on-site action plan for those last minute "special needs?"

Planning for Success

Now, let's look at some additional questions that can lead to success when planning your event.

- Is there a preferred style of dress?
- Is the planned entertainment static, interactive or both?
- Is the entertainment planned for all ages?
- Will the event venue accommodate all invited guests?
- Will transportation be provided? Is parking adequate?
- Do guests need to report to work the next day?
- Will commemorative gifts with the company's logo be distributed?
- Is the event for fun or is there a specific mission?
- Will we present soft music for listening or will we dance 'til dawn?
- Are we going to use this opportunity to have an adult team-building Olympics?
- Is there a plan for rain or a rain date?

Answering these questions is merely the tip of the iceberg. Next, get all the specifics of the event, merge it with your mission and match it with your corporate culture. Once done, additional questions undoubtedly will arise. Just relax and remember... the only dumb question is the one you don't ask.

Marty Greenstein, CSEP is CEO of Event Pros Group of Ronkonkoma, NY. He is an event veteran with more than three decades of experience in all phases of the special event industry. In addition to his talents as an event strategist, designer and producer, Marty continues to teach, lecture and consult on all facets of special events.

Important News From ISES International

Run For An ISES International Elected Position

Are you an ISES member who is motivated, goal-oriented, experienced and a visionary? If so, you have the qualities needed to be an ISES leader! This is an opportunity to develop new leadership skills and make a positive impact on our association and your career.

Any ISES member who is eligible and interested in running for a position on the Executive Committee, Board of Governors or as a Regional Vice President is encouraged to complete a nomination application by March 24, 2006.

If you think you or someone you know has the qualities needed to help our association as we continue to move forward, please visit www.ises.com for more information.

Important Chapter News:

NEW Freelancers Section added to Chapter Web site

As we announced last month - we have added a freelancer's page to our Web site. As ISES members, we are committed to providing excellence within the events industry. With that in mind, the NY Metro chapter of ISES has developed an opportunity for our members who are freelancers and available for hire.

We have created a list, posted on a password protected section of the NY Metro Chapter Web site (www.isesnyc.com) that is only available to ISES members, so those who are looking for freelance work can be easily found by those looking to hire

freelancers.

If you would like to obtain a password please visit the freelancers section of www.isesnyc.com.

Important Dates to Remember!

FEBRUARY

DON'T HIRE ENTERTAINMENT

.....UNTIL YOU HEAR

Mark Sonder, CSEP, a past president of the NY Metro Chapter and the Chief Entertainment Officer of **Mark Sonder Productions**, an award winning national entertainment agency providing headline talent and production services for large venues, corporations and associations. As our speaker for the evening, Mark will discuss his new book, *Event Entertainment and Production* solely dedicated to music, entertainment and production for the meeting and event industries.

His focus will be:

"Selecting, Coordinating & Contracting"

Date: February 21, 2006

Time: 6:00 p.m. – 9:00 p.m

Location: Gotham Comedy Club

Directions: 208 W. 23rd Street, Between 7th & 8th Avenues
New York, NY 10011

(subways F, N, R, 1, or 9 to 23rd Street)

Cost: Members (Pre-Registration) \$35

Members (On-Site) \$45

Non-Members (Pre-Registration) \$50

Non-Members (On-Site) \$60

Register Now!

Gotham Comedy Club is New York City's most elegant, upscale comedy club, dedicated to keeping patrons laughing while hosting them in a casual, yet sophisticated environment.



Mark Sonder, CSEP is the Chief Entertainment Officer of Mark Sonder Productions, an award winning national entertainment agency providing headline talent and production services for large venues, corporations and associations. In addition, Sonder sits on the faculty of The George Washington University, Stratford University, Northern Virginia Community College, University of Nevada at Las Vegas (UNLV) and The University of the West Indies. *Event Entertainment and Production* is The Book published by Wiley authored by Sonder solely dedicated to music, entertainment and production for the meeting and event industries.

MARCH



Date: March 21, 2006
Time: 6:00 p.m. – 9:00 p.m.
Location: Show Night Club
Cost: \$25

More details soon!

Catering by:



About **Show Night Club**

Originally a grand movie palace in the 1920's, SHOW has been restored to OPULENCE unmatched by any other space in Manhattan. And while it is clear that SHOW presents a uniquely stunning backdrop for any type of event, what is perhaps even more notable is SHOW's versatility, with our ability to accommodate a range of events from seminars and sit down dinners to product launches and musical performances. SHOW's fully-equipped stage, in-house a/v capabilities, full sound and lighting systems, and multiple seating/configuration options make coordinating events a simple task. Moreover, having hosted everything from P. Diddy's star-studded VMA after party and Britney Spears' surprise performance to Ernst and Young's holiday party, SHOW has consistently proven the ability meet the distinctive needs of many different types of clients and events.

APRIL



Date: April 18, 2006
Where: Sage Theater
Topic: Risk Management & Insurance
Sponsored by: Sage Theater & Creative Cuisine
More details to follow

MAY

Pier 79

Date: May 16, 2006
Where: Pier 79
Roundtable Discussions
More details to follow

Executive Committee Annual Meeting

Date: May, 2006
Where: Uncle Jack's
"Recap of the Year"
More details to follow

JUNE

2006 BIG APPLE AWARDS GALA
Spice Up Your Life!

*From Casablanca to Marrakesh
 A Moroccan Adventure*

*The New York Metro Chapter of ISES will host its fifth annual
 Big Apple Awards Gala celebration
 on Tuesday, June 20th at Café St. Bart's.*

*This year's theme is sure to take you on a magic carpet ride,
 transporting you to another place and time. Surrounded by
 palm trees, lush fabrics in spice market hues
 and exotic entertainment.*

*Guests will sip exotic cocktails on the patio and dine on delectable
 delicacies sure to set taste buds soaring.*

*During dinner 2006 Big Apple Awards will be bestowed upon
 New York's "best of the best" event professionals.*

*Following the awards ceremony guests can dance the night away
 underneath the stars.*

Messages from our Sponsors

Kyla Schwartz suggests for you or your clients who speak at events you plan...

Offer coaching to clients as a bonus or incentive in your event proposal.

Make more of an impact and feel more confident in your speeches, presentations, and corporate videos. Kyla can help speakers create an effective, enjoyable communication and deliver it naturally—anxiety-free. You will connect with your audience, convey an authentic and powerful message, and even enjoy the coaching process!

Use coaching for conferences, events, product launches, media interviews, etc. She also writes and/or edits presentations, speeches and proposals.

Please call or email so Kyla can suggest how she might best help you or your clients with their communications needs.

Kayla Schwartz
 Speech & Presentation
 Coaching/Training
 Presentation Development



(212) 580-4787
 Kayla@kaylaschwartz.com

Kayla@kaylaschwartz.com
 (212) 580-4787



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.

Mitchell York, 516-314-7169
mitch@coffeesandsmoothies.com
www.coffeesandsmoothies.com/caterers.html

Calls to Get Involved

We are still looking for your help to redesign our Chapter Newsletter!

The Newsletter is still looking for articles of interest to our members...

We would like to start adding articles, which spotlight events our members have planned/produced. This is your chance to have a by-line in the Newsletter. We need you to tell us what you have done...show us the pictures; explain what the planning was like. We want you to share the lessons so we can learn from your experiences. This is a great way to showcase your company and your talents. At the end of each article you can include your contact information. Our chapter newsletter is distributed to over 3200 special event professionals.

In addition we would like to know what you would like to read about. If you have ideas for articles please continue to email them to the Newsletter Editor - Elissa Fallo at communications@isesnyc.com so we can make the newsletter something every member can't wait to read each month.

NY METRO ISES committees need your help!

We can't maintain our current status as ***ISES International Chapter of the Year*** without a team of individuals willing to put their all into the Greater New York Metro Chapter. We need you to attend our meetings, get involved and network with other Members. Be sure to stop by www.isesnyc.com to learn about our committees that are looking for your help.

