

Congratulations to
ISES International
for celebrating their
20th anniversary!

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ISES Greater New York Metro Chapter Newsletter February 2007

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A Message From Our President:

"Electric communication will never be a substitute for the face of someone who with their soul encourages another person to be brave and true."

~ Charles Dickens

It is ironic that I am utilizing an e-newsletter to convey a message about the importance of communication via live events. We have become a society of cell phones, email, blackberries text messaging, IMs, blogs and video conferencing. In moving so quickly through the communication of our daily lives, we're losing touch with the eloquence and significance of face to face interaction. As event professionals we have no choice but to embrace new technology and methods of communication – not only to be incorporated into the elements of the events that we produce, but also in the way that we sell ourselves and generate new clients and business. However, we must also recognize that this information technology tidal wave threatens to wash away the opportunities for success of the events industry.

The "media" is no longer just about a news story written by a trained journalist in the newspaper (or even TV coverage); there are now infinite web sites, blogs, e-newsletters, and so on that can serve as vehicles for your communication needs. At the ISES NY Metro February program we will explore ways of generating media coverage for your event and your business and teach you how that media coverage can lead to greater success for your event and your business.

However, that is not the key message I want to convey here. As event professionals we are all, one way or another, entirely reliant on the need for human interaction through organized event experiences. Without these gatherings, there is little need for our creativity and services. The more that couples choose to elope to avoid the "hassle" (or choose to web cast the ceremony instead of inviting guests to join them) the fewer organized celebrations will take place. The more that companies focus on digital communication, the less they may focus on live communication. As event professionals we must remember to work with and educate our clients (existing and potential / internal or external) to remind them of the greater ROI when using an event to communicate a message or celebrate a milestone.



Membership Drive Update:

After our December Membership Drive, we are proud to announce that the NY Metro Chapter has over 300 Members!

Welcome New Members:

Ken Banchick

Wanderfuls.com - rodney@wanderfuls.com

Rebecca L. Brian

Tribeca Designs - rebecca@tribeccadesigns.com

Joseph Cozza

Cipriani - jcozza@cipriani.com

Levitte L. Cruz

CORT Event Furnishings - lcruz@cort1.com

Robert Freglette

Sodexo Campus Services - robert.freglette@sodexhousa.com

Amber Kocza

Amber Occasions - amber@amberoccasions.com

Lauren Maimone

Carolyn Dempsey Design - lauren@carolyndempseydesign.com

Anne L. Matthews

Creative Works Event Planners - octogem87@hotmail.com

Christine Milano

SPARTY! - Christine@spa-party.com

Brigida Petro

HSBC Securities (USA) Inc. - brigida.petro@us.hsbc.com

Antara Prasad

Teyaari Inc. - antara@teyaari.com

Elizabeth Principe

Reed Exhibitions - eprincipe@reedexpo.com

Jorge G. Quintana

Creative Solutions Group - jquintana@creativesolutionsgrouponline.com

Stacy Rosenthal

Carolyn Dempsey Design - stacy@carolyndempseydesign.com

Lois E. Schwartz

Northeast REC Member Winner = Estelita Hernandez, CSEA, CMAA
Northeast REC Student Winner = Gina Devito

SEARCH Launches Support Opportunities for Event Industry Individuals:

Excerpts from the speech given by ISES NY Metro Member, Michael Cerbelli, Total Entertainment and President of the SEARCH Foundation, at the Opening General Session of The Special Event Show in January:



...Sixteen months ago I was asked by your industry leaders to step up to the plate and get The SEARCH Foundation (Special Events Assistance and Resources with a Caring Heart) to a new level that would not only challenge myself and its Board of Directors but to make SEARCH a name that was respected throughout the event industry.

Created in 1997, the foundation supports persons in the special events industry who are confronted with a catastrophic occurrence; SEARCH does this through fundraising, volunteer services or donations made through industry wide alliances in collaboration with charitable organizations. As any volunteer organization or foundation, it's hard to find the right people with the wisdom and passion that can donate their time and energy not for a day but for those of you that know what it is like sitting on a Board of Directors...years. SEARCH had challenges like "any start up" and especially since it was a 501c3 there were IRS and government rules and regulations that would have made most people just "throw in the towel" and quit. SEARCH wasn't ready to give up and neither was I...so I said I would be there for our industry but I couldn't and wouldn't do it alone. With the incredible help of the Executive Board ... and Board of Directors that have been working their tails off, we have turned The SEARCH Foundation into what the founders dreamed SEARCH was capable of doing.

... One year ago today on a stage just like this in Dallas, Texas, SEARCH was able to start its donation process and give away to NOFEAR (New Orleans Foundation for Event Assistance and Resources) over \$25,000 for Katrina relief that was ear-marked strictly for Event Industry Professionals. Then over the course of the next three days SEARCH was able to raise almost another \$20,000 and pass that onto NOFEAR. This was all done by your generous donations to your colleagues in need. That was us supporting each other during a catastrophic event, which could affect anyone of us, at anytime, in a moments notice.

I stand here today to tell you that I am NOT here to present another check, which is good news because if SEARCH is giving away money then someone is in need. I am here to tell you the time has come for SEARCH to start giving away money to not just organizations or foundations but TO START GIVING MONEY AWAY to special event industry INDIVIDUALS in need.

The [new and improved] SEARCH website is up... and starting February 1st, 2007 will have the forms and criteria for special event industry individuals to request help.

... As someone who truly loves this crazy freaking event industry, as President of SEARCH along with the 2007 Board of Directors we are dedicated to helping fellow industry members in times of crisis. Your support will help rebuild lives. Thanks for listening and most of all thank you for making a difference.

God bless you all; have a good time in your life until I see you again.

Please note: For more information about SEARCH and/or to make a donation please visit

- Destinations that are likely to be closer to home and in fact are in the same country or region as more familiar destinations and, while historically lesser known than their neighbors, today offer some unique attraction, activity, or business case for planners to consider. Examples would be Veracruz and Puebla in Mexico and the Prefecture of Kagawa in Japan.

Don't miss this important MPIGNY event that gives you the opportunity to get answers to your most pressing questions and meet representatives of countries and venues that now and in the future, are destined to become major players in the meeting and incentive travel business.

Tuesday, February 13, 2007, 5:30 - 8:00 p.m.
Marriott New York Financial Center, 85 West Street
\$40.00 for MPIGNY Members / \$50.00 for Guests

Register today at WWW.MPIGNY.ORG

Brought to you to by the International Relations Committee of MPIGNY

20th Anniversary
Terry Spinelli Auction & Social
"HONORING THE PAST, BUILDING THE FUTURE"

On **Thursday, March 29, 2007**, Meeting Professionals International Greater New York Chapter (MPIGNY) will celebrate the Twentieth Anniversary of the Terry Spinelli Auction & Social. This signature event will be held at the **Crowne Plaza Hotel Times Square Manhattan**, located at 1605 Broadway & 49th Street, in the heart of New York City. This year's event will be a truly deserved and lasting tribute to our friend and dedicated MPI member, Terry Spinelli.

The Crowne Plaza's Broadway Ballroom will shine and sparkle as we lead you through twenty years of warm memories of Terry and the event which bears his name. Food and drink will abound as you bid on silent auction items and then progress to the live auction stage of the evening where you will have an opportunity to bid on many fabulous gift items.

For the past 20 years, The Terry Spinelli Auction has provided a unique opportunity to showcase your organization to hundreds of meeting/hospitality industry professionals. Each year, a charity is designated to receive a portion of the proceeds. This year, a portion of the proceeds will benefit High 5, which provides high school students with opportunities to become involved in the fine arts. Proceeds will also benefit **The Terry Spinelli Scholarship Fund** which provides scholarships to outstanding chapter members to further their professional education. Administered by the Awards & Recognition Committee, these scholarships enable our members to attend national MPI educational programs such as the annual Professional Educational Conference, World Education Congress and Institutes I, II, & III. This scholarship also funds the chapter's CMP Scholarship for those members pursuing their CMP designation.

Regional Education Conference Update:



March 10 – NE Region Leadership Meetings, 1:00pm to 5:00pm
March 10 – Networking & Social Event, 7:00pm to 9:00pm at The Equality Center
March 11 – Education Sessions, 9:00am to 4:30pm

Where:

Renaissance Washington, DC Hotel, 999 9th Street, NW, Washington DC

To Register:

Go to <http://www.dcises.org/northeas\trec.shtml>

[trec.shtml](#) for registration details. Early Bird Rate is \$225 for ISES members, \$250 for non-members and \$125 for ISES student members. Saturday night networking breaker is only \$25 for ISES Members and students and \$35 for non-members.

Education Details: 12 sessions in 3 categories

(A) Advanced – For experienced industry professionals.

(B) Business – For industry professionals who own or manage their business.

(I) Introductory – Students and professionals with less than 5 years of industry experience.

“Memoirs from the White House” Key Note Speaker

Roland Mesnier, Former White House Executive Pastry Chef

“A Complete Guide To Event Production” (I) (A) (B) Master Class

A. Blayne Candy, Partner, Showcall Inc.

“Business Owners Town Hall” (B) Master Class

Robert Hulsmeyer, CSEP, DMCP, CMP, Partner, Empire Force Events, ISES New York

“2007 Hot Event and Entertainment Ideas” (I) (A)

Michael Cerbelli, Creative Director, Total Entertainment, ISES New York

“Using the Media for Business Advantage” (I) (A) (B)

Robert Wright, Managing Director, Davies Tanner, ISES UK

“The Art of Detail” (I) (A)

Richard Carbotti, Founder, Perfect Surroundings, Inc., ISES Rhode Island

“Fundraising: How to Increase Your Sponsorship Dollars” (I) (A)

Liz Sanzo, CSEP, Corporate Events Manager, iStar Financial, ISES New York

“How To Incorporate Green Into Your Events” (A) (B)

Kevin White, CSEP, Empire Force Events, ISES New York

“Make Your Website Work For You” (B)

Andrew Pagley, Chairman and CEO, Doceus

“Inspire and Influence With Ease: Transform Your Communication Style”

(A) (B) Beth Reynolds, LMSW, CLC, Founder, NRG Power Group

“What is Your IP (Intellectual Property) Score?” (B)

James M. Goldberg, Principal, Goldberg & Associates, PLLC

“Mentoring Works” (I)

Bill Knight, MTA, CSEP, President, Events by Knight, ISES DC

“Getting the Most From Your Vendors” (I) (A)

Panelists include:

Judy Brillhart, Director of Catering, Sheraton Commander Hotel, ISES New England

Denis O'Regan, President, Fireworks Concepts, Inc., ISES DC

exam, ISES has worked with Schroeder Measurement Technologies to revamp the CSEP exam's delivery process. Test candidates will now have four 15-day windows throughout the year to select a date and computer lab location that is convenient for them.

For more information on how to apply for an exam or to be involved in a peer to peer study group for the exam, please contact Kevin White, CSEP of Empire Force Events, Inc. at kwhite@empireforce.com.

Member Testimonial:

My career as an event professional has been enhanced in countless ways as a direct result of my ISES membership. I have had the privilege to educate others and had the opportunity to become better educated. I have met and worked with countless event professionals nationally and worldwide who have enriched my business and personal life. ISES has provided me the support necessary to succeed in my career. By joining, I became a part of an enormous network of talented, like minded men and women who have chosen to devote their careers to the crazy world of special events.
- Simone Mets, Event Planner

Advertising Program:

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 a banner ad on our website or you could advertise through our newsletter or at a networking event.

[Click here for the ISES NY Metro Rate Card.](#)

Please note: Members receive a discount on all advertising options!

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

London Bridge:

Hello from London, and a belated Happy New Year to you all.

The first six months of the ISES year in London was a very busy one, with the association continuing to grow and develop. We began the year with record membership retention of 97%, and grew our membership by a healthy 37%. We launched our new member database and supplier search facility, which is already proving an invaluable tool for buyers, and we held 6 networking events attended by over 1200 people. We held our first ever study tour, and it was of course a real joy to be able to visit New York and spend time with our ISES colleagues there. We ended the year with our ever legendary ISES Holiday Party, attended by over 350 guests.

The first six months of 2007 have already begun with The Special Event, where around 30



Photo taken by Kevin McCormick of the UK Members visiting the National Museum of the American Indian.

January's Program Recap:

The ISES NY Metro Chapter invited two chefs into the Iron ISES kitchen to compete in a culinary battle royal: *Iron Chef vs. Iron ISES*. Chef's Table @ Lotus Space and Catering by Framboise took the ISES challenge to complete 120 dishes in only 60 minutes.

Lotus Space was the host for the evening, welcoming everyone in from the cold with a wall of flickering candles. Once inside, guests were immediately able to sample the Australian wine, provided by Lauber Imports, and begin tasting the culinary delights of our two featured catering companies. In a menu designed to tantalize the taste buds with the new flavor trends for 2007, passed hors d'oeuvres included barbequed shrimp skewers, lobster bisque topped with a crispy lobster stick, and chicken-fried foie gras with micro greens and blueberry syrup.

With palettes satisfied, guests were able to mingle and admire the décor complemented with centerpieces from Florisan, LLC and balloon displays by Balloons by Robbie. Featured in the cocktail area was the life-sized balloon chef, designed by Robbie Furman, showcasing both balloon cornucopia and sushi platters. Audio-Visual support was provided by Sine-Audio, Inc., with linens and rentals, supplied by Broadway Famous Party Rentals.

The two chefs were introduced by our commentators, Sui Ki Wan and Sara Nahas. Chef's Table, the in-house caterer for Lotus Space, was under the direction of Chef Bruce Soffer, well known for his flexible style, allowing an event host to contribute to the ideas surrounding a function. Lotus Space is in the process of developing two glass-enclosed show kitchens, open to events, which will feature one Kosher and one standard work space.

Catering by Framboise has been serving the New York market since 1981, and has served at the Olympic Games in 1996, 2002, 2004 and 2006. Chef Michael Purpura, has worked under the tutelage of European chefs throughout New York, and has been sharing his knowledge with others throughout the United States and Canada for over ten years.

Highlighting culinary influences from Asia, Chef Soffer served guests a chicken stir fry with organic fresh vegetables. Chef Purpura served Shrimp Siracusa, featuring drizzled



Save the Dates

February 27, 2007 = ISES NY Metro Chapter Education Program

Extra, Extra...Read All About It?

How To Get An Event Covered: Understanding and Using the Media

Believe it or not, you don't need Paris Hilton at your event to get media coverage. (Granted, it helps... but it's not essential.)

Join ISES NY Metro to learn how to use public relations and the media to gain the attention of the press and even potential clients.

When: Tuesday, February 27, 2007 from 6:00pm – 9:00pm

Where: New York University
The Yalincak Building
19 West 4th Street, Room 101

- Learn:**
- How to make your event and your business more "newsworthy"
 - Which media and other outlets to target
 - How to reach out to niche markets
 - Get creative ideas other than news releases
 - Tips on how to pitch radio and tv stations

- Speakers:**
- David Adler, CEO & Founder, BizBash Media
 - Howard E. Geltzer, Geltzer & Company Inc.
 - Brian Kaplan, President & Founder, Impression PR & Parent P-L-A-Y
 - Steve Paster, Alpine Creative Group

- Moderator:**
- Kerwin McLaughlin, Fourth Wall Events

To register for the event or to view the speaker bios please click [here](#).

March 10 – 11, 2007 = Northeast Regional Education Conference

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](#).

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.

Message From Our Strategic Partners:

Indiana

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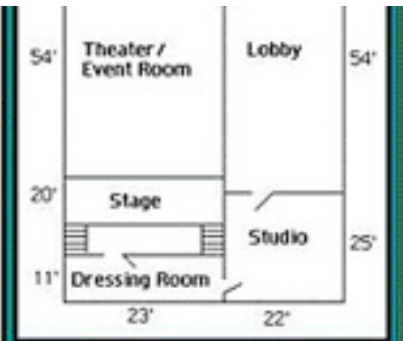
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For more information, please call Diana Blake at 212-302-6665 or e-mail info@sagetheater.us



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