



"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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January Meeting Wrap-up

If you didn't see it, you really missed it. New York Metro ISES' January program was truly a vision in all aspects. Focusing on decorative design, the program took place at the Angel Orensanz Foundation, a truly unique and historic building that has all the character of its neighborhood on the Lower East Side. This former synagogue was the backdrop for an interactive lecture on design given by Nancy Kitchen, AIFD of The Flower Loft.

Nancy walked the record-breaking crowd through approximately four different decorative design elements focusing on table looks. With treatments set up for various elements, the guests saw creative and profitable designs for wedding designs, art nouveau designs, American Indian designs and an innovative tropical design incorporating shadow boxing. Her lecture and designs were supplemented by Van Allen Rice, president of Bestek Lighting and Staging, who gave commentary on the lighting instruments he provided to enhance each look.

Wanted:

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Beyond the decorative and lighting design provided by The Flower Loft and Bestek, the evening was made complete by each of the program's other sponsors. Chef Rossi and Joanna Frohn of Raging Skillet provided an amazing collection of hors d'oeuvres, dessert and spirits. Gary Fradin of Quality House Wine and Spirits provided wines and beverages for the evening. Also adding to the evening, Bruce Benedict of 8th Street Lighting provided all in house lighting and sound for Angel Orensanz Foundation with additional equipment being supplied by Vince Ahaesy of P&V Enterprises.

Finally, the entire evening was brought together by a series of volunteers and planners who coordinated all details. Liz Sanzo, CSEP, of I-Star Financial and Tiffani Donelli were the planners for this event. A host of volunteers from the ISES membership also contributed, assisting with everything from set up to registration to coat check to sound.

We look forward to another great event at Grand Central Terminal on February 10th.

Message from one of January's Featured Event Planners

By Tiffani Donelli

I was introduced to ISES by Liz Sanzo who suggested I help coordinate January's monthly event for ISES. Through many meetings (and many more emails) I was impressed by the amount of time these ISES board members were willing to contribute to organize a fun, yet informative event for their fellow ISES members. I was shown professionalism, teamwork and dedication at the highest level and feel New York ISES is fortunate to have such dedicated event professionals to oversee their chapter. Additionally, it has been a pleasure working with both Nancy Kitchen and Chef Rossi from The Raging Skillet, who both added their talents to make this event a success. I have learned much from being part of this event and am thankful for the opportunity to have been shown how true event professionals produce a memorable event.

About Tiffani Donelli

Tiffani Donelli has worked in restaurant management and catering management where she worked most recently with Restaurant Associates. She then worked for Wolfgang Puck Catering and Events in Los Angeles where she saw all kinds of events and decided to move her career into Event Production. She has since moved back to New

York City where she continues to freelance in the event production industry.

Share Your Heart NYC... Volunteer!

by Jennifer Claire Scott

On behalf of the Board of Directors of the ISES NY Metro chapter I am honored and thrilled to announce that our members have come together to overwhelmingly share their hearts with New York City by donating the products, services, and talent required to produce the first ever Share Your Heart NYC... Volunteer! Expo. Presented by Grand Central Terminal and organized by the Manhattan Chamber of Commerce and the Corporate Volunteers of New York, Share Your Heart would not be possible without the generous support of ISES NY Metro.



Share Your Heart will be held in Vanderbilt Hall at Grand Central Terminal, February 10 – 12, 2005. Sixty not-for-profits based in Manhattan are being given the unique opportunity to showcase their organizations to the public and recruit much needed volunteers. These small to medium-sized organizations represent a broad spectrum of interests and services such as senior citizens, animal welfare, arts and culture, health and human services, and food rescue and hunger. On their own, none of the organizations exhibiting in Share Your Heart would have the resources to produce this type of marketing opportunity.

In addition to acting as the overall producer of Share Your Heart, the ISES NY Metro chapter is coordinating all non-ISES member contributions to the event. All in all, ISES NY Metro will produce a fully donated event that includes a three day expo open to the public, a VIP cocktail reception, a press conference and media breakfast, and family day interactive activities.

ISES NY Metro members contributing to Share Your Heart include: Alpine Creative, Aramark Catering (at Ellis Island and the United Nations), Bestek, Caricatures USA, Cort Event Furnishings, CTO World Entertainment, Digital Audio Visual, Drape Kings, Global Security Services, Grand Central Terminal, Great Performances Catered Events, Kirsten J. Kupferschmidt, Life O' the Party, Opening Nite Entertainment Ltd., Party Rental, Props for Today, Inc., P&V Enterprises, Jennifer Quinones, Spirit Cruises, The DND Group, The Three Waiters, Troy Security, UniRec, Inc., and Wizard Studios.

It is a wonderful gesture and generous donation that ISES NY Metro is producing an event that will encourage New Yorkers to get involved with their community. Share Your Heart is a call to action that will prove to be an annual New York City Valentine's event tradition. I would like to invite you to please visit the Expo at Grand Central to see for yourself the amazing work ISES members can accomplish when they work as a team. And while you are there – please remember to share your heart by signing up to volunteer!

Share Your Heart NYC... Volunteer!

Vanderbilt Hall at Grand Central Terminal,
42nd Street at Park Avenue, New York City
Thursday, February 10th and Friday, February 11th, 10 AM – 7 PM;
Saturday, February 12th, 10 AM – 4 PM.

Don't forget...

Our monthly meeting for February will also be held at Grand Central Terminal in conjunction with this worthwhile event. Please visit our website (www.isesnyc.com) for more details on the February 10th program.

2005 NY METRO MEETING CALENDAR

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. Catering provided by Restaurant Associates.

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
www.grandcentralterminal.com
www.restaurantassociates.com

Register now for the February Event!!

MARCH 18-20, 2005

Regional Education Conference
 Hyatt Regency on the Hudson
 Jersey City, NJ
 Friday March 18-20 2005

[Read the REC e-Flyer for more information.](#)

APRIL 19, 2005



Learn the fine art of pairing wine with sumptuous food as you leisurely float down the Hudson on Bateaux and enjoy the view.

Christine Ansbacher Wine Educator and Entertainer

Christine's interest in wine was ignited by Kevin Zraly while taking his "Windows on the World" wine course. His irreverent wit made learning about the intimidating subject of wine fun. This hobby became a passion that spurred her on to work for a world-class wine collector. While cataloging, enlarging and maintaining his cellars, totaling 40,000 bottles, she began four years of serious study to become a wine professional.

Concurrently, she began conducting wine dinners for corporations, charities and private clubs. Through these events she realized that her audiences didn't want to hear how the soil and climate influenced the structure of the wine -- the typical subject matter of so many wine tastings. Rather, people wanted to know how to select and enjoy a bottle of wine with a meal.

Thus, Christine's presentations avoid technical "vino babble" and she shares practical wine wisdom in an entertaining way.

Credentials:

- The Diploma (DWS) from the Wine & Spirit Education Trust, London, attained by only 8% of the US wine professionals tested
- Certified Wine Educator (CWE) awarded by the Society of Wine Educators
- Candidate for Master of Wine (MW)

Date: Tuesday, April 19, 2005

Location: Bateaux

Time: 6:00pm to 9:00pm

Event Description coming soon!

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

WORLDWIDE EVENT INDUSTRY CONFERENCES – 2005

ISES is producing, hosting and endorsing several event focused conferences taking place throughout the world in 2005. Please visit the listed websites for greater information on each. They are open to members and non-members alike.

MARCH 18-20, 2005

ISES Northeast Regional Education Conference – Jersey City, NJ

This two day conference is conveniently located in the center of ISES chapters in the Northeast Region. Touted as one of the best values in the event industry, the early bird rates end the first week of February. Register now!

www.isesnortheast.com

APRIL 24-26, 2005

Festivale – Dubai, UAE

This event conference will be comprised of speakers, organizers and guests from Europe, Africa, the Middle East and Asia. It includes 32 sessions over 2 days , 3 post-conference workshops, featured social events and activities and 2 industry exhibitions. Taking place in the greatest developed, Western modeled city in the Middle East, Festivale will truly be an experience of a lifetime.

www.festivale-online.com

AUGUST 11-13, 2005**ISES Eventworld 2005 – Los Angeles, CA**

A Conference for Professional Development is the premier continuing education event for the special events industry. You will improve your skills and knowledge at this international conference. You will be inspired and motivated by new, fresh ideas. You will meet other event professionals from around the world who share your passion for excellence.

www.ises.com

BUSINESS BUILDERS**Unique Venues Are Here to Stay**

Contact Name: Michele Nichols

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Sixteen years ago, two people with a good idea and a lot of passion published "Convening on Campus", the first directory of college and university meeting facilities in the United States. At that time, the idea of booking a meeting at a college or university campus was a new concept. Seventeen directories later, Unique Venues is still going strong. While campuses still make up a good portion of the 7,000 venues featured in the annual print directory (now called, "Unique Venues"), it can also help one find movie theatres, state parks, mansions, zoos, and other unique venues in the United States, Canada and the United Kingdom. The directory can also be seen online at www.uniquevenues.com. There, visitors can directly interact with the venues by submitting an online Request For Proposal (RFP) from one or more venues.

What is it that qualifies a venue as "unique"? Most non-traditional venues have a core business that is entirely unrelated to the Meetings industry. Their uniqueness stems from the fact that, much of the time, they aren't primarily hosting meetings.

Meeting planners are discovering the advantages of hosting their events at a non-traditional venue. Each site offers a unique look, feel, and location that creates a memorable experience for event attendees.

Sandra Proctor, national sales director of Jillian's Entertainment Venues, explains, "At a hotel, planners must create the experience. At a non-traditional venue, the experience has already been created for them."

While there are many benefits for those who choose a non-traditional venue, there are four that stand out from the rest:

1. **Built-In Ambience & Atmosphere**
There's no need to order expensive props, lighting, or entertainment to create a theme or mood. You can take advantage of the architecture, decor and location that come with a non-traditional venue.
2. **Abundant & Affordable Technology**
Most non-traditional venues have state-of-the-art, high-tech capabilities that serve their core business. It's all in place, ready for groups to use, typically at a fraction of the cost.
3. **Size Doesn't Dictate**
One-day meetings, evening meetings, weekend events and groups numbering in the thousands are all welcome at non-traditional venues. They have the ability to serve a wide variety of customer needs. Even wedding planners and

family reunion type groups will find a special place for their groups.

4. Expect Affordability

Non-traditional venues are less expensive. Many of the services they offer are already bought and paid for by the venue's core business. They don't have to turn a profit on every meeting service to stay in business.

The non-traditional venue offers value, professional service, and an experience that your attendees will never forget. Unique venues are no longer a novel idea, but a viable and integral part of the meetings industry.

Simply Spectacular Signature Cocktails

By Chef Rossi

Owner, Chef of The Raging Skillet in NYC

Signature cocktails are, of course, all the rage and have been for quite some time.

But from a caterer's perspective, the problem with many signature cocktails is that they either take too long to make, cause guests to get too "snockered" within the first hour of the event or do both.

How many events have you been to where the poor bartender looked out at a line of thirsty guests while he was slaving away over the ever time consuming "Cosmopolitan" or perhaps a personalized signature version called something like a "Harold-politan" or a "Santa-politan?!"

Sure, making pre-made pitchers sounds fabulous but certain drinks lose all their sex appeal when not made to order and that pretty much includes anything in the martini-politan family.

Mohitos, are in high demand along with anything Cuban these days. When well made and served quickly they can be done in pitchers, but when well made Mohitos also, are well... lethal. I, myself, am a notorious lightweight and have yet to make it past two properly made "Mohitos."

A vast majority of the events we at The Raging Skillet cater go 5 or 6 hours long, so when greeting guests with a signature cocktail in the first hour of the night, I always look at two things; making them smile and keeping them standing on their own two feet till midnight.

The signature cocktail can also give a wonderful hint of what is to come in the ethnic accent of the food we've prepared for the event.

In the last few year we have been catering numerous events with a Moroccan/Middle-Eastern flavor and for these I invented two wonderful, easy to make, fast to serve, not too strong cocktails that take on hints of the middle-east.

The first is the "White Blossom" which can be made by mixing up a batch of almost any kind of wonderful white sangria as long as it stays quite light in color. I'm partial to apple juice and pine-apple in my batches but feel free to go with your own whim here. The trick is that instead of flavoring it with Spanish Brandy, add peach schnapps and then let a generous amount of fresh mint steep into your punch. To serve, garnish with fresh mint. A slice of sugared lime is a nice touch too.

Perhaps my favorite signature cocktail, the one I served at the January 25th ISES event is the "Pomegranate Passion." Not only is this the worlds easiest drink to make and simply delicious, but perhaps, even more importantly, no one has seen it before. I know this only because I just invented it a few months back. Of course by the time, you read this, that may not be true anymore, but "C'est La vie!"

For the Pomegranate Passion, buy "Pomm" juice or any great pomegranate juice and make a mimosa style drink by mixing 3 parts champagne to one part pomegranate juice in a champagne flute. I love to garnish mine with a slice of starfruit but any exotic tropical fruit is wonderful.

Oh one little side note here. You may wish to skip on any notion of adding pomegranate seeds to your drink as most guests don't enjoy taking a long swig and finding a handful of seeds were floating in their drink. Not a pretty picture.

Well there, you have it, two fun drinks and no long waiting. Happy mixing!



Chef Rossi
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