



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
 - Interview With a New Member
 - Welcome New Members
 - News on the Big Apple Awards
 - Important International Chapter and Member News
 - Save the Dates
 - Messages from Our Sponsors
 - Get Involved in ISES

PRESIDENT'S MESSAGE

Happy New Year To ALL!!!

As event professionals that means we get another fun year of unworkable deadlines to make the impossible happen for each of our clients. One great place to sharpen our skills for dealing with the impossible that the coming year brings is by attending the Special Event. The Special Event, more commonly referred to as TSE, was held in Dallas, TX on January 10-13, 2006.



This year's show provided attendees many opportunities for networking, education and fun. The Exhibit Hall was a fabulous showcase for both new and old vendors. Several of our New York Metro Board members attended the ISES Leadership Meetings held on Monday, January 9th. This allowed us the opportunity to meet other chapter leaders from around the country to share ideas. For more information on TSE 2007, which is going to be held in Los Angeles, please visit the show online at www.TheSpecialEventShow.com.

We've had some great accomplishments our first half of the year and I'd like to personally thank ALL the volunteers on committees for their efforts.

My vision has always been to involve as many members as possible. If you have not yet joined a committee, now is the time. There are many ways you can get involved in our chapter, from helping with the 5th Annual Big Apple Awards Gala, to writing an article for the Newsletter or working on the website and membership to name just a few. By joining a committee you can share your own talents and maybe even learn some new ones.

As in any volunteer organization, the real work takes place at the Committee level. Through your efforts and involvement you will have the opportunity to influence and impact not only your own career and our chapter, but also the entire industry. I hope you make it a New Year's resolution to get actively involved in ISES. If you are interested please email info@isesnyc.com.

All the best for the coming year. Carmen.

Carmen Tomassetti
President, ISES NY Metro
CEO, World Entertainment Productions

www.WorldEntertainment.ORG

FIVE QUESTIONS OF A MEMBER:

KEITH HICKMAN



WHO are you?

Originally from New Jersey, I relocated to Dallas, TX from NYC with American Airlines, for a two-year job opportunity that resulted in a stay of 26 years. Happily, I returned "home" to New York this past year as Director of Program Planning & Development for American Express Vacations.

WHAT does your company do?

Well, here goes....American Express Vacations is a division of a company called Travel Impressions, a travel tour wholesale company that has been in business for over thirty years. Four years ago, the American Express Company bought Travel Impressions. Consequently, American Express Travel is one of Travel Impressions' largest clients. The American Express Vacations division is dedicated to planning and developing travel packages and programs that are available only through American Express Travel offices and travel agencies that are American Express representatives. Got that?

WHERE does your company fit into the overall industry?

This is indeed a great question. Because of my association with the special events industry, it is part of my responsibility to develop how American Express Vacations fits into the special events industry. My particular area of program planning and development involves niche market vacations. These markets involve such areas as romance travel, gay and lesbian travel, and golf and spa. How we incorporate special events into vacation markets such as these is part of the fun I am having!

WHEN did you become an ISES member?

During my tenure with American Airlines I managed all of the North American conferences and conventions for the SABRE Travel Information Network division of the company, so I had a lot of experience in the meetings industry. After leaving AA in 1996, I went from meetings to special events as the Director of Special Events at The Sixth Floor Museum at Dealey Plaza in Dallas, which was one of the most unique and popular special events facilities in the city. In 1997 I joined the ISES Dallas Chapter. During the next seven years I held several positions on the Board and earned my CSEP designation.

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

As noted in my answer to the "WHERE" question above, I am in the process of determining exactly how being an ISES member will affect me and my current business efforts. However, based upon my past experiences and the value ISES and my fellow ISES members have been to me, I am certain as I undertake this new endeavor, being an ISES member will only enhance my business efforts. I think this is especially true as a member of the ISES NY Metro Chapter! Great to be home!

This article is the second in a series of monthly interviews of new members, which is the response to 5 Questions, posed by Jennifer Scott, CSEP.

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:

Sonya Rooney
Assistant Event Coordinator
iStar Financial

John Kelman
President
RESAVUE Exhibits

Jennifer Puglia
Event Planner
Sage Events/Cafe St. Barts

Les Howard
Owner
A Les Howard Production

Arnon Rosan
Managing Partner
Signature Systems

Anna Morris
Principal/Photographer
AnnaShoots.com

Elizabeth DiStefano
President/CEO
EVP International

Steven Etzler
Founder
Business Development Institute

Ashley Russell
Marketing and Sales Manager
NYC Seminar & Conference Center

Lynn Jawitz
Florisan
The Chapin School

Cicelee Chappelle
President
Lola Belle Events

Faun Guarino
Special Events Coordinator
Long Island Children's Museum

Caroline Mudge
Associate Executive Director
Five Towns Community Chest

Nicole Nelson
Director of Special Events

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

Don't miss this special opportunity to get the most 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

The Big Apple Awards 2006 are getting closer and we hope everyone is excited about entering their events into the awards process. The Big Apple Awards are a great way to gain recognition for your industry achievements.

Over the next few months The Newsletter will be spotlighting past winners, by asking the questions **"What did winning a Big Apple mean to you, and what were the lesson you learned from it?"**

The following is what Grand Central Marketing had to say about winning the 2005 Big Apple Award for Best Entertainment Production:

There is no greater honor for an event professional than to be recognized by your peers for a job well done. That is why winning a Big Apple Award was one of the highlights of the year for me and my colleagues at Grand Central Marketing. The event we submitted for consideration, the NASCAR Victory Lap, afforded a great opportunity for us to showcase our skills by producing a live event on the world's biggest stage—Times Square. It was a high-pressure assignment and there were a lot of sleepless nights leading up to the event. But when all was said and done, it went off without a hitch. Hearing our names called as winners in the Best Entertainment Production category was the culmination of months of hard work. This was the first gala we had attended as ISES members and we were thrilled not just to have won, but to have met so many great people in our profession. We're already looking forward to the 2006 Awards Gala, where we hope to meet even more of you, and if all goes well, take home another Big Apple Award!



From left to right - Matthew Glass (Chairman & CEO), Keith Fernbach (Public Relations Director), John Cordero (Account Director), Vanessa Rodriguez (Account Manager), and Jennifer Granozio (President & COO)

Watch this newsletter for more information on how to enter your event to be considered for a Big Apple Award!!!

IMPORTANT NEWS FROM ISES INTERNATIONAL

CSEP Test Dates Postponed

ISES International's CSEP Exam Administrator recently submitted notice of resignation and the Society is currently in contract negotiations with a new administration company. Due to the necessity of material transfers and the starting date of the new firm, we regrettably must postpone all scheduled CSEP Exams after the 1/9/2006 exam until the exam scheduled during ISES Eventworld 2006 to allow the new Exam Administrator the requisite time for program transfer and review.

All CSEP candidates in the pipeline and/or who have applied to sit for their exam will have another year added on to the enrollment/application period to ensure that there is adequate time to prepare for their exam. If you have any questions please contact Kristin Prine at ISES Headquarters at 1-800-688-4737.

The New York Metro chapter's CSEP Study Group will be postponed until the spring. If you would like to be a part of the study group, please contact Kevin White, CSEP at kwhite@empireforce.com.

IMPORTANT CHAPTER NEWS:

Freelancers Section Added to Web Site

We have added a freelancers 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 ISES Chapter 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.

Congratulations to the New Jersey South Chapter of ISES

The greater New York Metro Chapter of ISES would like to take this opportunity to congratulate the 35 new members of the New Jersey South Chapter on their remarkable achievement. The Chapter Launch Party will be in February – so keep your eyes peeled for additional information on how we can support our ISES neighbors.

IMPORTANT MEMBER NEWS

Michael Cerbelli to speak at "We Love New York" day.

The New York Society of Association Executives (NYSAE) presents the 28th Annual Celebration of We Love New York Day on February 7th at the Hilton New York. Mr. Cerbelli will present "Hot Event & Entertainment Ideas: Fast-Paced Idea Session for the Fast-Paced Event Industry" during the morning session. For more information please visit www.nysaenet.org/wlnyd06/education_sessions.htm.

Jennifer Scott accepts new position with VOK DAMS GROUP

The Greater New York Metro Chapter of ISES would like to take this opportunity to congratulate Jennifer Claire Scott, President-Elect of the Chapter. Jennifer has accepted an Event Management position with VOK DAMS GROUP, and is now the Senior Account Manager and General Manager of the New York Headquarters for VOK DAMS North America.

IMPORTANT DATES TO REMEMBER!

FEBRUARY



Date: February 21, 2006

Topic: Mark Sonder, CSEP discussing his new book

Register Now!

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.



Register Now!

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 looking for your help to redesign our Chapter Newsletter!

Our Chapter is growing in leaps and bounds and it is important to keep our monthly newsletter growing as well. In addition to our standard features, we would like to add more articles of interest to our members:

SO...how can you help...??

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 an article please 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 every 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.

