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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!

ISES Greater New York Metro Chapter Newsletter

June 2006

In this issue:

- President's Message
- Five Questions Of A Member
- May Meeting Wrap-Up & Photos
- Welcome New Members
- News on the Big Apple Awards
- Business Articles
- Important International, Chapter and Member News
- Save the Dates
- Messages from Our Sponsors
- Calls to Get Involved

A Message From Our President

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Dear Members,

This is my last news letter communication to you as President of our chapter and I want to take a moment to thank each and every one of you for supporting the ISES NY Metro chapter. I have been fortunate to have lots of great people helping me with the challenge of moving our chapter forward. We have achieved many things in the recent months. Not only are we now close to 300 members - An all time high, but we also had our highest attended program this year. We have re-chartered, had our first Annual Meeting, and smoothly set in motion next year's board.



In the beginning of my term, I spoke of Synergy and it was the synergy of the board and all the great committee volunteers that has made our progress possible. Every contribution matters no matter how small or how big, it's the collective effort that creates the dynamic to move forward. The successes are not mine they are ours. The praise is to be shared among all of the members and participants.

I want to send out my most sincere thanks to everyone who helped with Programs/Education, Communications, Membership & Finance. On behalf of the board, a huge thank you to Ilene Levy for picking up where we may sometimes left some slack, as well as for keeping us together and organized.

The Big Apple Awards Gala will soon take place and I certainly hope to see all of you there to welcome our incoming president Jennifer Claire Scott. I am looking forward to watching the future growth of our chapter and I am grateful to always know I was a part of the synergy that has advanced this chapter. The best way to get the most out of your membership is to get involved, build relationships and as a result you will learn, be recognized and advance your career/business. I know I am a living example!

Thank you.

Carmen Tomassetti
 President, ISES NY Metro
 CEO, World Entertainment Productions
www.WorldEP.com

Five Questions of a Member: Elissa Fallo



WHO are you?

I am my mother's daughter – and by that, I mean I grew up in the event industry – My mother established Perfect Productions 26 years ago, as a spin-off from an already established travel agency. I have worked on events starting at the age of 15 – participating in the family business for well over 12 years. After graduating from Northeastern University in Boston, I spent six years working for the Walt Disney World Co. in Orlando, FL, returning to Farmington, CT in 2003 to work for Perfect Productions full time.

WHAT does your company do?

Perfect Productions is an award-winning Event Management and Production firm, located in Farmington, CT. We pride ourselves in our ability to create individualized and unique special events, meetings, and incentive & travel programs for each of our clients. Owning a full service travel company puts us in a position to execute events and services both throughout the United States and internationally.

WHERE does your company fit into the overall industry?

The combination of services that we offer, added to the professionalism and expertise our employees embody, allows us to offer "one stop shopping." The Perfect Productions team can plan and execute every detail of a function; from cost analysis and contract negotiations to operations and postproduction evaluations. There is no event too big or too small for we have worked on everything from 10 person dinner parties and 200 person weddings to arena opening galas and pharmaceutical sales meetings for 3500.

WHEN did you become an ISES member?

I became a member of the NY Metro Chapter of ISES in 2003 and I have not looked back since. I hope I can continue to be active and helpful in making our chapter the best and most useful resource there is. As we all should be, I am committed to the ideals of ISES and make every attempt to support ISES members when I can.

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

Being an ISES member is one of the most educating experiences I have had in my career. Not only is it a way to stay on top of the newest trends in the industry – but also it allows networking capabilities that are unmatched in many organizations. Many of the contacts I have met through ISES have turned out to help me immeasurably with functions I have produced. It seems our membership pre-qualifies people all over the world. While it is never safe to assume anything, I am always comfortable with putting my needs in the hands of another ISES member. The truest testament to this is the Big Apple award that Perfect Productions won last year for Best ISES Team Effort.

I think it is really important to support the efforts of our chapter. To get involved is the only way you can really assure you and your business of getting the most out of your membership.

May Meeting Wrap-up and Photos:

The May Breakfast Meeting was a great success. It was the launch of our Annual Chapter Meeting, held on Tuesday, May 9th at Salon, with catering provided by Elite Caterers. This event was open to members only at no cost. It was a breakfast presentation recapping the entire year and featured a guest speaker, Ken Frazza of Mercury Web Design.

Mr. Frazza discussed how to market your company online, using Pay Per Click advertising. The raffle for the 5 day, 4 night stay at the Hilton Waikoloa was won by Jennifer Quinones, CSEP.



May 9 – Ken Frazza, Carmen Tomassetti, Mark Zettler



May 9 – Mark Zettler, Jennifer Claire Scott, Jes Weinberger from Salon

On May 16th Program Showcased Another Incredible New Venue and Featuring All ISES Members

For the last Program of the year, I really wanted to go out with a bang. Our Chapter consists of so many great leaders and experts, so instead of featuring only one topic for this month's Program, I wanted to highlight several topics. The New York Waterway Terminal at Pier 79 was a perfect venue to host such an event.

ISES transformed the space into several interactive stations, all featuring ISES Members. Stations highlighted were:

Tabletop Designs and Centerpieces with floral designs by Florisan and tabletop ideas by Life O' The Party, Drapings for Event Decor and Hardware featuring Drape Kings, Event Security by Troy Security and Planning for Picnics, featuring the one and only Uncle Marty of Enchanted Parties. Elizabeth Ngonzi of the ISES NJ Chapter, spoke on Event Information Systems and NY Chapter's Wizard Studios helped with production. With music provided by MME Entertainment and funky furniture provided by Props For Today.

Attendees were able to select a session that was beneficial to them and their business, taking away some insightful tips and some new ideas. Guests were then treated to a private ferry ride and tour of the new NJ terminal.

Members of the ISES Family really made this event a huge success. Thank you!

By Jennifer Quinones, CSEP



Kathy Vermilye, Caperberry Events



Lynn Jawitz, Florisan



Richard O'Malley, Jennifer Quinones,
Carmen Tomassetti

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:

Edward Azif
Meetings of Hudson

Marla Bornstein
MarlaEvents

Kelli Broady*

Christine Brower*

Marie Burewall
Burewall International

Lizanne Catalina
Event Central LLC

Tanya Chukhno*

Malya Cummings*

James Della Pace

Maggie Lucien
Brooklyn Chamber of Commerce

Dan Mannix
Lead Dog Marketing Group

Todd Neufeld
The Twisted Balloon Company, LLC

Jennifer Rosenbaum
The Bannatyne Group, LLC

Karen Rosenberg
Empire Events Group

Jamie Rosenberg-Nathanson*

Carolann Ross
SWAG Events

Vernon Ross*

Tribeca Events

Ashley Elliott
NTRA

Gaby Golod Greenwal
Northern Westchester Hospital
Foundation

Jeff Guberman
Fourth Wall Events

Ashod Kassabian
Ashod Kassabian

Iamze Kitsmarishvili*

Felicity Lewis
The Bannatyne Group, LLC

Lizanne Catalina
Event Central, LLC

Carrie Seier
Ambac Financial Group

Heather Van Dusen
iStar Financial

Marcie Vander Ploeg

Alicia Williams
Mignon Events, LLC

Joey Z Zimmer
On the Move Events

* student members

News on the Big Apple Awards

ISES BIG APPLE AWARDS – NOMINEES ANNOUNCED New York Metro Chapter Events Industry Association Announces Nominees for Outstanding Performance in the Event Industry

NEW YORK, NY (June 15, 2006) - The New York Metropolitan Chapter of the International Special Events Society (ISES), will host its 5th Annual Big Apple Awards Gala on **Tuesday, June 20, 2006** at **Cafe St. Bart's, 109 East 50th Street, New York City**. The awards celebration will "Spice Up Your Life" with a Moroccan spice market experience – sitar players, henna artists and belly-dancers will be on hand to help honor the best of the best in New York Metro events.

Modeled on the International Special Events Society annual international Esprit Awards, the Big Apple Awards recognize achievement and honors excellence in the special events industry in the New York City community. 2006 marks the 5th year of the Big Apple Awards. Judging of the 2006 Awards was completed by a distinguished panel of judges from the ISES Philadelphia Chapter.

And The Nominees Are...

Best Social Event under \$50,000

Planning Perfection for "Christmas Wedding"
Perfect Productions for "A Night of the Sultan"

Best Social Event over \$50,000

Lead Dog Marketing Group for "Sephora Event"
Grand Central Terminal for "60th Birthday Party"

Best Corporate Event under \$50,000

Tribeca Events for "Grand Central Inside/Out"
Wizard Studios for "HarperCollins Event"

Best Corporate Event over \$50,000

Barkley Kalpak for "FOCUS in Orlando"
Impressive Events for "TNT After Party"
Empire Force Events for "Best of the Best"

Best Entertainment Production

Wizard Studios for "Univision Radio"
Empire Force Events for "Financial Institution Event"
Lead Dog Marketing for "Basketball Hall of Fame"

Best Technical Production Event

VOK DAMS North America for "L'oreal Men's Expert Launch"
Empire Force Events for "Krisam Blue Chip"

Best Creative Catering

ARAMARK United Nations for "UN International Chef Challenge"
ARAMARK Ellis Island for "NYC & Company Event"

**Big Apple Award Winners will be announced at the
5th Annual Big Apple Awards Gala**

Date: Tuesday, June 20, 2006

Time: Cocktails begin at 6:30 PM
Awards ceremony and dinner begin at 7:30 PM

Location: Cafe St. Bart's, 109 East 50th (enter at Park Avenue)

Attire: Formal

Tickets: \$115 members / \$130 non-members

For further details and to register, please [click here](#) or visit www.isesnyc.com.

2006 Big Apple Awards Gala Sponsors

Maly Blomberg, BongarBiz, Broadway Famous, Caperry Events, Cloth Connection, DND Group, Drape Kings, Hazar Dance, NY Commercial Press, NY Tent, Power Sound NY, P&V Enterprises, Sage Events/Cafe St. Bart's, Simon Pearce, Total Entertainment, Union Square Group, Wizard Studios For links to their websites please visit our website at www.isesnyc.com.

Business Articles of the Month

Use Your Resume To Help Negotiate a Higher Salary

Most job seekers believe that salary negotiation starts once they have an offer in hand, but nothing could be farther from the truth. In fact, your resume can make the difference between negotiating at the top end of the salary range—or the bottom end—in your next job offer. If that sounds strange to you, consider the following points:

- A prospective employer's first impression of you is created entirely by your resume.
- The employer's first impression of you will assign a value and build a level of urgency for the employer to contact you—before someone else does.
- First impressions are nearly impossible to change.

If your resume sells your skills short, then you can't expect to receive offers at the upper end of your salary scale. Your current resume could be losing you thousands of dollars in income power. By making a few key changes in your resume now, you can position yourself for higher salaries in the future.

There are three resume strategies for promoting high salary negotiation success:

1. Show that you are a high return on investment with quantifiable results.

Many job seekers throw around the phrase "results oriented", but they fail to back it up with concrete evidence—leaving the reader to conclude otherwise. You may feel that you have no quantifiable evidence of your value in previous jobs, but every job has quantifiable results that can better reflect your worth on your resume. Revenue, sales dollars and material costs are not the only results that use numbers.

Consider using the number of man-hours saved in process improvements, the percentage of repeat customers, or the number of peers helped by a particular efficiency to help reflect your abilities. Every employee is hired to solve problems, and most problems have some quantifiable element at their core.

2. Illustrate the breadth of your experience.

Notice the use of the word "breadth" rather than "length" of experience. Just

because a candidate has been doing a job for a long time does not necessarily mean he is worth more. Breadth of experience focuses on quality, not quantity.

There are two key ways to express breadth of experience:

- Industry knowledge

Since industry expertise is usually in high demand, you can show your value through insider understanding of industry issues.

- Transferable skills

If your career spans many industries within the same occupation, highlight the transferable skills that have enabled you to bridge the gaps from industry to industry.

3. Entice the reader to want to know more about you.

Job seekers often make the mistake of assuming that the job of their resume is to inform the reader. Not so! The ONLY job of your resume is to entice the reader to want to know more about you.

What that translates to is an understanding of what to include and what to leave off your resume. Too much detail can distract the reader and lose his interest, but not enough information, and the reader will wonder what you have been doing with your life. A proper balance between detail and result will win the reader's interest and leave them saying, "I've got to call this guy for an interview today!"

A professional resume writer can create a resume that sells you as a high return on investment. By portraying you as someone with great breadth of experience and a wide range of critical skills, potential employers will see you immediately as someone of high value, building their vision—and your self-confidence—of you in the upper end of the salary scale.

Deborah Walker, CCMC is President of Alpha Advantage, Inc. a Nationally respected career coach and Resume Writer. She has extensive experience as a former headhunter and corporate recruiter. Her clients include top executives at Pepsi, Ford, Motorola, Target, Sun Microsystems and AT&T. For more information, job-search tips and resume samples please visit www.AlphaAdvantage.com or e-mail Deborah at Deb@AlphaAdvantage.com.

Important Chapter News

Congratulations to Fred Seidler for being named as a finalist in the 2006 Event Solutions Spotlight Award for Creative Director of the Year"

NEW YORK, NY - May 10, 2006 Fred Seidler of the Fred Seidler Group, LLC was named as a finalist for the 2006 Event Solutions Spotlight Award for Creative Director of the Year. This Spotlight Award is presented to the individual who has mastered directing the creative process from concept to execution of the event design. The judging criteria includes- Actualization of Client Goals and Visions, Incorporation of Event Elements, Innovation vs. Budget, Overall Creativity, Overall Quality and Utilization of Unique Design Criteria. The award will be presented at the annual Event Solutions Idea Factory in Denver, Colorado this summer.

Vok Dams North America Wins Industry Recognition for Media Launch Event

New York, NY, May 15, 2006 – Vok Dams Group North America was honored last week with a prestigious EX Award from Event Marketer Magazine for "Best Press Event (B2B/trade)." The EX award recognized Vok Dams North America's realization of the L'oreal Men's expert media Launch held in New York City, and invitation only product launch for elite members of the fashion and cosmetics industry press.

Event Marketer's Ex Awards are once of the industry's greatest symbols of recognition that applauds trend-setting event concepts as well as best practices fro strategic and powerful events.

The Fred Seidler Group announces the Launch of their new Website

YORK, NY - June 8, 2006: The Fred Seidler Group, LLC is pleased to announce the launch of its new website. The Internet is an integral part of the company's plan to communicate valuable marketing and sales information, industry links, and industry news. In addition to online resources and information, it also serves as a showcase for news about the company. The new web site can be viewed at www.FredSeidler.com.

Important Dates to Remember!

**Make sure you save the date for the ISES NY Metro Chapter
Kickoff Event – To be held September 19th, 2006**

Messages from our Sponsors



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www.coffeesandsmoothies.com/caterers.html

Calls to Get Involved

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.

