



**"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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**Wanted:**

**Your  
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(click for info)

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**PRESIDENT'S MESSAGE**

For ISES, just like the weather, March is truly coming in like a lion! I am pleased to tell everyone our NY Metro Chapter has become the second largest Chapter in the ISES chain. Our membership rolls have now crossed the 200 line. We are now officially at 201 members and counting. This is quite a feat and not only a testament to the hard work of our Board but also to the need and want for event professionals to be a part of this dynamic organization. So many people are seeing the value of association membership and ISES is one of the first places they turn to and join.



So welcome to our new members and read on as we have so much to tell you about this month.

Yours for wonderful events,

Mark Zettler  
President, ISES NY Metro Chapter  
President, Life O' The Party  
[Mark@LOTParty.com](mailto:Mark@LOTParty.com)

**ISES INTERNATIONAL NEWS**

Any **ISES** member who is eligible and interested in running for a position on the Board of Governors or as a Regional Vice President is encouraged to actively request and submit an application. Applications are due to March 25, 2005.

If you have leadership skills such as consensus-building, collaboration or teambuilding, request a nomination application and submit it to ISES Headquarters! Contact Julianne Bendel at [jbendel@smithbucklin.com](mailto:jbendel@smithbucklin.com).

**REC SILENT AUCTION NEEDS ITEMS!**

The REC is just a few short weeks away and we need to put the final push on getting our silent auction items. The goal is to have 10 from each chapter, **SO PLEASE DONATE ITEMS!!!!**

Download the **Silent Auction form** that you can distribute. I would like the forms sent back to me so I can track and create signage and bid sheets. I ask that all items be delivered to the hotel during REC registration times. If the item is a gift certificate, it can be emailed to me prior to the auction.

Thank you.

Nicole Samolis  
315.461.0068 Telephone  
[nicole@theeventscompany.com](mailto:nicole@theeventscompany.com)  
The Events Company

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## **2005 ISES ESPRIT AWARDS**

### **ISES Esprit Awards 2005 Call For Entries**

The ISES Esprit Awards 2005 Call for Entries is now live on the ISES web site. All entries are due to Headquarters no later than May 2, 2005. Eligible events must have taken place between January 1, 2004 and December 31, 2004. Please visit our 2005 ISES **Esprit Awards** web page for more details.

### **Why Applying for the Esprit is Worth the Effort**

By Brian Acheson, CSEP, 2005 Esprit Committee Member and Esprit Award Winner.

Imagine this. You are dressed to impress, surrounded by your closest industry friends and in the very same ballroom as the Academy Award's Governors' Ball. The excitement builds as your category approaches and then your name is called. As you make your way to the stage your work is projected on a giant movie sized screen. Hundreds of the best and brightest in the industry applaud you for your hard work and effort.

Recognition by your peers as a nominee or as a recipient is one of many reasons why you should enter the Esprits. Don't forget about press releases to your clientele and the promotional benefits for future business. The Esprit is a well recognized event industry award. Being showcased for your creativity and innovation will increase your profile.

The process of entering for any award can seem daunting, but knowing where to start can make all the difference. Once you have entered a few awards, the process becomes quite easy to understand.

- \* Start by reading the **Call for Entries** at [www.ises.com](http://www.ises.com). Think about events you have been involved with throughout the year and which categories they best fit within. Take notice of the criteria required of all entries and the criteria specific to your category.
- \* Review the Call for Entries again taking notes to help organize your thoughts and the materials you will need to gather or create. Go slowly making a deliberate effort to understand what the Call for Entries is requiring. The best advice, and you will hear it from everyone, is follow the directions .
- \* Read "**10 Easy Tips on How to Win an ISES Esprit Award**" at [www.ises.com](http://www.ises.com)
- \* Gather the required materials. Stay positive. It will take some time to fill out the Call for Entries, go through old files, re-print forms, print pictures, etc.
- \* Write the synopses and the tabbed questions. Once you have, put them away. Come back later with a fresh perspective and you will have even better results.
- \* Have someone else look over your entire entry. Preferably it should be someone who was not involved in the event.
- \* Send it in by May 2nd, 2005!!

Recognition as a nominee for this spectacular awards ceremony is truly gratifying. However, do not overlook one other important aspect to the ISES Esprit Awards. The

process of entering is a learning experience in and of itself. Discovering or rediscovering the entry criteria will raise your professionalism and add to the success of your future events.

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## **SAVE \$500 AT THE WEDDING SALON**

On April 26th, 4PM Events presents The Wedding Salon, a luxury bridal showcase. Your ISES Board of Directors has negotiated a very special \$500 discounted price on a booth at this upcoming show for first time exhibitors that are ISES Members. The Wedding Salon is also offering discount admission tickets to any ISES Member as well.

Join the finest companies to help brides plan their weddings. Become part of the spectacular displays of cakes, dresses, invitations, honeymoon destinations, venues, flowers, caterers & more. Participants include event designer Thomas Noel, Sylvia Weinstock, Harry Winston, Bloomingdale's, Leading Hotels of the World...

In collaboration with Grace Ormonde Wedding Style, Elle Magazine and Lifetime Television

Event includes tastings, gift bags and complimentary beauty services. Network with brides, grooms, wedding planners, industry and press.

All ISES Members will receive a \$500.00 discount on booth participation (first time clients only).

Call Tatiana Byron at 212-631-7777 for companies interested in participating or email [Tatiana@4PMEvents.com](mailto:Tatiana@4PMEvents.com)

For more information [www.4PMWeddingSalon.com](http://www.4PMWeddingSalon.com)

Please note space is very limited. Silent Auction to benefit The Ovarian Cancer Research Fund.

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## **WANT TO BE FAMOUS?**

MTV is looking for Event Professionals who are planning Sweet 16-type parties (the child must be 15-17 years old) with high-end budgets for their second season of "My Super Sweet 16" show. If you are interested in submitting your information for this show, please contact Hilary Ashland at ISES Headquarters via email: [hashland@smithbucklin.com](mailto:hashland@smithbucklin.com).

Thank you,  
Hilary Ashland  
Education Coordinator  
ISES Headquarters

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## **MEMBER NEWS**

### **CSEP Update**

We have two brand new CSEP's in our midst. Congratulations are in order for **Lorraine Mariella, CSEP** and **Sandra Placide, CSEP** who passed their test with flying colors at The Special Event in Miami Beach in January. Both of these terrific event planners work for The DND Group in New York. Congratulations to you both.

For more information regarding application for the designation Certified Special Events Professional (CSEP) can be obtained by contacting our Vice-President of Education, Kevin White, CSEP at 212-924-0320 or by e-mail at [Kwhite@empireforce.com](mailto:Kwhite@empireforce.com).

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## **2005 NY METRO MEETING CALENDAR**

### **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.](#)

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### **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 Registration Opening Soon!

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### **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](mailto: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](mailto: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](mailto: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](http://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](http://www.festivale-online.com)

### **AUGUST 11-13, 2005**

#### **ISES GOES "NEW" HOLLYWOOD! ISES Eventworld 2005 – Los Angeles, CA**

Hooray for Hollywood isn't just a cliché, it's the excitement of ISES Eventworld® 2005

– A Conference for Professional Development, heading to the West Coast from August 11th through the 13th for its annual conference at the glamorous Renaissance Hollywood Hotel spotlighting the theme "**The Business of Service**". Serving as Executive Producer is Brenda Schwerin, CSEP of Los Angeles, CA who says: "The 2005 ISES Eventworld conference is produced by ISES members and designed for event professionals about "The Business of Service" in special events."

Hot topic educational sessions with a Hollywood twist will peak your knowledge for the novice or experienced along with incredible evening command performances capped off by the Esprit Awards, being held in the Grand Ballroom of the Renaissance Hotel where the Academy Award's Governor's Ball is held each year. According to Esprit Producer/Designer, Timot McGonagle of Nashville, TN – "We honor our origins as we project ourselves into the future with "**BLANC ET NOIR – The New Hollywood Black and White**" - unusual kaleidoscope footage as the icon of the event which captures 'The New Hollywood' with the class of 'Vintage Hollywood' for a night of glamour, surprises and a wonderful new experience." "To make Renaissance Hollywood Hotel reservations call (800) 468-3571 and mention ISES. Call for Entries are available on [www.ises.com](http://www.ises.com) with entry deadline May 2nd. Conference registration goes online April 1, 2005.

The ISES Eventworld® 2005 committee:

**CONFERENCE PRODUCERS:**

ISES staff/Convention Manager, Jocelyn Kins; Executive Producer, Brenda Schwerin, CSEP, Metallic Design Studio, Inc. (Los Angeles, CA); Conceptual Designer/Director of Photography & Catering, Edwin Lashley, Metallic Design Studio, Inc. (Atlanta, GA); Talent Director, Debbie Meyers CSEP, BRAVO! Entertainment (Dallas, TX); Technical Director, Matthew Clouser, Active Production and Design, Inc. (Atlanta, GA); Publicist, Wendy Fujihara Anderson, WOW! Productions & Public Relations (Pasadena, CA); Esprit Producer/Designer, Timot McGonagle (Nashville, TN); Leadership Reception Producer, Carol Saunders (Chatsworth, CA); Welcome Event Producer, Ilona Hobbs Cort Event Furnishings (Anaheim, CA); Tobey Dodge, CSEP, Wedding Connection by Tobey Dodge (Woodland Hills, CA).

**CONFERENCE LIAISON:**

ISES Greater Los Angeles Chapter President, Ronnie Jayne, A Song for You Productions (Los Angeles, CA); International Sponsorship Chair, Frank Del Medico, Del Medico & Associates, Aurora, IL; International Education Chair, Heidi Brumbach, CSEP, Imagine Enterprises International (Las Vegas, NV); ISES Board of Governors & Eventworld Magazine Editor, Heather Henderson, CSEP, Restaurant O (Campbell, CA); ISES Western Region Vice President, Stacy Failing, CSEP, Professional Event Solutions (San Diego, CA).

Contact: Wendy Fujihara Anderson, Publicist, Eventworld at [wowproductions2@earthlink.net](mailto:wowproductions2@earthlink.net) or 626-683-8243 [www.ises.com](http://www.ises.com)

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## **BUSINESS BUILDERS**

### **Making A Great Impression on the Phone:**

It's More Than Just Words

By Patti Wood, M.A.

We've all had this experience. You call a business, a harried voice asks you to hold, and before you have a chance to say, "no!" you're listening to some prerecorded music while you linger there, trapped in the purgatory of "on hold."

Or you call up to ask a simple question such as how late the store stays open and the voice on the other end responds as if you have asked them to push a Mack truck across the country with his big toe.

Or perhaps the person on the other end of the line uses the right words, but the tone of the voice says, "You are an idiot and I don't have time for this."

So how do people feel when they call your business? Are the nonverbal messages you give out over the phone sending a good first impression about you? Are you energetic, respectful and professional on the phone? If you are you can bet that people notice it, appreciate it and value you and your business as a result.

In the caller's mind (whether she is a client, customer or fellow employee) the

nonverbal message is as important or more important than the words. If the verbal message is different from the nonverbal message, people will rely on the nuances of the voice rather than the words to tell them the truth.

These nuances are called paralanguage and include accents, pauses, volume, emphases, tone, tempo and rate. On the telephone much of the emotional impact and true meaning of the message is interpreted from those nuances and other nonverbal cues such as time and background sounds.

#### Positive Impressions

There are certain techniques you can use to improve your effectiveness on the telephone and create a positive impression:

1. **Answer Your Phone Promptly.** Time is a powerful nonverbal communicator and waiting on the phone, where there may be little or no stimulation or distractions to make the time pass affects a caller's perception so the time seems longer. If someone is calling with a question, a concern or to purchase something, the longer your phone rings, the more any question seems less important to you than it should. It also allows time for the caller's concern to grow and a purchase to evaporate. Answering quickly stops these feelings from getting out of control, and it also portrays you nonverbally as quick and efficient in your business. Avoid letting the telephone ring more than three or four times. Research shows that each additional ring after three makes the caller an average of 10 percent more likely to hang up and 15 percent more likely to be irritated when you finally do answer. Answering promptly conveys a strong nonverbal message that you and your business are efficient and insures you have a happier person to deal with.

2. **Use a Warm, Sincere Voice in Your Greeting.** Make sure that the first words, such as "good morning" or "good afternoon", are delivered with warmth and sincerity. The most important aspect we look for in a first impression are qualities that make us feel safe, such as friendliness and genuineness. If you use a plastic or automatic greeting, you will give an impression of insincerity and unfriendliness. On the phone it takes a mere fortieth of a second to form a first impression, so the voice you use is critical. We don't just form these impressions with strangers, we also form a first impression for the day or in interactions with people we already know.

3. **Give the Caller Adjustment Time.** Our ears are very sensitive to sound. It takes 10 to 30 seconds to adjust to voices. Make a habit of saying, "Good morning," or "Good afternoon." This gives the caller time to adjust to your voice before going on to the most important part of your greeting such as your name or the name of your business. Say it clearly and don't rush it. If the caller isn't given this adjustment period, he or she may not retain the information you give. The caller may hear it, but won't absorb it.

4. **Identify Yourself and/or Your Company Name Immediately But Slowly.** Don't rush through your department or business name. It's a habit everyone gets into. After all, you've heard it before, you know what the name is. But remember your rushed voice creates a perception in the mind of the caller. It can make callers think that the business is not important to you, that you're busy or stressed or that you want rush them. Take a deep relaxing breath before you pick up the phone and focus on using normal conversation speed in your delivery.

5. **Be Understandable in Your Communication.** Take precautions to ensure that you speak clearly. That means not just slowly, but articulately. You can test how clear your voice is by taping yourself reading a paragraph. Then bite down on a tooth prop like a large marker and read a few paragraphs. The tooth prop makes your lips and tongue work harder. Then take out the tooth prop out and immediately turn back on the recorder and read again. If the voice sounds crisper, with harder t's, c', k's and d's you need to use the tooth prop regularly to have a clear sounding voice. If you have a significant accent, accent-reduction classes might help not just your phone voice, but your career as well.

6. **Match Voice Tone, Volume and Rate of Speech.** You may have heard about the value of matching or mirroring body language to establish rapport and make someone feel safer and more comfortable but did you know that matching the voice on the phone has the ability to do that as well? Remember the caller does not have other face-to-face cues to help read you and make her feel safe. Matching the nuances of the person's voice in the first few minutes of the call puts a person at ease.

7. **Avoid Making Background Noise.** Ever hear someone on the other end of the line clicking on computer keys. This makes you wonder if you have the person's full attention. In this world of multi-tasking, we may think it's all right to do more than

one thing, but to the person who expects your attention, it can seem rude and unprofessional. Rustling papers, sending out e-mail and talking to other people in the office takes attention away from the person who is on the line. It's disrespectful and bad for business.

8. Don't Interrupt Your Customer. When you are face to face with another person, you use body language cues such as leaning forward and eye-contact to indicate whose turn it is to speak. When these are absent, you need to carefully avoid interruptions as they come across more severely and can appear rude. Wait until it is clear that the person has finished speaking before you respond. Consistently practicing these tips is crucial to establishing and maintaining a good phone first impression. Your tone, energy, even the speed at which you speak, need to be the same for everyone at all times of the day, no matter how you are feeling to make sure your caller feels appreciated and satisfied.

**ABOUT THE AUTHOR**

Patti Wood is one of the nation's top body language experts, with over 20 years of experience researching and teaching nonverbal communication. She author of, "Success Signals- Body Language in Business" and is currently working on, "People Savvy." As an expert, Patti is regularly featured in media like: ABC, CBS, The Discover Channel and FOX. She has also been seen in USA Today, The New York Times, Entrepreneur, US Weekly and many more. Patti helps businesses such as AT&T, McGraw-Hill, Pfizer, and Nextel use body language to improve sales, productivity and communication. For more information on her speaking and training, please visit: [www.pattiwood.net](http://www.pattiwood.net) or call: 404-371-8228.

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**Trade Shows 101**

by Marty Greenstein, CSEP

Welcome to the exciting world of professional trade shows. Over the next months we will examine many of the challenges and issues that will guide you along the path to a successful Business Expo & Conference experience.

Business Expos & Conferences have been growing and improving for a good number of years, and for those of us that have been along for the ride it has proven to be a great adventure. Each year these events grown in size in quality and generally seek the stature of the best of the best.

What will the next Business Expo & Conference mean to you and to your company? Will it be a huge undertaking with just so-so results? Will it be a burden, or will you design a magnificent opportunity to showcase the excellence that your company represents? We will do everything possible to help; all you need to do is commit to the success.

We will be publishing a series of ideas and concepts over the next months designed to enhance your next Expo & Conference experience. We will answer specific questions and offer constructive advice on enhancing your trade show environments and sales efforts.

To improve this years This year The Business Expo & Conference experiences we want to encourage those of our members that are displaying at any (like a Biz Bash conference) to reach for new heights in showmanship. Everyone should create a winning environment, and make their presentations all that they can be...

Nobody plans to fail, but, oh so many fail to plan... **IT'S NOT TOO EARLY TO BEGIN YOUR PLANNING...** You need to create that perfect selling environment, you need to decide how much room you will need to host that environment. You need to build and train the team that will represent your company, you need to plan, and to produce the literature and other items that you plan to distribute, order them and get them in time to ensure that they are indeed what you ordered. **IT'S NOT TOO EARLY TO BEGIN!**

If you have any questions call me or wait until the next ISES issue and we will answer them, or E-mail your questions to me directly at [marty@eventprosgroup.com](mailto:marty@eventprosgroup.com) for an immediate response it's the ISES way. Looking forward to joining your team I remain...

Yours for a winning tradeshow event,

Martin G. Greenstein, CSEP  
 Enchanted Parties / Event Pros Inc.

631-467-6628

Think about it! Plan for success...

