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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!

**In this issue:**

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***A Message From Our President***

Hey Everyone,

The ISES Northeast Region recently had its regional conference in Dover, Delaware on March 5th and 6th. With much spirited debate as always the real spirit of ISES is clear; volunteering and interacting with other professionals in the Event Industry is the best way to learn, grow and advance. To that end, be on the lookout for the Call to Nominations, as the Nominating Committee has been formed and is in full force continuing our cause to make New York Metro the most successful Chapter of ISES.



We now have 255 members and have passed last year's record for the first time! Our last event was our highest attendance event to date! This is an incredible time for our chapter! This means our programs will have even more great professionals for you to network with, learn from and ultimately advance your career.

I can tell you ISES has been great for my personal and professional growth and while it has been challenging at times, the experience has been invaluable for me.

As my year is in its final few months, I can honestly say it been a fantastic experience I recommend everyone step outside your comfort zones, in your careers and in your lives. For me it's been quite a challenge but I have had the help of a great board and all the volunteers who make this chapter exceptional.

Our recent program at Show Night Club ([www.ShowNightClub.com](http://www.ShowNightClub.com)) was a real scene. For those of you that missed it be sure to check out the photos following my message. My very best wishes for a productive and exciting month.

Cheers,

Carmen

Carmen Tomassetti  
 President, ISES NY Metro  
 CEO, World Entertainment Productions  
[www.WorldEP.com](http://www.WorldEP.com)

***March Meeting Wrap-up and Photos:***

**The March 21st event was quite the "SHOW"!**

What a turn out, over 200 guests attended the March 21st networking event hosted by the New York Metro Chapter.

**SHOW Night Club** was the perfect backdrop for this networking event. Originally a grand movie palace in the 1920's, SHOW has been restored to pure opulence. Right in the heart of Times Square, SHOW offers a fully equipped stage, in-house AV capabilities, full sound and lighting systems, and multiple seating & configuration options for any event. From exclusive parties for today's pop stars to high-end corporate events, SHOW has been a prime venue. The New York Metro Chapter continues to feature new and exciting venues for planners.

The official caterer of the evening, **Indiana Market & Catering** showed their flare with a variety of food displays from mini sorbet glass filled with shrimp, black bean, avocado & corn to asparagus and leek risotto served in a tomato cups to Asian melon pork salad in mini Chinese take out cartoons.

No matter, where you turned there was something of interest for all to experience. Guests were able to indulge in chair massages provided by **Sparty** or see what their future had in store with a tarot card reading from an astrologer. Guests were also able to get an intricate henna design, which helped kick off this year's Big Apple Awards (Tuesday, June 20, 2006) Moroccan theme.



***Important Dates to Remember!***

***MAY 9TH, 2006***

**Members Only! Annual Meeting and Master Class**

***Bites, Bits & Bytes For Breakfast***

**SAVE THE DATE!!**

Mark your calendar for a very special BREAKFAST meeting.

May 9th from 8:00am to 9:30am

Yes, a 90 minute BREAKFAST meeting!

You are cordially invited to be a part of the NY Metro Chapter of ISES' very first Master Class and Annual Breakfast Meeting at:

Salon  
505 West Street, at the corner of Jane Street  
New York, NY 10014

Doors open at 7:45AM for Breakfast, sponsored by Elite Catering

Guest Speaker Ken Frazza, President  
Mercury Web Design

Ken will be speaking on driving more traffic to your Web Site, search engine optimization and valuable Web design techniques.

This event will also be an exciting wrap-up to our Board year, as all Executive Board Members will report to YOU about their accomplishments. A question and answer period will follow.

The meeting is FREE and **open only to ISES members** and we will have you on your way back to work in 90 minutes after a FREE raffle for a trip to Hawaii!!

So come for a QUICK BITE to eat, some FAST BITS of important ISES information and some revealing BYTES about the World Wide Web and how you and your company can better control the Internet!!

**Register Now!**



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***May 16, 2006***

***Pier 79***

**Roundtable Discussions**

More details to follow

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**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 20<sup>th</sup> 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.*

**Five Questions of a Member: Meryl Hillsberg, CSEP**



**WHO are you?**

I have been in the industry better than 20 years, 10 of which were with Impressive Events where I was the founding partner. In September 2005 I made a strategic career move and became the Senior Event Planner for United Jewish Federation, New York. Working for a non-profit such as UJA grounds me and puts me back in touch with events that satisfy a purpose for the greater good.

**WHAT does your company do?**

For those who are not familiar with UJA Federation, it is the largest philanthropic organization in the world "Caring for those in need, rescuing those in harm's way, and renewing and strengthening the Jewish people in New York, in Israel, and around the world." (UJA mission statement)

**WHERE does your company fit into the overall industry?**

As a leading non- profit organization, we manage more than 400 events a year from small get togethers for 20 –30 housed in our own conference facilities, to major

industry events for 1,600 attendees. We hold several of our events in New York's major hotels and because all our events must subscribe to strict Kosher menus, we are clients to most of the Kosher caterers in the Tri State area.

**WHEN did you become an ISES member?**

In 1992 as events manager for the Montclair Art Museum I joined the original New Jersey Chapter. That chapter folded and the members were moved to the New York Metro Chapter, where I have remained ever since. I served several years on the board and as Chapter President.

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

Having previously handled many events outside the New York area, being an ISES member gave me access to top rated professionals all over the country. I could locate any specialty my events required by simply picking up the phone, since I was confident an ISES member was already a pre-qualified vendor.

In my new position I have the greatest resources as a New York Metro member utilizing the ISES contacts in the area to facilitate all the local events we hold.

***February Meeting Wrap-up and Photos:***



Mark Sonder's presentation at the new and well - appointed Gotham Comedy Club was informative for both experienced planners and novices alike. The presentation answered the question, "Who ya gonna call?"

Entertainment is part of every event, whether it is a speaker, headliner, band, singer, dancer, or a myriad of other talented people who add value to your event and make it memorable. How do you find them and once you do, how do you get them booked for your event?

Facilitated by industry expert Mark Sonder, we learned about the availability of expert resources you can call for your event entertainment and production who will not only help you find talent, but who will also ensure your talent is center stage at the right time. Once you know who you want as your event's talent, you will have to sign a contract for their services. You protect yourself with a well-written, comprehensive contract that everyone reads, understands, and agrees to.



Finding the right vendors is key to the success of your meeting or event and you should be aware of your entertainment requirements before making these selections.

***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:

**Olga Beluhta**  
Student

**Lili Milosevic**  
Events Coordinator  
USTA National Tennis Center

**Danny Bergold**  
Production Coordinator

**Magaly Sanabria**

Empire Force Events

**Carol Brown**  
Student

**Julissa DeLeon**  
Student

**Susan Green**  
Director

**Gregory Madhere**  
Student

**Jennifer Matthews**  
Events Coordinator  
USTA National Tennis Center

Student

**Adrian Spencer**  
Global Operations Manager  
Tenors & Divas Incognito

**Audrey Sturdevant**  
Student

**Dana White**  
Events Marketing Specialist  
W.A.C. Lighting

**Cynthia Yang**  
Special Events Manager  
Barnard College

Once again, Congratulations on Joining the ISES family - We hope to see you at our next event!

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## ***News on the Big Apple Awards***

As you know, The Big Apple Awards will be held on June 20th at Café St. Bart's. Hopefully everyone is very excited about the possibility of winning an award for one of their events. The Big Apple Awards are a great way to gain recognition for your industry achievements.

This is the third article in our series spotlighting past winners, by asking the questions **"What did winning a Big Apple mean to you, and what were the lessons you learned from it?"**

### ***BIG APPLE AWARDS GALA***

By: Impressive Events

The longer an apple is on a tree, the sweeter it becomes. The same is true for The New York Metropolitan Chapter of the International Special Events Society's Big Apple Award. As a ceremony ripens from year to year, it becomes more and more prestigious to win; especially in New York where the market is both robust and aggressive. We at Impressive Events have tasted success three years in a row by bringing home our own Big Apple Award - and each year, it's true, it gets sweeter.

We applied for the first time in 2003, and won Best Management of Space & Visual design for producing the Harry Potter and the Sorcerer's Stone Movie Premiere in four cities simultaneously. Hearing our name called as winner in this category was a proud, satisfying moment that validated the care we take in each project. Our first Big Apple Award harvested a reputation for excellence and entitled our branches to expand over the industry. Impressive Events blossomed in both 2004 and 2005 when we won Best Corporate Event Planning in the \$50,000+ category. There is no better way to describe winning other than: delicious.

In New York, where events are produced, cultivated, and nurtured with astounding intensity and in overwhelming quantities—there is potential for an apple a day. We are proud to have been hand-picked three years in a row as winners of the Big Apple Award. With the Big Apple Awards Gala held in June, it is never too early to plant the seeds of success.

**If you are interested in applying to win one of this year coveted Big Apples, please visit [www.isesnyc.com](http://www.isesnyc.com) or click on this [link](#) for more information on how to apply.**

## ***Business Articles of the Month***

### ***AVOID THE TOP THREE COVER LETTER MISTAKES!***

By: Deborah Walker, CCMC

As a career coach and professional resume writer, I'm often asked "How important are cover letters to my job search?" My answer is, "It depends on how long you want to search for your next job." If you are in no hurry to get interviews, then don't worry about your cover letter.

The fact is I've never met a job searcher who wants to have a painfully slow job search. The whole point of sending out resumes is to get multiple interviews as quickly as possible. But many job seekers still unwittingly sabotage their efforts by using substandard cover letters. Instead of helping you, your cover letter may actually be hurting your job search.

For fast job search results, make sure to avoid these top three cover letter mistakes:

1. **Not understanding the hiring motives of your audience**

There are three basic audiences that a job seeker sends his/her resume to: executive decision-makers, resume screeners, and third-party recruiters. Each of these groups has its own hiring motives.

Executive decision-makers are looking for candidates who will have a significant impact on bottom-line initiatives, such as time saved, income generated, revenue built, etc.

Resume screeners are searching for candidates who directly match the lists of qualifications in the job description.

Third-party recruiters are looking for selling points to help position you as a top candidate.

Knowing these hiring motives will help you craft your cover letter specifically to catch the attention of your particular hiring audience. By appealing directly to the reader, you are creating an immediate bond that will make you a stronger candidate.

2. **Repeating rather than introducing your resume**

Repeating the exact same things you wrote in your resume is one of the most common cover letter mistakes. No one wants to read the same thing twice. By the time most people have finished writing their resume, they feel that they have run out of ideas and just cut and paste to create a cover letter.

Instead, the cover letter should be what sells the reader on your skills. Like the jacket-cover introduction to a good book, the cover letter should give the reader a taste of the great things to come and encourage them to read more.

If you don't have any idea what your top skills are and how they will help the company, neither will your reader. Take the time to craft the right words and statements to make your skills shine.

3. **Overuse of the word "I"**

A cover letter that begins nearly every sentence with "I" is as boring as a conversation with someone who only talks about himself. That kind of person one avoids at all costs. Is that the way you want your reader to see you?

Focusing all the attention on yourself may seem like a good way to sell your skills. But it can also reflect lack of interest in the company, in the job, and in making a real contribution to that workplace. There's a good balance to be drawn between selling yourself and selling what you can do for the company.

Creating variety in the sentences of your cover letter is an easy way to show your interest without being self-centered. By shifting the emphasis to the recipient/company-and away from yourself-you can prove that your main interest is not just in winning the job but also in doing it effectively. Try to rewrite sentences that start with "I," "me," or "my," to start with "You," or

"Your." Show how you can make a difference for them.

A cover letter that is poorly written may cause your resume to be ignored. But a well-crafted cover letter will invite and encourage the reader to take a closer look at your resume. You'll make a positive first impression before your resume is even opened.

Rather than making your cover letter an afterthought, take the time to really consider the type of presentation your cover letter will make. If your resume isn't winning you job interviews, consider hiring a professional resume writer to help. It's true what they say: You never get a second chance to make a good first impression.

*Deborah Walker, CCMC is a career coach and resume writer. For more job search tips and resume samples please visit [www.alphaadvantage.com](http://www.alphaadvantage.com), or e-mail Deborah at [deb@alphaadvantage.com](mailto:deb@alphaadvantage.com).*

## **THERE'S NO BUSINESS LIKE SHOW BUSINESS, BUT IT IS A BUSINESS!**

By Martin Greenstein, CSEP

Let's look at the impact the Event and Entertainment Business, or as it is often referred to, the Leisure Business, has on our economy. Some have asked, "How important is the Leisure / Entertainment Business? What, if any, impact do they have on business and the economy?"

How many of us are involved directly or indirectly in the leisure industry? If there were no leisure industry, what would be different? How would our business and personal lives change?

How many jobs would be lost?

The Leisure Industry is just that, an industry of businesses that have the same needs as banks, insurance companies, manufacturers and all other businesses. They need to buy, build, to market and sell. They need to look good and they need to be good and earn their reputation for quality and consistency, just like everyone else.

Rodney Dangerfield often said, "We don't get no respect" and in many instances, it's true. When our services are required by the not for profit industry, and they make up a substantial part of those that need our services; they try to offer exposure as part of the compensation. Not for profits, like many others, forget we are supposed to be "for profit" and if we become not for profit, we won't be there for them next time. The Leisure Business, be it a hotel, catering hall or an entertainment group is a business and should be treated as such...

Those in the Leisure Businesses need employees. Regardless of size we require an HR, to direct the employment and benefits, sales and marketing team to get the information to potential purchasers and creative directors to design the presentations. Their production teams to ready the presentations and, of course, the providers of the products... Food, Entertainment, Décor and the pleasure associated with all these services.

The industry has it's own unique challenges as well as the traditional business challenges. The Leisure Industry is the first to feel the effects of a down economy as our services are the first to be curtailed, if not eliminated. The Leisure Industry is also the last to enjoy the benefits of an economic up turn.

Competition is a challenge in all businesses. However in the Leisure Business it's more acute. There is a constant influx of amateurs vying for the business. They often work from their homes, with no insurance or other normal business expenses, and are selling their products and providing services at a far lower cost to the consumers.

As we all know, often price, rather than the professional's experience or quality, becomes the compelling buying factor. The services may be adequate but they are generally inferior. Either way they cause a loss of revenue.

Staffing challenges are even more acute. Most of the jobs are day work, They are inconsistent depending on when, where and what the sale is. This leads to additional challenges. Many of the industry's needs for professionals are to work in the creative preparation and the presentation as well as marketing fields.

Clearly, if there were no Entertainment and Leisure Industry, the world as we know it,

would be a very different place. Consider the effect on government. Think of all the jobs that would be lost, how much tax revenue would disappear? What would our world be like if the Entertainment and Leisure Industries disappeared?

Getting the picture?

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### ***Important Chapter News:***

Cathi Culbertson, Protocol & Corporate Entertainment, for Forbes Inc was recently recognized in Special Events Magazine, read the entire article at [www.specialevents.com](http://www.specialevents.com).

It's Official. Please join us in congratulating Jeffery Kalpak who was named best producer in the recent American Entertainment Magazine's 2006 Reader's Choice Awards

### ***Important Industry News:***



#### **The Wedding Salon**

Participate in The Wedding Salon, A Luxury Bridal Event Showcasing the best products and services in the Weddings industry. You can, Magically transform your business by:

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To express your interest in participating please email [Info@4PMEvents.com](mailto:Info@4PMEvents.com) or call 212.631.7777

It's The Best Marketing Decision You Can Make for Your Business!

### ***SPECIAL EVENTS & MEETING MANAGEMENT COURSE AT WILLIAM PATERSON UNIVERSITY.***

Are you looking for a way to increase your knowledge of the Special Events Industry?

William Paterson University will be offering a seven week course in Special Event & Meeting Management. One of our own Board Members, Lorraine Mariella, CSEP, CMP

will be teaching the course.

This course demonstrates professional practices used to create successful meetings and events. This workshop-style course focuses on developing introductory and intermediate event and meeting management skills.

Students will leave this course with an improved understanding of the special events industry and will develop knowledge of the tasks required to produce a successful special event.

William Paterson University is located in Wayne, NJ. Wayne is about 10 miles north west of New York City.

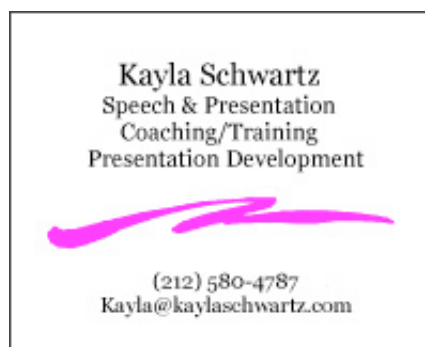
For more information regarding the course, please call Iris DiMaio, Assistant Director, Center for Continuing Education and Distance Learning. At 973-720-2491 or e-mail [Dimaioi@wpunj.edu](mailto:Dimaioi@wpunj.edu)

## ***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.

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## ***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](http://www.isesnyc.com) to learn about our committees that are looking for your help.

