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ISES
NEW YORK
METRO CHAPTER

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!

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PRESIDENT'S MESSAGE

Wanted:

**Your
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(click for info)

ISES NY Metro
12 Highland Drive
Ardsley, NY 10502
t:212.898.0171 x1
f:212.898.0171
e:info@isesnyc.com



Greetings fellow ISES Members.

What a great time to be a member of The International Special Events Society!

Last months meeting was a HUGE sold out success! 170 people signed up for the April meeting as we learned, we laughed, we ate and drank; all on the beautiful Bateaux yacht. Thank you to everyone who had a hand in such a successful and memorable monthly meeting.

As our Board year is swiftly coming to an end, it's interesting that ISES won't be taking a vacation this summer. Sure the pace may slow for many of us, myself included, but the work goes on and so does your Society.



We are in the midst of a nomination process for our new NY Metro Board. You will soon be receiving a slate of officers to review and vote to approve. Please take a few moments to carefully look over the slate and make a concerned and informed decision. The future of our Chapter is at stake with your vote. We all want the very best people to help continue the tradition of excellence in programming, finances, communication, membership and benefits that this year's Board has been able to achieve.

When your new Board is in place and inducted at this year's Big Apple Awards Gala, their work will just be beginning. A planning Retreat is in the works where it will be time to begin anew as well as continue, as ISES now NEVER stops working for you.

The days of my ISES Presidency are running short. It has been a wild and exhilarating ride that isn't quite over just yet. Stay tuned for more exciting ISES developments in this Newsletter and in the coming months.

Thanks for reading,

Mark Zettler
President, ISES NY Metro Chapter
President, Life O' The Party
mark@lotparty.com
201-342-2121

ISES MEMBER TESTIMONIAL

In June of 2003 I left the technology sales industry and took a sales position with CORT Event Furnishings. I was told, at the time, the New York territory was severely underdeveloped and I looked at it as a golden opportunity for growth.

CORT has 12 offices throughout the United States and each Account Executive told, me as I started to get involved in ISES, it would really help my networking efforts. I had no idea how much. Over the course of last year **I have grown our New York revenues by about 250%! ISES** has been such a valuable tool for me in the New York district and has been responsible for more than half of that growth.

I hear so often from ISES members that before I started, the planners in the New York had no idea what CORT was, or they thought our product was strictly residential. Now that I am going into two full years with CORT, **joining ISES was the best decision I have made.** I encourage all of my co-workers to consider joining ISES as a way to quickly and easily enhance their career. CORT is a company that does not spend a lot of money in print marketing. ISES has offered us the ability to showcase our product in ways I could never have imagined.

ISES members and our Board of Directors have supported CORT by referring my name for events that require furnishings. Having come from a different industry I have learned a great deal from the ISES seminars and meetings, and from the people I have met. The NY Metro Chapter is a group of warm and friendly people and I am very grateful to our Chapter for everything.

Sincerely,
 Laura Longo
 CORT Event Furnishings
 201-867-5253 office
 201-921-0597 cell
llongo@cort1.com

APRIL EVENT WRAP-UP

Chris Rocks

The highlight of the beautiful Tuesday night Hudson River cruise aboard the Batteau was a high energy performance by Christine Ansbacher, a.k.a. the Wine Diva. With the lights of Manhattan, the Jersey coast and the Statue of Liberty as backdrops, The Wine Diva shared practical tips, amusing wine lore and food and wine pairing hints.



As central as food and wine service are to the hospitality business, many members and their clients are often uncertain in putting together the right matching of foods and wines. Chris's presentation allayed those concerns and gave some useful guidelines on how to make successful pairings.

- Foods that are served raw, deep fried or cooked in water (boiled, steamed or poached) should be paired with lighter, un-oaked wines. Foods that are cooked "brown" (roasted, grilled, BBQd) need a heftier style of wine oaked whites or reds. "Browning" caramelizes the juices in the meats which mirrors the caramel flavors in an oaked wine.
- Leaner meats are blander and need fruitier, less tannic wines Pinot Noir or Shiraz. Fattier meats roast beef, steak and lamb - can stand up to the more tannic Cabernets because the fat in the meat coats the palate and protects us from getting that "dried out" feeling in our mouth from a young, tannic Cab.
- Chris asked, "What quenches your thirst with spicy, salty and smoky foods? Beer, of course, with its cooling, effervescent bubbles." So sparkling wines are the perfect replacement. Or use crisp, unoaked whites like Sauvignon Blanc, Pinot Grigio, Chablis or subtly-oaked, fruity reds like Pinot Noir and Shiraz. "All these wines are like firefighters coming to the rescue to douse the heat of the seasonings in the dish," she explained.

The Wine Diva also encouraged the planners to be more adventuresome in their wine selections. "Get off the Chardonnay and Cabernet Highway. Explore the back roads (and lesser known wines) from places other than California. With a little adventurous

spirit you can find some great values and your clients' estimate of your savvy will rise accordingly."

The assembled guests got a little "pop" quiz on The Wine Diva's tips. Winners got some really nifty gifts, especially the gas-injected Cork Pop that opens a wine bottle in one second.

If you want to know more about The Wine Diva's presentations or have a specific food and wine pairing question answered, go to www.thewinediva.com/contact.html.

ISES 2005 MEMBER BENEFITS



BE INCLUDED AND REACH **25,000** EVENT PRODUCTION DECISION MAKERS IN BOSTON, NEW YORK, WASHINGTON, ATLANTA AND SOUTH FLORIDA WITH THE....

AGENDA 2005 EVENT PRODUCTION HANDBOOK, 1ST ANNUAL EDITION

- **CIRCULATION INCLUDES:**
Corporate and association event/meeting planners; catering, sales and venue managers plus planners attending six key industry trade shows.
- **PARTICIPATION INCLUDES:**
 - Full 5' x 8' four color page including production
 - An annual listing on www.agendaonline.com with link to your site
 - Additional copies for distribution to your clients



***ISES MEMBERS GET A SPECIAL RATE**

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cpagendabos@rcn.com or elman@comcast.net

www.agendaonline.com

2005 NY METRO MEETING CALENDAR

MAY 22, 2005



If you love throwing parties, you'll love this event. We give our designers one table, ten chairs and zero limitations. You get thousands of ideas. Sponsored by the **New Jersey Chapter of International Special Event Society** Proceeds from Gala and Silent Auction to benefit **Somerset Home for Temporarily Displaced Children**.

May 22, 2005

Table Top Preview 12:30 - 4:30 PM

Vendor Showcase 12:30 - 4:30 PM

New Jersey Exposition Center, Edison, NJ

\$10 admission

Open to the Public

Come Meet our Celebrity Judge

"Mitch Pennell"

who recently appeared on

"Wickedly Perfect"

Cocktails * Silent Auction * Gala Dinner

6:00PM - 10:00PM

\$100 per person/\$175 per couple

\$875 per table

For more information please visit www.diningspaces.com

or call (609) 259-9539

MAY 24TH, 2005

Become a powerful communicator.

The Connection: the heart of an effective presentation.

Are you making the greatest impact in your pitches? Do your internal communications fall flat? Juice up your professional communications (and personal ones!) by focusing on the connection with your listener.

Join speech and presentation coach Kayla Schwartz for an informative, interactive and fun hour. You'll learn to use skills and tools you already possess to build and maintain a connection with your audience -- and make you a more compelling and powerful communicator.

Kayla will offer a professional discount for future services for all companies represented and an even greater discount for services for participants themselves.

About Kayla Schwartz

Kayla Schwartz is an independent speech and presentation coach and presentation development/ media/communications trainer. She works with individuals and groups to prepare the content and/or delivery of all sorts of communications.

Ms Schwartz was born and raised in Manhattan. She was surrounded by the work of her father, acclaimed media consultant and ad man Tony Schwartz with whom she worked as a professional writer.

She graduated Phi Beta Kappa, Magna Cum Laude from Smith College in Northampton, Massachusetts.

Following graduation, Ms Schwartz performed for twelve years as a professional dancer-singer-actor including a two-year stint in Paris, France. She has choreographed shows and taught dance and speaks darned good French.

Ms Schwartz is a founding partner of a speech writing company: Presswood and Partners. She is also a trained and experienced crisis prevention hotline operator.

Register Now!

When: Tuesday, May 24, 2005 6:00 PM - 9:00 PM

Where: Heartland Brewery & Chophouse
Times Square
127 West 43rd Street at Broadway
New York, NY

JUNE 21, 2005 - ISES BIG APPLE AWARDS GALA

"Feelin' Groovy"

d 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 for men and women of all ages.

On behalf of the Board of Directors of the New York Metropolitan (NY Metro) Chapter of the International Special Events Society (ISES), Co-VP's of Programs, Trey Moynihan and Jennifer Quinones are pleased to announce the **"Feelin' Groovy"** Gala and the 4th Annual Big Apple Awards will be held on Tuesday, June 21, 2005 in the renowned United Nations Delegates Dining Room. The event is Black Tie optional and guests are encouraged to wear their grooviest outfits.

Jennifer Quinones of Junior Achievement, who was on last year's ISES Gala Committee, is the Gala chair for the 2005 event. Event Design and Coordination for "Feelin' Groovy" will be provided by Kathryn Vermilye, Vice-President of Green Apple Events in New York City.

Dan Lopez of ARAMARK Catering at the United Nations will be the Executive Chef for our affair. 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.

Contact Information for **"Feelin' Groovy"**:

If you are interested in joining the Gala as a sponsor, please contact Jennifer Quinones at jen_quinones@yahoo.com. If you are interested in advertising in the Gala's Program Book, contact Amie Goldman at amie.goldman3@verizon.net. If you would like to volunteer to work on the Gala Committee, contact Trey Moynihan at moynihant@si.edu. If you have media related questions about this event, please contact Jennifer Claire Scott at Jennifer.Scott@am.jll.com.

2005 BIG APPLE AWARDS GALA In-Kind Event Sponsorship Levels ([152k PDF](#))

2005 BIG APPLE AWARDS GALA Categories ([144k PDF](#))

2005 BIG APPLE AWARDS GALA Entry Rules ([208k PDF](#))

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.

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 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 or 626-683-8243 www.ises.com

MEMBER NEWS



Congratulations to **Michael Cerbelli** for being named as a finalist for the Event Solutions 2005 Spotlight Award as Entertainer of the Year!

Voting will be held online www.event-solutions.com from Wednesday, June 1 2005 through midnight on Friday July 15, 2005.

BUSINESS BUILDERS

Build Your Brand, Build Your Business: Use Your Company's Image to Catapult Profits

By Peter Koeppel

Entrepreneurs and business executives always strive to gain a competitive advantage in the marketplace. They want to outsell the competition, be known as a solutions-provider to customers, and have those in their field perceive them as the market leader. Those are certainly lofty and admirable goals, but are they achievable? Yes! The secret is to create a brand for your company that gives you "top of mind awareness" to all who think about your industry, product, or service.

The fact is that to be successful, you want to be the first name or brand people think of when they need the particular product or service you offer. The best way to ensure consumers think of your product or service for their needs first is through strategic and effective branding initiative.

What exactly is branding? Many definitions exist. In its simplest form, branding is a process you can use to differentiate your business from competitors. This is important, because unless customers view you or your company as somehow different than your competitors, you will become nothing more than a commodity. And we all know that commodities rarely stand out in people's minds.

Building a brand is not always easy, nor is it an exact science. In fact, what works for one company many not work for another. However, following are some strategies that will enable you to begin creating a brand that stands apart from the competition. That's when you'll experience the rewards of increased name recognition and higher profits.

1. Start Branding Your Company Today

Many people mistakenly think they can only brand their business after it reaches a certain dollar revenue or length of time in the marketplace. Nothing could be further from the truth. If your company is in the start-up phase, you may not have the funds to invest in branding, but you still must do it. Start the branding process from day one, even if you have to start small. The earlier you start, the better your results will be.

2. Be Different

Obviously, one of the best ways to create a brand for your business is to invent a new product or service that nobody else offers. However, this is not always an easy task. The fact is that many companies offer very similar products or services. To stand apart from the competition, you may need to create a new category for your product or service, or you may need to focus on what's unique about the way you do business. So think outside the box and get creative. What can you offer that no one else can? What makes your widget different from the other guy's? Is it your commitment to service? Your speed of delivery? Your product selection? Whatever it is, identify it and use it in your branding. Narrow the focus of what you do so people think of you first when looking for a particular product or service.

3. Keep Your Marketing Materials Focused

You want customers to quickly and easily recognize you, so you need to keep your marketing materials simple, focused, and consistent. If you don't have design talent, work with a graphic designer to help you create a recognizable identity that is a unique representation of your business. The logo you and your designer create must depict your company's image without the need for lengthy explanation. Also work with your marketing department or a professional writer to create a catchy tagline that encapsulates the brand you want your company to have. Use both the logo and tagline on all of your marketing materials, letterhead, business cards, and web site.

4. Develop an Ongoing Advertising Campaign with a Consistent Message

Don't run a TV ad one day where you call your company the "low price leader," and then do a radio ad where you call your company the "solution for the discerning customer." Those are two completely different brands and images, and you'll only end up confusing your prospects. Realize that no brand is born

overnight. It takes lots of repeated messages to get the brand into people's minds. So be consistent with your advertising messages. Additionally, advertise on a continuous basis. That's the only way people will become familiar with you, thus increasing your name and brand recognition.

5. Use Public Relations to Get Your Name Out There

Along with advertising, you need to do some public relations to make your name known. One great way is to write and publish articles about your business and industry. You can also be a featured guest on radio and TV programs. A good PR firm can help get you in the media's limelight. Without a doubt, public relations is a great and easy way to increase your name recognition.

6. View Branding as an Ongoing Business Strategy

Branding is not something you do for a few days and then forget about it. Branding must be a constant in your company's business strategy. Brand loyalty and brand recognition can decline unless you revitalize your brand on an ongoing basis. Many businesses reinvent or rebrand themselves every few years to achieve a higher level of consumer recognition or because of problems or negative stigma associated with their current brand. Regardless of your product or brand, or how long you've successfully had it, to remain competitive, you must adapt your brand based on changing trends in the marketplace

Branding for Success

Remember that branding takes time. That's why you must integrate all these strategies over the long-term to build a brand. No matter when you start your branding efforts, branding your business is an important part of any successful marketing strategy. You want your customers to think of high value and quality when they think of your product or service. By branding your business, you make that happen. A strong brand also makes your company more valuable. When you successfully follow these strategies for branding your business, you can enjoy the name recognition and increased profits that come from having a great brand that everyone knows and loves.

About the Author

Peter Koeppel is Founder and President of Koeppel Direct, a leader in direct response television media buying, marketing, campaign management and creative strategies. With over 20 years of marketing and advertising experience, Peter has helped Fortune 500 companies, small businesses and entrepreneurs develop marketing campaigns to increase profits. Peter is a Wharton MBA and improved the media buying strategies and advertising for clients such as The Hair Club for Men, Berkeley Premium Nutraceuticals, Ben Hogan Golf, H.J. Heinz and DIRECTV. For more information on his work, please visit: www.koepeldirect.com or call: 972-732-6110.

