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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!

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A Message From Our President

Dear ISES Members and Friends:

It's hard to believe that nearly a year has gone by since I took the ISES oath of office. I hope that the past year has been as exciting and productive for you as it has been for our ISES chapter.

And now it is time for me to talk to you about our next ISES year. The nominations committee has finished the important business of finalizing the 2006-2007 slate for the NY Metro Board of Directors. The slate is in the hands of ISES international's review process and will soon to the NY Metro membership for your vote. Please keep an eye out for the petition and don't forget to cast your vote to approval or petition the slate.



You'll find information below about our May membership drive. As we continue to grow as a chapter, the benefits of your membership grow and expand. Please spread the word and encourage your colleagues and industry contacts to join ISES today!

As we wrap up one ISES year and look forward to the next, it's important to review our successes and failures. On May 9th, ISES NY Metro will host our first Annual Meeting. This is a forum for you to hear our accomplishments, challenges faced and goals for the future. It is also a forum for members to ask questions and express opinions. The Annual Meeting is a unique member benefit; it is a free event, open only to NY Metro members. I invite and encourage you all to attend this important meeting to help understand and actively contribute to our ISES chapter.

And finally, as we prepare for the future of ISES NY Metro, we say goodbye to a long-time member of the Board. Martin Greenstein, affectionately known to many of us as "Uncle Marty," has chosen to resign his Board position and, in his own words is "stepping aside to let the 'Young Professors' go forward, and, hopefully discover that the most precious thing they have are their families and the members of our chapter that make up a family of families." Marty continues to inspire us with his dedication to the education of ISES members worldwide and, in his resignation letter encouraged: "I challenge all of our members to work towards, and to become a CSEP."

Marty has been a great resource to ISES NY Metro – a dedicated board member, who we could always count on to keep a spirited debate alive. We will certainly miss Marty but know wholeheartedly that he will continue to be actively involved with ISES NY Metro. To read Marty's full letter, please click [here](#).

Marty: A personal thank you from me for all that you have done in your service to ISES NY Metro; and a formal thank you on behalf of the entire Board of Directors. Marty, we will miss you!

We have got a lot of great member opportunities as well as some great events planned to round out our year. Please see the information below and/or visit our chapter web site to learn more about: the May chapter event, the Big Apple Awards, an Eventworld Scholarship, and an incredible raffle opportunity for our members: win 5 days and 4 nights hotel accommodation in Hawaiian paradise!

Carmen

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

Five Questions of a Member: Frank Puleo



WHO are you?

I'm Frank Puleo an owner in Framboise Catering, a distinctive full service catering operation located in New York City, which handles events on a world-wide basis. I was educated in both the United States and Europe and continued my culinary education with various apprenticeships including one with well-known cookbook author Giuliano Bugialli in Florence. In addition to having taught foreign languages in the secondary school system of New York City, I taught in the culinary arts program at the New School for Social Research. I created an entire curriculum entitled "Professional

Cooking" for The New School and created the original syllabus for and taught "Cooking to Order" designed for chefs wanting to work in the restaurant industry.

In addition, I'm also Past President of the International Caterers Association and presently serve as Treasurer of the Board of the I.C.A. Educational Foundation. I've served as a Board member of the Metro New York Chapter of the ISES and as a former member of their International Board of Governors. I've been an active member of the Association of Bridal Consultants.

WHAT does your company do?

We do FOOD...and we do it very well. We know how to work with event planners - and never step on people's toes. We love working with professionals since it makes ALL of us look better. We cater events from 2 guests up to 7,000 guests at a time. Celebrations by Framboise, a division of Framboise Catering was selected as one of the caterers for the 1996 Summer Olympic Games in Atlanta (serving over 106,000 meals in 17 days). For the Winter Olympic Games in Salt Lake City, Culinary Expressions International, a separate corporation, created over 350,000 meals for corporate hospitality during the Games. In Athens, Greece, we were the only U.S. caterer invited by the US Olympic Committee to cater events at USA House. Our success at those games enabled us to be the only US caterer invited by the USOC to Turin, Italy in February 2006.

WHERE does your company fit into the overall industry?

We like to think that food is one of the "more important" parts of an event - though we do understand that that is not the case with EVERY event. Catering is a very subjective matter since tastes vary greatly. While in NY our events tend to be quite

cutting edge offering the latest, greatest and most outrageous items, in other cities we tend to bring a New York cache to the events, without going over the edge....

WHEN did you become an ISES member?

I've been an ISES member since 1995.

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

Since I cater events throughout the US (and even some internationally now) ISES has been a GREAT help. I know that I can go into almost any city and find ISES members who are more than happy to assist with my events. I especially love working in cities like Atlanta, Chicago or Washington, DC. In those cities ISES TRULY SUPPORTS ISES. This is what we have been trying to work on in New York for years. Framboise ALWAYS calls on ISES members first for events. Our hope is that we can spread the word to other NY members to do the same.

April Meeting Wrap-up and Photos:

Sage Advice from Insurance Pro Decoulos

April's ISES NY Metro program at The Sage Theater in Times Square featured James Decoulos, an attorney who specializes in legal and risk management issues for the events industry. These are not lively and fun topics, but James' discussion about liability insurance was quite informative – both enlightening and interesting. Many of the 70 attendees followed James' wise advice and checked the fine print on their insurance policies the next day.

The talk was staged interview style with Kevin White's tongue-in-cheek portrayal of a James Lipton interview on the television program "Inside the Actor's Studio". James is an active and long-time member of the ISES New England Chapter – and has attended many regional and international conferences where he had the chance to get to know ISES NY Metro members. Kevin certainly had a few fun stories to tell about his experiences getting to know James!

The Sage Theater is a very charming theater with both a lounge and pre-function area. Catering, provided by Creative Cuisinetc, was creative and delicious. A wine bar was graciously provided by Marble Hill Cellars and provided a small "taste" of extra education to the evening.





Eventworld Scholarship

Apply for a Scholarship to Eventworld

The ISES New York Metro Chapter is proud to announce the 2006 Eventworld Leadership & Education Merit Scholarship. Applications for the Scholarship are now available on the ISES New York Metro website.

This scholarship award program was developed by the Chapter to encourage ISES New York Metro members to get involved with the chapter, its committees, special programs and the events industry as a whole. The recipient of this scholarship will receive one education registration package and select associated functions to Eventworld, valued at \$841. This year, Eventworld will be held at the Sheraton Waikiki in Honolulu, Hawaii. There will be a maximum of one scholarship awarded.

Eventworld offers continuing education in the industry and great networking opportunities with other special event professionals.

Members who are interested in this scholarship are strongly encouraged to apply. Applications are due no later than Friday, May 19, 2006. Winners will be announced June 20, 2006 at the Big Apple Awards Gala at Cafe St. Bart's.

[CLICK HERE TO DOWNLOAD APPLICATION](#)

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:

Dana Aden

DanaLyn Event Designs

Wendy Friedman

SoHo Soleil Studio Loft Locations

Barnaby Draper

Barnaby Draper Weddings
documentary photo & video

Daniel Koffler

Downtown Auditorium

Drew Davis

IN New York Magazine

Diane Rohan

Court TV

David Smith

Tarrytown House Estate and
Conference Center

Julie Amoroso

North Shore Animal League America

Dale Shumanski

NY Road Runner

Candice James-Selander

Student

Alyce Stark

Student

Christine Brower

Student

Jerry Sibal
Design Fusion

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 will be held on June 20th at Cafe St. Bart's. The deadline has just passed for award submissions. Good luck to everyone who entered.

If you are interested in advertising in the program which includes our membership directory, please visit www.isesnyc.com or click on this [link](#) for more information and rates.

CSEP Update

The International Special Events Society has been hard at work assessing and improving the content, measurement goals and administration of its current certification exam. Changes that are scheduled to be implemented AFTER the exam is administered at Eventworld in August of this year in Hawaii will greatly impact how study groups will be formed and the curriculum of those groups. Therefore, the New York Chapter of ISES will conduct a study group only for those taking the exam in Hawaii.

For those of you who are scheduled to and are planning on taking the exam in Hawaii this August, the study group will recommence this summer in preparation for that exam as planned. Please contact the New York CSEP Study Group Coordinator – Mr. Kevin White, CSEP of Empire Force Events (212.924.0320 or kwhite@empireforce.com) to establish the timing of that study group.

For all other candidates, we advise that you put on hold plans for taking the exam until its new content and delivery method are finalized. We anticipate that this information will be finalized by mid to late summer of this year. If you are in the examination pipeline with Headquarters, your two year time limit will be frozen during this transition period and will not count against your test-taking window.

Also, for those who signed up for and began the Fall, 2005 study group, your group fees will be applied to any later study group hosted by the New York Metro Chapter of ISES.

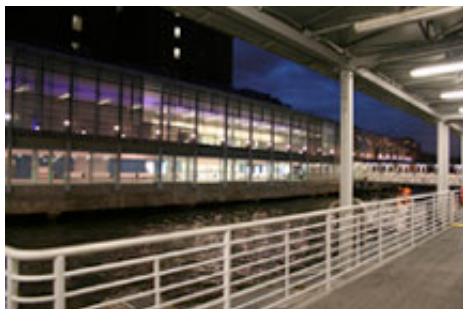
We apologize for any inconvenience this may cause in the advancement of your career certification goals, but we look forward to an examination process that will take the event industry further into the future.

Important Dates to Remember!

MAY 16 – 6:00PM - 9:00PM

ISES NY METRO MAY MONTHLY PROGRAM

**NY Waterway Terminal at Pier 79
At West 38th Street**



ISES New York Metro is proud to bring you another new and exciting venue. The NY Waterway Terminal at Pier 79 is more than just a place to catch the ferry, it's a great space to host an event!

Join us and see how ISES New York Metro takes over the entire space! Cocktails, dancing & networking will kick off at 6:00pm overlooking a great city view. At 7:00pm, take part in a one of many interactive displays and workstations, addressing some of the key areas impacting our ever-changing industry. Then at 7:45pm, set sail for a private ferry ride exclusively for attendees, featuring a private tour of the new Waterway Terminal in New Jersey.

Displays & Work Stations Will Address:

- Event Information Systems
- Tabletop Designs & Centerpieces
- Planning for Picnics & Catering Options
- Drapings for Event Decor & Hardware

How can you get NY Waterway Terminal at Pier 79?

NY Waterway's red, white, and blue buses are hard to miss. These complimentary buses pick up from various locations in Manhattan: 57th Street, 49th Street, 42nd Street, 34th Street, plus uptown and downtown.

For more event information, please go to: www.isesnyc.com

For more about NY Waterway, please go to: www.nywaterway.com



[Click Here to Register!](#)

JUNE



Invitations will be sent out the week of May 15th.

Messages from our Sponsors



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

May Membership Drive

SPREAD THE WORD!

JOIN ISES IN MAY!

Buy one year - get 2 more months FREE!

**No application fee during the drive,
\$50 fee waived!**

**That's ISES for only 94 cents a day.
Less than a dollar a day!**

ISES MEMBERSHIP BENEFITS

- Learn the newest trends in the event industry.
- Reduced registration rate to monthly meetings and conferences and access to cutting edge education.
- Listing in the International ISES online and print resource directory.
- Discounts at Kinko's, Staples, Airborne Express/DHL and more!

For more information about becoming a member of ISES, contact us at info@isesnyc.com or visit www.isesnyc.com. You must join online beginning **May 1, 2006** to take advantage of this offer. To join online, visit <https://www.ises.com/secure/join/>. **Hurry, offer expires May 31st, 2006!**

Renew Your Membership in May

2006-2007 ISES Membership Dues Renewal

The best special event professionals stay on top of industry issues and trends by retaining their membership in the International Special Events Society (ISES). Go to www.ises.com to renew today!

If you renew your ISES membership by May 31st, you will receive a \$100 gift certificate that can be used for ISES Eventworld 2006 education.

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.

