



Congratulations to ISES International for celebrating their 20th anniversary!

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ISES Greater New York Metro Chapter Newsletter May/June 2007

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A Message From Our President:

"I wanna be the greatest, grandest and most fabulous producer in the world!"
~ Leo Bloom, "The Producers"

In the special events industry it seems that everyone, these days, wants to "be a producer." But the question is: who actually is the Producer?

According to *The Dictionary of Event Management* (in conjunction with ISES - Van Nostrand Reinhold, 1996) a Producer is: "A person responsible for the entire live or electronic stage production." *The Dictionary* further defines Event Manager: "The individual responsible for researching, designing, planning, coordinating, marketing, and evaluating an event."

In fact, the 2002 edition of Wiley's *Special Events* elaborates on 15 different established "event management careers" - and then gives itself a disclaimer by stating that the event management industry is fast growing and ever changing - and in greater and greater demand amongst related industries every year - therefore this list will inevitably change and grow to accommodate the rate of change.

One of the greatest qualities of the events industry as a whole is our ability to grow and change with the needs of our clients. To some extent we have been able to accommodate this fast-paced environment because, through associations like ISES, we are connected to an extended network of specialized event professionals who all understand that working together is essential to achieve the goals of the event. However, we are also an over-eager, anything-for-the-sake-of-customer-service, industry. It seems that we are all willing and eager to take on additional responsibilities - that we are willing to be "the producer." You can even take it a step further and see that as the end-user client becomes more educated and aware and wants to be more intimately involved in the process of their event(s) that they in fact take on the role of "Executive Producer." So who IS the Producer?

If you look at the film/television industry, you see clearly defined roles of Producer, Director, etc. These are all respected and specialized professions that work together to



Welcome New Members:

Warren Coyle

On the Move Events

Liron David

Eventique

Kimberly A. Hermann

The Century Association

Heather E. Hickland

Capital District Physicians' Health Plan

David Hulme

Party People Inc.

Marissa Janowski

Mirror Lake Inn Resort & Spa

Janet Kim

Student

Michael Lessing

Lessing's

Catherine Lorenzo

Home Properties

Katie O. Mateicka

Student

Virginia Nguyen

Student

Aram Sabet

49 Grove LLC

Angela Stassi

Barkley Kalpak Associates

Iryna Sukhoyolets

Student

Lisa Wainer

YMCA of Greater New York

Siu Ki Wan

Student

Lynne Wilkinson

ESPN Zone

To join online, visit <https://www.ises.com/secure/join/>. You must join online to take advantage of this offer. For more information about becoming a member of ISES, contact us at info@isesnyc.com or visit www.isesnyc.com. Encourage your colleagues to join! Additional members of your organization can join at reduced rates. Hurry, offer expires May 31st, 2007!

Special Member Renewal Offer:

For any full (non-student) member that renews their ISES membership before May 31st, will receive a \$100 gift certificate that can be used for ISES EventWorld 2007. (*EventWorld 2007 will be held in Montreal Canada and is the industry's premier educational conference – www.ises.com for more information.*)

The fastest and easiest way to renew is to log on www.ises.com. You'll need your ISES membership number.

Just follow these easy steps to renew:

1. On the ISES home page, you will see a login box above the "Quick Links" box. Login using your ISES membership ID number and password.
 2. Once you successfully login, you will see a box labeled with your name above the "Quick Links" box. In this box, there will be a link "Pay ISES Dues".
 3. Click on the link and follow the payment steps. Please be sure to have your credit card on hand to complete your renewal on the ISES web site. ISES does accept checks, but either the invoice or the individual member ID for the renewal must accompany the check to ensure the money is credited to the correct account.
-

Members In The News:

Steve Rothkin, President, Rothkin Entertainment has changed the company's name to Dancemasters Disc Jockey Entertainers.

ISES European Event Conference Scholarship Winner:

by Morgan Steele

On Saturday, April 28th, I left NYC flying Virgin Atlantic, at 8:30am. Little did I know that the environmentally friendly airline practice (not to mention fabulous hospitality), were going to be a theme for the trip. We arrived around 8:30pm and were met by Robert Wright, President of the UK ISES Chapter at Heathrow airport. Jennifer Claire Scott, Patrick Hall and I then joined Jennifer Quinones and Michael Cerbelli, as we headed into London to the Renaissance Chancery Court.

The next morning our group was joined by fellow New Yorkers Warren Coyle and Mike Fiorentino. And Zanine Adams, VP of Marketing for the UK Chapter who is with Visit London. We headed to the park on the bank of the Thames, to the dock for the Silver Fleet. An ISES UK Member, the Silver Fleet recently unveiled their completely renovated *Sturgeon*, available for cruises on the Thames. The boat seats 454 for dinner, serves incredible food, and is truly in a class of its own. We started our journey on deck taking in the sites, passing the second London Bridge (first is owned by a man in Arizona), Big Ben, Parliament, the British Airways London Eye, the Tower of London and Tower Bridge.

We then heard from Amy Watson, Communication Specialist at Sky (the large media company, much like Time Warner in NYC). She spoke on meeting clients' changing needs, with her most powerful recommendation for the future being to *anticipate* a client's needs – managing them and communicating effectively.

The conference then broke into the first of two Master Sessions offered. I sat in on The Future's Bright, the Future Green, presented by John Stachan, Managing Director for Maximillion Events. A Scottish company, Maximillion Events really became involved with corporate social responsibility (CSR) after the development of a new teambuilding product, Eden. Eden is a teambuilding tool which brings in corporate groups and over the course of many days asks them to make choices in real-life, global situations to reduce their environmental impact.

An interesting piece of news discussed in this session is the BSI 8901 – a new policy being implemented in the UK in September 2007, which sets environmental standards specifically for the special event industry. This policy will break down events, instructing professionals how to make greener choices. The BSI 8901 is likely to be used as a model for practices all over Europe, and will hopefully spark other event professionals to develop national and international environmental standards.

Lunch, hosted by The Brewery, featured a variety of stations highlighting cuisine from around the region. We were able to network with many professionals from several countries including Britain, Ireland, Canada, France, and even Africa.

The second Master Class session I attended was entitled Stretching Creative Boundaries. Hosted by Rick Stainton, Events Director for Smyle, Susan Stuart from The Roundhouse, Richard Groves (Past President for the UK Chapter) from Create Food & Party Design, and Richard Moore from Area 51 discussed how each facet of the industry stretch their creative boundaries. Stressing to invite your vendors to the table with your client and bring in the professional opinions of the entire team for an open discussion, allowing you to really tackle all of the challenges and pursue all of the opportunities each provides. Later, we rejoined the entire conference group again in the main room for Michael Cerbelli's Hot Event and Entertainment Ideas 2007.

One of the most interesting sessions of the day was given by Rohit Talwar, Chief Executive of Fast Future spoke about one trends in the marketplace and in the world. Rohit predicted growth trends and he polled the audience with several questions making us think about our industry and what impact we have on the global environment. This session was thought-provoking way to end the conference, and really focus on the theme future thinking.

Parker Macmillian, across the street from The Brewery, hosted the after conference cocktail party. They created an outdoor astro-turf garden area to go with the indoor club environment. Conference attendees and other industry colleagues came together to discuss the conference, and I was able to learn more about the UK event industry. After the cocktail party we had dinner at Rules, established in 1798, and the oldest existing restaurant in London.

On Tuesday, May 1st, Robert Wright escorted us to the Natural History Museum, where Neil, one of the on-site Event Co-Coordinator gave us a tour of their event space. The host of London Fashion Week, the Natural History Museum in London is a fantastic space. One of the most unique spaces is their Earth Gallery, where you can dine under a giant globe sculpture.

The UK Chapter worked with strategic partners to host a private reception on the London Eye. For those of you not familiar, the London Eye is a large Ferris wheel-like structure with individual pods. Each pods holds about 25 people and a trip all the way around (providing breathtaking views of the city) takes you 550 feet into the air – a full revolution takes about 30 minutes. Fantastic views at sunset along with 360 degree maps provided by the London Eye produced great pictures and even better memories.



EventWorld Scholarship Winner To Be Announced:

The ISES New York Metro Chapter will announce the winner of the 2007 EventWorld Leadership & Education Merit Scholarship on June 19, 2007 at the Big Apple Awards Gala at the Smithsonian National Museum of the American Indian.

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 \$843. The scholarship package also includes round-trip travel on Amtrak to Montreal. This year, EventWorld will be held August 16-18, 2007 at the Fairmont The Queen Elizabeth in Montreal, Quebec Canada.

Big Apple Awards:

All fonts to be embedded. All ads must be submitted by Friday, June 8, 2007 with payment in full.

Special headlining entertainment for the Big Apple Awards, Presidents' Ball



Michael Cavanaugh from the Broadway smash hit "Movin' Out"!!

Michael Cavanaugh will be performing a very special concert at the ISES Big Apple Awards on June 19th. Michael was the original star of the hit "Movin' Out", based on the songs of Billy Joel. Michael was hand-picked by Billy to perform all of the vocals and piano in the show and was nominated for the Tony Award for his performance and the Grammy Award for the soundtrack.

Michael and his talented band now perform at high profile corporate and private events. These gifted musicians of course perform several Billy Joel's greatest hits, but mix up the rest of the set with party songs by The Beatles, The Rolling Stones, Elton John, Jerry Lee Lewis, Van Morrison, Lynyrd Skynyrd, Bob Seger, Aerosmith, and nearly any other major artist you can think of.

ISES NY Metro is thrilled to have Michael Cavanaugh and his incredible band join us as we celebrate excellence and achievement in the New York Metropolitan events industry.

And then the Party Continues with SOUND CONNECTION



August 16 – 18, 2007 = EventWorld in Montreal, Canada



To register for the Eventworld, please click [here](#).

August 20 – 23, 2007 = Event Solutions Idea Factory in Florida

Get Involved:

Join a Committee: Programs, Communications, or Membership!

For more information email info@isesnyc.com.

Strategic Partnerships:



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