

And the
Winner Is...”

Tuesday,
November 14th

6:00pm - 9:00pm
Downtown Auditorium



Annual Holiday Party
Tuesday, December 5th

Register Now!

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ISES Greater New York Metro Chapter Newsletter

November 2006

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A Message From Our President

"Winning isn't everything but the will to win is everything."

~ Vince Lombardi, the award-winning name-sake of the NFL Super Bowl trophy

Most of us sit around the television desperate to hear "And the Oscar goes to..." People around the world are glued to their televisions to see which team will wear this year's Super Bowl ring. Winning a Nobel Prize is the world's most prestigious honor in the arts and sciences. Every industry has its own awards programs – they are the benchmarks for success.

Within the special events industry we have a variety of local, national and international awards programs. Some of them are ISES sponsored – the ISES NY Metro Big Apple Awards and the ISES International Esprit Awards – and many of them are publication sponsored. In nearly all cases however, the only way that you can win is if you enter.

I have never won one of these awards. Of course I have never entered any of the competitions either. So, I am going to pay close attention at the November 14th ISES NY Metro program designed to teach ISES members HOW to win awards, WHY it is important for you and your business and WHAT TO DO with the award once you have won it. *I eagerly look forward to the time when I hear "And the award goes to Jennifer Claire Scott!"*

It is not just about the trophy however. It is about your belief that your professional achievements are award-worthy. Having that will to win pushes us forward to achieve new levels of success and accomplishment as event professionals. It helps us gain recognition amongst our peers and give us that extra advantage with potential new clients.

I cannot write the November President's Message without also mentioning Thanksgiving. It is, by far, my favorite holiday of the year. In addition to the wonderful feast (and glorious left-overs!) on the fourth Thursday of the month, I adore the opportunity to spend time with family and friends as we remember how lucky we are to be together. There are so many things to be thankful for.

So this November, I wish you all luck with your 2007 awards entries and I hope that you



Julia A. Adams - alyeraad@jawentures.com
Karen L. Bigman - kbigman@nyc.rr.com
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Corrine M. Swineford - deesummitdesign@aol.com

CSEP

To learn more about the CSEP, please go to: <http://www.ises.com/CSEP/>

London Bridge

The British are coming! The British are coming! From November 7th through the 10th, seven members of the ISES UK chapter are coming to visit us to learn more about the NYC events market. They will be attending the BizBash Expo at Pier 94 on Thursday November 9th, so stop by to meet them and introduce yourself.

Member Testimonial

"I have been a member with ISES for the past three years and can not begin to tell you the benefits we have received from our membership. In all my years I never thought I would be able to provide services for the NYC Marathon but it has happened by networking through ISES."

Warren Sims
At-Risk Protection & Investigations

* At-Risk Protection & Investigations has been a generous sponsor of ISES NY Metro, providing security service for the 2006-2007 calendar year!

October's Program

In October, the ISES NY Metro chapter took a huge step to keep up with evolving event

chocolate and lemon cakes, leaving everyone satiated by the food and energized by the program. Guests were introduced to a new top restaurant along with an increasingly trendy food concept, had a wonderful opportunity to network with peers, and learned important steps to take to "Go Green."

Heather Van Dusen – Event Planner of the Month, iStar Financial



Below please find five useful websites from the handout created for the event. For a full listing, please contact Ilene Levy, ISES NY Metro, Executive Director.

- Tree Hugger: www.treehugger.com
Tree Hugger is a fast-growing web magazine, dedicated to everything that has a modern aesthetic yet is environmentally responsible.
- Green Events: http://greenstarinc.org/green_events.php
Green Events is a Green Star program designed to assist special events in reducing waste and recycling.
- Green Meetings Industry Council: <http://www.greenmeetings.info/>
The Green Meeting Industry Council is leading the meeting industry in improving meeting management by supporting collaboration and the development and dissemination of **resources and opportunities** that improve the environmental performance of meetings and events.
- Cleaner and Greener: <http://www.cleanerandgreener.org/eventcertification/index.htm>
The Cleaner & Greenerism / Health & Climate Care Program makes it easy to offset the pollution caused by an event and make it Certified Cleaner and Greener.
- SpaceShare: <http://spaceshare.com/planner/>
SpaceShare develops *environmental logistics and networking tools* for large gatherings: we help people share and save resources while building community.

Industry News

IAEM (International Association of Exhibition Managers) is having a "Behind the Scenes" tour at the BizBash show at Pier 94. ISES Members are invited to join IAEM for this unique experience and can register at the IAEM Member Rate. Click on the link below for

To register Click on this [link](#).

Stop by the ISES NY Metro Booth at the BizBash show!

Stop by booth # 708 to learn more about ISES, our membership, our upcoming events & much more! Join ISES while at the Expo and we will offer you the pro-rated membership rate (December 1, 2006 through June 30th) and waive the \$50 application fee! Anyone who fills out a membership application at BizBash will be entered in a raffle. Already a member? Just stop by to say hello!

Please also join us for the ISES NY Metro Coffee Break at the Expo, 3:00pm – 4:00pm!

Save the Dates

Join the ISES New York Metro Chapter on **Tuesday, November 14, 2006**, as we present an evening of "how-to's" and "why-do's" regarding submitting your events as candidates for industry awards. Learn why it is important to enter awards programs and how to enter them.

The evening's Master of Ceremonies will be the award winning **Michael Cerbelli** of Total Entertainment. Sit down to a full dinner provided by Neuman & Bogdonoff and join the ISES family of experts and professionals as they share key tips and advice.

Panelists:

Richard Aaron, CSEP, CMP – BizBash Event Media

Jaclyn Bernstein, DMCP – Empire Force Events

Keith Fernback – Grand Central Marketing

Simone Mets – Impressive Events

When: Tuesday, November 14, 2006
6:00pm – 9:00pm

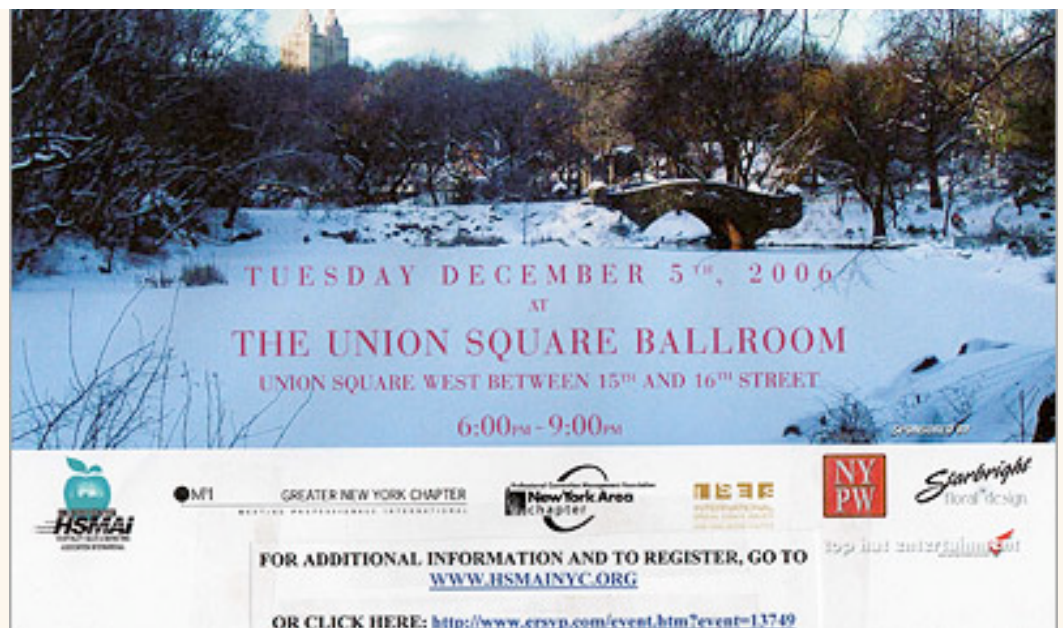
Where: Downtown Auditorium
41 Broad Street
New York , NY 10004

Cost: \$35

Please note: Pre-registration is required as space is limited.

This is a member's only event for you and colleagues from your company. Remember, you can't win the race if you don't enter!

For more information and to register for the event, please click on this [link](#).



To register for the Holiday party, please click on the link below:
<http://www.ersvp.com/event.htm?event=13749>

December 6, 2006 = The ISES New Jersey North Chapter's Holiday Party

January 9 - 12, 2007 = The Special Event in Los Angeles, CA

January 23, 2007 = NY Metro Chapter Education Program

March 10 - 11, 2007 = Northeast Regional Education Conference



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

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



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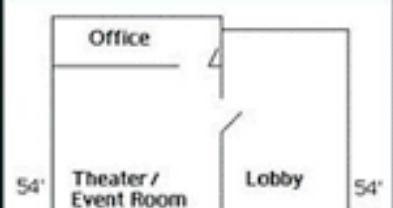
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BiZBash

For more information on the latest industry trends
check out BizBash online.

www.bizbash.com