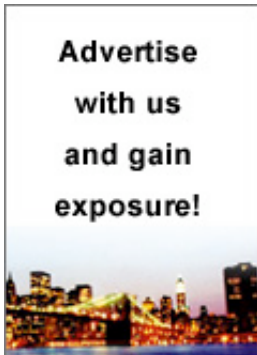




What's Happening in New York City's Event Industry? This month's E-Newsletter from the New York Metro ISES Chapter brings you informative articles, schedule of events, press releases and much more to keep you in the know!

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PRESIDENT'S MESSAGE

Thanksgiving has passed and the festive winter holidays are upon us. I look back at the past 5 months and realize how fast time moves. The ISES board has been making good use of time: We have passed the 200 member mark once again as our chapter continues to grow. With the hard work of Jennifer Scott and Ilene Levy we have completed our new policies and procedures manual as required by ISES International. We have approved our new by-laws which should be posted online this month. Over the next few months we will concentrate on programs that will educate, excite and inspire you. Please email us your suggestions: info@isesnyc.com.



Make the most of your membership by getting involved. If you are interested in joining a committee please email us: info@isesnyc.com.

Our Web site is regularly updated, www.isesnyc.com. Here You will find a wealth of information from specific members contact information to our yearly calendar. You can also check out what's going on in our sister London Chapter. If anyone has a chance to visit London, I highly recommend visiting our ISES friends by attending an ISES UK meeting. I found the experience well worth it and hope you take the opportunity to do the same.

Also remember: ISES Eventworld® 2006 - An Institute for Professional Development, August 24-26, 2006 at the Sheraton Waikiki, Honolulu, Hawaii. This is the premier continuing education event for the special events industry. You will improve your skills and knowledge at this international conference. You will be inspired and motivated by new, fresh ideas. You will meet other event professionals from around the world who share your passion for excellence.

This coming March the ISES REC (Regional Education Conference) will be hosted by the Hampton Roads, Virginia Chapter. Stay tuned for more details.

Lastly, remember the joint ISES, HSMIAI, MPI and PCMA Holiday event this December 14th. This annual event is a "see and be seen" by all event and you don't want to miss it!

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Sincerely,
 Carmen Tomassetti
 President, ISES NY Metro
 CEO, World Entertainment Productions
www.WorldEntertainment.ORG

THE ISES ONLINE MEMBERSHIP DRIVE BEGINS DECEMBER 1ST!

Join now and save!

- Membership Drive Dates: December 1, 2005 – December 31, 2005
- Application must be done ONLINE to receive Waived Application Fee of \$50
- Pro-rated Dues Fee
 - \$199 Members and Corporate Primaries
 - \$149 Non-profits and Corporate Additionals
- The ISES member who sponsors the most new members during the month of December will win a FREE Education package to ISES Eventworld 2006 - An Institute for Professional Development in Hawaii!

To take advantage of these savings go to www.ises.com to join!

NY Metro ISES CSEP Study Group is in Session!

For those of you who made it to the introductory meeting, thank you for taking the time to learn about the study group and see if it is an opportunity you want to take advantage of. I look forward to seeing some of you at the first official gathering of the group.

For those of you who could not make the meeting, we discussed the following items:

- The CSEP designation and the format of the CSEP (Certified Special Event Professional) exam. For more information on this, please visit <http://www.ises.com/csep/> to learn about ISES, CSEP and the exam. Please note that you do not have to be an ISES member to sit for the exam, to attend the study group or even to be a CSEP. The next exam is being given in January at The Special Event tradeshow in Dallas, TX and the next in March in Virginia Beach at the ISES Northeast Regional Education Conference.
- The purpose of the study group is to prepare for taking the exam. Think of it like the Kaplan study group for the SAT's. This study group will be instructional in how to prepare for and take the CSEP exam. You do not have to be enrolled to take an exam to sit in on the study group. Although the closer to an exam date you are, the more fresh the material will be. THIS IS NOT AN EVENT PLANNING COURSE.
- The group will meet for 8 weeks, based on participants' and the study group coordinator's schedules. The attempt is to complete a majority of the coursework by the March 2006 exam. However, there is an option to have a NY area exam based on our own time table should there be at least 5 candidates who wish to sit for the exam. This may be April or May of 2006. Meetings for the study group are from 6-7:30 PM. They will be every two weeks until the new year (with some weeks off for holidays) and then they will be meeting weekly. The group will meet at Empire Force Events (see address below in signature). This group is being led by myself. Each week, participants who have signed up and paid for the study group will RSVP their attendance. We then follow a previously outlined agenda. At the conclusion of each session, we will determine the next meeting time, hoping to keep as close as possible to a regular schedule. All sessions are based on adult learning. There is not a

lecture format but a discussion format. Everyone is responsible for their own workload and there is no grading.

The fee is \$50 for members, \$60 for non-members to attend the 8 sessions. Half of that fee is refundable if participants apply and take the CSEP exam within one year of the conclusion of the study group.

- Please read the section on the ISES CSEP website on Enrollment Points Accumulation as you must have accrued a certain # of points of experience before enrolling. This sometimes is an indicator as to whether one wants to sit for the study group or not.

The First formal meeting of the Fall/Winter CSEP Study Group has already taken place, Should you wish to find out more information on the group, please contact Kevin White, CSEP at 212-924-0320 x102

NY METRO ISES MASTER CLASS

The **NY Metro ISES Master Class** has been rescheduled for March. This is a class for everyone, but in particular for those in our industry for a few years. Look for an announcement on the NY Metro ISES website, www.isesnyc.com, in our newsletter and your "in-box."

IT'S NO JOKE!!



If you missed our November Program at **Comic Strip Live!** you missed a great networking opportunity and some fun. Besides our speaker, and three professional comedians, we were "privileged" to hear standup from Prez Carmen Tomasetti and member Joy Feliciano. Well, maybe Carmen and Joy should stay with music and events after all!

December

ANNUAL HOLIDAY CELEBRATION



Open bar and hors d'oeuvres.

"Winter Reflections" Holiday Party with **MPIGNY, HSMIAI, ISES, PCMA.**

Join your industry colleagues for cocktails and hors d'oeuvres to celebrate the holiday season at the magnificent Millstein Hall of Ocean Life at the American Museum of Natural History.

We will be collecting holiday gifts for the Children's Hope Foundation. Please bring an unwrapped present for a boy or girl 10 years old and older. Thank you for your support.

Date: Wednesday, December 14th, 2005
 Time: 6:00 pm - 9:00 pm
 Place: Hall of Ocean Life-American Museum of Natural History
 Central Park West at 79th Street
 Cost: Members (Pre-Registration) \$65
 Members (after 12/9 or On-Site) \$75
 Non-Members (Pre-Registration) \$95
 Non-Members (after 12/9 or On-Site) \$105

Register Now!

January

TEAM BUILDING THROUGH DANCE

The "Team Building Through Dance" corporate program stimulates growth, builds confidence, enhances communication and shapes personal relationships in any working environment by using dance as the vehicle. Partnership dance challenges your ego, presses your mind to think beyond the workplace and inspires a team to work to their full potential.



Date: Tuesday, January 17, 2006
Time: 6:00 pm - 9:00 pm
Place: Soho Dance Studio
Located At 598 Broadway At Houston
Cost: Members (Pre-Registration) \$35
Members (On-Site) \$45
Non-Members (Pre-Registration) \$50
Non-Members (On-Site) \$60

More details to come!

ISES NY METRO WELCOME TO NEW MEMBERS

Karin Burroughs, Director of Private Events
Le Bernardin

Diana Hannan, Advancement Event Coordinator & Corporate Outreach
Stonny Brook University

Brenda LaManna, Owner
DamselFly Designs

Rosann Levy
Soho Dance

Greg Mazza, VP Marketing & Sales
USPA Inc

Leslie Nilsson, Owner
Sage Events/Cafe St. Barts

Victoria Steel, Student

Angela Cappiello, Director of Membership and Special Events
Building Owners and Managers Association of Greater NY (BOMA/NY)

Austin Cleary, Director of Event Sales & Planning
NJ PAC

Warren Coyle
On the Move Events

Daniel Garcia, President/CEO
Salsa Caterers of Special Events

Gerry Herrmann, President
Ovation Event Planning

Stephen Hillanbrand, CEO
Amusitronix

Kristen Mitchell, Associate Director
American Museum of Natural History

R. Fleming Patterson, Student

Iris Rosin, Owner
Iris in Design

Dana Scalion
Dana Scalion

Ted Martinez, Student

MEMBER NEWS

Mark Zettler and his team at Life 'O The Party supplied those balloons you saw at the Macy's Thanksgiving Day Parade. No, not the characters, but the fantastic helium balloons. They numbered somewhere around 14,000! www.LOTParty.com

Speaking of Macy's, Pat and Vince Ahaesy and their team at P&V Enterprises have been working with Macy's East producing several in-store fashion shows. www.pnventerprises.com

Our members are really involved with the world's biggest department store. Mitch York and Maui Wowi Hawaiian Coffees & Smoothies will be part of the magic of the season. They've been invited by Macy's Herald Square -- their flagship store on 34th Street and Broadway -- to host a special product demo in The Cellar at Macy's on December 10. www.coffeesandsmoothies.com

Gil Aldad, President of PBG Event Productions has great news. *BiZBash M&C Magazine* Meeting and Event Style Show, unveiled *What's Next?* as this year's hottest products in the industry.

What's Next **Best of Show** was awarded to *PBG Event Productions* for **LEDdecor**, a battery-operated, remote-controlled, color-changing LED light. Its unique design enables the user to create an environment without any electrical costs or wires while minimizing labor and set up time. It also allows for a broad spectrum of lighting designs for any event all at the touch of a button. www.PBGEventProductions.com

FIVE QUESTIONS FOR ISES NY METRO MEMBER TONY TIMMS...

1. **WHO are you?**

Allow me to introduce myself, Anthony Timms, most know me as Tony. I hail from the UK and I am fortunate to be a long term member of the most exciting industry ever. Prior to joining VOK DAMS North America, I have placed Pavarotti and a President on stage, worked at most of the historical Royal Palaces including the Changing of the Keys Ceremony at the Tower of London and was the Technical Producer for the Ryder Cup in Valderamma, Spain.



2. **WHAT does your company do?**

As a global strategic leader in live communication and experiential events, VOK DAMS provides the stimulus for marketing concepts, designs and production of events for automotive, cosmetic and IT clients.

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

According to recent industry surveys, Vok Dams is rated amongst the Top Three of the world's leading event and creative agencies. The scope of our work involves many levels of suppliers and contractors who are key factors in producing high level events, product/press launches and corporate conferences.

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

I was introduced to ISES at the Phoenix Special Event Conference in 1995. After returning to London that same year and becoming the ISES Founding President for the UK, I knew that ISES was the global front runner for the international event community.

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

ISES provides an ease in international communication, industry guidance and support and a very special network connecting dedicated professional colleagues. It has brought together many members as event teams in producing some of the world's most recognized events through its continuing education, awards program and certification programs.

www.vokdams.com

Business Builder

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
2. Repeating rather than introducing your resume
3. Overuse of the word "I"

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

Career Coach - Resume Writer

Find more job-search tips and resume samples at: AlphaAdvantage.com

Email: Deb@AlphaAdvantage.com

