



"A Night of Entertainment!"

Tuesday, Nov. 15th
Register Now!

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

Annual Holiday Celebration
December 14th
Register Now!

I was excited to see yet another great turnout for "Share Your Horror Stories" at 26 + Helen Mills Theater. I would like to thank CORT Furnishings, P&V Enterprises, DJ Ahimsa, Butterfield Market and especially Helen Mills herself and her wonderful staff at the theater.

The evenings discussion panel consisted of Jaclyn Bernstein of Empire Force Events, Vincent Ahaesy of P&V Enterprises and Brian Winthrop of Big Wave International. Board member Michael Cerbelli of Total Entertainment led a lively discussion with many great topics related to how things can go wrong AND what to do to avoid any event pitfalls. The panel was received with such great enthusiasm by the audience that the session went over the allotted timeframe.



The NY Metro Chapter of ISES offers many educational and Networking events throughout the year. But the best way to fully realize the potential of your ISES membership is to get INVOLVED. Your interaction with other members as a committee member will help build relationships which will help you learn and prosper. There is no substitute for the trust that comes out of the potential relationships that await you. Please consider joining a committee - all you have to do is send a simple email to: info@isesnyc.com.

As our industry continues to grow and prosper, there has never been a better time to get your Certified Special Event Professional (CSEP) accreditation. The CSEP is one of the educational benefits of ISES. A formal study group for the CSEP examination is being put together by the New York Metro chapter to help you attain this important CSEP certification. For more information please contact Kevin White, CSEP, Study Group Facilitator at kwhite@empireforce.com.

Our next chapter program will show you how you can laugh and learn at the same time. On November 15th, join the NY Metro chapter of ISES at Comic Strip Live located on Second Ave. between 81st & 82nd Street in Manhattan for "A Night Of Entertainment!" In addition to some of Comic Strip Live's hysterical comedians, the program will feature a discussion about alternative venue production with Carl Freed of Trevanna Entertainment. Please join us to laugh and learn. I know you're serious and I'm not joking, you don't want to miss this great event on November 15th.

Sincerely,
Carmen Tomassetti

Advertise with us and gain exposure!

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November

A Night Of Entertainment

Join us at the funniest venue around, Comedy Strip Live! Comic Strip Live is the longest running stand-up comedy club in New York City, birth place of comic greats, such as: Jerry Seinfeld, Eddie Murphy, Adam Sandler and Chris Rock. This "Night of Entertainment" will not only include a line-up of several comedians but will also feature special guest speaker Carl Freed of Trevanna Entertainment. Carl Freed is known as the man who changed the fabric of the New York concert scene. Trevanna Entertainment is a company that provides consulting services for live musical events. Learn more about web casting, producing concert tours, major events, riders and securing corporate sponsorships.

Date: November 15, 2005

Time: 6pm - 9pm

Venue: [Comic Strip Live](#)
1568 Second Avenue

(between 81st & 82nd)

Cost: Members (Pre-Registration) \$35
 Members (On-Site) \$45
 Non-Members (Pre-Registration) \$50
 Non-Members (On-Site) \$60



Food, an open bar, several comedic performances and a special guest speaker all included in this great registration price. That ain't nothing to laugh at! So join us!

Register Now!

About Carl Freed, CEO Trevanna Entertainment

For over a decade Carl Freed was senior vice president of business development for the concert promotion firm Metropolitan Entertainment. During this time, he secured a 25-year exclusive agreement with the Hammerstein Ballroom in New York that according to one industry executive "changed the fabric of the New York concert scene forever"; secured for Metropolitan the first-ever U.S. arena/amphitheater Backstreet Boys tour in 1998; developed a corporate entertainment division; developed and maintained sponsorship for Metropolitan's venues and tours; developed Metropolitan's hip-hop business that led to a partnership in Dream Team Tours and promoted "Up In Smoke" featuring Dr. Dre, Snoop Dogg, Ice Cube, Warren G and Eminem -- one of the most successful tours in its genre; negotiated the largest web cast contract in history for Woodstock 1999; and led Metropolitan into the digital age by creating and overseeing www.concerthotline.com.

In December 2002, Carl opened Trevanna Entertainment, a company that provides consulting services for live musical events. For the last three years Trevanna Entertainment has produced Hot 97's Summer Jam at Giants Stadium featuring Eminem, 50cent, Kanye West, Nelly, Nas, Lil Kim and other major hip hop acts. It has been the most attended and the largest grossing Hip Hop Show in History. Trevanna, in a joint venture with Spa Records, created AVE (Alternative Venue Entertainment). In 2003 and 2004 AVE produced a unique concert tour that plays exclusively at summer sleep-away camps. Headlined by up and coming stars Skye Sweetnam (Capitol Records) and Fefe Dobson (Island/Def Jam Records) "Camplified" was hailed as "the most exciting thing to hit summers camps in over 90 years!"

Carl is also managing director of the Independent Promoters LLC. This company is a collection of the largest independent concert promoters in North America who have come together to produce concert tours, one time major events and use their combined efforts to secure corporate sponsorships.

Carl lives in New Jersey with his two young children and wife Jennifer.

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!

ISES NY METRO WELCOME TO NEW MEMBERS

Karin Burroughs, Director of Private Events
Le Bernardin

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

Brenda LaManna, Owner
Damsely Designs

Rosann Levy
Soho Dance

Greg Mazza, VP Marketing & Sales
USPA Inc

Leslie Nilsson, Owner
Sage Events/Cafe St. Barts

Victoria Steel, Student

MEMBER NEWS

Nancy Kitchen, of **The Flower Loft**, one of the most internationally renowned floral designers and a member of our chapter is sharing with us, this exciting news -- she was one of only 12 Floral designers from the US invited (all expenses paid!) to study with the Flower Council of Holland.

Nancy has designed and executed floral design for events, worldwide. Congratulations on this honor.

Penny Arnold, formerly Director of Special Events at The Chapin School has moved to **The New York Botanical Garden** as Director of Special Events Development.

Kyla Schwartz suggests for you...or your clients who speak at events you plan.

Offer coaching to clients as a bonus or incentive in your event proposal.

Make more of an impact and feel more confident in your speeches, presentations, and corporate videos. Kyla can help speakers create an effective, enjoyable communication and deliver it naturally --anxiety-free. You will connect with your audience, convey an authentic and powerful message, and even enjoy the coaching process!



Use coaching for conferences, events, product launches, media interviews, etc. She also writes and/or edits presentations, speeches and proposals.

Please call or email so Kyla can suggest how she might best help you or your clients with their communications needs.

Kayla@kaylaschwartz.com
 (212) 580-4787



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.

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mitch@coffeesandsmoothies.com.
<http://www.coffeesandsmoothies.com/caterers.html>.

DATES TO REMEMBER

January 10 - 13, 2006, Dallas Convention Center – The Special Event,
<http://www.thespecialevntshow.com>

June 21 – NY Metro ISES Big Apple Gala at Cafe St. Barts

August 24-26, 2006 - ISES International Eventworld – Honolulu, Hawaii
 Sheraton Waikiki More information at www.ises.com.

Did you produce a great event? Provide great entertainment? Do a fabulous catering job? Design an event to die for? Create table top décor that was over the top? Did you do something fabulous or unique for a very low budget, bringing out all that creativity at The Special Event. Did you work out all the technical logistics to be sure that all those wonderful ideas come together?

If the answer is yes to any of these, then look into submitting an entry in either the NY Metro Chapter Big Apple Awards or ISES International's Esprit Awards. Start thinking about these, and documenting your events, as entry rules for both will be published very soon.

APEX

Are you aware of the APEX Initiative?

The Convention Industry Council's 30 member organizations represent more than 100,000 individuals, as well as 15,000 firms and properties involved in the meetings, conventions and exhibitions industry.

APEX is...The **A**ccepted **P**ractices **E**xchange. APEX is an initiative of the Convention Industry Council bringing together all stakeholders in the development and implementation of industry-wide accepted practices to create and enhance efficiencies throughout the meetings, conventions and exhibitions industry.

Some of the results of accepted practices implementation will be:

- Time & Cost Savings

- Eased Communication and Sharing of Data
- Enhanced Customer Service
- Streamlined Systems and Processes
- Less Duplication of Effort and Increased Operational Efficiencies
- Better Educated, More Professional Employees

In short, accepted practices will make the industry more efficient, freeing up valuable time to devote collaborative energies to broader, more pressing industry issues. Can you imagine what you would do with more time to think creatively, less repetitive work to complete, and better relationships with your customers and suppliers?

GET INVOLVED IN ISES.

What is a Strategic Partner? How can I become a Strategic Partner? How can I advertise on the ISES website or the ISES E - Newsletter?

Email: info@isesnyc.com

Would you like your byline on our E Newsletter? Contact Pat Ahaesy,CMP, CSEP :
pahaesy@pnventerprises.com

Attend ISES Meetings, join ISES, Get involved, interact with other members, network, make friends, get new business. Sound good? Try it !!

Check the NY Metro ISES website at: www.isesnyc.com. There are several committees that would love to have you join their efforts:

- Program
- Communications
- Membership
- Finance
- Gala
- Big Apple Awards

