



"E-VENTS" NEWSLETTER "E-VENTS" NEWSLETTER

**"How To
Incorporate
Green Into
Your Events"**

Tuesday, October 17
at
Pure Food and Wine

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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!

ISES Greater New York Metro Chapter Newsletter

October 2006

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A Message From Our President

**"The planet is seriously out of balance. It's time to
change to save our future."**

~ Queen Latifah at the 2006 MTV Video Music Awards in NYC.

In the most recent MTV poll of 13 to 24 year-olds in the United States, the environment raked #1 as the most important problem that their generation will have to deal with. A full 81% of those polled said that immediate steps need to be taken to counter the problems the environment faces.

It is noteworthy that it is the environment that is of greatest concern. Not the economy. Not health and diseases. Not even terrorism and war. This primary concern of the next generation is highlighted by



the popular success of movies such as Al Gore's "An Inconvenient Truth," the choice of *National Geographic* magazine to dedicate an entire issue to the subject of conservation, and even the celebrity-support of trends such as hybrid cars.

So what can we, as an industry, do to contribute to conservation and advance environmental preservation? How can special events professionals "change to save our future"?

As with any new trend, our first step to educate ourselves and our second step is to educate our clients.

I am very proud of the fact that ISES NY Metro has chosen to acknowledge this new trend and address the seriousness of the issue. Our October program will focus on "Green Events" and will present a panel discussion providing information on how to incorporate environmentally friendly elements into the event experience.

In addition, I encourage you to check out the various web site resources listed below. And I ask that as you begin to work on your next project, please re-think how you can reuse, recycle, and renew to contribute to environmental preservation.

I look forward to seeing you all on October 17th as we "**Think Green - Feel Green - Eat Green - Smell Green - Go Green.**"

Jennifer Claire Scott
President, ISES NY Metro Chapter
JCS5172@aol.com

Links for web resources:

<http://www.epa.gov/oppt/greenmeetings/>

<http://www.greenmeetings.info/>

http://www.conventionindustry.org/projects/green_mtgs.htm

http://greenstarinc.org/green_events.php

<http://www.cleanerandgreener.org/eventcertification/index.htm>

http://www.mpiweb.org/CMS/uploadedFiles/Research_and_Whitepapers

ISES New York Metro Welcomes New Members

We'd like to welcome the following new members to our chapter.

Allison Bregman - Hilton Rye Town - allison_bregman@hilton.com

Nicolette Carney - Student Member - nococarney@hotmail.com

Judith Chauarria - Abella Events - info@abella-events.com

Ann Dean - Joe Torre Safe At Home Foundation - ann@joetorre.org

Julie Heath - Briggs - jheath@briggsnyc.com

Mark Hoch - M.A. Hoch.com - Mah140@earthlink.net

Wendy Hubbert - Fourth Wall Events - wendy@fourthwallevents.com

Ayanna Ifill - Ifill, Thomas & Associates - ayanna@ifillthomasevents.com

Caitlin Landers - Student - Clan0822@brockport.edu

Meghan McKee - NY Ice Sculptures/Okamoto Studio LLC - meghan@okamotostudio.nyc.com

Rori Montali - Student - Rorimontali@aol.com

Maria Scoloveno - Marriott Marquis New York - maria.scoloveno@marriot.com

Jennifer Staikos - The Ridley Group, Inc. - Jennifer.staikos@theridleygroup.com

Maureen Thomas - Ifill, Thomas & Associates - maureen@ifillthomasevents.com

NYC Event Associations

On September 7, 2006 Richard Aaron, Chairman of the Center for Events & Hospitality, along with Jennifer Claire Scott, President of ISES NY Metro and Russ Ebersole, President of Greater NY MPI, gathered the Executive Committees of NY event associations to strategize and brainstorm ways we can partner together to have a greater impact on this industry and our memberships.



Back Row: Fred Seidler, VP-Membership, ISES; Richard Aaron, CSEP, CMP, President, Bizbash; Russ Ebersole, President, MPI; Middle Row: Jennifer Quinones, CSEP, VP-Communications, ISES; Jennifer Claire Scott, President, ISES; Tom Travers, President, HSMAI; Jessica Boykin, CMP, Vice President-Finance, MPI; Front Row: Joel Dolci, Executive Director, NYSAE; Christine Zahn, Chairman, IAEM; Frank Dee, Vice President-Programs, HSMAI; Samantha Bowerman, CMP, President, PCMA; Jeff Fagan, CMP, CASE, President-Elect, PCMA; Mondell Sealy, President-Elect, MPI.

Chapter Logo And Branding

Please be sure you proudly display the ISES member logo on your emails, websites, business cards and marketing materials. All ISES Members may download the new ISES member logo from www.ises.com. Please have your ID number and password ready to access this page.

CSEP

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

London Bridge

Hello from London

It has been a very long, but welcome, summer here in London which seems to have lasted from early April right through until the end of September. However, autumn (or fall to you) is now firmly upon us with shorter days, cloudy skies and the trees in Hyde Park beginning to turn golden brown.

This is also the time when the event industry in London begins to prepare for its busiest period; Christmas. Christmas Parties are big business here, with tens of thousands of people enjoying the corporate Christmas spirit, making London the world's party capital.



Towards the middle of November, to support the hundreds of traditional venues in London, temporary structures will begin appearing across the city to provide the locations for staff from Banks, Law Firms, Ad Agencies and all manner of corporate party animals

to eat, drink, dance and generally embarrass themselves throughout December. At the same time, Caterers, Event Designers, Florists, Production Companies and Entertainment Agencies will be at full stretch trying once again to make their clients say those immortal words "that was the best Xmas party ever".

Whilst we share many things, I know that in New York your Christmas season is very different. That's why I believe the partnership we have established through ISES is so valuable, and provides us so many opportunities to learn more from each other.

I look forward to meeting as many of my ISES friends as possible when I visit with some of my ISES colleagues from London to attend Biz Bash in November. As always, it will feel like coming home.

Finally, many congratulations to my good friend Michael Cerbelli for his incredible fund raising efforts for Multiple Sclerosis which I was delighted to support, we are all very proud of him and I know you are too.

See you in November.

Robert Wright
President of the UK Chapter

Student Council

As a student member myself, I have been asked numerous times why it is important for students to become members of the International Special Events Society. My answer is simply saying that ISES is a great organization to belong to. But you should not join just to say that you are a member, you should join and really put yourself out there. What you put in to ISES is what you are going to get out of it.

Ever since the first day that I joined ISES as a student member last year, I got involved with the monthly meetings right away. By doing so, it got me to the position where I am today. Since then I have had many wonderful opportunities to freelance for different members/board members of the ISES NY Metro Chapter due to my involvement. So I know it is important for all students to get strongly involved with ISES to seek opportunities in the event planning profession.

To all Student members: It is very important to really put yourself out there and get involved with the ISES organization. Remember, what you put into it, is what you will get out of it.

Carolann Treacy
Co-Chair of the ISES Student Council

Member Testimonial

When people ask why I am a Member of ISES, I say, "because you have every event resource you could possible image." I just produced a large all day (3 day) conference which entailed several track sessions with an exhibit hall component and a awards ceremony each night. I used several of my fellow ISES Members to help me pull this off. I reached out to Members for décor to registration help. From something as whimsical as custom cocktail napkins (thanks Zak & Company) to something as serious as event security (thanks Troy Security). And elements such as colorful florals (thanks Florisan) to pop-up booths (thanks Resavue). ISES can truly be a one-stop shop but more than that, it's comfort in knowing you are dealing with true professionals.

Jennifer Quinones
VP of Communications

5 Questions For A Member

Morgan Steele

WHO are you? I am the Event Marketing Director for Union Square Group.

WHAT does your company do? My company provide full-service event production, but we specialize in custom scenery and staging and holiday decor. If you can dream it, we can build it. We work with a variety of clients in fashion, nonprofit, television, theater, corporate, retail, entertainment, and more.

WHERE does your company fit into the overall industry? We are a vendor to fellow event planners, providing consultation and full-production for all scenery, staging, and lighting needs. You may have seen our work at this year's Big Apple Awards, our Moorish archways graced the entrances of Cafe St. Bart's! If you need an elaborate winter wonderland set or a custom screen-surround, we can provide that and everything in between.

WHEN did you become an ISES Member? I became an ISES member as a student in early 2004. I was spending a semester interning at The Smithsonian in Washington, DC. My supervisor was in the George Washington University Masters program and recommended I look into the Event Management Certificate program. I started taking courses that April and Bill Knight (Events by Knight) encouraged me to join ISES. Since then I have been somewhat of a nomad - a member of the Syracuse chapter for 1 year, then the first student member of the New Jersey South chapter, and finally finding my home with the New York Metro chapter.

HOW does being an ISES Member affect you and your business efforts? Becoming an ISES member truly changed my life. I joined during my junior year of college, a crucial point for making life and career decisions. I was fully exposed to all that the event industry had to offer. I became what someone recently referred to as "an event junkie." I



read everything I could get my hands on relating to events; and read so many back issues of BizBash online that my eyesight started to fade. I was welcomed with open arms in ISES, whether it was a chapter meeting, a REC, or Eventworld. The ISES members I meet are always welcoming. When I graduated from college I attended a cluster of ISES meetings – in one month, the Philadelphia, NJ North, NJ South and NYC Metro meetings. Each meeting was a gateway to people who helped me refine my search, pointed me in the right direction, and coached me in my career goals. I met Jennifer Claire Scott at the NJ South meeting and she helped me to focus my elevator speech for the NYC meeting, which led to several interviews and finally my current position. ISES took my activities and my major in college and helped me focus it into a set of skills applicable in this industry. ISES showed me the sense of professionalism that exists within our industry. I encourage every planner and aspiring planner I meet to join ISES, it truly is the reason that I have my foot in the door of this industry.

Members In The News

Our very own Michael Cerbelli, Operations & Creative Director of Total Entertainment will be speaking at the following Chapters...On October 12th at ISES Minneapolis and on October 19th ISES Orlando.

Save the Dates

Please join us on Tuesday, October 17, 2006 at *Pure Food and Wine*, New York City's premier raw foods restaurant (located at 54 Irving Place), for "**How To Incorporate Green Into Your Events.**"

Did you see *The Inconvenient Truth*? Do you want to know what you can do to make the event industry more environmentally friendly, to reduce global warming, and to help preserve our planet?

This is one ISES – New York Metro Chapter meeting you cannot afford to miss! This event will feature a panel of green speakers. Network with your peers and discover easy tips you can implement to take "**green**" into consideration in your decision-making process:

- Green your shopping list
- Green your vendor list
- Green your venue
- Green your clean-up
- Green your food

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

Other Important Dates:

November 9, 2006 - BizBash M&C Meeting and Event Style Show

November 14, 2006 - NY Metro Chapter Education Program

December 5, 2006 – Joint Industry Holiday Party

January 9 – 12, 2007 - The Special Event

January 23, 2007 - NY Metro Chapter Education Program

March 10 – 11, 2007 - Northeast Regional Education Conference



March 25 – 29, 2007 - Exhibitor 2007

Calls to Get Involved

Join a Committee: Programs, Communications, or Membership!

For more information email info@isesnyc.com.

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