



"SHARE YOUR HORROR STORIES"

Tuesday, Oct. 11th
26 + Helen Mills Theater

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

Dear ISES NY Metro Members,

I am excited to tell you that our last event at the Marriott East Side was our largest attendance event to date. There were 161 event professionals in attendance. If you were not there you missed a GREAT networking opportunity.

You absolutely don't want to miss our October event on Tuesday, October 11th from 6:00 - 9:00 pm at the 26 + Helen Mills Theater. In keeping with the season, our program is called Share Your Horror Stories. We have a panel of our member event specialists who will share how to deal with situations when things don't go as planned. The only thing to be afraid of is not attending this event and missing out on an incredible educational program.



(Don't forget: Please spread the word that only members can attend unlimited chapter events at the discounted registration member rate.)

Hurricane Relief:

If you have visited our International web site recently, you have seen a link to: <http://forum.specialevents.com/katrina>. This is where ISES International suggests we donate our dollars for those seeking to help the members of our Event Specialist Family who have been affected by the recent storms.

Sad News:

Our hearts go out to Meryl Hillsberg who recently lost her mother. Meryl is an ISES NY METRO Past-President who has donated many years of her time and talent to our chapter.

New Logo:

Have you seen our new LOGO? ISES has gone through an exciting re-branding process. Please visit our chapter web site www.ISESNYC.com to view our new chapter logo that is consistent with the ISES International logo.

Membership Cards:

Along with the new logo is our new membership year, which means new membership cards. ISES Headquarters has told me that they should all be printed within the next month, so expect yours in the mail soon.

Remember:

You learn and grow by the relationships that you build. When you build relationships you build trust. This is all accomplished by getting involved.

Involvement=Growth=Business.**Get Involved:**

If you are interested in getting involved in a committee please send us an email: info@isesnyc.com. Presently we are looking for some help with our communications committee as well as many other interesting and fun opportunities.

See you in October!

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

As you read in our President's letter, we had our largest attendance to date at the September meeting at the NY Marriott Eastside. The Marriott was a very gracious host. Wonderful and abundant food was served and those guys from Maui Wowie served their great smoothies. MAUI WOWIE blurb. The SPARTY gals were busy all evening giving luscious back rubs. What a great idea to have SPARTY at an event.

Patti Golden, VP of Membership, found many potential new members that evening and Kevin White spread the word about our chapter CSEP study group. Among the group attending were students from NYU and some members that we hadn't seen in sometime. It was a great night for networking and meeting new people and renewing friendships.

Once, again, Jennifer Quinones our VP of Programs did an outstanding job!

"SHARE YOUR HORROR STORIES"

"Share Your Horror Stories", a fun and interactive panel discussion. The panel will consist of speakers from different fields in the event industry such as Lighting, AV, & DMC's. Focusing on all around event production.

Hear industry experts:

- Share advice and tips
- Lessons learned
- What not to do when hiring/working with a lighting/AV company

Hear their horror stories about that last minute problems, some nightmares every event professional goes through at least once, and how things got solved.

It would be a horror if you didn't attend!

Register Now!

Where: 26 + Helen Mills Theater
(located at 137 - 139 West 26th Street)

When: Tuesday, October 11th from 6:00 - 9:00pm

Cost: Members: \$35 (pre-registration) / \$45 (on-site)
Non Members: \$50 (pre-registration) / \$60 (on-site)



Register Now!

About Carla Costamagna, Featured Event Planner for the October Event "Share Your Horror Stories"

I've been a true "fan" of ISES since Pat and Vince Ahaesy from P&V Enterprises took me to a networking event almost 2 years ago. I was hooked! I really enjoy meeting great event professionals at every event, and to have formed new friendships within this wonderful industry.

After becoming a member I did not hesitate joining the Programs Committee so I could start volunteering my time, ideas and efforts into putting together all the great networking events I had been attending for so long.

So, it was a surprise and an honor to be approached by Jennifer Quinones to be the Featured Event Planner for the October Event "Share your Horror Stories."

Carla Costamagna arrived from Italy 3 years ago after studying Art in Milan.

As many new comers in a tough city, Carla started working in small Nolita restaurant as a waitress. After completing courses in New School University on Event planning and PR, she quickly realized her passion for Event Planning and Design and worked her way into becoming the Event & Catering Manager for the restaurant. She then volunteered for different events and organizations such as The Princess Grace Foundation Gala and BizBash, and started to work part time at P&V Enterprises.

Now she is an Event Coordinator and In-house Creative Production for P&V Enterprises and hopes to continue her path in the Event world as a Designer.

ISES NY METRO WELCOME TO NEW MEMBERS

Valerie Gutman, Summit Meetings Ltd.
 Michael Mathieson, Agenda New York
 Elizabeth King, Student
 Helen J. Mills, 26+ Helen Mills Theater
 Greg M. Riccardi, Multi Vision Video Productions
 Patrick L. Hall, Empire Force Events
 Anthony Deninno, Parties To Go Event Services

MEMBER NEWS

Meryl Hillsberg, CSEP has joined the UJA Federation of New York, as Senior Event Planner. Her department is responsible for producing major fundraising programs for the New York organization with a staff of 5 planners managing 200 plus events per year.

Meryl tells us that "In my position I am responsible for several high profile events that comprise the primary divisions of UJA Federation's NY, which include: Wall Street, Entertainment, and Marketing. I look forward to a fruitful career with UJA, which brings me back to my roots as a native New Yorker working for an organization whose mission I firmly believe in." Meryl, our best to you!

THE NY METRO CHAPTER HAS REAL WINNERS: EVENT SOLUTIONS SPOTLIGHT WINNERS

Entertainer of the Year - Michael Cerbelli, Total Entertainment

Presented to an individual or group who has energized the event industry with top-flight entertainment._

Entertainment Producer of the Year - Jeff Kalpak, Barkley Kalpak Associates

Presented to an entertainment producer (individual or company) whose creation of original entertainment or representation of existing entertainment has made a significant impact on the industry.



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Wanted:

The Communications Committee is looking for people who like to write and/or who would like to see their byline in a New York Metro ISES Newsletter. We're looking for articles on industry topics, a photographer (simply having a digital camera and a desire to have a great excuse to meet people at ISES events while taking pictures will do) and an Editor who will gather and coordinate articles for future newsletters. Contact Pat Ahaesy, CSEP, CMP to find out more. Either call 212-534-3052 or email pahaesy@pnventerprises.com

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



YOU HEARD IT HERE FIRST!

A new New York Metro ISES member benefit is about to be unveiled: The Freelancer's Page. This will be a password protected member only access for freelancers to post their availability and short resume and for planners or producers who need temporary help in the office or onsite to locate an ISES member who fits the need.

As suggested in our President's letter new ISES Logo is to be used consistently and according to International's guidelines. This branding will continue to promote the ISES image and the professionalism of its members. If a member would like to download the logo in a digital format to use on your promotional materials log into the International website.

If you have news about yourself or your company let us know. We'd love to share your good news in this newsletter.

GET INVOLVED IN ISES.

The New York Metro ISES Chapter will have a booth at the Biz Bash Expo. Sign up to work at the booth for an hour or so. Stop by and say "hi". Email info@isesnyc.com

Check the [chapter website](#) often for the latest updates on ISES events.

BUSINESS BUILDERS

Empowering Others

By: Brian Tracy

Once you know how to empower people, how to motivate and inspire them, they will want to work with you to help you achieve your goals in everything you do. Your ability to enlist the knowledge, energy and resources of others enables you to become a multiplication sign, to leverage yourself so that you accomplish far more than the average person and in a far shorter period of time.

There are three types of people that you want to and need to empower on a regular basis. They are, first of all, the people closest to you: your family, your friends, your spouse and your children. Second are your work relationships: your staff, your coworkers, your peers, your colleagues and even your boss. Third are all the other people that you interact with in your day-to-day life: your customers, your suppliers, your banker, the people with whom you deal in stores, restaurants, airplanes, hotels and everywhere else. In each case, your ability to get people to help you is what will make you a more powerful and effective person.

Empower means "putting power into," and it can also mean "bringing energy and enthusiasm out of." So the first step in empowering people is to refrain from doing anything that disempowers them or reduces their energy and enthusiasm for what they are doing.

The deepest need that each person has is for self-esteem, a sense of being important, valuable, and worthwhile. Everything that you do in your interactions with others affects their self-esteem in some way. You already have an excellent frame of reference to determine the things that you can do to boost the self-esteem and therefore the sense of personal power of those around you. Give them what you'd like for yourself.

There are three simple things that you can do every single day to empower others and make them feel good about themselves.

Appreciation

Perhaps the simplest way to make another person feel good about him or herself is your continuous expressions of appreciation for everything that person does for you, large or small. Say "thank you" on every occasion.

The more you thank other people for doing things for you, the more things those other people will want to do. Every time you thank another person, you cause that person to like themselves better. You raise their self-esteem and improve their self-image. You cause them to feel more important. You make them feel that what they did was valuable and worthwhile. You empower them.

When you develop an attitude of gratitude that flows forth from you in all of your interactions with others, you will be amazed at how popular you will become and how eager others will be to help you in whatever you are doing.

Approval

The second way to make people feel important, to raise their self-esteem and give them a sense of power and energy, is by the generous use of praise and approval. Perhaps the most valuable lesson in Ken Blanchard's book *The One Minute Manager* is his recommendation to be giving "one-minute praisings" at every opportunity. If you go around praising and giving genuine and honest approval to people for their

accomplishments, large and small, you will be amazed at how much more people like you and how much more willing they are to help you achieve your goals.

There is a psychological law of reciprocity that says, "If you make me feel good about myself, I will find a way to make you feel good about yourself."

In other words, people will always look for ways to reciprocate your kindnesses toward them. When you look for every opportunity to do and say things that make other people feel good about themselves, you will be astonished at not only how good you feel, but also at the wonderful things that begin to happen all around you.

Attention

The third way to empower others, to build their self-esteem and make them feel important is simply to pay close attention to them when they talk. The great majority of people are so busy trying to be heard that they become impatient when others are talking. But this is not for you. Remember, the most important single activity that takes place over time is listening intently to the other person when he or she is talking and expressing him or herself.

Again, the three general rules for empowering the people around you, which apply to everyone you meet, are appreciation, approval, and attention. Voice your thanks and gratitude to others on every occasion. Praise them for every accomplishment. And pay close attention to them when they talk and want to interact with you. These three behaviors alone will make you a master of human interaction and will greatly empower the people around you.

About the author

Brian Tracy is a legendary in the fields of management, leadership, and sales. He has produced more than 300 audio/video programs and has written 28 books, including his just-released book "The Psychology of Selling." Special offer: To receive your free copy of "Crunch Time!", just visit www.briantracy.com and click on the Crunch Time! icon. He can be reached at (858) 481-2977 or www.briantracy.com.

