



"E-VENTS" NEWSLETTER

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

September 2006



**NY Metro
Chapter Kickoff
September 19th**

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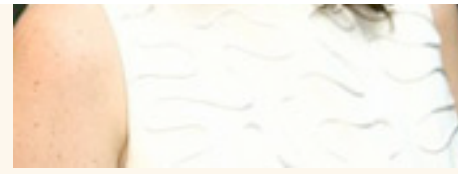
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A Message From Our President

*"Part of being optimistic is keeping one's head pointed toward the sun, one's feet moving forward. There were many dark moments when my faith in humanity was sorely tested, but I would not and could not give myself up to despair."
~ Nelson Mandela*





The last five years seem at the same time a lifetime and a fleeting moment. And I find myself with a sense of profound responsibility as I write this month's President's message. I do not have wise or healing words as we reflect on the 5th anniversary of September 11th. I can only share my personal experience and optimism.

Five years ago in New York – and all over the country -- we learned that terror is not something that only happens in other places to other people. And we learned that when disaster strikes and horror prevails, everyone – even the events industry is impacted. On that awful day we lost industry colleagues, events venues, services and job security. Many industry professionals tell us that it took more than three years to bring business back to pre-9-11 levels. However, we stuck together and helped each other. ISES members reached out to support other ISES members; and ISES members actively participated in recovery efforts and fundraising campaigns.

In the wake of the horror of September 11th, as well as all of the physical and psychological damage of other world tragedies since, special events professionals have shown a humble strength and resilience. As an industry we have shown community commitment combined with a determination to not only survive but succeed despite the odds. As an industry we should be enormously proud.

We cannot forget. However we must continue forward. This year on the 5th anniversary I ask you to take a moment, and look towards Ground Zero, and remember what was beautiful and peaceful about the World Trade Center – the glimmering towers, the welcoming plaza, the awe-inspiring views from the top, and the energetic, ambitious, talented, wonderful people who worked there. Remember all that once was with fondness. Those memories give us the strength to remain optimistic. That is our greatest tribute to all that was lost five years ago.

As a survivor of September 11th, there is a scar on my heart that will always ache. But my head is pointed towards the sun and my feet are moving forward.

With hope and peace,

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

August Board & Committees Retreat:

On August 8, 2006 the incoming Board of Directors met with Committee Chairs to plan and strategize for the upcoming year of ISES NY Metro. Guest speaker, Joanne Dennison CMP kicked off the brainstorming session.



ISES New York Metro Welcomes New Members

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

Ryan Duffield

Born Ready Entertainment LLC
ryand@bornreadyentertainment.com

Yassamin C. Hahn

Toast Special Events
yhahn@toastspecialevents.com

Laura Bucko

Manhattan Chamber of Commerce
laura@manhattancc.org

Jameel H. Davis

jameeldavis@hotmail.com

Helen Jew

Helen.jew@verizon.com

Membership Update

Join ISES NY Metro at our September 19, 2006 event and save \$50!

If you are not already a member of ISES New York Metro, you need to be. We encourage you to attend our September 19th event at the Prince George Ballroom, where the \$50 membership application fee will be waived for all those who sign up at the event.

ISES Benefits:

- ISES is the only umbrella organization for the special events industry. Membership includes planners, producers, caterers, A/V companies, venues, graphic designers, etc. As a member of ISES you have the opportunity to both network with and learn from all elements of the special events industry.
- When you join ISES, you join the International association and then choose a chapter affiliation - in this case: New York Metropolitan Chapter. As a member you receive the majority of your mailings and information from the local chapter. You are also a part of and thus receive mailings from the Northeast Region and ISES International.
- Every local, regional and International meeting of ISES (event, conference, etc.) is designed to achieve the mission of ISES: educate, advance and promote the special events industry.
- In addition to networking and education, benefits of membership are many and varied and include: a copy of the International Member Directory, a listing in the on-line Member Directory, subscription to Special Events magazine, discounts for FedEx/Kinko's and DHL Express.

Scholarship Write Up

Winning the 2006 NY Metro Chapter's Leadership & Education Merit Scholarship was not only an honor but also a tremendous learning experience for me. I was honored to be selected as the sole recipient from my chapter and delighted that I had the opportunity to be surrounded by such leaders in our industry.

At my current job, I am a one-woman show, there is no Events Department...I am it. Which at times can be a challenge but makes me more resourceful. It was good to be at EventWorld, surrounded by my peers, other planners who know the trials and tribulations as well as the accomplishments and successes of this ever-changing industry. Being with other event professionals who have the same challenges, can offer advice and help was truly inspiring and rejuvenating.

Last year being VP of Programs, I was often behind the scenes, running around trying to

make sure everything stayed on schedule during the monthly events (making sure the food was out on time, the AV for speakers was running properly, the literature was distributed, etc.). So it was refreshing to attend the sessions at EventWorld and simply be a part of the audience, just sitting back and listening and learning. I think the sessions at this year's EventWorld were well thought out, touching on so many key areas from: design & décor ideas, event trends, marketing tips, new technology tools and tips for starting your own business.

Being at EventWorld was also a great opportunity to meet and brainstorm with other leaders from the different Chapters. The regional VP's of Communications, all got together to brainstorm ideas and trends for our areas. So I have a lot of exciting and new things planned for the NY Metro Chapter this coming year!

Wining this year's scholarship proved working hard, giving of your time and talent can pay off in so many ways. I encourage others to submit scholarship applications next year. It truly is a rewarding experience. I look forward to implementing some of the things I learned at EventWorld both personally and professionally.

Sincerely,
Jennifer Quinones, CSEP
VP of Communications, NY Metro Chapter



Scholarship Winner Jennifer Quinones, CSEP being awarded EventWorld Scholarship by Scholarship Chair Lorraine Mariella, CSEP, CMP and Scholarship Judge Judy Brillhart, PBC of the ISES Boston Chapter.

Check out the EventWorld Welcome Reception.
www.helloworld.com/lennytalarico



New York Metro Members: Jaclyn Bernstein, DMCP, Jennifer Claire Scott, Kevin White, CSEP, Chris Lyn, Michael Cerbelli, Jennifer Quinones, CSEP, Tony Timms, Pat Ahaesy, CSEP and Vince Ahaesy at EventWorld.



ISES International Outgoing President, Patti Coons, CSEP, speaking at EventWorld

ISEF Donations

International Special Events Education (ISEF) Donations:

The mission of the ISEF is to establish and provide funding for education, research, and resource development of educational products and programs for the global special events industry.

At a special EventWorld luncheon, attendees were asked to aid in the continuing support of ISEF. Members of our very own New York Metro Chapter, rose to the challenge and generously donated.

Michael Cerbelli – Total Entertainment:

"I gave \$250 for ISEF to add onto what Dr. Joe Jeff Goldblatt was doing in his fathers name. I am a true believer in Education & Support. If another person in the industry can get the assistance that they might need for a CSEP it benefits all of us. One day I truly believe that the accreditation will be looked for in event hiring practices."

Jaclyn Bernstein, DMCP – Empire Force Events:

As founding member, I along with partner Rob Hulsmeyer, made earlier donations on behalf of Empire Force Events. By matching an earlier donation, there is now a \$2,000 scholarship available for a deserving recipient intent on furthering their education within the special events industry. I strongly believe in supporting individuals pursuing certificates and degrees in this industry."

To learn more about ISEF, please go to: www.ises.com/ISEF

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

London Bridge

The New York Metro Chapter has a very special relationship with the United Kingdom Chapter. They are our Twin Chapter and we look forward to sharing and learning updates from their world of events and vice versa.

A Message From The UK President:

Hello from London,

I sincerely hope that everyone in New York had an enjoyable and successful summer, and has managed to get at least a little time off from the normal pressures of the events industry.

Those of us that have returned from a well deserved break further from home will of course have benefited not just from the avoidance of a daily journey on the subway or tube, and (certainly in the case of London) hopefully better weather, but a total change of lifestyle and culture. Meeting new people and enjoying new experiences are both part of the pleasure of holidays abroad and, increasingly, of our business lives.

This is one of the reasons why I find ISES such an interesting and enjoyable association to be involved with. The regular events we hold in the UK provide people from within the industry opportunities to meet and network, be inspired and educated and become part of a true community. But the opportunities that ISES provides to visit numerous destinations around the world and do the same but in a different cultural environment, provides so much more.

Rather than finding yourself at those rather uncomfortable cocktail parties where you know hardly anyone, in these situations everyone shares a common connection; the events industry. People talk about their businesses and challenges in their own particular markets, learn from each other and in many cases do business together and in all cases create friendships and connections. Many ISES members now do business globally as a result of these relationships, and bring home with them new ideas, contacts and experiences.

I have been very fortunate to have visited a number of different cities during the past year, both in Europe and the US, and attended many ISES events meeting a whole variety of different people. In particular, the people I have met from New York during the last couple of years have become very special friends (you know who you are!) and, like any family, it's always a delight when I get to meet with them.

As President of the UK Chapter this year, one of my objectives is to increase the opportunities for members to meet many more of you by introducing a series of international study tours, where small groups of ISES members can visit colleagues from ISES Chapters around the world, and learn how the events industry operates in different environments. Jennifer and I have been discussing this for some time, and will be announcing the date of our first chapter visit to New York very soon. I of course also hope

that many of you will take the opportunity to visit London in the same way in the not too distant future.

The partnership we have developed with you, our ISES family in New York, is very special to me and my colleagues here in London. It embodies everything that ISES stands for, and I hope this letter to you is just the beginning of so much more.

Do keep in touch with what's going on in London by visiting the ISES UK website, or going to www.visitlondon.com . Alternatively, drop me an email with your thoughts or questions; I'd be delighted to hear from you.

With warmest regards,
Robert Wright
President
ISES UK Chapter
robert.wright@daviestanner.co.uk
www.isesuk.org



Jennifer Quinones, CSEP, VP of Communications for the NY Metro Chapter, Alistair Turner, Member of the UK Chapter, Jennifer Claire Scott, President of the NY Metro Chapter and Robert Wright, President of the UK Chapter.

Student Council

As a student member of the International Special Events Society, I wanted to discover a

way for all student members to get more involved with the ISES NY Metro chapter. At one of the monthly meetings last Spring I came up with an idea of forming a student committee for chapter. My purpose for starting the committee was to create a leadership council for our student members. In turn we hope this will lead to a stronger organization by providing future leaders of ISES and the events industry.

My Co-Chair, Christine Brower and I held our first student meeting on August 29th at Pier 94 which was attended by twelve students and our student advisor Richard O'Malley. One of the main discussions was our goals for the course of the 2006-07 year, which included seminars for students with guest speakers on various topics such as sponsorship, obtaining a business license, communication and networking. Other goals will be to increase the opportunities for students to feel more involved with the ISES organization itself and to create a student volunteer network to be a resource drawn upon students and senior members. Also, we as students would like to have a greater connection between general membership and student membership.

I believe this committee is going to be very successful and we're off and running to a great start. "We are the event professionals of the future."

Carolann Treacy
Co-Chair of the ISES Student Council

Member Testimonials

"On many occasions I have heard my colleagues in the industry say that ISES had helped them find just the job or vendor they were looking for. I was so happy when I remembered those words a few months ago while searching for a new assistant in our special events office. Within days of reaching out to ISES members I had a list of people who had all the right qualifications for the position. Within a week I had hired a bright and conscientious student member of ISES and I couldn't be happier with the result."

Trey Moynihan
Manager, Corporate Membership & Special Events
National Museum of the American Indian - Smithsonian Institution

Members In The News

Jaclyn Bernstein, DMCP, of Empire Force Events will present "Hot New Trends In The Event Industry!! 5 Star Service ...Come And Get It" at the ISES NJ North Chapter monthly program on Tuesday, September 12, 2006. For more information visit <http://www.isesnjsouth.com>

Richard O'Malley of Drape Kings will be a speaker at the ISES New Jersey North Chapter's monthly program on Wednesday, September 13, 2006. For more information visit <http://www.isesnjsouth.com>

www.njises.org.

Save the Dates

Please join us on Tuesday, September 19, 2006 at the Prince George Ballroom as we "Kick-off" the new ISES NY Metro Chapter Season. There is a special reduced rate for members and non-members of \$25 (\$10 additional after September 15, 2006). For more information and to register for the event, please click on the link below.

<http://guest.cvent.com/i.aspx?5S,M3,6dca878a-1316-4c36-b678-e14216496d1d>

October 17, 2006 = Education Program

November 14, 2006 = Education Program

January 23, 2007 = Education Program

March 10 - 11, 2007 = Northeast Regional Education Conference

Calls to Get Involved

Join a Committee: Programs, Communications, or Membership!

For more information email info@isesnyc.com.

Strategic Partnerships

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<http://www.isesnyc.com/stpartners.html>

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