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## ISES New York Metro Chapter Newsletter

[www.isesnyc.com](http://www.isesnyc.com)

September 2007

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**Join Now and Save!**



That's right, join the ISES New York Metro Chapter between **September 17 and September 28** and we will waive your application fee and your next ISES NY Metro chapter event is free! Click on the ISES Logo to link to our website.

**From ISES New York Metro Chapter President 2007- 2008:**

*Liz Glover Wilson, CSEP*

### **The Strength of ISES: A Journey to Montréal**

As I sit on a plane returning from the beautiful and historical city of Montréal, Canada where we just participated in Eventworld<sup>®</sup>, an Institute for Professional Development for the special events industry, I was reminded of the importance of the continual efforts to advance our industry, our own careers and to stay connected.

Professionals from all around the globe met to collaborate at leadership meetings, expand their knowledge at educational sessions, grow their network and celebrate their achievements at the esteemed *Esprit Awards* and the *ISES Spirit of Excellence and Annual Meeting Awards*.

Throughout the conference, there were many indicators of where we are headed as an industry.

For example, sitting in an educational class during the conference, I was inspired by a most candid conversation between corporate planners and not-for-profit planners, seeking to identify their differences and debunk the common myths that build barriers between those two worlds.

Later, a presenter for The Knot.com led a group through the importance of branding, creating a clear message online and how to be successful in this technical age. You have to "be in it to win it!"

Continued. . .

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## Upcoming Events

**TONIGHT**  
**Tuesday, September**  
**18th for the 2007-2008**  
**Kickoff Event:**  
**Twenty Years Young**

Celebrate two decades of ISES with the NY Metro Chapter's largest networking event of the year! Join us at the South Street Seaport Museum.

South Street Seaport  
Museum  
12 Fulton Street  
New York, New York 10038  
(212) 748 8600

***Spread the word: bring a friend to kick off the ISES year! Special registration fee of \$25 for members and non-members. \$15 additional on-site.***

**[Register Here](#)**

**Friday, October 12th**

**[The ISES NY Metro Institute @ NYU Branding You, Your Clients and Your Events](#)**

8:30am - 10:30am

New York University  
11 West 42nd Street  
4th Floor  
New York, NY 10036

At the Esprit Awards gala, I watched a young event planner from Minnesota win an outstanding *three* Esprit Awards for his achievements in event design and production. This after only three years in the industry, highlighting the importance of submitting for industry awards and the impact it can have on a career.

There was an emphasis throughout the conference on the new format that has been developed to obtain your CSEP (Certified Special Event Professional): with online study options and test-taking access, ISES is taking a serious and progressive approach to accreditation, and increasing the presence of specialists.

Finally, our engaging keynote speaker, Mark Tewksbury, a former Canadian Olympic gold medalist swimmer and a human rights advocate and spokesman, left us with an important message about team-work and support. He inspired us that even if at the top of your game, to avoid the perils of complacency, you must keep pushing yourself, work hard, and find encouragement together, in order to achieve greater goals.

Throughout the conference, special event professionals of all levels and disciplines, from all over the United States, England, Australia, the Caribbean, Canada and elsewhere, came together to celebrate our industry's achievements. New relationships were built, old ones reignited, ideas shared and achievements celebrated.

*That* is the strength of ISES. By being a member of the ISES New York Metro Chapter you have a network of special event professionals not just locally but globally, with over 5,000 members. You also have access to education and resources that are designed to keep you evolving in your career. As they say in Montréal, "c'est magnifique" - so start making the most of it today!

Sincerely,

***Liz Glover Wilson, CSEP***



## ISES Eventworld Honors

Congratulations to our New York Metro Chapter members who were honored for their amazing contributions to our industry at Event World 2007 in Montréal!

**New York Metro Chapter President, Liz Glover Wilson, CSEP of iStar Financial**, was presented with an ISES Esprit Award for the iStar Financial Charity Shootout. This was the first time that Liz submitted an event for consideration. Her acceptance was gracious and her accomplishment is duly noted!

**Kevin White, CSEP of Empire Force Events**, was honored, along with the rest of the CSEP Committee, with Volunteer of the Year. You can read all about how the committee rewrote and reorganized the CSEP exam and process in an interview with Kevin inside this month's newsletter. This award came as a big surprise to the committee and summed up hundreds of hours of hard work and achievement that the industry as a whole will benefit from.

**Jennifer Claire Scott of Empire Force Events**, Immediate Past President of the New York Metro Chapter, was honored for her service as president as well as for her work on the Marketing and Communications Committee. We are pleased that Jennifer will be continuing her work on this committee for this year as well.

**Jaclyn Bernstein, DCMP and Kevin White, CSEP of both of Empire Force Events and Michael Cerbelli of Total Entertainment**, all NY Metro Chapter members, presented educational sessions on a variety of topics while at Event World, and Jaclyn and Kevin impressively presented two classes each.

## Five Questions with Kevin White, CSEP Director of Production for Empire Force Events

*The Certified Special Event Professional (CSEP) certification process and exam has been transformed over the past two years. As ISES International Certification Committee Chair, Kevin shares with us the objectives and goals of the changes and what it means for you and our industry at large.*

### What prompted the decision to revamp the CSEP?

Certifications, if they are to be deemed 'legitimate' and accepted, must achieve accreditation by an outside body. Basically, it's an external audit to ensure that the certification process and exam is fair, open and accurate, that it is developed by experts and is tested correctly according to certain standards.

The exam as it was did not necessarily fulfill some of the testing design necessary to pass an accreditation audit. Hence, ISES International Certification Committee and Smith Bucklin (ISES' management company) researched, interviewed and contracted our new testing partner - Schroeder Measurement Technologies (SMT) - to help bring us to that next level of accreditation.

### How long did the process take?

We suspended CSEP study groups once we knew that we were bringing another testing company onboard, which was in October of 2005. The new exam was unveiled in January 2007 and the first exams were taken in July, 2007. The beginning stages were about finding the right partner. Then, for about a year, the certification was reviewed top to bottom, from policies and procedures to examination format and questions. It was then test driven and deemed ready for U.S. consumption. There are still some tweaks we are making to vet the questions for international consideration so the process is still going on.

### What are the major differences?

There are too many to condense into this interview, but here are some of the highlights:

The exam itself has been streamlined from three sections to two sections and the entire process is completed on a computer utilizing a proprietary testing interface. The process of taking the

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Our Twin Chapter (ISES UK) had its share of honorees as well:

**Robert Wright of Davies Tanner**, Immediate Past President of the UK Chapter, was honored with the Mettle Attitude Award.

**Richard Foulkes of Imagination** was a presenter.

# BIZBASH

**Welcome to our ISES  
New York Metro  
Chapter New Members!**

**Robert Baschnagel,  
President of Video Massage  
Chairs**

**Elizabeth Cann, Client  
Services Director of PTG  
Event Services**

**Gerard Carelli,  
Bandleader/President of  
Gerard Carelli Orchestra,  
Inc.**

**Kim Schulster**

**Susan H. Tretsky**

**Terry A. Vogel, Senior Vice  
President of Event Pros Inc.**



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exam is easier as candidates have full review capabilities, book-marking, timing, calculations and progress tracking.

Examinations are more accessible. They are given more frequently and in hundreds of locations.

A vast effort was put forth to restructure grading so that it is far less subjective and to redesign questioning so that the content tested with more validity.

The written portion of the exam has been redesigned to more accurately test a candidate's ability to apply currently accepted event management practices to specific event scenarios.

Due to the technology being used, ISES will have the ability to analyze the testing data against current trends and to develop an "archive of performance" instantaneously.

**What was the ultimate goal and did you achieve it?**

Accreditation - we believe we have designed the exam to gain accreditation; in one year we will go through the audit and find out.

Access - we went from three tests a year in six locations to sixty possible exams given in your own zip code.

Current - our industry constantly evolves and the exam has been brought up to date on what it tests.

Accuracy - the exam design is far more psychometrically valid and its ability to truly test aptitude has been greatly increased.

**How surprised were you to have been honored at the ISES Annual Meeting with the International Volunteer of the Year Award?**

If you were to ask anyone sitting at my table, they would tell you I was a bit caught off guard (which doesn't happen often). It was told to me earlier that the committee would get "a shout out" at the annual meeting. To me, that usually means a quick thank you and not one of the top awards. It meant a lot that the entire committee was given the award as a group. We very much became a tight-knit group during the process.

***Congratulations Kevin and thank you to you and your team for a job well done!***

ISES NY Metro Chapter | 12 Highland Drive | Ardsley | NY | 10502

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## [ISES NY Metro Unveils New Website](#)

As of August 2007, the ISES NY Metro Chapter Board is proud to debut our new website. To help us further promote the ISES mission to educate, advance and promote the special events industry, we are back for the 2007-2008 20th Anniversary with a whole new look. We encourage you to visit the website, [www.isesnyc.com](http://www.isesnyc.com), to see all the information that we have to offer:

- Keep up to date with the Calendar of Events, not only for our chapter, but other exciting industry events (you may currently register for programs and events through April 2008, **including our exciting new ISES NY Metro Institute @ NYU which is only available to ISES NY Metro members!**).
- Enhance your company by becoming a Strategic Partner - learn more about benefits on our Marketing Opportunities page.
- Learn more about the formation of our chapter, our Board of Directors, and the Chairs and Co-Chairs of our committees.
- Check the Education page for up-to-date information on new CSEP study programs and scholarship offerings.