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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

Summer 2006

**Advertise
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and gain
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A Message From Our President

**ISES NY Metro
12 Highland Drive
Ardsley, NY 10502
t:212.898.0171 x1
f:212.898.0171
e:info@isesnyc.com**

Dear ISES Members and fellow events industry professionals:

"The purpose of life is to live it, to taste experience to the utmost, to reach out eagerly and without fear for newer and richer experience." - Eleanor Roosevelt



For those of you who were able to attend the annual Big Apple Awards ceremony and celebration on June 20th, this letter may seem familiar to you. I beg your forgiveness as this is a message that I feel strongly about sharing with our events industry community at large: our success as an industry can only become a "richer experience" if we each get involved.

Associations like the International Special Events Society provide a vehicle to reach out and to have a voice. However, ISES is only successful on an individual level if you take advantage of all that ISES has to offer – if you truly Experience ISES.

In my time as an ISES member, I have seen the organization continue to grow and develop, to include the numerous and diverse membership of today. With that I am, now more than ever, proud to be an ISES member. My pride in the organization is well grounded in the experiences I have had meeting and learning from other members, making business contacts, and establishing relationships with people I consider to be true friends. My remarks at the 2006 Big Apple Awards detailed my personal extraordinary experiences as an ISES member. Very simply: My delight in the association and my success in my career have come directly from the experiences that I've had as an actively involved ISES member.

Therefore, the theme – the guiding thread – for the coming ISES NY Metro year is: Experience ISES. What does this mean? As an ISES member, don't just join. Attend events and network – meet all those who, like you, understand the value of membership in this organization. I encourage you to become actively involved in the chapter...participate... learn... teach...experience.

ISES members around the world are at the pinnacle of their respective crafts within the broad range of our industry; from personal experience I can tell you that they are always happy to share their perspective and expertise. This year, ISES NY Metro will expand upon our "twin chapter" relationship with [ISES UK \(United Kingdom\)](#). At the September kick-off meeting I will be announcing several exciting new member opportunities to network with and learn from – to experience – our colleagues on the other side of the Atlantic Ocean.

It is a pleasure and an honor to serve as your new ISES NY Metro chapter President. I am enthusiastic, yet humbled by the year before us. This year will undoubtedly provide great challenges for each of us – personally, professionally, and as an association. The ISES NY Metro Board of Directors and I are ready to meet those challenges, delighted to assist and guide in any way that we can to best serve our members and our industry. And we look forward to seeing you all at the annual kick-off event in September.

Until then I wish you a wonderful summer of successful events, new experiences and happy memories.

Cheers,
Jennifer Claire Scott
2006-2007 President
ISES NY Metro
917-733-6583

Big Apple Awards Recap:

And the Winners Are:

Best Social Event under \$50,000
Perfect Productions for "A Night of the Sultan"

Best Social Event over \$50,000
Lead Dog Marketing Group for "Sephora's Union Square Block Party"

Best Corporate Event under \$50,000
Wizard Studios for "HarperCollins Event"

Best Corporate Event over \$50,000
Barkley Kalpak for "FOCUS in Orlando"

Best Entertainment Production
Empire Force Events for "Financial Institution Event"

Best Technical Production Event
VOK DAMS North America for "L'Oreal Men's Expert Launch"

Best Creative Catering
ARAMARK Ellis Island for "NYC & Company Event"

We would like to thank the following sponsors:

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Union Square Group – www.usg-events.com
Wizard Studios - www.wizardstudios.com



Joe Mulligan

Joe Mulligan (www.joemulligan.com) was the MC for the evening.

If you are interested in contacting him for your upcoming event, he can be reached at:

212-541-7179
646-519-1273



joe@joemulligan.com

ISES New York Metro Welcomes New Members

Welcome to our new members:

Beth Balentine

Account Executive/Producer , Lounge 22/Ethos Design

Robert Hutton

Music Consultant, World Entertainment Productions CTO

Robin Boghossian

Event Manager, Lotus Space

Molly Devine

Conference Coordinator/Account Executive, Royal Media Group

Garth K. Johnson

Owner/Manager, Concept X Inc.

Scott Podsim

Director of Sales, Catch the Moment

Maebh T. Sherry

Vice President, Goldman Sachs

Save the Dates!

August 15, 2006



SUMMER BASH 2006

Early Bird Pricing Ends This Tuesday, August 8th!!

Join the members of HSMIAI, ISES, MFIGNY, NJMPI, NJSAA, NYCBTA, NYC & Company, NYIAEM, NYSAE, PCMA, RSA and SITE for networking with your clients and colleagues over Cocktails and Hors D'oeuvres.

This year's event is being held at LOTUS, 409 West 14th Street (between 9th & 10th Avenues) with music being provided by TopHat Entertainment and floral designs by Starbright Floral Design.

Summer Bash will be conducting a Silent Auction to benefit Children's Hope Foundation and the HSMIA Student Scholarship Fund, so don't forget to bring your checkbook!

To find out more about Lotus, visit www.lotusnewyork.com.

Registration Fees

\$65.00 Members

\$75.00 Non-Members

\$10.00 additional fee charged if registering after Tuesday, August 8, 2006 or at the door

To register, [click here](#).

Summer Bash

6:00pm – 9:00pm

Tuesday, August 15, 2006

Lotus New York www.lotusnewyork.com

409 W. 14th Street (between 9th and 10th)

August 23 – 26, 2006

Eventworld

Honolulu Hawaii

September 19, 2006

6:00pm – 9:00pm

NY Metro Chapter Kickoff/Networking Event

Location: TBD

CSEP Update

As many of you may already know, in the March E-newsletter it was announced that ISES signed a contract with a new test administrator - Schroeder Measurement Technologies (SMT) . SMT is a full-service international testing company serving the needs of licensing boards and credentialing agencies with a wide range of test development and administration services. SMT's testing products and services are the finest available and are designed to serve SMT's clients by using the most appropriate psychometric and technological approaches available.

SMT and the ISES certification committee have been working diligently to review and improve the existing CSEP exam. The new exam is set to debut in January 2007.

The ISES Certification Committee has suspended new enrollment in the CSEP candidate pipeline until further notice. Individuals in the pipeline will have an additional opportunity, following the already scheduled CSEP exam in Honolulu, Hawaii, to take the old exam before the change over to the new program. We will still offer the existing CSEP track in Honolulu to prepare those individuals who plan to sit for the existing CSEP exam prior to the January 1, 2007.

We are scheduling exams in each of the USA regions this coming fall. Once the dates and locations are finalized, notification will be sent with pertinent information for the fall exams. If a CSEP candidate chooses to take the new exam (debuting in January 2007), revised study materials will be sent to him/her at no cost. In addition, CSEP exam preparation courses based on the new exam content will be offered at The Special Event Show 2007 in Los Angeles.

Additional information regarding the new CSEP exam will be distributed as soon as it is available. Please continue to check the ISES web site, the E-News, the chapter E-News and emails for current information regarding the new CSEP program. We are confident that the new exam will offer global excellence and continued credibility to the CSEP

certification. Please contact ISES Headquarters if you have specific questions regarding the changeover to the new CSEP exam.

Good luck to those taking the exam on August 23rd in Hawaii!

Member Testimonials

Event industry insiders ask me all the time, "Why would I want to join ISES?" My response is always the same, "Because it works." In my first year of ISES membership, I can directly attribute upwards of 40 jobs to attending ISES meetings. That's right, 40!!! That membership fee is starting to look pretty paltry now, isn't it? But joining isn't really enough. You have to "work" ISES. You need to be a presence at the meetings, work the room, schmooze, pass out business cards and tell your "elevator" speech. A further benefit is if you can host or sponsor an event. I booked several, large events from my presence at the Pier 79 event. We booked a few more from our presence at the Big Apple Awards. I'd do it again in a heartbeat. ISES allows you to present your goods or talent to the people that want to hire you. It also lets you find better vendors and more services to offer your clients. All it takes is one meeting per month. How can you justify NOT participating? If you're the reserved type, get a friend or associate to join with you or find me at a meeting and I'll introduce you around. In no time you'll be telling this same story about you and your company.

Rich O'Malley of Drape Kings

Winning the Vision of Tomorrow Award made me feel very proud. I was excited to be recognized by peers in my field. It shows that hard work and dedication do not go unnoticed. It also inspired me to work hard in the future, for both ISES and in my career as an Event Designer.

Receiving this award gives me and all young professionals hope for a successful future in the Special Event Industry if they show dedication and perseverance - two things that are so important in any career. I am very grateful for this acknowledgment and hope I can serve as an active member of ISES for a long time.

Carla Costamagna of P&V Enterprises

Messages from our Sponsors



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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Calls to Get Involved

Join a Committee: Either the Programs or Communications or Membership!

