

Sarah Schnell

From: ISES Chicago [sschnell@total-event.com]
Sent: Friday, February 13, 2009 3:46 PM
To: Sarah Schnell
Subject: News from ISES Chicago



ISES Chicago Newsletter

February 2009

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Dear Sarah,

Day of Education

ISES Chicago is excited about the upcoming annual Day of Education to be held on Tuesday, February 17th at the Trump International Hotel and Tower from 8:30 am to 5:30 pm. The lineup of industry professionals has something to offer for everyone. The Day of Education will begin with continental breakfast at 8:30 am and the keynote presentation will commence at 9:30 am.

Upcoming Meetings

ISES Greater Chicago offers monthly meetings, typically held on the third Tuesday of the month, where industry professionals

The day will begin with Keynote Speaker, Richard Carbotti, President/Design Director of Perfect Surroundings, Inc. in Newport, RI and his colleagues Evan Carbotti and Jordan Carbotti. Together, this team will share their years of experience in creating story boards and designing in unusual spaces such as museums, warehouses and mansions. Following the keynote will be a presentation by Jonathan Howe, of Howe and Hutton and ISES General Counsel, on Minimizing Legal Exposure in Down Economy. Jamie Butcher, Director of Sales for Classic Party Rentals, will complete the morning presentations with a

gather for networking and education. Our monthly meetings can be breakfast, lunch or evening events and take place in both downtown Chicago as well as the suburbs. We hope you will mark your calendars for upcoming meetings in 2009. More information regarding these meetings will be sent closer to the event dates.

Tuesday, March 31, 2009 - Evening Networking Event in Conjunction with HSMAI's Affordable Meetings

Tuesday, April 21, 2009 - Breakfast Meeting - CPR at Classic Party Rentals

Tuesday, May 19, 2009 - TBD

Tuesday, June 16, 2009 - Evening Event at Chicago Botanical Gardens

Tuesday, July 21, 2009 - TBD

discussion on Leadership. Presentations after lunch will include Liene Stevens, Founder of Blue Orchid Designs, on the topic of Social Networking and Blogging and Dr. Jean Norris, Managing Partner of Norton| Norris, on the topic of Shifting Sales Techniques.

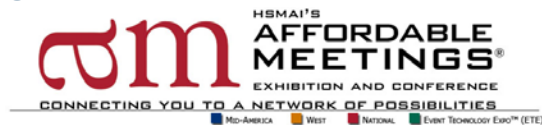
A panel discussion on the Certified Special Event Professional designation will discuss the benefits of becoming a certified special event professional and how to further careers in the events industry with this honored designation. Panelists will include Jim Bailey, CSEP, Senior Event Producer at The Meetinghouse Companies, Bill Ferguson, CSEP, CERP, ISES Midwest Regional Vice President and General Manager of Event Source, Columbus, Ohio, Pamela Patsavas, CSEP, Account Executive at Total Event Resources, and Sandra Sobczak, CERP, Chicago ISES Chapter President, and Account Executive at Classic Party Rentals. The day will wrap up with a presentation on Design Trends by Kathleen Esterquest, Director of Sales at Kehoe Designs.

There is limited seating for this event so secure your spot today.

[Register Here](#)

Industry News

HSMAI's Affordable Meetings Mid-America Conference & Exposition



Returning to Navy Pier in Chicago, April 1 - 2, 2009, HSMAI's Affordable Meetings Mid-America Conference & Exposition will attract motivated planners from all sectors of the industry, looking for the latest in quality resources to help them enhance and produce successful, cost-effective meetings and events. Exhibitors include a diversity of cost-conscious meeting facilities to

luxury properties, plus key suppliers of the meeting planning industry. The Conference will also provide unparalleled educational opportunities presented by industry leaders. Registration is open and is FREE of charge; visit www.affordablemeetings.com

NICE Awards Event and Awards Competition

ISES Greater Chicago has released the annual NACE ISES Chicago Excellence (NICE) Award Call for Entries. The submissions are due on February 16, 2009. The Awards event will be held on April 16, 2009 at the Chicago History Museum. The NICE Awards honor fellow ISES and NACE members and the achievements they have made throughout the year producing spectacular events. If you are an ISES member and did not receive the Call for Entries or have questions please contact either Sandra Sobczak 708-485-8581 or Lanie Hartman 847-329-8400.

ISES Chicago is now on Facebook

Social media is taking over industry communication by storm! The ISES Greater Chicago Chapter is pleased to announce a newly created group on FaceBook. It's a great way to stay in touch with colleagues, find out about industry trends, local chapter happening (formal and informal) and a place to post questions to entrusted colleagues with pressing business matters. It's easy and for those with SmartPhones, you can even download the FaceBook application to stay in touch! Follow people, groups and stay abreast of all things important happening 'in the moment'! If you haven't yet joined FaceBook we encourage you to create a profile. Once you have a profile just click on "Groups" from the sidebar menu and then search for ISES GreaterChicago Chapter (there is no space between GreaterChicago)! It's that simple....see you there!

New Members

Susan Babin
BiZBash Media

Jim R. Ptasznik
Aggreko Event Services

Jamie Thompson
Catering By Michaels

Jesse R. Vogel
BBJ Linen

Brad Baskin
Brad Baskin Photography

Cheryl Bayma
Shutterbooth

James Gustin
Fig Media, Inc.

Bill Kubiak, CSEP
Freeman

Joey Reader
A-mazing Events

David Rothstein
David Rothstein Music, Inc

Angela Swan
AngelaSwan.com Inc.

Heather Weber

John Windisch
Simply Elegant Floral and Events

Joyce Malone
Student Member

Lauri DeGiacomo
Edible Ink

Alexis Kolpak

Imagine Events, Inc.

Chyeena Kellogg
Student Member

Mary Hogan
Midway Hotel Campus

Michelle Thompson
To a T Marketing and Events Inc.

Diane Cole
The Horseshoe Casino Hammond

Annie Smith
DePaul University

Lisa Sullivan
DePaul University

Dana Waud
Designs by Jody

Sharon Patrice
Simply Perfect Peace by Shay

Diane Futo
Lutheran Life Communities

Welcome to all of our new members. You will continue to hear that the best way to get the most out of this organization is to get involved. The ISES Greater Chicago Chapter is always looking for interested members to join the following committees: Communications, Programs / Education, and Membership. If you are interested in learning more about each committee please contact the following individuals:

Sarah Schnell, VP Communications
Total Event Resources
Phone: (847) 397-2200
e-mail: sschnell@total-event.com

Alexandra Jusino, VP Programs & Education
Exquisite Events
Phone: (773) 975-3333

e-mail: ajusino@exquisiteeventschicago.com

Alison Phillips, VP Membership
Engaging Events by Ali, Inc.
Phone: (773)-777-2299
e-mail: ali@engagingeventsbyali.com

Member News

Gala Award Winners

The annual Gala Awards, presented at The Special Event Conference, were announced at a black-tie gala on Friday, January 30th in San Diego, CA. The Gala Awards recognize the finest work in special events worldwide and are given by Special Events Magazine, the premier industry publication.

For the 2008 Gala Awards, the magazine received nearly 400 entries in 35 categories from Brazil, Canada, China, Denmark, England, Germany, Spain, Thailand, United Arab Emirates and the United States. Members of the Special Events Magazine Advisory Board, made up of leaders in the event profession, spent three days in October at the magazine's offices in Pacific Palisades (Los Angeles), California, to select the 104 finalist events. Nominated entries went through three rounds of judging.

ISES Greater Chicago is proud to announce that one of our local members, Total Event Resources, was the recipient of three gala awards:

Best Multiple-Day Event Program for a Corporation or Association

Best Event for a Corporation or Association:
Overall Budget Under \$100,000

Best Event for a Corporation or Association:
Overall Budget \$100,000 TO \$249,999

Tasty Catering Announces New Addition

Tasty Catering, recipient of the 2008 Caterer of the Year award, is proud to announce the addition of Karen Holden, special events senior account executive, to the company. Holden will be responsible for managing new business development for key accounts and special events.

Holden brings more than 20 years of knowledge and experience in sales and production in the off-premise catering and event planning industry to Tasty Catering. "Karen's customer service acumen is outstanding and aligns itself well with our culture," said Tom Walter, CEO and founding partner, Tasty Catering. "This combined with her experience and creativity will allow us to increase our sales base and customer satisfaction levels."

Holden has held both board of directors and executive board positions with the International Special Events Society (ISES) Chicago chapter.

If you have member news that you would like to see in the newsletter, please email it to SSchnell@total-event.com

The Greater Chicago Chapter of ISES is an organization of dedicated professionals who strive for elevating the special events industry through education and networking opportunities with an emphasis on ethics and professionalism. We hope you will join us at one of our upcoming monthly meetings.

Sincerely,

ISES Chicago

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