



CHICAGO

International Special Events Society

Greater Chicago Chapter Newsletter

June 2007

In This Issue

- **ISES Greater Chicago June Meeting**
- **Industry News!**
- **ISES Greater Chicago is Growing!**
- **So, you want to be a Wedding Planner, Wedding Coordinator, Wedding Consultant?**

Quick Links

- **Vote for the 2007 Spotlight Awards**
- **Join the International Special Events Society**
- **Check out ISES Greater Chicago**

Greetings from ISES Greater Chicago!

ISES Greater Chicago June Meeting

ISES Picnic at the House!

We are having a Picnic at the Windy City Fieldhouse! Come see this great venue and all it has to offer, including event space and team building activities, while catching up with friends! Delicious food will be sponsored by Tasty Catering and spectacular amusements will be sponsored by Clowning Around Celebration Authority. What a great way to kick off the summer - this is an event not to miss!!!

WHEN

Tuesday, June 19, 2007 6:00 PM - 9:00 PM

WHERE

Windy City Fieldhouse
2367 West Logan
Chicago , IL 60647

FEE

Event Registration
ISES Member - \$40.00
ISES Non-Member - \$60.00
ISES Student Member - \$25.00

RSVP

Monday, June 18, 2007

SAVE THE DATE - The ISES Greater Chicago July Meeting will be held on tuesday, July 17th at Brookfield Zoo. More information to come.

[Click here to RSVP for the June ISES Greater Chicago](#)

Our Advertisers - Are you interested in advertising with the ISES Greater Chicago Newsletter? Further information on how to advertise will be coming very soon.

Join our list

Join our mailing list!

Industry News!

Event Solutions 2007 Spotlight Awards

Several ISES Greater Chicago Members have been nominated for Event Solutions 2007 Spotlight Awards. You can vote by going to www.event-solutions.com and clicking on the gold VOTE banner.

Event Company of the Year

Minding Your Business, Inc. represented by Amanda Marijanovic

Total Event Resources represented by Kathy Miller

Event Rental Company of the Year

Chicago Party Rental represented by Ben Shipper IV
Designer of the Year

David Halsey of The Meetinghouse Companies, Inc.
Samaritan Service

Robert Sivek of The Meetinghouse Companies, Inc.

Rising Star - Female

Erika Lohmar of The Meetinghouse Companies, Inc.

The winners of the Event Solutions 2007 Spotlight Awards will be announced at Idea Factory, August 20- 23, 2007 in Miami, FL.

ISES Eventworld 2007 - An Institute for Professional Development

What is at the ISES Eventworld 2007 - An Institute for Professional Development?

- Educational programs
- Renowned industry speakers
- Leadership development
- International event perspective
- Industry recognition: The ISES Esprit Awards Celebration

Who should attend

- Any and all Special Event Industry professionals

Why should you attend:

ISES Eventworld 2007 - An Institute for Professional Development has become the event for event professionals to:

- Network, network, network!
- Relationship and business building opportunities
- Hone your skills
- Get in-depth insight into emerging trends
- Gain a wealth of knowledge

ISES Greater Chicago is Growing!

The ISES Greater Chicago Chapter is proud to welcome the following new members who have joined our chapter in the last six months. As you can see, the ISES Greater Chicago Chapter is a rapidly growing organization that is dedicated to meeting the needs of our membership and providing invaluable networking and educational opportunities for everyone.

Shawn Broskoff, Bella Pictures
David Halsey, The Meetinghouse Companies, Inc
Suzanne Bies, Black Tie Event Services, Inc.
Terry Heisler, Performance Lighting, Inc.
Henry Johnson, Dead I Communications
David Yargus, Carousel Linen Rental
Denyel Reed, INROADS
Suzanne Thomas, YPO - Windy City Chapter
Timothy Dilon, Student
Pamela Moore, Phillip's Flowers and Gifts
Alexandra Jusino, Exquisite Events, LLC
Heidi Mains, The Main Event, LLC
Brooke Miller, A Perfect Event
James Kolz, E&J Gallo Winery
Jeanne Robert, Plan J Events, Inc.
Jill Zienkiewicz, Ivan Carlson & Associates
Kathleen Esterquest, Kehoe Designs
Vicki Amberg, Glenn Manor
Lisa Collins, Grand Event Music
Tara Gallagher, Karen Kuffel Party Service
John Belpedio, Advance Creative Products
Patrick McNulty, All-4-Fun, LLC
Pamela Spritz, jordan's food of distinction
Bob Wilson, Wilson Rental Inc
Paul Johnson, J. B. R. Inc. dba Fundways of Illinois
Jayme Galanos, Beyond Elegant Events
Lauren Knuepfer, Food For Thought
Erika Bohnhoff, A Perfect Event
Taricka Coleman, Taricka Coleman
BranArla Johnson, PEEP
Jennifer Lejman, Greenbelt Cultural Center
Christell Ayers, Greenbelt Cultural Center
Mary Beth, Thede
Mark Benzer, Karen Kuffel Party Service
Daniela Fields, Partini Productions Inc.
Karen Kuffel, Karen Kuffel Party Service

Cathy Phillips, Eved Services
Brooke Bandik, Tying the Knot
Sandra Levin, Partini Productions Inc.
Michael Marchetti, Galleria Marchetti
Amanda Marijanovic, Minding Your Business, Inc.
Anna Richards, Catalyst Ranch
Lori Skalitzky, Lori Skalitzky Photography
Dawn Smith, Photogenic, Inc.
Mystique Latese, ASAP Models, Talent, Promotion Ltd
Melissa Hackett, Elgin Community College
Christine Paszek, BBJ Linen
Christine Worth, Intelligent Lighting Creations, Inc.
Catherine Noble, Communications Direct, Inc.
Emily Olson, Event Architects
Sheryl Levitsch, Medical College of Wisconsin
Laverne Mathews, Larabida Children's Hospital
Anne Radtke, Milwaukee Art Museum
Kelli Rhodes, Student
Steve Kalapsa, The Meetinghouse Companies, Inc.
Sylvia Marcinczyk, Nexus Event Planning
Dana Sohn, Park Hyatt Chicago
Andwanita Holloway, Student

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

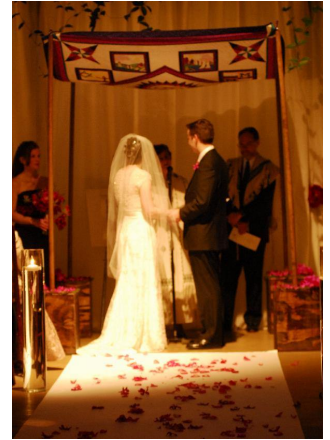
Sandy Sobczak, CERP, VP Programs & Education
Chicago Party Rental/Braun Event & Tent
Phone: (800) 322-5868
e-mail: ssobczak@chicagopartyrental.com

Jack Scafide, VP Membership
CORT Event Furnishings
Phone: (630) 972 0146
e-mail: jscafide@cort1.com

So, you want to be a Wedding Planner, Wedding Coordinator, Wedding Consultant?

by Frank J. Andonoplas, MBC, Frank

If you would have told me in the early 80's as a student in the College of Commerce at DePaul University, taking on a full time load of classes at night working on my Bachelors degree in Finance and Accounting, while working full time during the day at the Northern Trust Company that I would not wind up in the financial world, but become a Wedding Consultant, I would have thought you were nuts. But, we never know what the path ahead holds for us.



After planning weddings for over 14 years now, I like to answer the at least one phone calls and/or emails that I get on almost a daily basis of "Gee, I want to be a wedding consultant because it looks like so much fun" or, the "I just planned my wedding /my daughters wedding and I know I want to do this full time" or "I think it would be a great job for stay at home Mom". While all of these statements could very well be true, the only way to really understand what we do as wedding planners/consultants/coordinators is to learn how I did, trial by fire. I admit it does look like a heck of a lot fun. It sure looked that way when Franck in Father of Bride did or, when Jennifer Lopez in The Wedding Planner took on the role. Wedding planners have now become quite a standard in television, movies and soap operas. (Great exposure for our industry!) But unfortunately, they make it look unrealistic. (Although, I did love the scene when Jennifer Lopez comes home, has a TV dinner in front of her set after a long day - now that is reality!)

Planning the once in a lifetime event for a family can be very stressful. You are not only planning an event, but a life change that effects many individuals. You need to very early on in the planning stages access who is where with the whole marriage (not the wedding, the marriage). The perfect scenario does happen. Couple is very much in love, parents support the marriage, and parents all get along with each other. But with the new "blended" families of the new millennium, this is not always the case. The wedding planner is often put in the middle. You have to learn how to deal not only managing the event, but the emotions of all the people involved as well. This on top of all the usual aspects of planning a wedding is what makes it a challenge that I love.

Learning how to manage this is not in any book or training course.

I would like to suggest the following tips for starting out in this market:

1. Contact the Association of Bridal Consultants. They can be reached at 860-355-0464, (or on the web at www.BridalAssn.com) their training is the best in my opinion. Membership information is on the web, or they can send you a new member brochure if you can't access the web.
2. You will want to join as a novice member. The novice membership should last about a year while you are "getting your ducks in order" to move to the consultant level. This will allow you to enjoy full Novice Membership benefits. The best is going to as many local meetings as you can. Many are educational, and many feature vendors that you can use as referrals for your clients. Some members will actually take a novice on as an apprentice. You are not paid for your work, but the experience is so rewarding. ABC does not require this, and not all consultants take on apprentices. It is up to each established consultant if they want to do this.
3. Take the Weddings as Business course offered through the Association of Bridal Consultants. . It gives you a great overview of starting a business in the wedding consulting world. It talks about business plans, contracts and many other things applicable to starting a business.
4. After successfully completing the Weddings as Business course, move onto the Professional Development course. It consists of 5 modules. After taking the final, you then earn the title of Professional Bridal Consultant, the first of three levels of designation offered by ABC. This designation can be a help when marketing your services. Would rather hire an accountant or a CPA?
5. Start researching vendors, and start a database of all wedding services your clients will need. Local wedding magazines and local listings on Internet sites are a great place to start your list. You will want to meet each vendor, and visit the sites. You need to know the positives and negatives of each, and pricing! You will need to make sure you keep on pricing changes. The clients hire us for knowledge. DO YOUR HOMEWORK!
6. Attend a New Horizons Conference that travels the US. Also the ABC annual Business of Brides Conference is great way to network with consultants and vendors worldwide! It is held every November. This year we are in Orlando. The educational seminars at conference are great and the networking even better.
7. Read everything you can. Bridal Magazines and wedding books are great place to start. Also stay up on trends with magazines like In Style, Bon Appetite, Gourmet,

Metropolitan Home, House and Garden, Food and Wine, amongst numerous others. Clip photos of things you find interesting, or think you might use as a design element or detail in a wedding. Rip, clip and cut out photos of ANYTHING you find interesting and appealing. Keep it in a file (I review my quarterly) or if you are stuck for interesting ideas pull out the file for some instant inspiration.

8. You can also join the International Special Event Society. It is great for networking and is great opportunity to meet new vendors who can bring your clients the latest in event products and services. For more information see www.ISES.com

9. Attend the Special Event Show each January. Next year will be in Atlanta. The classes range from Wedding, Design, Food, Event Management, and Rentals. The parties each night are over the top and not are only a great way to enjoy and be the guest for change, but see the latest in trends. What are the serving, how they are serving it, how did they light the room, what linens did they use, the list just goes on. www.thespecialeventshow.com

The biggest mistake I have seen novice members making is taking on a wedding before they are prepared. This can be the first step toward failure. So, again, do the homework or rather PREPWORK! Take the classes, research your vendors completely, know the etiquette, be up on the latest trends, have the knowledge of what suppliers carry what products. We are hired for our knowledge. If you do not have it, you cannot even begin to compete with those who have been in the business for many years and who are up on these things. Think about it, who would you hire?

These are just a few things that will get you started. This can be a rewarding career, but it is very demanding. You need to be prepared to give up nights and weekends-- when clients can usually meet, and when weddings usually are celebrated. The hours can be very long. This will cut into your family and social life big time, but don't forget to set aside time for you. (Many of us in the industry use Mondays as our weekend to do "normal" weekend errands like going to the grocer, the dry cleaner and bank.) The competition in the Chicagoland area is very tough, as there are many others offering the same services you will, and several with many years of experience and outstanding credentials.

For me, this is a very rewarding career, and the positives outweigh the negatives big time. To know that I have taken and a families' dreams reality and to know that I have created a memory that will last a lifetime, you can't put a

price tag on. When I get down, or am feeling like I am starting to burn out, I pull out the album of photos of all the couples I have been honored to have been chosen as their wedding Consultant, and, then go to one of the several binders of thank you notes from couples, parents, and even a few guests. It puts it all in perspective, and know the reason why I am no longer "Frank at the Bank".

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,

Sarah Schnell, Total Event Resources, VP of Communications
ISES Greater Chicago

Email: sschnell@total-event.com

Phone: 847-397-2200

[Forward email](#)

 **SafeUnsubscribe®**

This email was sent to sschnell@total-event.com, by sschnell@total-event.com
[Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

Email Marketing by



ISES Greater Chicago | 1920 N. Thoreau Drive, Suite 105 | Schaumburg | IL | 60173