



CHICAGO

International Special Events Society

Greater Chicago Chapter Newsletter

February 2007

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Greetings from ISES Greater Chicago!

Benvenuto! Festa! Bon Appetito! - Sixth Annual NICE Awards!

by Jamie Carlson, House of Harley-Davidson, Inc.

In February, the Greater Chicago Chapters of the International Special Event Society (ISES) and the National Association of Catering Executives (NACE) will be hosting their sixth annual NICE Awards, "A Passport to Italy." The



NICE Awards celebration honors industry professionals for their achievements. Recognized professionals meet a strict set of criteria for outstanding programs, products and services they produced throughout the year. This year's entries were judged by the North Carolina Chapters of ISES and NACE. General categories for submission include: Event Planning, Entertainment, Catering, Creative Services and Support Services.

This year's awards and dinner celebration will be held on Tuesday, February 27, 2007 at 6:00 PM at The Grand Piazza, 1431 Taylor Street, Chicago. Valet Parking will be available. Please RSVP by Friday, February 23rd, 2007. Payment will not be accepted at the door. Ticket pricing is as follows: \$85.00 per person for a limited time (\$100.00 after February 12th) or \$800.00 for corporate table of ten for a limited time (\$950.00 after February 12th). There will be open seating for groups less than 10.

The NICE Awards originated in 2001 to commemorate event excellence of the Greater Chicago Chapters of NACE - National Association of Catering Executives, and ISES - International Special Event Society. Our Co-Chairs for the 2007 NICE Awards are Ellen Harte of Tasty Catering and Frank Andonoplas of Frank. Whether a supplier or planner, this event brings out the best of the best in the Greater Chicago area.

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The Grand Piazza Chicago is one of Chicago's newest event venue including a grand ballroom, roof top terrace, theatre and is home to the Italian American Sports Hall of Fame. The impressive granite setting in Chicago's famed Little Italy can host receptions up to 600 guests, dinners for 300, and provide full service catering, meeting services and more. Memorabilia from such greats as Joe DiMaggio, Dan Marino, and other world class athletes greet guests as they enter on the first floor. Travel up the spiral staircase to the grand ballroom with windows overlooking DiMaggio Park. A few steps beyond to the roof top terrace and gaze at uninterrupted views of the entire City of Chicago skyline. The Grand Piazza Chicago is simply the perfect setting for your amazing event.

There are 3 floors plus the rooftop terrace. The first floor is beautifully laid out with Italian sports memorabilia where we will begin with cocktails and showcasing the nominees' entries. The second floor is a wonderful open space designed for hosting events, which is where the awards ceremony will be held. The third floor consists of a dining area where Levy Restaurants will be catering for this squisito dinner.

Our sponsors of this year's NICE Awards include: Artists, Events, and Entertainment; BBJ Linen; Catch the Moment; Chicago Party Rental; Comcast Cable; CORT Event Furnishings; Embossed Event Graphics; EventGallery; Grand Piazza; Intelligent Lighting Creations; Levy Events Catering; Martene and Associates; and The Meetinghouse Companies. They have joined together to create an incredible Italian experience you do not want to miss.

Every year, our meraviglioso members have graciously donated fantastico raffle prizes for you to win at this esteemed event. Who are we to mess with a tradition? Sponsorship opportunities are still available. Please contact Jamie Carlson, phone 414- 282-2211 or via email: jamiec@houseofharley.com to be a sponsor, donate a raffle prize or in-kind donation. All sponsors and/or donations will be recognized at the event.

Please RSVP by end of the day on Friday, February 23rd, 2007.

[Click here to RSVP for the NICE Awards...](#)

The 2007 NICE Awards (NACE ISES Chicago Excellence Awards) nominees are:
Mary Rothe - Artist's, Events & Entertainment
Chris Paszek - BBJ Linen
Susan Cordogan - Big City Bride/Big City Events
Gary Braun - Chicago Party Rental
Douglas Crowe, CERP - Chicago Party Rental
Matt Fitzgerald - Chicago Party Rental
Pamela Patsavas, CSEP - Chicago Party Rental/Distinctive Event Productions, Ltd.
Ben Shipper IV - Chicago Party Rental
Sandy Sobczak, CERP - Chicago Party Rental
Gwendolyn McNutt, CSEP - Comcast
Theresa Kleptach - Charwells Dinning Services - DePaul Catering
Ali Phillips - Engaging Events by Ali, Inc.
Fergus Rooney - Event Architects
Doreen Levy - EventGallery, LLC.
Megan Taylor - Fig Media
Frank Andonoplas, MBC - Frank
Nancy Brockway - Hall's Rental Services
Jamie Carlson - House of Harley-Davidson
Brian Knox – Knox – Array Event Production
Michael O'Dea - O'Dea Entertainment
Christina Currie - Party Partner, Inc.
Lisa Lutz - River East Art Center
Ellen Harte - Tasty Catering
Jamie Pritscher - Tasty Catering
Anna Wollin - Tasty Catering
Lori Manby, CSEP - The Meetinghouse Companies, Inc.
Jim Bailey, CSEP - The Meetinghouse Companies, Inc.
Kathy Miller - Total Event Resources

A Special Event To Remember!

by Erika Lohmar, The Meetinghouse Companies

Glitz, Glamour,
Schmoozing - It's The
Special Event Show in
Los Angeles! As a first
time attendee of the
show it could not be
clearer why we as
industry professionals
love to attend this
event. The
schmoozing with
industry leaders and
colleagues, the classes
led by creative
pacesetters for our industry and the over the top special



events create the ultimate experience that you hope to gain when attending a conference. Let me take you through my experiences at The Special Event Show.

The week started with inspiration from Audrey Gordon, Diane Devitt, CMP and Richard Carbotti with their energetic and interactive presentation. The art of schmoozing is about the sincerity, your personal style and the ability to maintain a positive relationship and environment. You have seven seconds to make a first impression - "talk the talk, walk the walk and aim high!" It's all about interacting with each other as well as building those business relationships within the industry. This class could not have been more on the money on how I felt about the entire week of events. You meet people from all over the world who have the passion for our industry and want to see it grow. Interacting, learning from others and building lifetime relationships and friendships was the best part of attending the show. The classes sent you away with new knowledge of the industry, upcoming trends and hundreds of inspirational ideas to take home to share.

I had the opportunity to participate in "Wedding Drama" hosted by David Halsey, Floral Director, The Meetinghouse Companies, Inc. and Ira Mitchell Steinman, Creative Director, ME Productions. Being involved as a member of the team gave a different perspective to the conference. Working with such talented individuals and helping to showcase their fashionable and stylishly designed wedding bouquets was exhilarating. Having a hands on opportunity to see the behind the scenes preparation speakers put into their class makes you appreciate their industry dedication. I would recommend to a future attendee that you become involved in working on the events. "Hands-on-100" gives the opportunity to learn by participation. Although I was not directly involved with the program this year, it would be an aspect that I would not want to miss out on and would join in the future.

It's time to get out the glitter, put on your bling and bring your Diva attitude to the opening night event "Diva Bling". To enter the event, you walked over a clear riser creating the illusion that you are walking on water. To the right of the riser were three impressive living garden statues. The entrance was draped off with a geometric shaped spandex wall washed with vibrant tones to make you feel like the ultimate Diva! Sleek white spandex hurricanes rose from floor to ceiling to create focal points for the bar station. The stage was well dressed with thousands of clear crystal bead curtains and oversized crystal chandeliers, creating a diva's paradise. Guests relaxed on the swanky lounge furniture as they networked and enjoyed the entertainment. Every detail was covered from branded LED discs on the cocktail tables and ottomans, to the tortellini served in clear "glass" slippers and

parting gifts of "Diva Bling" milk and cookies. But the party would not have been complete without the over the top entertainment of showgirls with their feathers and glitter, strolling "Diva" models and the exquisite performances by Eartha Kitt, Taylor Dayne, Shanice, Morganne and many more Divas.

Ignite your Imagination! The opening general session sparked your imagination for your upcoming events with dynamite entertainment and presentations. Cirque performers, fire breathers, high powered dancers and special effects got the energy flowing in the crowd. The keynote speakers Jon Wee and Owen Morse, The Passing Zone, were astonishing. Their wildly entertaining juggling act, humorous and inspirational words about the power of team work and partnership had us all falling off our chairs. From seven pin juggling, to an artistic performance of two men dressed in tights tossing gasoline powered chain saws gracefully moving to the Nutcracker's Sugar Plum Fairy Waltz and their finale of human juggling, the duo entertained and motivated all.

Anything and everything your imagination will let you create and design can be found on The Special Event Trade Show floor. The magnificent display of unique entertainment, linens, furniture, décor and audio visual was overwhelming. The options are endless to create the perfect events for your clients. Learning about different vendors across the country and meeting associates you work with but have not met in person because they are across the country, opens the doors to the endless possibilities of our industry. If there is anything that you can learn from each aspect of our industry at the trade show is that there is nothing too intricate and detailed or too over the top that can't be dreamt about and produced to create your visions.

On Friday night, the stars of the special event industry arrived at the exquisite Shine Auditorium (which hosts the Academy Awards) for the annual Gala Awards. As you entered the event VIP style, you noticed the exquisite décor, from the Mediterranean inspired lanterns hanging from the ceiling to the unique arrangement of fresh floral, pottery and props. For the Gala Awards presentation, we moved into the famous theater. The vigorous dance performances, between each of the categories, kept the show moving quickly while entertaining the attendees. During the ceremony I was proud to be a member the ISES Chicago chapter. Total Event Resources brought four Gala Awards back to Chicago for Best Use of Lighting, Best Event Entertainment Concept and Execution: Entertainment Budget Under \$25,000, Best Theme Decor: Total Decor Budget \$20,000 TO \$50,000, and Best Event Produced for a Corporation: Overall Budget \$100,000 to \$249,999. Their outstanding accomplishment is a success for

our Chapter!

The Special Event Show is an experience that I would encourage all to attend. The motivation and knowledge gained from the classes is inspirational for our industry to keep setting our standards high and designing our wildest dreams, the networking relationships that were formed throughout the week that will last for a lifetime, creates the ultimate industry experience, which is priceless.

ISES Greater Chicago is Growing!

The ISES Greater Chicago Chapter is proud to report that during the the ISES December Membership Drive our chapter obtained 27 NEW MEMBERS! Back in 2005 our chapter only had 6 new members join during this same membership drive. This just goes to show that the ISES Greater Chicago Chapter is a rapidly growing organization that is meeting the needs of our membership and providing invaluable networking and educational opportunities. If you aren't already a member you really should be. Not only did the ISES Greater Chicago Chapter have an incredible membership drive, the Midwest Region had the highest number of new members compared to all other regions.

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

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

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