



## CALENDAR OF EVENTS

### ISES CHICAGO CHAPTER MEETING

OCTOBER 20, 2004, WEDNESDAY

PRESENTER: DAVID DELOACH, WALT DISNEY WORLD PARKS & RESORTS

LOCATION: GERMANIA PLACE, CHICAGO

### ISES CHICAGO CHAPTER MEETING

NOVEMBER, 2004 DATE AND LOCATION: TBD

### ISES CHICAGO CHAPTER MEETING

DECEMBER, 2004 NO MEETING: HAPPY HOLIDAYS!

### THE SPECIAL EVENT

JANUARY 5 – 8, 2005

MIAMI CONVENTION CENTER, MIAMI

### ISES CHICAGO CHAPTER MEETING

JANUARY, 2004

PROGRAM: DALE CARNEGIE SALES TRAINING, "COLD CALLING"

DATE AND LOCATION: TBD

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**Disclaimer:** Statements of fact and opinion within Chicago Chapter Chat are the responsibility of the authors and do not imply an opinion of the officers or members of ISES or the ISES Greater Chicago Chapter.

## EVENTWORLD 2004: Hits Record-Breaking Attendance

Eventworld 2004, Chairman, **Kathy Miller of Total Event Resources** said, "Our committee worked diligently and really stepped up to the plate to make the conference nothing short of a stellar attendee experience." Working in tandem with the Conference Education Chair, **Deborah Borsum, CSEP of The Meetinghouse Companies, Inc.**, and the Conference Education Committee content was offered at varying levels of experience with all event industry disciplines being able to actively participate. Attendees had the opportunity to **discover** new information and trends helping them to **evolve** as more informed industry professionals assuring they **succeed** in their respective event disciplines.

A pre-kickoff of Eventworld 2004 began with the Board of Governors dinner chaired by **Jack Scaffide of CORT Event Furnishings**, hosted in the tasting kitchen at the **Hyatt Regency Chicago**. After a full day of meetings, our international board members were feted with a lavish dinner provided by the hotel culinary staff on a whimsical tall oversized rectangle table setup with festive bar chairs adorned with aprons, donned later, bearing the "Discover, Evolve, Succeed" focus of Eventworld 2004. Gracing the table on butcher-block paper were also the key words from Eventworld along with Chicago puzzles and crayons for "doodling during dinner". This would not have been possible without the support of **Tablescapes and Total Event Resources, Inc.** and the special efforts of **A-J Merritt** who coordinated wrangling caricatures by **Levi Toons** of our board members that designated their seating arrangement.

Before Eventworld opened its doors to attendees, a Leadership Reception, was hosted by the **Signature Room** atop the John Hancock Building, where **Rob Schaul of Schaul's Signature Cuisine & Events, Chair**, worked closely with **Ivan Carlson & Associates, Tablescapes and Tabletoppers, Inc.** on creating the perfect setting for our ISES leaders worldwide to gather and gab in the midst of their two days of leadership summits. *(Continued Page 2)*

## Members Section:

A new "Members Table" will be available at each membership meeting. This "value added" benefit of membership will allow you to share your business cards or soft marketing materials to members and guests at regularly scheduled meetings!

More than 40 members recently attended the presentation by Julia Rutherford Silvers, CSEP as she presented her program on *Threshold to Threshold Event Production*. Following the program, Ms. Silvers signed copies of her new **Special Event Coordination** book. Proceeds from the sales of the book will benefit our local ISES Chicago Chapter in support of ongoing education programming. A limited number of additional copies are still available and may be purchased by contacting Pamela Patsavas, VP-Programs.

Visit the [www.iseschicago.com](http://www.iseschicago.com) website for the latest in scheduled events and registration information!



ISES International President, Dale Harmon, takes to the podium as he recognizes nominees for awards.

Photo Credit: Edward Fox Photography, Chicago



Tom Dreesen, Esprit emcee, charmed the audience.

Photo Credit: Edward Fox Photography, Chicago

## Evenworld Continued (from Page 1)

A special thanks to committee member, **Lanie Hartman of BBJ Linen**, as she performed double duty in tinkling the ivories for all the guests to enjoy along with the panoramic views of the Chicago skyline. **CTC: A Destination Management Company** coordinated the ground transportation.

Commencing with the Welcome Address by **Jim Law, Director of Mayor's Office of Special Events** and the proclamation bestowed upon our organization by the Mayor's Office, right through to the Esprit Awards Gala, attendees had opportunity aplenty to learn and network with old and new industry friends. **Scott Vogel's** Keynote Address on *Remarkable Service: The Key to Ongoing Business* held the rapt attention of the audience.



Collaborative creativity was a key element to the success of Eventworld 2004. Designers and suppliers from a myriad of disciplines all tossed in their ideas to come up with the best ideas!  
Photo Submitted By: Gloria Nelson

Social events tied into Eventworld 2004, were everything attendees had hoped they would be during the conference. **Dale Harmon of Plants Alive!, Inc. and ISES 2004-2005 International President** esteemed the committees efforts and said, "Knowing how much effort went into the months of planning for the entire conference, they were without a doubt 200 times more spectacular than I had anticipated. Being privy to the preplanning updates, I was astounded at the final results and continue to hear positive accolades from our membership and non-member attendees. It takes a great deal to impress those of us in the industry and we were all wowed with the cohesive team effort and end results!"

(Continued Page 3)

### Trends Continued *(from Page 8)*

Action stations are big on the list as well. People are into sushi stations, watching the sushi being rolled, perhaps paired with a saki bar. Guests are also feasting on creme brulee being torched right at the dessert station. Tapas bars and pan Asian dishes are in demand as well. Perna said people are much more adventurous with food choices.

As for décor, Jim Bailey with The Meetinghouse Co. sees a resurgence of themed parties. “Horse Racing, “Chicago”, and “Egypt” are just a few of the frequent requests. The color schemes involve deeper reds, purple and peacock. In general, richer tones colors are being requested.

*Fall* into step with comfort foods from the bounty of the harvest, surrounded in lush colors that reflect the season and occasion. ~NB

*Nancy Brockway serves on the ISES Greater Chicago Board of Directors as a Member-at-Large.*

### Eventworld Continued *(from Page 2)*

The Welcome Event, “Red Hot Chicago” held at the Crystal Garden at Navy Pier, steered by Chicago’s Own “Empress of Schmooze”, **Audrey Gordon of Audrey Gordon Parties, Ltd.**, provided the perfect backdrop for old and new friends to gather in the midst of a *hot* party atmosphere. Guests meandered under “El Tracks”, were engaged with interactive entertainers and even had the opportunity to have their best attributes drawn while tunes raged on and things heated up on the dance floor. This event would not have been possible without the staunch support and collaboration of the sponsors including: **Jake & Elwood and The Big Fun Band sponsored by Carmel Music & Entertainment, The Butt Sketch World Tour, Chicago Party Rental, CORT Event Furnishings, CTC Destination Management, Crystal Garden, Images in Illuminations, The Meetinghouse Companies, Productions USA, Inc., Prism Entertainment, Ltd., Knox-Array Event Production, BoldStroke, Phil Stefani Signature Restaurants, Gary DeVar, Graphic Design and Printing, Jeff Grissberg and Linda Eck.**

Key attendee sessions were accented with staging orchestrated by **The Meetinghouse Companies, Inc., Distinctive Event Productions and Chicago Party Rental.** Special thanks for additional support go out to **PSAV Presentation Services, Marvellous Mark and Corporate Event Enterprises.** Breakfast and lunches were elevated with the generous contributions made possible by **Chicago Party Rental, Tabletoppers, Inc., Karl’s Event Rental and BBJ Linen.**

*(Continued on Page*

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## Eventworld Continued *(from Page 3)*

The Esprit Gala, chaired by **Lanie Hartman of BBJ Linen**, pulled out all the stops with an entirely new design concept previewed at the awards dinner. Guests walked into the transformed Crystal Ballroom at the Hyatt Regency with their focus turned to a dramatic stage backdrop, flanked with abstract plexi-pieces, washed in color and gobo projections coordinated with ultra hip Lucite centerpieces bathed in candlelight on top of bichon tablecloths. Pre-dinner entertainment was provided by the diminutive darlings of **The Allegro String Ensemble** in the midst of edgy lighted tables.

Television and stage personality, **Tom Dreesen**, flew into Chicago to assume the role of Master of Ceremonies. Tom has made over 600 appearances on national television as a stand-up comedian including 61 appearances on "The Tonight Show", a frequent guest on the "Late Show with David Letterman" and he has also guest hosted during David's absence. Dreesen is not only known for opening Frank Sinatra's stage shows for almost 14 years, but his humanitarian efforts in giving his professional time to worthwhile charitable causes as well.

**Guitarola** provided the sounds during the dinner and awards presentation never missing a cue as they segued between presenters and announcements, followed by the sounds of the **Dennis Keith Band: DK Rocks**. Revelers dressed in their finest filled the dance floor until the plug was pulled on the party, where guests then went to **BIG's** for an afterglow of fun.

The achievements and contributions made by the 2004 Esprit Nominees were among the most prestigious in the industry. This year's Esprit Awards were coordinated by the ISES Awards Committee consisting of **Brian Acheson, CSEP (Co-Chair) of VIP Events, Inc. and Pam Burton (Co-Chair) of Cast of a Thousand Entertainment Co., Inc.; Chris Gasbarro of MassAV; Gail Gregor of The Meetinghouse Companies, Inc.; Bonny Katzman of BK Design; Mason McMullin, CSEP of Part Planner, Inc.; Jill Moran, CSEP of J.S. Morgan & Associates, Event Planning & Management and Jan Rocco of Party Props, Inc.**

For a complete list of Esprit winners, visit [www.ises.com](http://www.ises.com).

The Esprit Gala would not have been possible without the lavish support of sponsors including:

*(Continued Next Column)*

**Kehoe Designs, Hall's Rentals, Ice Magic, CORT Event Furnishings, BBJ Linen, Kinko's, PSAV Presentation Services, Granek Productions, Inc., Schaul's Signature Cuisine and Events, Greg Steigmeyer and our esteemed Master of Ceremonies, Tom Dreesen.**

All the while, behind the scenes with months of planning and onsite execution was the dedicated Eventworld 2004 Committee. The members included: **Kathy Miller, Conference Chair, of Total Event Resources; Jim Law, Mayor's Office of Special Events; Barbara Lee Cohen, CMP, Productions USA, Inc., Audrey Gordon of Audrey Gordon Parties, Ltd.; Lanie Hartman, Esprit Gala Chair of BBJ Linen; Margarita Heinzl, CSEP of The Meetinghouse Companies, Inc.; A-J Merritt of Ivan Carlson & Associates; Gloria Nelson of Gloria Nelson Event Design, LLC; Jack Scaffide of CORT Event Furnishings; Robert Schaul of Schaul's Signature Cuisine & Events; Linda Whitlock of Corporate Event Enterprises, Lulu Yen, CMP of Chicago Party Rental and Susan Lewandowski Cordogan, CTC, A Destination Management Company.** Serving on the Education Committee chaired by **Deborah Borsum, CSEP of The Meetinghouse Companies, Inc.** were **Bill Knight, CSEP; Cher Przelomski, CSEP of Planning Factory International and Mary Kay Weber, CSEP of Prism Entertainment, Ltd.**

For a solid four days, **Edward Fox Photography** fastidiously documented the entire Eventworld 2004 Conference for Professional Development. Whether you attended or not, photos are available for your review by going to the ISES Headquarters opening page and reviewing the events. This is a great way to purchase photos to commemorate the bonds of friendship, gift photos to your peers who were Esprit Award recipients, or for Chapter documentation for next year's Chapter recognition. Easy online payment is available for your convenience with photos coming directly to your desk. To view the photos, simply go to [www.ises.com](http://www.ises.com).



Brian Acheson, CSEP, moderates an educational breakout session. He performed double duty as awards chair as well.

Photo Credit: Edward Fox  
Photography, Chicago  
*(Continued Page 5)*

Eventworld Continued *(Continued from Page 4)*

Conference sponsorships were paramount to the success of the team's efforts. In addition to those previously mentioned, we'd also like to acknowledge and thank **Event Specialties & Promotions, Inc.** for the badges and lanyards they provided for all the attendees. The in-kind sponsorships of all those listed herein totaled \$301,850.00. Eventworld 2004 wouldn't have been possible without your staunch support.

Eventworld 2004 would also not have been possible without the support and management counsel of the capable Smith-Bucklin team. Please take the time to thank **Kevin Hacke, Jocelyn Kins, Kristin Kindsvater, Cassie Lapeka, Marisa Villalba, Hilary Ashland, Julieanne Bendel** and the rest of the onsite team assembled to make Eventworld 2004 so meaningful. Special thanks also to the professional staff and team that surrounded Eventworld 2004 from the **Hyatt Regency Chicago Hotel.**

Make sure you mark your calendars and "save the date" for Eventworld 2005 scheduled for August 11-13, 2005. The Renaissance Hollywood Hotel will be opening their doors and the committee promises yet another educational and networking opportunity for ISES members and guests to look forward to in the coming year.



Eventworld 2004 Conference Committee Members take pause to pose at the Esprit Gala.

Photo Credit: Edward Fox Photography, Chicago

Save the Date: Eventworld 2005  
August 11 – 13, 2005  
Destination: Hollywood!



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## IN THE LOOP

**Frank Andronopolas** of **Frank Event Design** was named "Chicago's Favorite Wedding Planner" by *Today's Chicago Woman* magazine readers in their annual reader's poll. Andronopolas is a Master Bridal Consultant and frequently requested speaker.

Watch for your new electronic invites as we go more toward the paperless age!

Please send your news to  
[Gloria@nelseventdesign.com](mailto:Gloria@nelseventdesign.com) for inclusion "in the loop"!

## CSEP Study Group

A new study group is forming for those members interested in sitting for upcoming CSEP exams. Interested parties should contact Gloria Nelson by calling (920)582-5995 or emailing [gloria@nelseventdesign.com](mailto:gloria@nelseventdesign.com).



**Maximize your ISES membership....attend local Chapter meetings and get involved!**

**Look for team volunteering opportunities at the registration table!**

## Earning your CSEP...Scary, but worth it!

By: Gwendolyn Y. McNutt, CSEP  
VP-Membership 2004-2005  
ISES Greater Chicago Chapter

This past year I have spent as a member of ISES has been very rewarding for me. It was filled with studying, sitting and passing the Certified Special Events Professional (CSEP) Exam. In addition, I joined the ISES Greater Chicago Chapter board of directors at the end of 2003 and have been involved in recruiting new members. These activities, coupled with my desire to learn more about the industry have afforded me the opportunity to grow not only professionally but also personally. Through the CSEP exam process, I was able to develop a close bond with my study partners and to work with some of the industry's CSEP pioneers who were willing to help and answer questions – and I had plenty! Having just recently earned my CSEP designation, it puts me in a unique situation for helping others and helping to make transition and change within the ISES Greater Chicago Chapter and the industry.

For those of you who are unfamiliar with the process, it begins with documentation...and I do mean documentation of your industry experience. You are required to demonstrate your experience through a documented points system. Once you have completed your documentation and submitted an application fee to ISES Headquarters, you will receive your study materials. It is then that you will discover just what you have gotten yourself into...

The exam is divided into three distinct parts:

- 1) Portfolio – your portfolio documents an event that you had significant involvement in within the last two years. Three binder copies of the portfolio are submitted on the day of the exam.
- 2) Vocabulary – you will be tested on your industry vocabulary knowledge through a 90-minute multiple choice vocabulary exam.
- 3) Essay – you will be given a situation and asked to demonstrate your knowledge and ability of the industry using the exam blueprint.

## C.S.E.P. Vocabulary

Are you talking the same terminology? Are you on the same language page with your fellow industry associates? Let's delve into more industry terminology in this issue. How well do you score?

- 1.) An oral or written agreement to provide accommodations on a particular date, at a particular rate, and of a particular type for a specified number of guests is called a \_\_\_\_\_ (two words.)
- 2.) \_\_\_\_\_ (two words) are the curtains hung from the upper section of the center poles of a tent to hide them and any guy ropes, stakes or anchors.
- 3.) A \_\_\_\_\_ (two words) is a type of barter. For example, a show manager might do an exchange with a publishing company, giving the publisher a free booth or stand in exchange for free advertising.
- 4.) An employee who functions both as a workman and a foreman at the same time is known as a \_\_\_\_\_ (two words.)
- 5.) In film and video production, lighting equipment that exceeds what a typical two-person video crew would carry and is used to create special effects, modify or alter existing light, i.e., spotlights and strobes is known as \_\_\_\_\_ (two words.).
- 6.) A session added on the end of the day to accommodate an extra plenary lecture, usually after dinner is called a \_\_\_\_\_ (two words).
- 7.) A reservation made on an alternate flight to ensure travel on a specific date is known as a \_\_\_\_\_.
- 8.) The length of time from the opening session to the closing session are referred to as the \_\_\_\_\_ (two words).
- 9.) A standard measure of liquor equaling 30ml, approximately 1.5 ounces is called a \_\_\_\_\_.
- 10.) An individual employed on a temporary basis to work on staff registration and information desks or in meeting rooms and to assist delegates in general are known as a \_\_\_\_\_/\_\_\_\_\_. (one word)

(Answers in Right Column)

The CSEP designation is the hallmark of professionalism....walk the talk!

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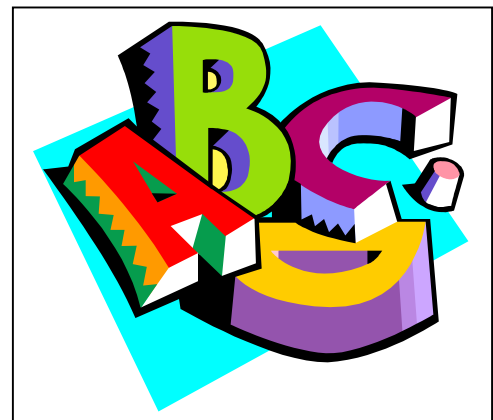
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7. Protection
8. Meeting Duration
9. Jigger
10. Host/Hostess

C.S.E.P. Vocabulary Answers



## CSEP Continued (from Page 6)

Sound overwhelming? YOU BET! The good news is that YOU CAN DO IT! My study process began at an ISES monthly meeting when I asked if anyone else was studying for the exam. Fortunately, I met others who were just as committed and focused as I was and therefore we faithfully met each week to quiz each other and answer questions. The study group worked to memorize vocabulary with flash cards, practice tests and other memorization techniques. We began each weekly study session by reciting the exam blueprint. When studying for the CSEP exam the blueprint is your mantra...learn it, know it, love it, recite it...then recite it again.

So once the exam is over, the agony ends...right? Well, I'd like to say yes, but there's that little matter of waiting 10 weeks to find out if you've passed. In some ways, this is more stressful than the actual exam. However, once you finally reach the end of the 10 weeks and all your questions are answered, you can take a deep breath and get on with your life. During the process you have to be willing to create your own structure; taking a certification exam is not like being in school. You have to discipline yourself. Take time to learn the material and don't be afraid to approach those who have completed the process. Everyone is willing to help!

The current economic climate makes it imperative to hone your craft. It has become increasingly more important to network with industry peers and attend continuing education activities. Remember, with so many certification choices these days, the process to take the CSEP begins long before you are sitting in the exam room. It is a process that includes self-discipline, time management, dedication and organization. It also requires a personal commitment from exam takers, as there is plenty of work that must be completed prior to exam day. For me, taking the CSEP exam was a natural progression in my professional growth. In addition to my CSEP certification, I hold a Bachelor of Science degree in Speech Communication from Southern Illinois University at Carbondale and a Master of Arts degree in Corporate Communication (Organizational Development) from DePaul University. I feel that the CSEP certification will open new avenues with respect to my career; it has already given me more knowledge, new experiences and new friends.

~ GMcN

## Fall Trends

By: Nancy Brockway, Halls Rental Service Inc.

As summer winds down, the economy seems to be on the rise. People are into entertaining more and have the allocated the funds to move forward with events. The tabletop trend this Fall incorporates the use of more earthy tones, such as amber glassware, wood plates, and black matte china in both square and round. Colored glass is very popular as well as uniquely shaped dishes, especially small Asian style dishes. Another trend is to use three or four smaller dishes together on a larger plate for entrees or desserts.

The use of square and large rectangle shaped tables instead of rounds for sit-down functions is on the rise. Square and triangle shaped tables are being combined to create different geometric shapes. Clients have also become very wine savvy and are demanding fine crystal such as Speigalau and Reidel to compliment the sophisticated wines being served.

Lanie Hartman of BBJ Linen is seeing the earth tone trend expand with their lines of suede and velvet cloths. Apple green and loden green are very popular choices. Terracotta is back again and brides are going back to using white.

Of course, the table wouldn't be complete without flowers. Colette Clancy with The Flower Firm, says her clients are using dalais (leonides), roses, burgundy hanging (armarthus), natural wheat and lotus pods displayed in different types of vases. An example would be to use a six foot cylinder vase and pair it with smaller vases. Colored glass vases and leopard print vases are popular requests. For a whimsical touch, Clancy might consider sunflowers wrapped in French braided raffia.

Now that the table is set, what about food? Jennifer Perna with Carlyn Berghoff Catering says the trend this Fall is for heavy hors d'oeuvres buffets. Seated dinners are not as popular. Stuffed beef is a *hot request* as well as acorn squash soup. The acorn squash shell serves as the bowl and is a Fall seasonal favorite.

*Continued Page 3*

## ISES Chicago Survey Results Are In!

As you may recall, earlier this year, the chapter conducted a survey on SurveyMonkey.com of our membership to assist us in providing the very best networking and educational opportunities for our members. The survey included both demographic information and open-ended questions. The data was obtained from a 49% return on completed surveys of ISES Chicago members. The information will also be used to help us recruit new members and enhance our existing membership.

As a thank you, each member who completed the survey was entered into a drawing for an educational package at Eventworld. The name of A-J Merritt of Ivan Carlson & Associates was pulled during the July Meeting. Congratulations A-J! Listed below are some key results from the ISES Greater Chicago Chapter Survey. Thank you for your input and support. *Categories containing no responses have been deleted with regard to space.*

Average Age of ISES Chicago Members	
Age	Percentage
18-24	7.6%
25-34	24.2%
35-44	28.2%
45-54	30.3%
55-64	7.6%
65-74	1.5%

Gender Breakdown of ISES Chicago Members	
Male	Female
25.8%	74.2%

Ethnic Breakdown of ISES Chicago Members		
Caucasian/White	Hispanic/Latino	American American/Black
86.4%	4.5%	9.1%

Educational Breakdown of ISES Chicago Members				
High School Graduate	Associates Degree	Bachelors Degree (BS/BA)	Masters Degree (MS, MA, MBA)	Other
16.7%	4.5%	62.1%	12.1%	4.5%

**Occupational Breakdown of ISES Chicago Members**

<b>Event Planner, Producer Coordinator</b>	<b>Meeting Planner</b>	<b>Non-Profit Organization Event Planner</b>	<b>Special Event Facility/Facility Manager</b>	<b>Wedding Consultant</b>	<b>Decorating, Props, Scenery</b>
28.8%	6.1%	4.5%	6.1%	3%	1.5%
<b>Floral/Plants</b>	<b>Audio Visual Services, Sound, Staging</b>	<b>Equipment Rental</b>	<b>Linen Rental</b>	<b>Tenting</b>	<b>Entertainment, Entertainment Booking Services</b>
1.5%	1.5%	6.1%	6.1%	1.5%	9.1%
<b>Off Premise Catering</b>	<b>Destination Management Services</b>	<b>Event Staffing, Security</b>	<b>Lighting</b>	<b>Amusement, Interactive Games</b>	<b>Event Marketing</b>
7.6%	1.5%	1.5%	1.5%	1.5%	1.5%
<b>Other</b>					
9.1%					

**Time of Meetings Preferred by ISES Chicago Members**

<b>Breakfast</b>	<b>Lunch</b>	<b>Dinner</b>	<b>Other</b>
10%	20%	55%	15%

**Type of Meetings Preferred by ISES Chicago Members**

<b>Networking Only</b>	<b>Have an Educational Component</b>	<b>Feature Entertainment</b>	<b>Both Networking and Education</b>	<b>Other</b>
6.7%	5%	1.7%	83.3%	3.3%

**Location of Meetings Preferred by ISES Chicago Members**

<b>Downtown Chicago</b>	<b>North Side of Chicago</b>	<b>West Side of Chicago</b>	<b>South Side of Chicago</b>	<b>Suburbs</b>	<b>Other</b>
63.3%	21.7%	11.7%	8.3%	38.3%	16.7%