



Greater Chicago Chapter

FOR IMMEDIATE RELEASE:

Media Contact: Gloria Nelson
Vice President – Communications
ISES Greater Chicago Chapter
(920)582-5995

2005 NICE Award Winners Announced

(March 16, 2005 – Chicago, Illinois) The International Special Event Society (ISES) and the National Association of Catering Executives (NACE) came together at the Fourth Annual NICE Awards celebration to honor hospitality industry professionals for their achievements. Recognized professionals met a strict set of criteria for outstanding programs, products and services they produced throughout the year.

Entries were sent to a panel of judges from the Orlando Chapters of ISES and NACE to select the award winners. General categories for submission included: Event Planning, Entertainment, Catering, Creative Services and Support Services.

The award ceremony took place on Tuesday March 15, 2005 at Chicago's Park West. A kaleidoscope of color, music, surprises and whimsy enchanted guests throughout the evening. This year's theme was Fire & NICE. As guests registered at a "talking head" table they were greeted by a "hot" fireman and an "icy" freeze frame human sculpture.

A cocktail reception held prior to the event allowed attendees the opportunity to view entry storyboards and catch up on news with friends and nominees. The Nelson Sosa Latin String Duo serenaded guests while they dined on fabulous pre-dinner fare. Beautiful icy linens set the stage for what was to come.... a HOT evening of entertainment, fine dining and of course, the awards!

When the time arrived for the dinner and awards, guests were seated at tables set with fiery linens and carved ice centerpieces. **Merri Dee of WGN-TV** served as the evening's emcee and a variety of entertainers thrilled one and all throughout dinner. The musical stylings of 11th Avenue kicked off the evening with their harmonious vocals. Our announcer, **Howard Wallach** of **A-Z Entertainment** was fabulous – he really kept the evening on schedule!

New to the Awards this year was the presentation of the NICE Hospitality Humanitarian Award, which went to **Tom Dreesen** for outstanding contributions of his comedic talents and his dedication and support of so many worthy charitable causes. Accepting the award on behalf of Mr. Dreesen was **Steve Lombardo**.

The evening concluded with the presentation of the Lifetime Achievement Award, which went to **Lanie Hartman** of BBJ Linen. Lanie was recognized for her passionate work and commitment to the industry.

In addition to The Nelson Sosa Latin String Duo and 11th Avenue, a great big NICE thank you to the evening's entertainers: Abdou Berry, Freeze Frame Sculpture; Rick Colen, Juggler and Interactive Performer; Trish Elliot, Talking Buffet Head; Hyper Harp-Jeff Grossberg, The Electric Harmonica; and ZZAZZ, Awards Presentation Assistants.

Congratulations 2005 NICE Award Winners:

SUPPORT SERVICES

Best Use of Tenting	Chicago Party Rental
Best Logistical Achievement for an Event	Gloria Nelson Event Design
Best Use of Rental Equipment	Chicago Party Rental
Best Event Photographs	Karl's Event Rental

ENTERTAINMENT

Best Entertainment Production under \$5,000	Corporate Event Enterprises
Best Entertainment Production \$5,001-15,000	Total Event Resources

CREATIVE SERVICES

Best Decorative Linens	BBJ Linen
Best Theme Event Décor under \$20,000	Distinctive Event Productions

CATERING

Best Catered Event \$5,001-15,000	Chartwells, DePaul Catering
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EVENT PLANNING

Best Corporate Event under \$25,000:	Distinctive Event Productions
Best Corporate Event 25,001-75,000:	Total Event Resources
Best Corporate Event \$75,001 and over:	Total Event Resources
Best Wedding \$25,001-75,000:	Frank Event Design
Best Social Event under \$25,000:	Frank Event Design
Best Fund Raiser/Non-Profit Under \$25,000:	Gloria Nelson Event Design
Best NICE Team Event:	Chicago Party Rental, Brookfield Zoo and Prism Entertainment
Best Picnic	Chartwells, DePaul Catering

The 2005 NICE Awards would have not been possible without the generosity of our sponsors. They include:

Gold Sponsors: **Boldstroke Advertising** (Design of Invitations, Programs & Award Certificates), **Catering by Michael's** (Dinner), **Chicago Party Rental** (Dinnerware, Glassware, Flatware), **Distinctive Event Productions** (Stage Décor), **Park West** (Venue), **Productions USA, Inc.** (Entertainment, Scripting/Show Production, Program Coordination) and **VIP Valet Services** (Valet Parking).

Silver Sponsors: **BBJ Linen** (Reception Linen), **Edward Fox Photography** (Event Photography), **Hall's Rental** (Tables and Chairs), **Karl's Event Rental** (Catering Tent and Back

of the House Equipment), **Marked for Dessert** (Dessert and Coffee), **Sculptures in Ice Art Below Zero** (Centerpieces and Podium) and **Tabletoppers** (All Dinner Linen).

Bronze Sponsors: **Chicago Marriott O'Hare** (Napkins for Dessert, Printing of All Signs), **Edible Arrangements** (Banquet Fruit Display), **Handsonsite** (Wait Staff), **Prism Entertainment** (Arranging the Talking Table Buffet) and **Service is Us** (Wait Staff).

Our additional thanks to **Anna Held Flower Shop** for the beautiful restroom floral arrangements and to **Tasty Catering** for the entertainer's meals. We also extend our appreciation to our drawing prize donors NICE Nights In and Out including: **BBJ Linen, Chicago Party Rental, Eclectic Cuisine, Frank Event Design, Hall's Rental and Karl's Event Rental.**

Last and certainly not least, please remember to recognize the outstanding efforts of the 2005 NICE Awards Committee members that included: **Sandra Sobczak, CERP** of Chicago Party Rental and **Ryan Verhulst** of Chicago Marriott O'Hare, Co-Chairs; **Ellen Harte** of Tasty Catering and **Jaime Carlson** of Karl's Event Rental, NICE Awards Administration; **Frank Andronoplas, MBC** of Frank Event Design, **Nancy Brockway** of Hall's Rental Services, Inc., **John Foltz** of Tabletoppers, **Lanie Hartman** of BBJ Linen, Inc., **Pamela Patsavas, CSEP** of Distinctive Event Productions and **Jack Scaffide** of Cort Event Furnishings, NICE Awards Décor Coordinators; **Barbara Lee Cohen, CMP** of Productions USA, Inc., NICE Awards Entertainment and Program Coordinator; **Tony Sansone** of Eclectic Cuisine and Hospitality Group, NICE Awards Production Manager; **Glynis Hutson** of Elegant Impressions and **Rick Madeja** of Karl's Event Rental, NICE Awards Production Committee; **Gwendolyn McNutt, CSEP** of ChildServ, NICE Awards Treasurer and **Agnostino Unti, Jr.** of Boldstroke Advertising for the NICE Awards Invitations, Programs and Award Certificates. We thank you all for your time, professional expertise and commitment in showcasing our industry efforts through another successful production of the NICE Awards.

To view NICE Awards photos, please visit www.edwardfox.com. Then, click on "view an event" in the upper right hand corner. Password is: NICE. Remember to start your event documentation for next year's 2006 NICE Awards entries. This ensures an easy and seamless submission process....if you don't enter, you won't win!