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Welcome to the New 2008-09 ISES Houston Chapter



Deborah Elias, CSEP, CMP

I hope that each of you had a very profitable and exciting 2008. I know for me things were great. But I think the state of our economy might have me singing a different tune if I am not careful. That is the reason that I will be making more of a concerted effort to focus on directed networking. Pretty much the bane of my company advertising rests on my website and a couple of ads in trade publications but the most substantial component is my involvement in organization such as ISES. I really spend the time at each meeting to cultivate and subsequently nurture each relationship that I form. I also like to

spend time networking in different industries. I can never guarantee that my time spend at functions, meetings and conferences will bring me a lick of business. But my experience and the events that I was involved with last year really show me that it does produce business. It also gives me something just as valuable; some of my greatest friends and confidants have come from my associations and networking. So my challenge to you, my fellow event industry professional, is to stop looking at what you don't have and focus on what you might create. Then, I think you will bring yourself one step closer to making things fine in 2009.

Deborah Elias, CSEP, CMP

Elias Events, LLC

2008-09 President, ISES Houston Chapter

Communications Committee 2008-2009

Heather Hamilton-Sims, VP
Simply Jubilee Events, Inc

Lori Evans
Courtyard on St. James

Rayford Mitchell II
Student

Jasmine Torres
Biz Radio Houston

For article submissions, press releases, or job postings, please contact the Communications Committee at communications@iseshouston.org.

Local Chapter News

Friends of MHMRA

By Heather Hamilton-Sims



ISES Houston Chapter has signed on to produce it's first fundraiser as an organization. This Mardi Gras Chic event is designed to raise funds for the Friends of MHMRA. This organization was established to enhance and expand the services and supports provided by and through the Mental Health and Mental Retardation Authority of Harris County (MHMRA). For more information visit www.friendsofmhmra.org.



Houston Prop Rock, Inc. Shines at Latin Grammys

by Jasmine DS Torres

Contractual Bongos? Mayor White Salsa dancing? Was it a just a dream or a dream come true? For many, it was a dream come true for the City of Houston. For the first time since its inception, the Latin Grammy's was coming to Houston for it's Ninth Annual Awards show. The announcement was made in April and by mid-summer, Houston was already pushing full throttle to get the many balls rolling for the awards ceremony.

Toyota Center was the venue of choice, playing host to a variety of Latin performers, including 2008 Latin Recording Academy Lifetime Achievement Award recipient Vikki Carr, Kany García, Alejandra Guzmán, Juanes, Olga Tañón, Julieta Venegas, Los Tigres Del Norte, Café Tacvba and David Lee Garza.

However, it wasn't just the awards ceremony that had the City of Houston lining up vendors, picking out linens, and renting lighting, many of Houston's local business entities were also jumping in the mix to host pre and post Latin Grammy parties. And if you weren't attending a Latin Grammy party but knew about it, then you were probably planning the event or knew someone who was.

Jade Devereaux of Prop Rock, Inc., was one of those

special event companies that had the opportunity to work on not just one, but several Latin Grammy parties.

Jade's celebrity filled adventure began with a call from Eventus, THE management company for the 2008 Latin Recording Academy Person of the Year, Gloria Estafan. What began as one order for custom furniture for Eventus, turned into another order for McDonald's sponsorship portion, then another for the Kenfolk Foundation Mansion pre-Party and Heineken just to name a few!

Although many of these entities could have chosen to shop around, they didn't, instead continuing to work with Ms. Devereaux, obviously pleased with her professionalism, input and pricing. Never one for overcharging and always being fair, Jade didn't try to take on all of these fabulous parties on her own, instead she called on her fellow ISES members to help fill the orders and keep her client's happy.

After the halls were mopped, boas retrieved from chandeliers, and bottles swept from underneath the chairs; Jade was very happy to say that Prop Rock,

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Current Job Postings

Hilton Post Oak Houston: Event Manager

Posted: 11/2008

The Hilton Houston Post Oak has an immediate opening for an Event Manager. This position covers total conference coordination of contracted Group business in a (4) diamond, 448 room hotel with 30,000 square feet of meeting space. Average work weeks will range 40-45 hours and Hilton pays overtime after 40 hours in one week. Excellent benefits and free parking are available to all employees.

Margery Reinhardt

Contact Phone: 713-968-1327

Contact Email: margery.reinhardt@hilton.com

Simply Jubilee Events, Inc.: Internship

Posted: 1/2009

Plans, schedules and coordinates events under the supervision of the Principal Event Consultant. Responds to online and phone inquiries about services and availability. Maintains client files, payment schedules and guest lists/RSVPs. Keeps Master Event Calendar and Task List up to date. Research locations, vendors and design concepts. Creates event designs based on client need. Communicates on behalf of the client to varied vendors.

Heather Hamilton-Sims

Contact Phone: 713-443-2588, ext. 250

Contact Email: heather@simplyjubilee.com





ISES Houston Welcomes New Members!

Ja'Milla Lomas
Catherine Bay: Event Planners &
Wedding Coordinators
cb@catherinebayevents.com
www.catherinebayevents.com
(832) 754-3001

Jessica Zapatero
Green Lily Events
jessica@greenlilyevents.com
www.greenlilyevents.com
(713) 894-4040

Alex Martinez
Flair Productions, LLC
alex@flair-productions.com
www.flair-productions.com
(713) 526-7564

Allison Polka
Crowne Plaza Brooke Hollow
abroach@lodgian.com
www.cphoustontx.wm
(832) 214-2797

Evelyn Fasnacht
Party Cars, LLC
evelyn@partycars.net
(713) 256-5400

Elmer Rogers
All About Events
allaevents@sbcglobal.net
www.allaevents.com
(713) 723-1618

Gerri Ayers
Ayers Meetings & Events, Inc.
gerri@ayersmeetings.com
www.ayersmeetingsandevents.com
(281) 492-7272

Join ISES and gain access to ever-expanding educational
and networking resources.

Join today at www.iseshouston.org.

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Inc., brought in over \$70,000.00 from the Latin Grammy parties. In addition, she now has many new relationships with vendors in Miami and New York and says, "We have been very blessed this year and I do give a lot of credit ... to the relationships and networking done during my new membership with ISES. I AM A TRUE WITNESS to the power of networking and how powerful and meaningful it is to be a

member! That's just the honest truth!"

Jade considers the Latin Grammy's the event of a lifetime for Prop Rock, but with her knowledge, relationship building skills, can-do attitude and charming smile, we know that she will play hostess to many, many more lifetime events.

Congratulations Jade!

Save the Dates

ISES Houston Upcoming Events

February Chapter Meeting

February 4, 2009

5:30-8:30 PM

Speaker: Philip Vivier

Hyatt Regency Houston
Window Box—Second Floor
1200 Louisiana Street
Houston, TX 77002

March Chapter Meeting

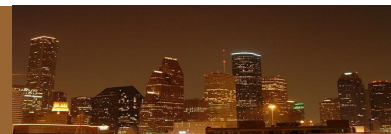
March 4, 2009

April Chapter Meeting

April 8, 2009

May Chapter Meeting

May 6, 2009



New Member Spotlight: Jade Gold Devereaux



Q. What is your position with the company?

A. (CEO/ Owner) Prop Rock-Event Lounge & Furniture Rentals

Q. Provide a brief description of what your company does in the event industry.

A. We provide Lounge Furniture & Event Rental décor, and we have several new lines of service coming Jan. 2009 (Coffee Soiree'-Java Bars), Rock Staffing (Theme servers), our Retail Furniture & Courture

Live Art. But the primary focus is on the furniture.

Q. Any specific accomplishments you would like to highlight? (Limit 2 please)

A. Latin Grammy Awards- we hosted all the pre functions and all the after parties for each sponsor (McDonalds, Heineken, Pepsi Blue Carpet and Zune Mansion).

We also we provide the furniture for all the Texas Music Festival, ISES Gala 2008, St. John's, Ed Hardy and the Pinnacle Awards Show all in our first year! We are very, very pleased.

Q. What do you usually drink?

A. Coffee (Our newest addition to the company) Coffee Soiree'. We'll be offering Java Bars January 2009. (Coffee Soiree'- Hot2Go) I also love fresh ice tea.

Q. What's your favorite smell?

A. My son right after his bath and my husband with his favorite cologne

Q. Which living person do you most admire?

A. My Daddy. He inspired a great deal of who I am today. Although he has passed, he has never left my side and continues to inspire me. To this day I admire him immensely. Next would be Obama.

Q. What would you most change about yourself?

A. I have come to learn that I love my flaws and my best features. I take everything as a new learning experience rather than something I would change.

Q. How do you unwind?

A. I LOVE to DANCE! ALL kinds. Especially Salsa. Also, spending time with my family and traveling.

Q. What makes you happy?

A. Taking care of others and being a Mother. It has always been my goal to be able to give back to something and someone freely. Time, finances, etc. Seeing my family and friends taken care of brings me great joy.

Q. Describe your favorite dining experience?

A. I would have to say on top of the cliff side in Fiji 2007. It was the closest thing to heaven. We had private chiefs, hand and foot services, international cuisine and a sunset that only God could have laid the backdrop for. It was amazing!

Q. What did you most want to be when you grew up?

A. I wanted to be a dancer and an actress. I said, "One day my name would be in lights", who knows maybe I'll make on a different stage. (wink)

Q. Where do you see yourself in five years' time?

A. I promised myself I would never go back to Corporate America and I won't. We plan to expand our store to several cities in Texas, launch our retail line in Jan. 2009 along with the Java Company. We plan to ROCK Houston and continue to reach to new levels of service & creativity in the industry.

Q. What would be your dream holiday?

A. We plan to take a 14 day next year to Egypt, Athens and Greece on a private tour. Dreams are only visions of what you can make a reality. I only dream to lay out the plan on how to achieve it.

Q. What are your distinguishing qualities?

A. I'm a people person with servant's heart. I'm passionate about what I do; I'm giving to a fault and great entrepreneur. I'm a detail nut and love my diversity in all areas.

Q. What five things could you not live without?

A. 1st- God (my spiritual relationship) 2nd- My family (Children & Husband) 3rd-My peace of mind, body and soul 4th- Growth as a woman & a business owner 5th-Support from extended family and friends

Q. What's your favorite phrase?

A. "If you want something you've never had, you have do something you've never done." -My husband gave that to me and it's my mantra for everything!

Q. What tips would you give to others entering the events industry?

A. There is always room for everyone, but everyone, won't make it. It takes driver, determination and the ability to fill a niche that the industry needs. If you are duplicating someone else's process, then you're already behind the game. Find good mentors, people that have made the mistakes and learn what to do and not do before your company fails before having the chance to start.

Q. What's the most important lesson life has taught you?

A. No matter how well you plan it out, life is not in our control. We are only the players in a much larger picture. Learn to take the good with the bad, grow even in times in trouble and never, never stop dreaming. Dreams really do come true.