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2010 – 2011 Communications Committee

Apriel Westmoreland, VP
Covenant House Texas

Nicole Alvarez
Meetings & Events Houston

Claudia de Velasco
A Day to Remember

Alex Ramussen
Sullivan Group

Heidi Novosad
Sullivan Group

Craig Howard
Cirque imagination

A Message from the President

Greeting ISES Houston!



I am honored to be your new president and I am looking forward to an exciting year for the ISES Houston Chapter. Welcome to all of our new board members and thanks to all those returning to the board for another term. We have an amazing group of people on the board sharing the same vision for our chapter and industry. It is our goal to work together to make the ISES Houston Chapter the very best it can be.

On July 11th and 12th, your Board is attending a day-long retreat. We will analyze the good and the not so good from the previous year, analyze where we can make improvements for this year, set goals for our Chapter, and discuss how to improve our relationship with the international ISES organization.

We need your help and involvement and urge all of you to join a committee and get involved this year. Please be consistent and attend our monthly meetings. Plan to attend our amazing gala in September, and enter the Crystal Icon Awards. More details will come soon, but in the meanwhile get ready.

You will soon realize the benefits of your ISES membership and involvement by building relationships with your peers and getting to know them while working together for ISES, sooner or later turning that into business for yourselves. It may take some time to develop these relationships and become a recognized member/vendor. Please visit our website or contact me and let us know that you would like to serve on a committee, host a monthly meeting, or showcase your products and services.

Congratulations and thank you to all who became a member during our membership drive in May.

For our members whose year is coming to an end, please do not forget to renew your membership now so that you will be included in the International Directory! I am looking forward to a great journey, serving you, seeing you at the next meeting and the best year ever!

Regards,

Veronika Millstid-Levine

2010-2011 President
ISES Houston



Chapter News



Save the Date for...

ISES HOUSTON CHAPTER PRESENTS

JULY HAPPY HOUR

WEDNESDAY, JULY 7, 2010

5:30PM - 8:30PM

COMPLIMENTARY APPETIZERS AND WINE TASTING

WATER 2 WINE

3331 WESTPARK

HOUSTON, TEXAS 77005

(IN THE KROGER SHOPPING CENTER)

COMPLIMENTARY ADMISSION



2010-2011 Board of Directors

President:	Veronika Millstid-Levine
President-Elect:	Tiffany Johnson
Immediate Past President:	Mia Monroe
VP/Membership:	Matthew Finnan
VP/Education and Programs:	Adrienne Wagenheim
VP/Communications:	Apriel Westmoreland

DIRECTORS: Haley Hughes, Linda White, Sharlene Barris, Beth Flores
Craig Howard, Richard Hoggatt, Heidi Novosad



ADVERTISE ONLINE WITH US!

Level I

Your company logo will be featured on the ISES Houston website (under vendors tab) with a link to your company's website.

Investment: \$25 per month or \$250 one-time payment

Level II

Your company logo will be featured on the ISES Houston website (under vendors tab) with a link to your company's website. *Plus:* Your logo will be featured ISES Houston meetings and any other ISES opportunities.

Investment: \$50 per month or \$500 one-time payment

Level III

Your company logo will be featured on the ISES Houston website (under vendors tab) with a link to your company's website. *Plus:* Your logo will be featured ISES Houston meetings and any other ISES opportunities. *Plus:* Your logo will be featured on the front page as a rotating placement or banner ad. *Plus!* Your logo will be included on all ISES Houston email announcements and printed materials.

Investment: \$100 per month or \$1000 one-time payment

Get started today! Email: communications@iseshouston.org



5 Clicks to ISES Membership

It's time for Membership Renewal and it's so easy to become a member of ISES Houston Chapter! Go online and save on your Membership today! You're just 5 clicks away from becoming a part of a phenomenal worldwide network of event professionals, and amazing event educational opportunities! As an ISES member, you will be linked with the best in the event industry!

1. Go to www.ises.com
2. Click on the "Skip to ISES.com" square
3. Click on "Join" in the upper right hand corner of the website. You can also click on "Join ISES" in the Quick Access box on the right side of the page
4. Click on "ISES USA" in the Membership Application box on the right side of the page
5. Proceed through the steps to become a member

That's it! That's how easy it is to become a member. If you have questions about the process or would like to learn more about membership, contact VP of Membership – Tiffany Johnson at membership@iseshouston.org.

JOB OPENING!

Hilton Americas- Houston is currently seeking a

Restaurant Sales Manager

for Spencer's for Steaks and Chops. The qualified candidate will be responsible for generating sales by actively and effectively promoting the restaurant and bar, and building clientele. Candidates should have at least one year of prior sales/marketing experience, as well as knowledge of the food and beverage industry. Qualified candidates should apply through:

www.hiltonfamily.jobs

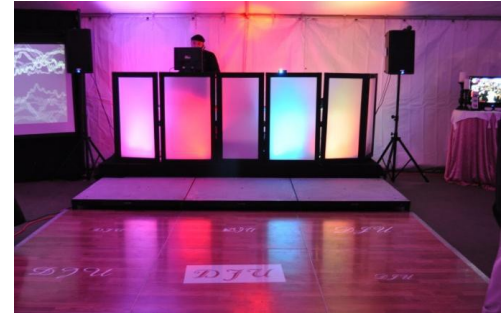
JOIN NOW!

Member News



Celebrate in Style with DJU Productions

You're invited to attend DJU Productions' open house July 29, 2010 from 6:00pm - 9:00pm!! There will be all kinds of giveaways like free Dj, Photo Booths, Lighting and many other great upgrades for you client's!!! I have attached our flyer and feel free to pass it along to anyone that you think might like to attend. They could be brides, birthday, holiday, corporate, or any of your cliental! We will have free food, drinks and casinos... there will be all kinds of entertainment going on that I am sure you and everyone else will enjoy! Please RSVP to Jason@djuproductions.com



Le Virage Chapel & Ballroom & The Golden Samovar Banquet Facilities

cordially invites you to an

OPEN HOUSE

Thursday July 22, 2010

5:30 P.M.—8:30 P.M.

12126 Westheimer, Houston. TX 77077

Between Kirkwood and Dairy Ashford

Join us and sample the flavor of our American, Italian, Mexican, and Persian Cuisines.

Meet our professional team of vendors: The Gala Catering, Carmen's Floral Designs, Houston Photo Video, Elegant Linens, and many more

RSVP by July 18th

281497-3290 or 832-293-0911

Or via email: Badra@levirageballroom.com
or Badra@goldensamovar.com

An Open House..... You'll Never Forget



Join iCatching Events for...

A Midday Martini Mélange

Open House Event

Sunday, July 25, 2010

1 – 6 PM

The Gallery

6303 Beverly Hill St

Houston, TX 77057

Enjoy an afternoon of signature cocktails and delectable bites as you meet & mingle with Houston's haute wedding professionals...

Complete event planning with unparalleled design service from "I Will "to "I Do!"

RSVP 832.864.2503 or
events@icatchingevents.com



HILTON AMERICAS-HOUSTON ASSISTANT CATERING DIRECTOR RECEIVES PRESTIGIOUS CIRCLE OF EXCELLENCE AWARD

HOUSTON, TX (May 2010) – Hilton Americas-Houston is proud to announce that Assistant Catering Director Matthew Finnan has been recognized by Hilton Worldwide's Circle of Excellence program, which rewards sales, catering, and events services professionals in the top ten percent of each brand.

The Circle of Excellence represents the very best of Sales, Catering and Event Services team members within the Hilton Worldwide family. Winners of this prestigious award are considered to be among the best in the hospitality industry and are chosen for the award based on annual achievement of revenue goals. To be eligible to receive this prestigious award, the individual must also complete required trainings and courses,

earn a positive performance score, demonstrate leadership qualities and achieve general sales excellence.

Finnan has the distinct honor of leading all catering sales professionals in the Hilton Hotels brand in sales revenue. Joining the Hilton Americas-Houston team in February 2004 as Senior Catering Manager, Finnan was quickly promoted to Assistant Director of Catering later the same year, handling large local corporate and social groups and events. With over 20 years experience in the catering business, he was part of the opening team for Enron Field, now Minute Maid Park, as the Premium Services Division Manager for ARAMARK. Prior to his arrival in Houston, Finnan worked in New Orleans for the Louisiana Superdome and multiple hotel properties.

"Consistently meeting and exceeding his goals, Matthew is an asset to the Hilton Americas-Houston and to Hilton Worldwide," said Joe Palmieri, Hilton Americas-Houston general manager. "His positive attitude and enthusiasm make him a valuable team player, and we're thrilled that he has gained entry into Hilton Worldwide's elite Circle of Excellence."

Winners will be inducted into the Circle of Excellence during an awards ceremony to be held later this year.

Directly connected to the George R. Brown Convention Center, Hilton Americas-Houston contains the city's largest number of guestrooms, ballrooms, hotel meeting space, and the most technologically advanced services available under one roof. Conveniently situated between Toyota Center and Minute Maid Park, this AAA Four Diamond rated hotel boasts 1,200 luxuriously appointed guestrooms, 91,500 square feet of flexible meeting space, two restaurants, lobby bar, coffee emporium, and full service spa and health club. For more information, please visit www.americashouston.hilton.com



“Everything Old Is New Again” (Seeing Your Products In A New Light)

Submitted by: Dan O'Brien, Co-Owner J & D Entertainment



On the special event entertainment scene it takes a lot for me to get excited about something as I feel that I've seen everything in the 20 or so years I've been in the entertainment world, having lived and worked in Hollywood, Las Vegas and New York. A) This is simply not true, and B) Shame on me for thinking it.

As an entertainment Booker and custom creator of many entertainment elements, I tend to get a little underwhelmed over certain things I've seen over and over and over. I know I'm wrong in doing so, because we have to constantly see our products through the eyes of our clients. Fabulous show bands, super entertaining DJ's, living statues, strolling/living tables, Cirque Du Soliel performers, and our newest product AERIAL BARTENDERS are not the commonplace for the average Joe planning their event. This means even though we may have seen those exact liners before at an event, the exact same (yet still fabulous) floral arrangements at another wedding, that SOLID show band that EVERYONE in the city knows, it doesn't mean the product becomes less valid.

The tendency in this industry is, yes, to keep challenging ourselves to create new and exciting events and products. This doesn't mean we should negate the tried and true. Nine times out of ten your audience or guests are a completely new set of people. The event is not for your entertainment, folks. It's for your client. Remind yourself to see it through THEIR eyes.

This lesson hit me within the past 6 months when I had a request for a living/strolling table. The first time I saw one of these was my very first special event. I worked on the festivities surrounding Bill Clinton's 1993 Inauguration. At the Inaugural Ball a strolling table floated around the room pouring Dom Perignon. I was in awe. When I had a recent request for one and we had her at an event, I remembered my feeling when I first saw one. Then it dawned on me. These things were relatively big and commonplace in the 1990's. Then they sort of petered out a bit. And now a huge percentage of the 35 and under crowd have NEVER seen the likes of them. So guess what? It's new to them.

I had been hesitating offering them on a regular basis to clients because in MY mind they were old news. Again, shame on me. And my mistake probably has cost me a lot of money. But now they're back through J & D Entertainment and we're customizing almost EVERY one of them to fit the events theme, color scheme, etc... We've even given clients the actual experience of BEING the table, which is a big hit, and building the costuming around the client's measurements. Now my next job is to check in with myself, see what I've been under-appreciating, and try and either see it in a new light or repackage it in a way that at least makes me feel like I've created something new. Ish. ;)

Would you like to share you company's accomplishments, new product, the latest trends in the industry or your cutting edge ideas? Get published in Soiree, ISES Houston's bi-monthly newsletter.

Submit your articles to communications@iseshouston.org for consideration.

All submissions are subject to review, editing for content, grammar and length.



Events at Vintners Own Winery

Vintners Own Winery, a custom-crush wine facility located in the Houston Heights is excited to introduce a new Custom Wine Label Program for clients interested in creating a uniquely branded wine for their next event. Vintners Own's unique event space for parties, celebrations, corporate events and more can accommodate all types of functions. It is an ideal solution for those seeking a premium local event space. Our intimate barrel room, where guests can enjoy wine and food while surrounded by oak barrels highlights the uncommon nature of this urban oasis.

Vintners Own Custom Label System focuses on rapidly and efficiently branding premium wine for individuals and companies seeking a customized product to highlight their event.

"It's amazing to see how excited customers become when they see a label they designed on a bottle of wine," Patricia O'Toole, the Events Manager at Vintners Own said. "Our creative staff has a lot of fun coming up with unique art that matches what our clients envision on their own wine bottle."

"One recent customer wasn't exactly sure what he wanted his wine label to look like, he just knew he wanted it to say "Amrit" which is Sanskrit for immortality, O'Toole said, "the staff at the winery came up with a unique design for him and he loved it!"



In addition to having a unique event space Vintners Own Winery is proud to be Houston's premier custom crush winery, offering personal winemaking services to amateurs and professionals alike. For more information about Vintners Own Winery, contact Vintners Own Event Manager Patricia O'Toole or Tanya Wright the Public Relations Coordinator.

For more information, visit
www.vintnersown.com
or contact Patricia O'Toole:
Patricia@vintnersown.com
or (713) 594-2228.

Educational Opportunity



Why Attend ISES Eventworld® 2010?

Network with Peers

- Meet with professionals from around the globe
- Create a resource list of individuals who can be a resource when working out of your city
- Share ideas and broaden your base knowledge
- Make contacts as this will make your company more known throughout the industry.

Gain Knowledge

- Attend sessions that will increase your base knowledge and open doors to new experiences that you can share with the rest of your staff
- Learn about the latest trends through the various keynote and panel discussions with industry leaders
- Share your knowledge on the latest areas of growth within the industry, as well as information about their events.

Grow Professionally

- Discover new tools, solutions and trends that will improve and prepare your business for the next level in special events.
- Obtain points toward your CSEP or other industry certifications for attendance and participation in classes

Obtain Lead Referrals

- Generate leads while you have plenty of face time with your potential clients
- Grow your business through contacts met in a personal setting

Brand Your Business

- Opportunity to showcase your company through sponsorship
- Position your company's message in front of all the attendees

Can you afford NOT to attend?

Would you like to attend Eventworld this year **FOR FREE?**

ISES Houston is offering scholarship opportunities exclusively for ALL members.

To learn more about the criteria, please contact communications@iseshouston.org