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2010 - 2011 Communications Committee

April Westmoreland, VP
Covenant House Texas

Claudia de Velasco
A Day to Remember

Heidi Novosad
Sullivan Group

Richard Hoggart
Stage Directions

A Message from the President

Dear ISES Members,

I can not believe it is March already. I hope you all had a terrific Holiday Season and some time to take a much needed R&R. I want to wish everyone much success, happiness, and health in 2011.

Recently, I attended the TSE 2011 International Leadership Meetings in Phoenix, Arizona. The meetings were amazing and informative. I enjoyed meeting the ISES International President Heather Henderson, CSEP, CMP, and meeting with other ISES leaders, and to have the opportunity to talk about our common challenges and possible solutions. Getting together with a group people with common goals, interests, and challenges always produces very positive results. We learned much from the other chapters and ready to share new ideas with our local chapter leaders.

Our upcoming meetings will be very exciting and you will not want to miss them! Mark your calendar for April 6, 2011 when we have the pleasure of listening to Dave Merrell, coming to us from LA., sharing with us how to put magic into your events. May is our membership drive meeting; if you are not a member of ISES, this will be the time to join, because of the savings offered to you during this once a year drive.

I once again attended The Catersource Conference & Tradeshow 2/27/2011-3/9/2011 in Las Vegas. It is the most extensive catering educational conference offered anywhere in the industry! I had the opportunity to listen to exciting speakers, recognized industry leaders, and enjoyed many networking opportunities. I came back motivated and excited, with new ideas, and ready to put all this new found knowledge and education into my daily catering life. If you have not attended, please consider doing so in the future. This is beneficial to all of us in the industry, not just for catering. The seminars are amazing and I am making plans to attend again next year, with my entire team. Please call me at 713-932-8335, Bailey Connor Catering for more information.

As you know ISES Eventworld 2011 is in St. Louis this year and we are excited! Please visit the conference website - <http://ew.ises.com> for more information. Registration will open soon!

Thank you for being a member of ISES, and your commitment to our industry.

Regards,
Veronika Millstid-Levine
2010-2011 President
ISES Houston



Upcoming Events



ISES HOUSTON PRESENTS

HAPPY HOUR

THURSDAY MARCH 17TH
5:30PM - 7:30PM

MOLINAS CANTINA
4720 WASHINGTON AVENUE
HOUSTON, TX 77007
(713) 862-0013

COME NETWORK AND ENJOY
COMPLIMENTARY APPETIZERS
AND FABULOUS DRINK PRICES!



ISES HOUSTON IS BRINGING BACK HAPPY HOURS !

Our program committee plans to have a Happy Hour every month, with a complimentary drink, with a cash bar there after. Our Happy Hours are great networking opportunities! Don't forget to bring your business cards!



ISES Houston will be hosting a 5K walk on Sunday, May 1, 2011 at Memorial Park. The walk is in support of Be An Angel, a Houston based charity. To participate and/or purchase T-Shirts for the walk, contact Mary Schurr at 713-334-4832.

Be An Angel's mission is to improve the quality of life for children with multiple disabilities or profound deafness by providing wheelchairs, hearing aids and other adaptive equipment and select services to individuals and institutions that require a supplement to alternative means of funding.

Interested in joining the Communications Committee?

Email us: communications@iseshouston.org



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

FIND US ONLINE!

Want to be in the know about upcoming meetings, member events, or what's happening with the ISES Houston Chapter? Log on and add ISES Houston as a friend on Facebook, or follow us on Twitter via @Ises_Houston

facebook

twitter

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 – Matthew Finnan at membership@iseshouston.org.

JOIN NOW!

Upcoming Events



SAVE THE DATE! ISES April Meeting:

It's not too late to register! Visit www.iseshouston.org and click on this flyer!

Meet The Speaker

Since Dave Merrell opened AOO events in 1989, he has earned a reputation as designing some of the most innovative, cutting edge events in the business. Honored as "Designer of the Year" by Event Solutions in 2008, Merrell has also earned eight Gala Awards from Special Event Magazine; the event industries "Oscar." Merrell is the former President of the Greater Los Angeles Chapter of the International Special Events Society (ISES), and has served in numerous positions of international boards of ISES. A member of both *BizBash Magazine* and *Special Events Magazine's* Advisory Boards, Merrell is regularly featured in numerous trade and consumer publications and is a popular industry speaker both nationally and internationally. He also writes the award-winning blog, www.designdawgs.net. For more information on Merrell and AOO Events, please visit www.aooevents.com or call 323.467.2111. Merrell's office is located in Hollywood, California.

ISES Houston Chapter
presents

DAVID MERRELL



Join ISES Houston as we welcome international speaker David Merrell from Hollywood, California. David is making a stop in Houston on his tour of Texas to update us on the **new** and **upcoming** designs and secrets of the industry for 2011 and beyond. REGISTER early to make sure you have a seat!

Wednesday, April 6th, 2011

5:30 pm - 8:00 pm

Downtown Aquarium
Nautilus Ballroom - 3rd Floor
410 Bagby, Houston Texas 77002
(713) 640-2457

Advanced Admission:
\$35 Members
\$45 Non-Members
\$20 Students



Self Parking \$6
Valet Parking \$8

SAVE THE DATE!
MEMBERSHIP DRIVE
MAY 4th, 2011

JOIN US FOR LOTS OF FUN AND
GREAT DOOR PRIZES



ISES Houston helps MHMRA Houston raise \$100K

On Wednesday, February 9, 2011, ISES Houston partnered with Friends of MHMRA of Harris County in support of the 7th Annual Auction and Entertainment Night



This is the 4th year it has been hosted by HESS with Debra Bellinghausen. The fundraiser raised 100K and ISES Houston Chapter was part of the whole evening coordinated by Craig Howard, ISES Houston board member and Marketing Director of Bayou City Events. Beth Flores of Elegant Linens, Adrienne Waggenheim of Ideal Party Decorators, Greg Ruhe of Puppet Pizzazz, Jason Farkus from DJ's unlimited, Victoria Barclay of Best Entertainers all members of the ISES Houston chapter. 200 attended despite it was torrential weather.



In 2005, MHMRA of Harris County served over 30,000 Harris County residents with cognitive and developmental disabilities. MHMRA of Harris County believes that persons with severe mental illness should be able to live in homes of their own, develop relationships, work, and remain out of hospitals and jail. Persons with cognitive and developmental disabilities should be able to acquire the skills and access community resources to develop networks of human relationships, learn, work, and live in environments of their choosing. MHMRA of Harris County works with these people so that they may live in dignity as a fully functioning, participating, and contributing member of our community.





EMPLOYMENT OPPORTUNITIES IN CATERING AT THE HILTON AMERICAS

Catering Administrative Assistant

Greets, assists and provides prompt and courteous service to guests, clients and team members. Provides the hotel executive with administrative and clerical support including word-processing, typing, e-mailing, filing, data-entry, faxing, copying, corresponding, answering telephones, processing mail, taking notes and/or dictation, making travel arrangements and performing other general office duties. Candidate must have previous administrative experience in a high volume, fast pace environment.

Senior Catering Manager

Responsible for the development of market segments and solicitation of new customer relationships while maintaining existing relationships with previous customers. Represents the hotel through conducting conferences and other external sales presentations to groups and prospective customers to solicit, explain, negotiate and close group and local catering business. Meets with and entertains customers, conducts property tours, participates in tradeshow, industry and community events to promote facilities and services. Negotiates contracts and commits company with customers and set establish agreements with vendors. Maximizes revenue and promotes relationships through negotiation of services and prices. May assist the Director in the management of the Catering Department.

Apply online: www.hiltonworldwide.com/careers



Did you know?

Tea began as a medicine but soon grew into a popular beverage. It has been known to relieve fatigue, delighting

the soul and strengthening the will. There are many kinds of Green Tea to day, most popular with Americans is the softer Green Tea bags with added fruits berries, mint and jasmine. You can enjoy all kinds of teas alone with mouth watering Home Made Scones at "Your Cup of Tea"& Collectables.

Submitted by Mary Schnurr

REMINDER

Effective **October 2010**, ISES Houston will implemented a Late Registration fee of \$10 per event. Registration is considered late 3 days prior to the event, including on-site, day-of registration.

Cancellations: Full refunds will be issued only if cancellation is received prior to the 3 day cut-off date/time. The registrant is solely responsible for handling their cancellation online. **No-Shows:** Registered no-shows will not be refunded.



Creating a WOW Factor for Your Event



So you've got everything booked and planned out, but you're still not satisfied with the "look" of the room or venue. Whether it's indoor or out, you can enhance the space with new lighting effects that can turn those blank walls or open spaces into bright colors with LED lighting. In the old days, not so long ago the concept of "up-lighting" meant using a floor mounted par can light pointed up at the wall. A specific color "gel" was placed on the light to create a single color. New technology in LED lights uses very little power, creates almost any color of light, which can be changed throughout the evening, and the cost of a dedicated techni-

cian on the clock can be avoided. A new world of color has opened to event planners now through this technology. That said here are some ideas for how to plan and budget for event lighting.

First have an idea in mind of what you want the room to look like. Gather photos from magazines, YouTube Videos, anything that helps you communicate what you want to the lighting designer. What specific color or colors do you want on the walls? Do you want a different color behind the stage or head table? Do you want the colors to change throughout the night? Say blue for dinner and purple for the introduction of the wedding party. If you want specific lighting changes through out the event then budget for a lighting operator. Give him a rundown on the lighting cues you want, much like what you'd give the DJ. Do you want to spotlight the stage or head table with lighting? Maybe a custom monogram on the dance floor, or over the head table or in the entryway? Or you can project textures of trees, clouds or patterns on the ceiling. So the first point is to know what you want so you can communicate it and get it priced.

Next, have a budget in mind. I compare this to going to a fire works stand to buy fireworks for the Fourth of July. Behind the stand are all these different brightly labeled products. Some explode, some flash and sparkle, others shoot way up in the sky. Selecting lighting fixtures is the same for an event. You have no idea what the names or the products are, you just know the effect that you want to create and how much money you have. At Stage Directions we have evaluated a many different fixtures to determine the best choices for our clients. Beware of cheap products out there (translation = JUNK). If you're comparing quotes from different vendors, be careful as some vendors may substitute a lesser quality light to save money. Choose quality products that fit your budget.

Finally communicate with the venue on what you are doing. When is the room available for setup, when does the equipment come out, how much power is available? If you have multiple vendors all trying to run their equipment off the same wall power including the caterers, photographers, DJs, videographers, then there will be a collision at the loading dock and on the electrical breaker box. The pros ask questions, coordinate and manage these details on your behalf.

The options available to event planners today are incredible. We've recently added a Laser division to our company to do Laser shows and lighting effects. We can now use Lasers at wedding receptions for the monogram and for effects on the ceiling.

For more information on our services go to www.stagedirections.com



ComedySportz Shines at the Houston West Chamber of Commerce 13th Annual Economic Development Summit/Star Awards Luncheon

ComedySportz, Houston 's longest running improv comedy show, received a Star Award in the Existing Business Category at the prestigious 13th Annual Economic Development Summit and Star Awards Luncheon sponsored by the Houston West Chamber of Commerce on February 18, 2011.

"West Houston continues to be the epicenter of economic growth for Harris County and the businesses honored here at the Star Awards Luncheon gain this spotlight for the spectacular services they provide their community," said Andi Maceo, Cole Commercial Realty and Chair of the Houston West Chamber of Commerce Star Awards Committee. "These leaders exemplify the best in business acumen and work diligently to improve the quality of life for every resident of West Houston ."

" West Houston is home to many outstanding businesses that provide exceptional service and quality products," said Jeannie Bollinger, President of the Houston West Chamber of Commerce. "The Star Awards Luncheon is our signature platform for recognizing these companies as leaders in our community for reaching their goals both in business and community service. We are thrilled to have such a fabulous selection of strong and committed companies and organizations strengthening the economy and making Houston 's Westside shine."

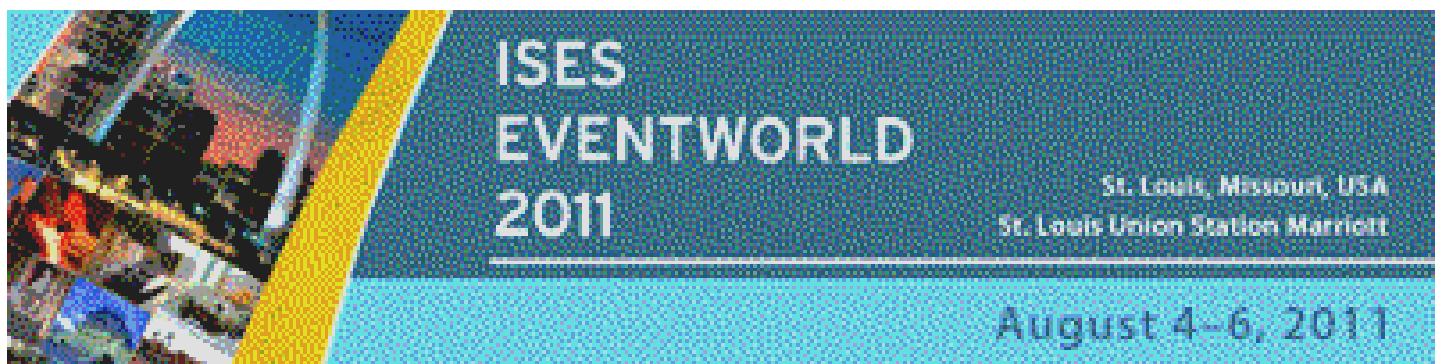
The selection of the winners was based upon overall business performance and contributions to the West Houston community during the past year. Criteria taken into consideration include number of employees added, revenue increases and support of the community through donations of time and/or money.

ComedySportz-Houston
901 Town & Country Blvd.
Houston , Texas 77024
713-868-1444
www.comedysportzhouston.com



Event Bootcamp for Emerging Professionals

New to the special events industry? Do you have a new member of your team that needs a crash course in events? If so, then look no further than the Event Bootcamp for Emerging Professionals at Eventworld 2011! The Event Bootcamp program is a three-day immersion covering all aspects of a special event from concept and proposal through production schedules and culminating with the actual event execution. This new and unique program was designed by and will be taught by industry experts. With a limited registration number, participants can expect a lot of individual attention from ISES veterans.



Looking to Save Money at ISES Eventworld 2011?

Times are tough and budgets have been cut. We want to make it as easy as possible for you to attend. Here are 6 ways to save at ISES Eventworld:

- **Register By July 8th** for education and all events and save at least 20%.
- **Stay in the ISES Room Block at the St. Louis Union Station Marriott.** We have negotiated to get the guaranteed lowest rates available for this hotel. View the hotel information and book your room online . Use the Hotel Room sharing resource on the ISES Community .
- **Air discounts through Tower Travel.** ISES has chosen Tower Travel as the preferred travel agency for this meeting. Contact Tower Travel today and receive ISES' specifically negotiated discounts on air. You will always be offered the lowest available fare! Call +1-888-886-7656 or +1-630-928-7144 to get 10% off the lowest published fares on United and American.
- **Take GoBestExpress** to the hotel. The discounted ISES Eventworld 2011 rate of \$17 one way per person or \$32 roundtrip per person is offered only if booked at the same time before reservation cutoff. Credit cards are required and charged at the time of reservation.
- **Take Metrolink rail service** from Lambert St. Louis International Airport directly to Union Station. Fare under \$5! Go to www.metrostlouis.org
- **Share a cab!** Connect with fellow attendees via the conference group on the ISES Community!

How are you saving money? - let us know! Email: info@ises.com



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Things to do in St. Louis

- 1 Ride to the top of the *Gateway Arch*
- 2 Follow in the footsteps of explorers *Lewis & Clark* at various historic attractions
- 3 Explore *Forest Park's* 1,300 acres of lakes, walking paths, and attractions
- 4 Discover historic *St. Louis Union Station's* architectural marvels & 11 acres of shops & dining
- 5 Drive *Old Route 66* and visit some of the "Mother Road's" most fascinating stops
- 6 Enjoy world-class free attractions: *Art Museum, Zoo, Science Center, Grant's Farm, and Missouri History Museum*
- 7 Stroll through the *Missouri Botanical Garden*, one of the world's top public gardens
- 8 Play at the *Magic House, City Museum*, and other kid-friendly attractions
- 9 Climb the *Cahokia Mounds*
- 10 Cheer for the *Cardinals, Rams, and Blues*
- 11 See breathtaking mosaics at the *Cathedral Basilica*
- 12 Get lucky at six local *casinos*
- 13 Listen to live *blues music* in one of the dozens of area clubs and taverns
- 14 Zoom over to the *Museum of Transportation* and *Gateway International Raceway*
- 15 Acquaint yourself with St. Louis's many friendly and charming neighborhoods
- 16 Visit *Laumeier Sculpture Park, Contemporary Art Museum, Pulitzer Foundation for the Arts, and Sheldon Concert Hall*
- 17 Travel back in time at the *Old Courthouse, Faust Historic Village, and Black World History Museum*
- 18 See the Budweiser Clydesdales at the *Anheuser-Busch Brewery*
- 19 Satisfy your taste buds at our many unique restaurants
- 20 Celebrate your ethnic heritage (or somebody else's!) at a fair or festival
- 21 Find your thrill at *Six Flags*
- 22 Drop in to *Scott Joplin's historic home*
- 23 Visit historic *St. Charles, Missouri*
- 24 Take a walk on the wild side at *Purina Farms, the Wild Canid Survival Center, or World Bird Sanctuary*
- 25 Cruise the Mississippi River on the *Tom Sawyer* and *Becky Thatcher* paddle wheelers



Are you *still* not a member? Need more convincing?

The Mission of ISES is to educate, advance and promote the special events industry and its network of professionals along with related industries. To that end, we strive to...

- Uphold the integrity of the special events profession to the general public through our "Principles of Professional Conduct and Ethics"
- Acquire and disseminate useful business information
- Foster a spirit of cooperation among its members and other special events professionals, and...
- Cultivate high standards of business practices.

Member Benefits

Becoming a part of this organization is an investment in both yourself and your industry. In today's demanding world, pleasing clients and companies has become more challenging. Membership in ISES will entitle you to member benefits and Internet access to ISES resources that non-members don't get.

International Benefits:

- Chapter Membership
- Professional Development and Education
- Subscription to *Special Events Magazine*
- Unlimited use of ISES' Online, Downloadable Membership Directory
- A listing on ISES' website and website content dedicated to the consumer to find you!
- Special Member Discounts and Access to Affinity Programs

For more information, please visit www.ises.com and click on MEMBERSHIP.

Local Benefits:

- Monthly chapter meetings and professional development
- Opportunities to showcase your product or service at meetings, on our website, in our Newsletter, SOIRÉE or on our blog (coming soon!)
- Opportunity to announce job postings/hiring/media coverage, etc. through all of our communication tools.
- A special discounted member rate to attend meetings and events
- Local networking at our events, on our social networking sites and groups, etc.
- Be in the know! You will receive our monthly Newsletter, SOIRÉE.
- We encourage working together with other ISES members. We also offer the opportunity to offer other ISES members a discount on your products/services and vice versa.

For more information contact Beth Flores at 281-531-0212 or Mathew Finnan at 713-577-6054 .

Still not convinced? ISES' Membership Development Committee has been working hard to secure valuable business and service discounts for ISES members. **Here are our ISES affinity partners!**

