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Heather Hamilton- Sims
Jubilee, ACEC

Rayford Mitchell
Jubilee, ACEC

Heidi Novosad
Sullivan Group

David Postma
Genesis Photographers

The Shape of Things to Come



Debra Bellinghausen

Happy New Year, everyone! It pleases me to say that we have had an amazing December membership drive! Ten new members have joined our ISES family and we are making sure we welcome them with open arms. There is quite a buzz going on for our chapter in 2008. Our committees are working hard to produce more educational programs, CSEP study sessions, and a new and improved website! Please take some time in 2008 to participate in ISES! We are growing, but we can't be strong without your support.

Submit an article for the newsletter, join a committee, host a meeting! Your participation is vital to the success of this organization!

Many of you will be attending The Special Event Educational Conference and Trade Show in Atlanta this month. I encourage all of you to share your experiences and ideas with fellow members! TSE is an enriching conference that I urge all to attend at least once. Its all about sharing ideas and bringing innovative techniques to achieve the ultimate special event!

Have a very safe and prosperous new year!

Debra Bellinghausen
President— ISES Houston Chapter

Breaking into the Event Business

By Bill Steigerwald, CSEP; EVENTions



Bill Steigerwald, CSEP

Over the last few years, I have coached dozens of people in how to break into corporate/convention (or non-social) event management. It's something I promised myself I would do because I found it difficult myself, and I had years of strong, applicable experience.

First, I'd say, the event industry is challenging in Houston because we don't have an abundance of jazzy, national conventions, which in cities like Los Angeles, San Antonio, and Chicago, help event businesses grow and be more stable. But we are a boomtown, with a population explosion and \$90+/barrel oil, so opportunities in events are growing.

The typical event planning business is small and built on projects, so life can be rocky. If you have some professional work experi-

ence, but you need a median-level income, you might want to consider what I call shoulder opportunities. They have an event planning component but involve other responsibilities, too. Those might be positions in hotel catering, large event facilities and colleges, and positions in development at non-profit organizations.

But if you have to be an event producer, this is a business of experience, organizational ability, resources, best business practices, and personal interaction skills - not flair. All the desire and the friend's birthday parties you've planned don't count for much. To get a start in an event management company, you could start in a position that helps you earn your pay - by being a secretary, an outside salesman, or a contract event coordinator. Or you could look to join a company's internship program. At the Sullivan Group, they hire strictly from contract/intern

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Member Spotlight: Dan O'Brien, J & D Entertainment

By Haley Doyle, En Vogue Events



This month ISES would like to recognize one of our awesome new members, Dan O'Brien! Dan, Co-Owner of J & D Entertainment, joined in during our December online membership drive and he's looking to make an impact! A few notable things about Dan that makes him stand out:

Favorite phrase: If you can dream it, we can entertain it! (Do I smell a company slogan?)

Favorite smell: Raindrops on Roses and Whiskers on...Wait, wrong person, that's not me. I like the smell of puppies.

Best way to unwind: Socializing with friends.

What does Melissa want to be when she grows up?

Exactly what he already is- Happy. Right on!

To learn more about Dan and his company, please visit www.ianddentertainment.com



Student Member Spotlight: Karen Bautista, University of Houston

By Rayford Mitchell, Student



Karen is a graduate student and expects to graduate again in August 2008. She is currently a member of the Graduate Student Association, the International Special Events Society and the Eta Sigma Delta Honor Society. This past summer Karen was a planning committee member for the ISES Awards Gala that was held in August at the Hotel ZaZa. Karen has an undergraduate degree in Chemistry from the University of St. Thomas and recently completed a two-year fellowship, where she worked with various departments and student organizations on events and special projects. Currently, Karen is the Admissions Events coordinator at the University of St. Thomas. Her future career aspirations include working as an event planner focusing on corporate events.

Q. Which living person do you most admire?

A. My parents...they've made me into the person I am today and have always supported me along the way.

Q. What would you most change about yourself?

A. Probably the fact that I tend to take on a lot of things at once and that I can be indecisive at times.

Q. Why do you want to be in the events industry?

A. I enjoy the creativity, the constant action and of course having the opportunity to work with so many different people.

Q. Describe your favorite event experience?

A. For me every event that I work on provides me with a different learning experience and satisfaction level. I'm all about everyone having a good time.

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

A. Growing up I wanted to be a pediatrician...who would have guessed right?

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

A. Event Coordinator with a focus on corporate events

Q. What are your distinguishing qualities?

A. my positive attitude, attention to detail, hard work ethic, dedication, passion for event planning, and my honesty... not to mention that I always have a smile on my face.

Q. What five things could you not live without?

A. Other than my family and friends...cell phone, laughter, digital camera, music and my day planner (I'd be lost without it!)

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

A. Things will never go exactly as planned so be prepared to just go with the flow and adjust as needed. And no matter what happens keep a positive attitude.

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

A. Never give up and give it your best. At some point it will all pay off.



ATTENTION STUDENTS: Need more hours to fulfill your student membership requirements? Join a committee! Gain the experience you need to begin an exciting career in event management and you'll earn your hours for ISES! To join a committee, contact Hedi Aghajani for Membership: hedi@courtyardonstjames.com, Mindy Reynolds for Programs: mreynolds@uhd.edu, or Mia Monroe for Communications: mia_monroe77@yahoo.com

Member News



Did You Know...?

...Our very own Paul-David Van Atta and Matthew Finnan, both of the Hilton Americas Houston, were each recipients of a **2007 Texas Star Award**? Paul-David was awarded in the category of **Best Catered Event by a Hotel in a Hotel with a Budget over \$35,000** for the event "A Touch of Classical", the Houston Symphony's annual Gala. This event was an evening built around the blending of different genres, generations, music, art and cuisine, which guests thoroughly enjoyed.

Matthew took home the award for **Best Catered Event On-Premise** for Baylor College of Medicine's *Club Fever*, "A Blast from the Past", a special event benefiting the Baylor Clinic Adult Out-patient Cancer Center.

Please join us in congratulating Paul-David and Matthew for their outstanding achievements!

The Houston Chapter of the National Association of Professional Organizers (NAPO) will host their second regional conference January 25-26, 2008 at the Doubletree Downtown in Houston, Texas. The theme of the conference is "The Balancing Act," and Monica Ricci and Casey Lee will be the keynote speakers this year.

Ricci is the author of *Organizing Your Office in No Time* and has made several appearances on "Mission: Organization." Self-described as "The Publicity Diva," Lee is the author of several books including *52 Ways to Get Famous* and *Taking the Work Out of Networking*. Four concurrent sessions including presentations focusing on residential organizing, business organizing, AD/HD, perfectionism, and marketing will be offered. An "Ask the Organizer" panel of seasoned professional organizers will round out the day. An extensive Vendor Expo with the latest products is open both days.

Registration information is available online at www.napohouston.com and click on conference.

2007-08 Houston Chapter Board of Directors

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ISES Houston January Happy Hour

When: Wednesday, Jan. 16, 2008

Time: 5:30pm

Where: Salud! Winery

3939 Montrose Blvd.

Houston, TX 77006

Member News



Welcome New Members!

The December online membership drive was outstanding for ISES! International has recorded well over 400 new members for the month alone! The Houston Chapter has added 10 new members to the fold! On behalf of the Board of Directs and the entire membership, please join us in welcoming the following new members:

Nancy B. Deane

Vice President - Sponsorships, Events and Promotions

Invesco/AIM

11 E Greenway Plaza, Ste. 100

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Nancy.Beck@aiminvestments.com

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1911 Wagon Gap Trail

Houston, TX 77090

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www.janddentertainment.net

Terry Leibowitz

Member Relations Director

The Downtown Club

1100 Caroline

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Michael B. Longust

President

Le Jardin Events

17103 Bamwood

Houston TX 77090

lejardinevents@sbcglobal.net

www.LeJardinEvents.com

Andy Lytwyn

Owner

Cosmo Cool Concepts, Inc.

1704 Seamist Drive; Ste. 410

Houston, TX 77008

alytwyn@cosmocoolconcepts.com

www.CosmoCoolConcepts.com

Danielle M. Mack

Development Associate - Special Events

Baylor College of Medicine

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Dan O'Brien

Co-owner

J & D Entertainment, LLC

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danobrien123@earthlink.net

www.janddentertainment.net

Tammy E. Price

Photographer/Owner

Tammy Price Photography

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Houston, TX 77008

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www.tammy-price.com

Frank Velasco, III

Director of Promotions

Lopez Negrete Communications

3336 Richmond Avenue, Ste. 200

Houston, TX 77098

trey@lopeznegrete.com

Jo Ann S. Woodward

Owner

Schwartz & Woodward

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Houston, TX 77057

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www.schwartzwoodward.com

Catch the Moment Lands Big NFL Contract

Catch the Moment was notified this week that they have been selected by the NFL to use their green screen photo and video systems for Super Bowl XLII held in Phoenix on February 3rd 2008. The announcement came this week from Dick Didow, CEO of Catch the Moment. Dick sits on the Houston Chapter of ISES and is a past VP of Membership. He currently sits on the national ISES membership committee.

In addition, the contract includes the NFL Experience which starts 10 days before the Super Bowl and will include 2 green screen video systems where the attendees can pretend they are the announcers and calling an exciting play for their favorite team. Didow said that there will be as many as 11 green screen photo ops at different functions leading up to and including the day of the game. The photos will allow people to walk away with a photo of themselves in a football scene and branded with NFL and sponsor identification.





Its Not Too Late to Register for The Special Event 2008



The Special Event is the Premier Annual Tradeshow and Conference for Event Professionals in the United States. The conference will take place January 15-18, 2008 at the Georgia World Congress Center in Atlanta, GA. Many of your local members will be in attendance and many of the board members will attend special ISES Leadership sessions that will be aid in making each chapter leader stronger and more effective.

Don't miss your opportunity to design your events with a full palette of the latest and greatest event products and services. With the great ideas you collect on the Special Event 2008 exhibit hall floor, from over 300 exhibiting companies, you can transform and upgrade your events for years to come. Even a small addition or change to your events can make a big difference...floral, tabletops, wedding prod-

ucts, linens, software and much more.

Much of The Special Event's success can be attributed to the quality of the educational conference program. Over half of the visitors to the show attend the conference program. Attendees can select from over 150 hours of excellent event education organized into 8 conference tracks:

- Business and Professional Development
- Design
- Food Service and More
- Event Management
- Sales and Marketing
- Wedding
- Event Tools and Resources
- ISES (includes information sessions on the CSEP exam)

Need passes to the TSE Trade Show?

Catch the Moment, official photographer for The Special Event 2008, has FREE passes to the TSE trade show! Contact Dick Didow at (713)553-6200 for more details!



OMNI HOTEL
AT CNN CENTER
The official host hotel for
The Special Event 2008

For more information about this amazing conference and to register to attend, please visit The Special Event's official website at www.thespecialeventshow.com.

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positions, allowing persons a chance to gain experience and prove their abilities. Or, take time to expand and grow your skills/qualifications and work in some of the cornerstone disciplines. Catering and decorating, I think, are especially good at teaching and reinforcing the essential organizational skills and event logistics. Next to those fields, rental companies, and audio visual companies are great proving grounds, too. If you put time and your heart into work here first, opportunities in event management will avail themselves.

Above all, when you are looking for work, don't email a resume and ask for a response. THIS IS THE HOSPITALITY INDUSTRY – we engage people, use our personal appeal to win projects and get things done. We also go out of our way to show hospitality skills – be humble, responsive, and TAKE INITIATIVE. If you find any of these concepts difficult, please don't delude yourself about wanting to be an event planner. But if all of these descriptors apply to you, don't give up – you are what the event industry needs.

Are you an ISES member with a few things to say? Do you have a special business announcement? Have you learned of a new trend you'd like to share with others? Just wanna see yourself published? Submit your articles to mia_monroe77@yahoo.com for consideration.