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Simply Jubilee Events, Inc.

**Rayford Mitchell, II**  
Simply Jubilee Events, Inc.

**Heidi Novosad**  
Sullivan Group

**David Postma**  
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## Spread the Love: Join a Committee



Debra Bellinghausen

As our chapter continues to grow, so do our needs and desires to provide you with the best in membership benefits and education. We urge you all to be active members in ISES so that you, too, can see what this organization can do. Of course we all initially want to increase our bottom line, but in order to get the full return on your

ISES investment, it's important for you to forge new relationships with fellow members and participate. Joining a committee! It will give you an opportunity to gain experience in an area of the industry that you aren't quite familiar and you will develop in to a better events professional. To join a committee, please contact our VPs of Programs and Education, Membership, and Communications.

*Debra Bellinghausen*  
President— ISES Houston Chapter

## Technical Tips for Planners to Ensure a Smooth Event:

### Careful Planning Saves Time and Money

By Karen Hill

If you're planning an event and need sound, lighting and video there are a few things to consider before you make the call to a production or audiovisual company. Knowing these things in advance can help you stay on budget and avoid costly on site additions.

After you've hired all of your vendors, you'll need to think about the order of how they'll load into the venue, set up and strike. You'll need a master production schedule. This is a simple timeline that dictates the order of who will arrive, how long they'll be at the loading dock, and in what order they will load out. It is important to share this document with all the vendors involved so they have an understanding of what is expected of them. There's nothing more stressful than having a truck full of equipment and staff waiting, unable to load their truck because another vendor has left their truck at the loading dock and is nowhere to be found.

It is also important to communicate with the venue to find out when the table and chairs will be placed. This is especially important if you're flying the equipment and working overhead — hanging ban-

ners, etc. — and will have ladders or personnel lifts that need floor space to work in the room.

Some production companies offer production management as part of their service offering to aid planners in this manner.

When booking lighting, sound and video for an event, make sure you know the size of the room, what props will be used, what the stage size is, when the room is available, and what the venue has available for electrical power and rigging options. Many venues have limited power available, so often more power is needed. This can be easily resolved by asking if the venue has an electrical service panel and a house electrician to help tie into the panel with cam-lock tails that run into a distribution panel provided by your production vendor. Don't forget to make arrangements to have the house electrician come back at the conclusion of the event to take those cam-lock tails out of the service panel.

If your event includes a band, make sure you send its technical rider to the audio vendor. This technical rider speaks to the technical

*(Continued on page 4)*

# Member News



## Member Spotlight: JoAnn S. Woodward; Schwartz & Woodward

By Haley Doyle, En Vogue Events



Please join me in welcoming JoAnn Woodward of Schwartz and Woodward, to the ISES family. JoAnn is one of the most celebrated wedding and event planners in Houston and we are delighted she decided to join our

chapter to not only share her wisdom, but also learn from each and everyone of us! Here's a bit more about JoAnn...

**Q. What do you usually drink?**

A. Lots of water

**Q. What's your favorite smell?**

A. Lavender, of course it is purple!

**Q. Which living person do you most admire?**

A. My Father

**Q. What would you most change about yourself?**

A. I am working on becoming more patient

**Q. How do you unwind?**

A. vacations

**Q. What makes you happy?**

A. Being grateful for everything I have

**Q. Describe your favorite dining experience?**

A. Lobster at the Ogunquit Lobster Pound in Maine

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

A. A Social Worker and I am a MSW

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

A. Continuing to assist couples in having their dream wedding

**Q. What would be your dream holiday?**

A. Going back to Africa for a Safari

**Q. What are your distinguishing qualities?**

A. I am a good listener and truly care about people

**Q. What five things could you not live without?**

A. My Husband, my two dogs, my dear friends and supportive family

**Q. What's your favorite phrase?**

A. *That's special*

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

A. Remembering that you are only as good as your last event. Treat everyone with respect and give each event 150%.

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

A. Greet each day with a sense of excitement and tell the people you care about that you love them.



## ISES EVENTWORLD® 2008

AUGUST 21-23, 2008  
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Information on ISES Eventworld® 2008 Coming Soon!

# Member News



## Welcome New Members!

### Patti Martin

Manager, Group Sales, Special Events & Children's Birthday

Parties

The Health Museum

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Houston, TX 77004

713-521-1515 ext. 237

[pmartin@thehealthmuseum.org](mailto:pmartin@thehealthmuseum.org)

[www.thehealthmuseum.org](http://www.thehealthmuseum.org)

### Tammy Napoli

Owner/ Event Producer

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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 want to see yourself published? Submit your articles to [mia\\_monroe77@yahoo.com](mailto:mia_monroe77@yahoo.com) for consideration.

F.Y.I.

**catersource2008**  
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## Member Spotlight: Ersila Jones; Keeping Up With The Joneses Special Events



We have yet another fabulous new member to join ISES! You've seen her at meetings, met her wonderful business partner (and sister) LaToya, and now you can finally meet Ms. Ersila Jones, Owner and CEO of Keeping Up With The Joneses Special Events. We are so excited to have Ersila join our chapter and look forward to offering her an excellent opportunity

to grow professionally and expose her new business to all of you. Here's a bit more about Ersila...

**Q. What do you usually drink?**

A. Anything that is fruity and suitable for a "diva"

**Q. What's your favorite smell?**

A. Coffee is "perky" like my personality in the morning

**Q.. Which living person do you most admire?**

A. Parents, I inherited their "entrepreneurship" spirit.

**Q. What would you most change about yourself?**

A. I would have taken the "leap of faith" earlier.

**Q. How do you unwind?**

A. Listening to music by any of my favorite artists, reading, and vacationing when time permits. Any of the above will transcend me into my "zone"

**Q. What makes you happy?**

A. Glorious mornings

**Q. Describe your favorite dining experience?**

A. Vail Valley Country Club. Upon entrance, greeted with

warm "spirits", lights dim, 5 Course meal, a guitarist which was similar to Eric Clapton, and Belgium horses carry us away on a carriage ride with Vail Valley Mountains as the backdrop.

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

A. The range was a dancer as that depicted on the movie "Fame" (haha) and a writer.

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

A. Fulfilling my God given destiny.

**Q. What would be your dream holiday?**

A. One that I can truly absorb the ambiance of the moment, but yet carve out a little down time for myself.

**Q. What are your distinguishing qualities?**

A. Communication Skills, creativity, adaptability, and insight. All will serve valuable in the event planning industry.

**Q. What five things could you not live without?**

A. Can not live with out the creator, love ones, telephone, pc, and ipod.

**Q. What's your favorite phrase?**

A. Motto: Hype is What I Do

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

A. Research the industry, establish solid business/vendor contacts, and utilize every opportunity to "fine tune" your craft

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

A. Delay does not mean denial.

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### Technical *(Continued from page 1)*

needs of the performance and includes a stage plot, input list and lighting plot. You'll also need to know what time they'll be loading in their backline, what time the performers will be there and when audio needs to be operable for sound check. Many audio companies will speak with the tour or production manager of the band directly to advance their technical production needs.

Sound, lighting and video are an important part of any event — if your attendees can't see or hear, the message is lost. Having a working knowledge of some of the basics and having a relationship at the partner level with a production company is essential to a successful event.

*Karen Hill, Director of Productions for BSL Productions in Halethorpe, MD, is a member of the New England Chapter of the International Special Events Society.*



## ISES Southeast Regional Education Conference 2008



This year's ISES Southeast Regional Education Conference (REC) is being produced by the ISES Austin Chapter in the Music Capital, Austin TX. This exciting location will set the stage for a dynamic and engaging conference drawing event professionals from all over the Southeast. Experience in-depth educational sessions, leadership meetings, and networking and social opportunities the entire weekend.

Unable to attend the full conference or want to introduce a guest to ISES? You may register for the social events for \$150 per person. This will include "Austin City Limits" Event on Saturday from 6pm to 9pm and the Texas Entertainment Showcase & Dinner on Sunday

from 7:00pm-Midnight. Many of your fellow Houston chapter members will be in attendance, so please join us! Visit <http://www.isesaustin.com/about/events.html> to register!

## ISES Houston Goes Green in March— Save the Date!

On Tuesday, March 18th, ISES Houston Chapter will present one of our best programs yet! Kevin White, CSEP, from ISES NYC will present *Sustainable Design—The Next Great Event Paradigm* at the Alden Hotel.

Kevin is the Director of Production for the award-winning event and destination management firm Empire Force Events. For over a decade, he has been designing and producing events worldwide. Kevin is an ISES past president of both the Philadelphia and New York chapters, has served on ISES's Board of Governors and is currently the chair of its International Certification Committee.

Kevin was one of the youngest event professionals to attain the Certified Special Events Professional certification. He has been a presenter at university campuses and event industry conferences throughout the world on various event topics, most recently focusing on environmental research and solutions for the event profession.

As a member of the event profession family, Empire Force Events has taken its own initiative in conducting its daily business in a much more sustainable fashion. As outlined in its **CORE** initiative, Empire Force Events internally operates with sustainable practices in mind, looks to partner with suppliers who do such, gives green options to its clients, and most importantly, teaches and exchanges ideas with

other event professionals the latest concepts in green event design. Kevin White, CSEP, director of production at Empire, is the driving force behind this initiative and has been a primary researcher and presenter on the topic of Green Design in events.

With the global acceptance of humanity's impact on the ecosystems of the earth and its atmosphere, it has become a moral imperative that individuals, cities, countries and entire business segments take action to lessen that impact immediately. As a profession, Events have always attempted to capitalize on the human element – getting in touch with what has an impact on others. It follows, then, that our profession must begin in earnest to re-examine what environmental impact we have when we design events.

This session looks to continue the conversation of "lessening overall impact" ("L.O.I.") of events on the environment. It takes a big picture look at major environmental issues facing the world today and offer ways the event profession can help lessen the impact of those issues. Through real-life examples and through distributed information, the session empowers attendees to begin lessening the environmental impact of their events, meetings and offices while maintaining the level of artistry and creativity that exists in the industry today. The meeting will begin with a reception at 5:30pm. See you there!

Don't  
miss this  
event!