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A Note from our President



Debra Bellinghausen

The holiday season is here! It's a busy time for all of us right now, but I do encourage you all to be active in ISES. We need you to help us grow bigger, better and stronger! As we celebrate our 10th year as an organized chapter, continue to stay involved through volunteering.

Mentor a student member, contribute to one of our committees, or volunteer to

host an upcoming chapter event at your facility!

On behalf of the Board of Directors, we would like to wish you all a healthy, fruitful and eventful holiday season. Please stay tuned to the ISES website for an amazing meeting we have planned for December (check out the story on page 4)!

Watch for e-mail updates on upcoming meetings and events all around Houston and we will see you there!

Debra Bellinghausen

President-ISES Houston Chapter

How Do You Get 400 People to Mix?

By Bill Steigerwald, CSEP; EVENTions



First, I have to say that I've wanted to re-enact this event for 17 years. When I was in New Orleans, I was part of a team that did a Monopoly game for 2000 nurses, and I had never seen a louder, more frenetic ballroom in my life.

The premise is simple – give all the participants a game pack with a small number of properties, some money, and simplified rules – and prizes to win. Set them loose in a Monopoly environment

with character actors to enforce the rules and stimulate action. As participants traded to get Monopolies, they redeemed them for Chance cards that gave them play money, penalties, or prizes.

For over an hour, we saw fast and furious trading, bartering, and begging, and our clients saw 400 associates stay the full term of their event and meet scores of other associates they'd never met before.

Communications Committee 2007-2008

Mia Monroe, VP
Texas Medical Center

Debra McDonald
Corporate Occasions

Heather Hamilton- Sims
Jubilee, ACEC

Rayford Mitchell
Jubilee, ACEC

Heidi Novosad
Sullivan Group

David Postma
Genesis Photographers



Member Spotlight: Melissa Reyes, Aztec Tents and Events

By Haley Doyle, En Vogue Events



This month ISES would like to recognize one of our awesome new members, Melissa Reyes!

Melissa, a Tents and Events Manager with Aztec Tents and Events, joined in October and has already joined a committee! A few notable things about Melissa that makes her stand out:

Favorite phrase: I love ISES* (the editor of this article may have changed a few responses)

Favorite smell: Sweet stuff, sweet flowers and cookies!

Best way to unwind: Treadmill (the actions and feeling expressed in this article in no way reflect other ISES members)

What does Melissa want to be when she grows up?
A big kid – perfect ISES material!



Student Member Spotlight: Regina Villasana, University of Houston

By Rayford Mitchell, Jubilee, ACEC



Regina T. Villasana is graduating in December 2007 from the Conrad N. Hilton College of Hotel and Restaurant Management at the University of Houston. She will receive a B. S. in Event Management. Currently she is assisting the ISES board with Programs and serves as their Student Membership Liaison. She is also the Student Membership Chair for NACE as well as the Fundraising Director and

Treasurer of Golden Key International Honor Society and a member of the Eta Sigma Delta International Hospitality Honor Society. She is the President of Texas Restaurant Association Cougar Chapter and has recently taken a position with BBJ Linens as their Event Production Supervisor. This young lady is on the ball. What will she do you next?

Q. Which living person do you most admire?

A. I admire my Mother she is a very strong independent woman. She is the pillar of strength that has held our family together and through all the trials she has endured in her life she has never lost her vivacious spirit.

Q. What would you most change about yourself?

A. I would learn to let others help me and not feel the need to do everything myself.

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

A. I love to amaze people! I enjoy the ability to use my talents to create the ultimate experience that will live on in the memories of others long after the event is over and keep toping myself in that area.

Q. Describe your favorite event experience?

A. I enjoyed being a part of The Special Event in Los Angeles. Attending the event as a student was exciting

and I learned so much by working with the hands on 100 programs. They opened my eyes to how great this industry actually is and provided me with memories to bring back with me.

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

A. I wanted to be a psychologist.

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

A. I plan to be in the middle of this electrifying Industry maximizing the wow factor at every event I get my hands on.

Q. What are your distinguishing qualities?

A. My word is like a contract and if I give you my word you can be assured I will come through for you. I also do not put my name to something that is not excellent I stand behind my reputation. I am also resourceful, very creative and a hard worker.

Q. What five things could you not live without?

A. I can not live without my family, prayer, my internet, cell phone, and shopping.

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

A. Surround yourself with industry professionals you aspire to be like, participate in as many events as possible network and learn.

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

A. Things may not always go as planned, however once the day is over no matter what happened good or bad it only benefited you if you learned from it.



Member News



Did You Know...?



Deborah Elias, CSEP, CMP, President of Elias Events, LLC has some exciting news to share! She has been selected as the host of the new Party Girl

segment on Channel 55's Wild About Houston. Following her stint on the show talking about how to throw a fabulous Oscar Party, the producers of the local show asked her to host her own segment. Each month she will be highlighting a different holiday. Party Warehouse has signed on as her segment sponsor forming a unique and fun collaboration. Episodes run on Fridays at 1:00pm and again on Sunday nights at 9:00pm. Tune in and watch!



Yvonne Wilson, TMF with YVONNE'S Floral Delights is spreading her delight in flowers by teaching classes

through the North Harris Montgomery Community College on two campuses, The Woodlands and Cy-Fair.

Local ISES member Catch the Moment has now joined 9 other ISES Chapters as part of their expansion program. "One of the first things we do when expanding into another city is join the local ISES Chapter", Houston member Dick Didow, CEO, states. "It is important for us to make our presence known fast and effectively and the ISES organization provides that avenue". "ISES is dedicated to constantly improving our event industry and we recognize the value of that effort and want to be part of it", Didow said.

2007-08 Houston Chapter Board of Directors

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ISES Houston Heats Up December: Save the Date



On Wednesday, December 5th, please join us for our hottest meeting of the year! The Knot Market Intelligence presents: *10 Ways Your Website Is Killing Your Business*

Alan Berg, Vice President of Local Sales Operations and Director of The Knot Market Intelligence will

present a talk that will no doubt help us all improve our business. Just having a website isn't good enough these days. Many businesses' websites are actually costing them business, and they don't even know it. They may be getting prospects to visit their site, but they're not converting them into sales. Listen and learn these "10 Ways Your Website is Killing Your Business", and how you can update your site to make you more money. Most will cost you little, or nothing to change.

Don't miss this event!

With over 25 years experience in sales and marketing, 17 in wedding related advertising, Alan Berg is uniquely qualified to help local wedding vendors achieve their goals. Beginning his career at the Young & Rubicam Ad Agency, Alan spent many years utilizing his combined Marketing/Accounting Degree in various companies, large and small. He was Publisher of the Hudson Valley, NY, and New Jersey editions of WEDDINGPAGES magazines before joining The Knot as a Regional Sales Director. He was promoted to Vice President of Sales in 2003, and then VP of Local Sales Operations in 2007. Their local sales team currently numbers over 60 reps across the country. Alan is also a member of the National Speakers Association, the leading organization for professional speakers. Stay tuned to www.iseshouston.org and your e-mail for more details on this event!

JOIN ISES IN DECEMBER.....AND SAVE!



Join the International Special Events Society in December 2007 ONLINE for only \$199! Get 7 months of membership for the ½ year rate AND avoid the \$50 application fee!**

Discounted business services:

- * Alamo
- * Budget Truck Rental
- * DHL Shipping
- * EarthLink
- * Fed-Ex/Kinko's
- * Quicken
- * Shaker Group, Inc.-Trade Show Shipping
- * Staples

Act fast!
Special ends
Dec. 31st!

This is an incredible savings! Fill out the membership application on our website www.ises.com for instant membership! As an ISES member, enjoy these benefits:
Membership in the Houston Chapter
Education & Professional Development
Professional Resources
Subscription to *Special Events Magazine*
Listing on www.ises.com

ISES... Dedicated and educated to deliver creative excellence and professionalism in special events

Feel free to contact Hedi Aghajani of the ISES Houston at hedi@courtyardonstjames.com...or ISES Headquarters at 1-800-688-ISES (4737) or info@ises.com.

The ISES Houston Board of Directors would like to give thanks to all of our members, family and friends that support this incredible organization. We wish you a wonderful and prosperous holiday season!

Missed an issue of SOIRÉE?

Visit www.iseshouston.org for all back issues, monthly meeting information, and everything you need to know about ISES!

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 for consideration.

F.Y.I.