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### Communications Committee 2007-2008

**Mia Monroe, VP**  
Texas Medical Center

**Debra McDonald**  
Corporate Occasions

**Heather Hamilton- Sims**  
Jubilee, ACEC

**Rayford Mitchell**  
Student

**Heidi Novosad**  
Sullivan Group

**David Postma**  
Genesis Photographers

**Nicholas Vonk**  
EVENTions

## ISES Houston Chapter kicks off 10th Year



Debra Bellinghausen

We're kicking off! As we celebrate our 10th year as an organized chapter, I encourage you to continue to stay involved through volunteering. Either as a veteran or a rookie in the special event industry, you can take a little something with you from ISES.

I want to thank each of you that contributed to the success of the Houston Special Events Awards Gala that was held at the Hotel ZaZa in August. You helped create the perfect atmosphere as we honored Mr. Jackson Hicks.

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

## Connecting with your Creativity: Collaborate!

By Everett Hoag, President, Fountain Street Creative

You might not want to continue in your current career and think it's time for a change of direction. Maybe the routine or the tough-love market has you breaking pencils. Each of us needs a safe haven in a world that is dark and uncertain. We need space to dream -- a retreat from modern society for reflection and contemplation. Visualizing what you'd rather be doing may help, but to be able to face the world and feel happy, you need to do more than just survive!

The solution? Connect with your creativity through collaboration. Communications developed during the process of show production may translate from one aspect of the entertainment industry to another. For example, team members I've worked with in the live event marketplace have gone on to successful careers in film and television and are doing it full time and doing quite well actually. Another example: Working with television and film over the years, I've learned how to talk to the financial investment community. I believe artists working in media technology learn sound financial skills such as business entrepreneurship that help them to start their own enterprise or land a management role in another company, leading to increased challenge and a more fulfilling experience.

In our event industry, you have to be able to work as a team, to be open to others' ideas. If you do it right, you'll learn something new every day. You have to have a kind of "pirate" creative attitude and energy, and not be afraid to go in and chop something up in order to make it even better. When the entire team is in synch about the creative task at hand, everybody's in the same boat, shares the same feelings, grows with each other.

Collaboration creates an environment for learning, mentoring, coaching, and growth. Building on what I've learned from collaborating, I'm changing our company structure to accommodate a new business component: my own clothing label! After twenty years of designing and manufacturing costuming for film, stage, and television, the new retail endeavor seems a logical expansion for my business. This was made possible by collaborating with talented individuals and being open to new possibilities.

Another way to foster collaboration is to start a student internship program in your current business. Working side by side with our staff, young professionals experience the roles of technical artists, directors, and actors. Students have the opportunity to develop their creative thinking and analytical skills, increase their intellectual and intuitive knowl-

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# Member News



## Member Spotlight: Heather Sims, Jubilee, ACEC

Although new to the ISES Houston Chapter, Heather Sims, has been in the event planning industry for 10 years. While attending Louisiana State University, Heather acquired a love for marketing and event planning. This passion provided her with the courage to establish her own event planning company. Jubilee, A Celebrated Events Co.

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

A. I am addicted to Starbucks and Jamba Juice.

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

A. I love the smell of lavender and vanilla.

**Q. How do you unwind?**

A. To unwind, I take a shopping trip to the Galleria with my daughter's.

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

A. My original career choice was a Forensic Psychologist. Go figure.

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

A. I see myself learning, growing and counting my blessings.

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

A. My dream holiday would be Christmas in New York or Paris. I would love to experience that with my husband and my girls.

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

A. I have an introvert/extrovert personality. I have been told that I know to calm the most irate clients.

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

A. My Treo, my girls, my Yukon, my credit card and my husband. Not necessarily in that order. J

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

A. Establish a vendor base, market research and education are a must before you ever sign your first client.

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

A. Be true to yourself.



[www.jubileeacec.com](http://www.jubileeacec.com)

## Student Member Spotlight: Heidi Novosad

By Rayford Mitchell, Student



ISES Houston Chapter highlights a prominent student member on the verge of a wondrous future. Heidi Novosad, a recent graduate of Conrad Hilton, is proving to be an asset under the supervision of Clare Jackson, CEO of Sullivan Group, an event management company. Heidi joined ISES in the fall of 2006 and began as an intern for Sullivan Group shortly thereafter. She is hard working, positive, passionate and always on the move with every project and task she receives.

Yes, Heidi Novosad is the future of event coordinators and executives. Welcomed into a lineage set aside for very few. Congratulations Heidi!

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

A. I admire both my parents for who they are and the values they have instilled in me, such as hard work.

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

A. How I can be indecisive at times.

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

A. I just stumbled across the industry not too long ago, and I absolutely love the fact that it is so high paced and always changing! It definitely keeps me interested every day.

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

A. My very first event I helped with last fall – it showed me the possibilities that you can do with a creative idea.

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

A. Artist

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

A. Executive Producer

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

A. Very opinionated, conservative, passionate, hard worker

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

A. Besides my family, friends, pets, I would have to say desserts, my pillow, a good laugh, music, and a favorite necklace.

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

A. Be confident. Be respectful to others. And always return a phone call or email!

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

A. Believe in yourself. Never give up.



# Member News



## Welcome New Members

### **Janet Cancila** *Owner/ President*

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### **Tiffany Meuth**

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## 2007-08 Houston Chapter Board of Directors

### **President**

Debra Bellinghausen  
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### **VP, Education and Programs**

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### **Immediate Past President**

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### **Directors**

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## November Power Lunch

Please join us for an enriching "power lunch" at the Museum of Printing History on Wednesday, November 7th from 11:30am to 1:30pm.

The Museum of  
Printing History  
1324 W Clay Street  
Houston, TX, 77019





## Registration for TSE 2008 Conference Officially Open

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.

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 products, 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)

For more information about this amazing conference and to register to attend, please visit The Special Event's official website at [www.thespecialeventshow.com](http://www.thespecialeventshow.com).



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## What is the Certified Special Events Professional (CSEP)?

You hear us speak of this designation all the time, but some may not know exactly what the CSEP is or the significance in obtaining this designation. The CSEP designation is the hallmark of professional achievement in the special events industry. It is earned through education, performance, experience, and service to the industry, and reflects a commitment to professional conduct and ethics.

The CSEP designation is awarded by the International Special Events Society (ISES) and its Certification Committee. ISES is the only international umbrella organization representing professionals in all disciplines of the special events industry. Education and a commitment to professionalism are cornerstones of 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 wanna see yourself published? Submit your articles to [mia\\_monroe77@yahoo.com](mailto:mia_monroe77@yahoo.com) for consideration.

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### Connecting with your Creativity: Collaborate! *(Continued from page 1)*

edge of the creative process, and to learn problem solving techniques. But the learning experience is definitely a two-way street; our staff is endlessly inspired by their youthful enthusiasm and ability to think "outside the box."

The possibilities are endless once you get out of the headset of limiting your own "box," working only in your "comfort zone." You are limited only by your imagination, and you'll be surprised what you can do with the knowledge after having a light bulb go off.

It's never too late to reinvent yourself if you stay open to new outcomes!

