



INTERNATIONAL
SPECIAL EVENTS SOCIETY
GREATER ATLANTA CHAPTER

Insight

Summer 2009



Photos: Courtesy of Diane Liggins Photography

Inside

ISES Members	2
Education	4
Upcoming Events	5
The World at Large	6
What You Missed	7

Third Annual Infusion Fundraiser

It was fiery. It was icy. Red hot sizzles and chilly white icicles welcomed guests to the May Infusion fundraiser, hosted at The Ballroom at Twelve Hotel Atlantic Station. The event began with the seductive sounds of the fabulous Berni & Dan Jazz Duo. Cool Summer breezes and delicious scents tempted guests onto the patio, where Epting Events and Jim n' Nicks filled our plates. But it was the ballroom which was filled with the creative talents of TGIFleming Event & Design, Tulip Blooming Creations, Chair Covers and Linens, Event Rentals Unlimited, Event Drapery and SnowMasters in an extravaganza of heat extremes. The ballroom was red on one side, white the other, with beautiful complementary décor.

As the auction table warmed up, guests sipped on cool concoctions from Bold American

Catering and Cool Daddy's while enjoying the fabulous food from Dennis Dean Catering and Endive, who partnered with Ice Caters to make a fantastic display. Photos galore were snapped by Nadia D. Photo and in the Whitehouse Promotions booth. On the stage, guests were amazed at the magic of Eric Anderson and tapped their feet to the tunes of Ah-Ha Entertainment, supported by sound and light from Spectrum Entertainment.

The star of the show was the silent auction, with incredible items to be won. Our great appreciation goes to those who generously contributed prizes such as overnight stays, wine, jewelry, sports packages and more. The event raised over \$2500 for the ISES education fund, which finances scholarships and ongoing meeting development. ■

Many thanks to the Infusion Committee who put a tremendous amount of work into this event:

- John G. Harris
- Lori Harbin
- Charles Rutterbush
- Fleming Patterson
- Heather Jones
- Monica Zanger
- Gwen Fruhwirth
- Michele Tonogan
- Cathy Rader
- Shane Cochran
- Margie Deitz
- Sherri Chisholm
- Keisha Wilson, CSEP





Thank You to a Great Team Letter from the Outgoing President

by Alan Souza, A Divine Event Catering

As you are all well aware this has been a very interesting year for our industry. It has also been a very eventful year for many of us personally and professionally. I have felt blessed in many ways to serve as your Chapter President for the 2008-2009 board year, supported by a great Board of Directors. I have had the privilege of being mentored by Past President Helen Schwake, CSEP as well as your incoming President Kelly Smink, who served as Chapter President two years ago and has always been there to lend a hand. Margie Deitz, VP of Programs and Education, provided you with some of the most dynamic programs this chapter has ever seen. VP of Membership and respected industry leader Brenda Maynard is continually thinking of ways to make your membership dollars work for you. Amy Bonner, outgoing VP of Communications and President Elect for the

2009-2010 board year, is the future of the chapter and her love and passion for ISES is unparalleled. Finally, these Executive Board Members have been supported by a dedicated team of Directors at Large, to whom we owe our thanks for their tireless efforts.

We are celebrating our 20th year as an ISES chapter and I encourage you to come to the Hotel Palomar for our next meeting on July 14th. Not only will you be introduced to the incoming Board of Directors; you will also have the opportunity to meet some amazing past leaders of our chapter. Please take the time to get to know the incoming board – it is only through communication that your voice can be heard. I will remember my year fondly, and leave you confidently in the hands of another great team of people who are proud to serve you, the Atlanta Chapter. ■



HANG ON! Letter from the Incoming President

by Kelly Smink, Amusement Masters

As I search for an inspiring and thought provoking message, my mind is blank; in fact, I have been hanging on for a “tadah” moment...but the more I think about it, the more it begins to settle in that hanging on might just be what we need to do this next year.

- HANG ON! for more spectacular programs.
- HANG ON! for some educational programs that really have some meat in them that you can use after the meeting.
- HANG ON! and lean into your fellow ISES members when you are just having a really crummy day.
- HANG ON! to your business contacts and meet more at the monthly meetings.
- HANG ON! to your cash and take advantage of the ISES discounts.
- HANG ON! when you feel like you're the only one going through pitfalls and challenges this year (because you're not, trust me).
- Tell folks to HANG ON! to their seats when you tell them about the awesome event you just had.
- HANG ON! when you go to our chapter's website and look at the pictures that were just taken at the monthly meeting.
- HANG ON! to the support of the Greater Atlanta Chapter.

So, thanks for the opportunity to serve as your President for the second time. I have a tremendous board that is eager and ready to take the chapter to a new level. I know a bit more than I did last time and am ready to learn more. Honestly, we all just gotta HANG ON! ■

2009-2010 ISES Atlanta New Board of Directors

Officers

President

Kelly Smink
Amusement Masters

President Elect

Amy Bonner
Piedmont Hospital

Ex-Officio

Alan Souza
A Divine Event Catering

V.P. Membership

Brenda Maynard
Event Rentals Unlimited

V.P. Education & Programs

Margie Deitz
Concepts Remembered, Inc.

V.P. Communication

Qualena Odom-Royes, CSEP, CMP
EventEssentials

Directors

Keisha Wilson, CSEP
Keisha Wilson Events

Sherri Chisholm
Rainforest Corp
Event Plant Design and Rental

Blake Wiederstein
Peachtree Tents & Events

John Harris
Cort Furniture Rentals

Lorri McQueary
Destination South Meetings & Events

Kelly Treadway
Hotel Palomar

Karen Alcock
Classic Tents & Events

Membership Drive

In the month of May, ISES International held its spring membership drive, which resulted in ten new full time members and one new student member for the Greater Atlanta Chapter.

Special thanks to the 2008-2009 Membership Committee for all of your hard work, commitment and dedication to ISES and a great BIG thank you

to those who became members during our May membership drive. Now that you've become an ISES Member, it's time to jump on a committee and put your membership to work!

For more information, contact Brenda Maynard at bmaynard@erultd.com. ■

Welcome New ISES Members

Tony Brewer

Tony Brewer & Company, Inc.
Tony.brewer@tonybrewerandcompany.com

Claudia Packer

Cobb Galleria Convention
cpacker@cobbgalleria.com

India Wood

Student
indiaywood@gmail.com

Lei Lydle

AtlantaBridal.com
lei@atlantabridal.com

John W. Nemanich

Aggreko
john.nemanich@aggreko.com

Sharon Alexander

Sweet Sensation
info@sweet-sensations.com

Sharon Hagans

The Knot
shagans@theknot.com

Lori B. Goldblatt

Doubletree Hotel Atlanta
lori@resourcehospitality.com

Kellie Davis

Tabletoppers Inc.
kellie@tabletoppersinc.com

Marlene Estorino

Custom Filmmakers
Studio E Estorino Productions
info@studioE-ep.com

Lori T. Harbin

Cover Ups
lori@coverupslinens.com

REVEL IN THE LUXURY OF GRAND HYATT ATLANTA



Located in the heart of Buckhead, Atlanta's most prestigious and fashionable neighborhood, Grand Hyatt Atlanta offers a luxury experience...

Grand Hyatt Atlanta has always been Buckhead's most posh destination for galas, events and weddings. With spacious ballrooms, a world class culinary team, catering team and the city's largest Kosher Kitchen, the entire team is dedicated to making every event perfect. Grand Hyatt Atlanta is home to many of Atlanta's most glamorous events. Feel the Hyatt Touch. For details, call 404.237.1234 or visit grandhyattatlanta.com.



Back to School

As an adult and a member of the Greater Atlanta Chapter of ISES, the term “Back to School” really can elicit YEAs! instead of UGHs! How is that possible? Your Programs and Education Committee is preparing an afternoon of incredible and valuable education for anyone in the special event industry! This half-day seminar, including box lunch, will feature tracks on marketing, technology, trends and more all on the beautiful campus of The Atlanta Botanical Gardens. You can’t afford to miss this rare opportunity to hear

sought-after speakers on topics that are important to your business and career.

As an after-school treat, the Atlanta Botanical Gardens invites you to stay and enjoy “Cocktails in the Garden,” from 6 p.m. on – a \$15 dollar value that includes access to the entire grounds.

Mark your calendars now for Thursday, August 27 for “Back to School” with your ISES Atlanta Chapter and stay tuned to Hot News one the chapter website for more information soon. See you in class! ■



Scholarship Winner

Amy Bonner is the winner of a \$1,000 scholarship for EventWorld 2009 in August in San Francisco, California. We look forward to reading about her experience in the next newsletter.

Scholarships are available on a regular basis to all members of the Greater Atlanta Chapter. Please visit www.isesatlanta.com for more details and an application form.



Upcoming Events

Please join us the second Tuesday of every month for an ISES meeting. Visit www.isesatlanta.com for details.

Tuesday, July 14
at 5:30 p.m. - 8 p.m.

"Happy 20th Birthday, ISES Atlanta!"
at Hotel Palomar and the Alto Rex Lounge

Tuesday, August 11
at 5:30 p.m. - 8 p.m.

"Race for a Taste" at Zoo Atlanta

Tuesday, September 8
at 5:30 p.m. - 8 p.m.

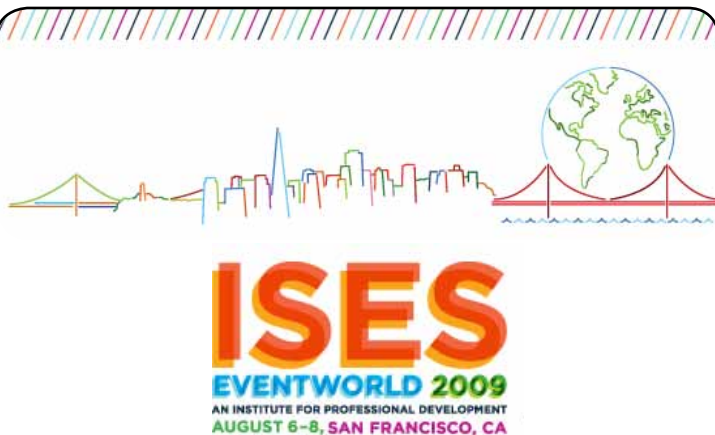
"How to Win an Allie" at Location TBA

Advertise in ISES Insight

Contact Qualena Odom-Royes, CSEP, CMP, VP Communications to purchase your ad:
qualena@eventsessential.com or (770) 413-8191

	Ad Size	Members	Non-Members
BEST VALUE!	Full Page, 7.5"x 10"	\$155	\$195
	1/2 Page Horizontal, 7.5"x 4.75"	\$110	\$145
	1/2 Page Vertical, 3.5"x 10"	\$110	\$145
	1/4 Page Vertical, 3.5"x 5"	\$85	\$115
	1/8 Page Horizontal, 3.75"x 2.5"	\$70	\$95

MAKE MORE OF YOUR MEMBERSHIP AND ADVERTISE WITH US!



Why Attend ISES Eventworld® 2009?

Network with Peers

- Meet with professionals from around the globe
- Create a resource list of individuals who can be a resource when working out of your city
- Share ideas and broaden your base knowledge
- Make contacts as this will make your company more known throughout the industry.

Gain Knowledge

- Attend sessions that will increase your base knowledge and open doors to new experiences that you can share with the rest of your staff
- Learn about the latest trends through the various keynote and panel discussions with industry leaders
- Share your knowledge on the latest areas of growth within the industry.

Grow Professionally

- Discover new tools, solutions and trends that will improve and prepare your business for the next level in special events.
- Obtain points toward your CSEP or other industry certifications for attendance and participation in classes

Obtain Lead Referrals

- Generate leads while you have plenty of face time with your potential clients
- Showcase your company through sponsorship
- Position your company in front of all the attendees

Educate Your Mind at the Summer Educational Alliance



When: August 27 – 30, 2009

Where: Rio Mar Beach Resort & Spa, Rio Grande, Puerto Rico

For more details and to register, please visit www.gampi.org.

How many times have you told yourself that you're too old to start something new? You failed once so why try again? You're not skilled enough to go for it? There's nothing you can do about it?

Nobody in life is skilled enough until they start doing it. Open your mind to learn new things and you may find that you know more than you think you do. And, you may find that it's not as hard as you thought it would be. Discover new tools that lead to new skills and new opportunities. Sharpen your power of perspective. Employ the advantages of awareness. The professional development sessions at SEA 2009 are designed to give you the tools you need to open yourself to new possibilities. ■

The graphic features the logo for Active Production and Design, Inc., which is a circular emblem with an atomic symbol design and the company name around it. Below the logo are three award categories: 'Exclusive AV company for' with the Georgia Aquarium logo, '2008 GaMPI Supplier of the Year' with the Peachtree logo, and '2009 Technical Support Company of the Year Finalist' with a gold medal icon. The text 'Congratulations Nominees and Winners of the 2009 Allie Awards!' is prominently displayed. Below this, it says 'We are proud to be among industry leaders!' and shows four small photographs of event scenes. At the bottom, the website 'www.activeproductionanddesign.com' and phone number '1-877-206-1168' are listed.

April Meeting: Image & Style Enhancement Seminar

By Lorri McQueary

April bloomed with a unique ISES monthly program that stylishly blended education and networking, all in the luscious environment of Park Tavern at Piedmont Park. Members and guests gathered for a presentation by Rhonda Barry, Image and Style consultant, on “Perfecting the Combination of Personal Style & Business Image”. Following Rhonda’s presentation on

style secrets for business professionals, the audience enjoyed a fabulous fashion show in which our very own members modeled business and pleasure looks for Summer 09. Macy’s generously donated clothing for our male models and the Dress Barn dressed up the ladies. The evening was made even more unbelievably fun and fashionable with décor provided by J. Patrick designs, greenery from TPF, mannequin gowns provided by Quantum Events and delightful goodie bags from a variety of generous supporters. Michael Ray White Photography captured both the glam guests and the runway show. Last but not least, members and guests donated gently used business attire for two local charities. ■



June Meeting: Riverboat Casino

It was still and serene on the lake at Stone Mountain Park. But on the Henry W. Grady paddlewheel riverboat, things were hoppin’. Tasty treats were provided by the Marriott Evergreen Commons Restaurant, while music from DJs Unlimited kept us lively. Photographer Tim Wilkerson took some great pictures of varied deckside entertainment: caricatures, tarot card readers and who could forget that amazing card shark, the big rabbit? Upstairs, guests played casino games for some great prizes.

Our thanks go to Stone Mountain Park and Penguin Productions for this fantastic evening. It was a wonderful way to network in a fun, relaxed environment. ■