

## Allie Awards 2009: The Way We Were

Sunday, March 15, 2009 • Grand Hyatt Buckhead



How time flies! It seems that we have only just attended the 2008 Allie Awards, and here we are thinking about entries for the next one. The Allie Awards program is our opportunity to showcase our best work to our peers, stand in the spotlight and celebrate the successes of our industry. The Allie Awards process has grown, matured and developed into a premier event, respected at both the regional and national level. The competition has become more creative and yet the possibilities have broadened. As the committee prepares for the 19th Annual Allie Awards, I encourage each of you to examine your past year; you have done some amazing work.

For more information on how to enter by the deadline of February 17, visit [www.isesatlanta.com/events/allies.asp](http://www.isesatlanta.com/events/allies.asp). This year's event is entitled "The Way We Were" and promises to be an eye-opening look back in time as well as a glimpse of the future. Whether you participate as a committee member, sponsor, entrant, attendee or all four, be sure to mark March 15 on your calendar. I look forward to working with you, and to an incredible 2009 show! ■

Best to all of you,  
 Walter Nemeth, CPCE  
 Allie Awards 2009 Chair

## Community Relations

by Blake Wiederstein

The Community Relations committee is delighted to report donations to the value of \$2,600 received in just two months of collecting for the Women's Resource Center. With recent economic situations it is wonderful to know that there are still ways to give.

As the holiday season wraps up, you'll probably agree with the old maxim, "It is better to give than to receive." It is so important to keep that in mind these days because while everyone may be experiencing rough times in business, career, or personal lives we are still much more fortunate than some. So whether it's helping a neighbor, helping a stranger, donating items or money, giving is something that everyone can do any time of the year and ISES would like to

encourage our members to become givers to the next organization we are supporting, A Day For New Life.

What really stuck out when I spoke with this organization is the fact that all the men that go through the program are taught to "give back" to the community. A Day for New Life is a long term residential transitional center for men that have fallen on hard times and have come to realize that they have a second chance on life. So while these men may be down on their luck, this program helps them restructure their life, become productive people, and biggest of all, become givers! The center is always in

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## Letter from the President

by Alan Souza, *A Divine Event*

Hello ISES members and welcome to "The Year of the Member" 2009!! The Holidays are over and we are into Atlanta's winter season. We are entering into a very critical time for all of us. Inauguration is January 20th and President Elect Barrack Obama has a very challenging road ahead for him and his staff. Our economy is the worst we all have seen in our lifetime. This is a very important time for the Greater Atlanta ISES chapter to work together as a united front. Please use your members as a great resource for qualified special event professionals. The enthusiasm you all have for our industry is amazing.

All of our time must be used wisely and joining an ISES committee is one of the best ways you can spend it. When I first joined ISES it took me time to get acclimated to what it stands for and after joining my first committee I was never happier. I realized what incredible passion we all have for what we do and it solidified my decision that this is what I want to do my entire life.

The annual Allie Awards is on March 15, 2009 at the Grand Hyatt in Buckhead. I encourage all of you to enter one or more of your fabulous events you have produced over the past year. You should all have received the call for entries form. It has changed since last year so please review it thoroughly. Many of you have won an Allie Award in the past and know what a great feeling it is to stand behind on that podium. It is one of the best ways to market your company and with the challenging times that we are faced with, a perfect opportunity to show what we are all made of. ■

## Extended Membership Drive!

Anyone joining the Atlanta chapter between **January 12 – 21** is exempt from paying the \$50 application fee and may join for the remainder of the year at the pro-rated fee of \$199 (corporate rate). Members who join during the membership drive will pay only the pro-rated dues of \$199.00 for a six-month membership. To take advantage of this offer, contact Brenda Maynard, V.P. Membership directly at [bmaynard@erultd.com](mailto:bmaynard@erultd.com).

## Welcome New ISES Members!

#### Linda W. Brigham

The Coca-Cola Company  
[lbrigham@na.ko.com](mailto:lbrigham@na.ko.com)

#### Tara Holland

Student  
[t.holland3@gmail.com](mailto:t.holland3@gmail.com)

#### Lilly Morgan

Student  
[leventsatlanta@aol.com](mailto:leventsatlanta@aol.com)

#### Charlynn C. Brown

Student  
[jusjul@comcast.net](mailto:jusjul@comcast.net)

#### Yglesias Hollins

The Coca-Cola Company  
[yhollins@na.ko.com](mailto:yhollins@na.ko.com)

#### Melinda Morrin

Student  
[mmorrin@bellsouth.net](mailto:mmorrin@bellsouth.net)

#### Lisa Desrochers

Ansley Golf Club  
[lidesrochers@ansleygolfclub.org](mailto:lidesrochers@ansleygolfclub.org)

#### Kimberley C. Ichter

Kimberley Cary Flora Events  
[k\\_ichter@bellsouth.net](mailto:k_ichter@bellsouth.net)

#### Sharon Morris

The Coca-Cola Company  
[shmorris@na.ko.com](mailto:shmorris@na.ko.com)

#### Timeesha Duncan

Posh Events  
[info@posheventplanning.com](mailto:info@posheventplanning.com)

#### Cicely A. Ingram

Eventz-R-Us, Inc.  
[eventzrus@bellsouth.net](mailto:eventzrus@bellsouth.net)

#### Devika Falomi Patridge

Events By Design atl LLC  
[dfp808@msn.com](mailto:dfp808@msn.com)

#### Carol Gilleran

Classic Party Rentals  
[cgilleran@classicpartyrentals.com](mailto:cgilleran@classicpartyrentals.com)

#### Cheryl Johnson

Student  
[cheryl17@bellsouth.net](mailto:cheryl17@bellsouth.net)

#### Debbie Reis

Student  
[atlsocialite@yahoo.com](mailto:atlsocialite@yahoo.com)

#### Mark E. Holland

Chattanooga Tent Co.  
[mark@chattanoogaogtent.com](mailto:mark@chattanoogaogtent.com)

#### Nefertteri Johnson

[nefertterrijohnson@yahoo.com](mailto:nefertterrijohnson@yahoo.com)

#### Michele L. Taylor

Tempest Bleu  
[michele@tempestbleu.com](mailto:michele@tempestbleu.com)

## Scholarship Winners

Karla Kreitner and Qualena Odom-Royes, CSEP, are the winners of our two \$1,000 scholarships for The Special Event 2009 in January in San Diego, California. Both of them submitted excellent essays and we look forward to reading about their experiences in the next newsletter.

# Are You Getting the Most Out of ISES?

**H**ave you been coming to meetings and would like to find a way to work with ISES, but just cannot find a way to commit? The Atlanta chapter of ISES offers many ways for members to network and work with each other in many ways outside of the monthly meetings. You can explore your hidden talents, or use your skills in fun and creative ways. The chapter features diverse committees that provide services from putting together monthly meetings to educational opportunities and planning the biggest events of the year, Race for a Taste and the Allies!

## Membership Committee

The Membership Committee greets you at every turn. Part of their duties includes welcoming members at each meeting, keeping records of who attends and has paid, and recruiting for new members. They are often the first point of contact for new and prospective members and for following up with current members on any membership questions.

## Programs Committee

Once the Membership Committee members have greeted you at the door, the content of the meeting is planned by the Programs Committee. The group plans what each meeting is about from the location, speakers, and content. They secure the catering, facility, partners, and anything that goes into the monthly meeting to bring together a great networking and/or educational event.

## Education Committee

The Education Committee is dedicated to providing resources to help members study and secure the CSEP certification, in addition to locating guest speakers and workshops that allow everyone in the chapter to grow and flourish. This committee also runs the ongoing scholarship program for international conventions that is available to any chapter member.

## Communications Committee

The Communications Committee gets the word out about what is going on with the chapter. Charged with producing the newsletter, emails, invitations, and website, they are always looking for ideas and items to spread the word as well as selling advertising for all members.

## Allies Committee

Everyone loves to receive an award and the Allies Committee works with members of NACE to produce the industry awards show to award the best in events Atlanta has to offer! The group plans every aspect of the awards show. They solicit entries, select the winners, and stage the show. Because of the mountain of planning and execution that goes into the Allies, the committee is always looking for people across ISES and NACE that can put on a fantastic event.

## Race for a Taste

Race for a Taste is one of the chapter's premier events. Proceeds from this event benefit the chapter's educational fund which helps fund great speakers and our scholarship program. This event features teams "racing" in special events, catering at its finest, and lots of socializing, ISES-style!



## Infusion

Infusion is one of the newest ISES

Atlanta committees, and has become ground zero for planning one of the biggest events for the chapter. This special May meeting features cuisine from many of ISES Atlanta's caterers with a silent auction and many socializing opportunities, all to raise money for the chapter's education programs.

## Community Relations

Community Relations is the committee that brings ISES together with charities throughout the area. The committee comes up with ideas and opportunities that let the chapter reach out to the community and come up with ideas and programs to benefit both parties.

## Joining a Committee

Whatever skills, talents, or ideas you have, there is a place in ISES that can use your touch! Contact your V.P. Membership Brenda Maynard [bmaynard@erultd.com](mailto:bmaynard@erultd.com) to discuss how you can get involved. ■

# Upcoming Events

[“Community Relations,” continued from cover]

need of men’s clothing, household items, food, other associated needs of running a household, and of course, monetary donations. We are excited to be a part of helping this organization and request that

all members bring a grocery gift card or any of the above mentioned items to the January or February meeting. Thank you in advance! ■

**You can send donations to these organizations. (Remember to note ISES on donations).**

A Day for New Life  
595 Piedmont Avenue  
Suite 320-250  
Atlanta, GA 30308  
[www adayfornewlife.org](http://www adayfornewlife.org)

Women’s Resource Center  
to End Domestic Violence  
P.O. Box 171  
Decatur, GA 30031  
[www.wrcdv.org](http://www.wrcdv.org)



## Upcoming Events Bulletin

### ISES Southeast Regional Conference\*

April 17-19, Lucaya, Grand Bahama Island  
Hosted by the South FL/Caribbean Chapter of ISES.

Attend educational sessions from the same speakers as the large international conferences for a fraction of the price and network with ISES members from your own region. For more information, visit [www.ises-sflc.com](http://www.ises-sflc.com)

### Eventworld\*

August 6-8, San Francisco Marriott, San Francisco, CA  
For more information, visit [www.ises.com](http://www.ises.com).

\*Scholarship available to Atlanta Chapter Members

## Scholarships

Each year, a large portion of the funds raised by ISES Atlanta are transferred into scholarships awarded to deserving members for the purpose of attending educational conferences.

Download the application form online at [www.isesatlanta.com/education/scholarships.asp](http://www.isesatlanta.com/education/scholarships.asp) to apply for a scholarship.

The deadline for the REC scholarship application is February 27, 2009.



## Monthly Meetings

**Please join us the second Tuesday of every month for an ISES meeting. The Program committee is full of great and unique ideas for this year.**

### January Meeting

Tuesday, January 13, 2009  
5:30 p.m. – 8:00 p.m. at Trois  
“Finding Opportunities  
Amidst Chaos”

### February Meeting

Tuesday, February 10, 2009  
5:30 p.m. – 8:00 p.m.  
“Shameless Self-Promotion”

### March Meeting

Tuesday, March 10, 2009  
5:30 p.m. – 8:00 p.m.



## Mark Your Calendars

### The Special Event 2009

January 27-30, San Diego Convention Center, San Diego, CA  
[www.thespecialevntshow.com](http://www.thespecialevntshow.com)

### Catersource and Event Solutions Conference and Tradeshow 2009

February 22-26, Paris Hotel & Casino, Las Vegas, NV  
Early bird registration ends January 15.  
[www.event-solutions.com](http://www.event-solutions.com)

### The Rental Show 2009

March 2-5, Georgia World Congress Center, Atlanta, GA  
[www.therentalshow.com](http://www.therentalshow.com)

### Exhibitor 2009

Conference: March 22-26, Exhibition: March 23-25  
Mandalay Bay Convention Center, Las Vegas  
[www.exhibitor2009.com](http://www.exhibitor2009.com)



## Industry Awards and Events

### Congratulations to the Atlanta Spotlight Award Finalists:

**Catering Company of the Year**  
A Legendary Event

**Designer of the Year**  
Deb Steege, A Legendary Event

**Rental Company of the Year**  
Classic Party Rentals

**Samaritan Service**  
Tony Conway, A Legendary Event

**Technical Support Company of the Year**  
Active Production and Design

Winners to be announced at the  
Event Solutions Conference.

### Congratulations to the Atlanta Gala Award Nominees:

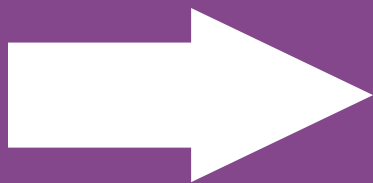
**Best Wedding, Budget Under \$1,000 per guest**  
Magic Moments

Winners to be announced at  
The Special Event Conference.

We wish you the best of luck!



## Got Talent? We Need You!



The **SEARCH Foundation** will host its 11th annual SEARCH Cabaret fundraiser "On Broadway" during The Special Event Show in San Diego, CA on January 29. If you are in the events industry and wish to perform at the Cabaret, please call 617-614-5426 or email Sheralyn Caballero at [sheralyn@spevents.com](mailto:sheralyn@spevents.com).

All performances will be considered donations and the proceeds will go directly to **The SEARCH Foundation** to assist event industry professionals in times of crisis.

Don't miss your chance to support a great cause! Visit **The SEARCH Foundation** online at [www.SEARCHFoundation.org](http://www.SEARCHFoundation.org). ■

## October Recap: Senses of the Season

by Lorri McQueary

In October, ISES Atlanta celebrated the coming of autumn with “Senses of the Season,” an after work gathering that combined networking with warm and welcoming sensory “edutainment”. The event’s goal of tempting and treating all five senses was made possible by the generous support of several fine sponsors.

As a special treat, members and guests were invited to help christen Bold American’s new event space, Studio 887. Formerly the favorite eatery, “Food Studio,” the space has been re-imagined to host memorable corporate and social special events. For the October meeting, the handmade brick, heart pine and oak timber atmosphere was made even more breathtaking with arrangements

provided by Bold’s floral division. Richly colored linens provided by Connie Duglin completed the vision.

Bold’s chefs and the experts from Empire Distributing tempted our senses of taste and smell with incredible savory and sweet cuisine offerings, expertly paired with an abundance of fine wines. Winefellow - a full service wine tasting event company - was on hand to share their “Wine Rating Capture” technology. This new, state of the art service captures an individual’s wine ratings at an event and then e-mails a customized “Wine Report” to them. While sipping and socializing, guests were enveloped in the echoes of the perfect cocktail mix through sound provided by Amusement Masters.

Equally popular diversions were the hand and back massages provided by the lovely staff of Lux Beauty Co. On Site Salon & Spa, where guests indulged in the sense of touch. And so alluring was Orielia Valley of Awakening Spirits that guests were still in line at 9:15 p.m. for a chance to have their dreams interpreted or auras read. The festive atmosphere was captured in the images of sponsor photographer Laurel Neels of Clear Choice Photography.

“Senses of the Season” was a thoroughly entertaining evening that kicked off Atlanta’s beautiful fall season with an energizing experience for all who attended. ■

## November Meeting: ISES King Tut Luncheon

by Lavon Lacey

Quantum Events and Entertainment

ISES had the honor to be the first group to have a luncheon at the new King Tut Event Space and the first group to go through the King Tut Exhibition. Lunch was provided by A Legendary Event Design and Catering and was enjoyed by all. Thank you Tony Conway and Inny Ross for once again for providing a spectacular meal. Event Photographer Jeff Gaines of Jeff Gaines photography provided our event photography and captured the beauty of the room. P. Douglas Leaptrotte of Chair Covers and Linens provided the linens which captured and enhanced the colors of the room. Todd Finch and Felicia Newberry of Magnum Productions provided the AV.

Deb Steege, creative director at Legendary Events and the designer of the event spaces at



King Tut, moderated an excellent discussion on the advantages and challenges of doing events in non-traditional settings. The panel was made up of Ben Dostal, director of events at the High Museum; Kenneth Jones, president of dynamix; Margaret McAllister, manager of special events

with Turner Broadcasting and Marc Nevaraz, Event Manager of New World of Coke. Our host for the luncheon was Joe Hall, General Manager for King Tut Special Events.

The response was overwhelmingly positive for the meal, décor and space. ■

## December Meeting: Happy ChristmaHanukwanzakah!

by Sherri Chisholm and Bill Goode

ISES Atlanta enjoyed a special holiday meeting full of ChristmaHanukwanzakah cheer on December 9th at Wimbish Mansion in midtown Atlanta.

Also known as the Atlanta Women's Club, the elegant Peachtree Street mansion was transformed into a magical place of cheer for the last ISES networking event of 2008. Loads of tasty food was dished out, the spirits flowed, and sounds of the holiday filled the air. The décor was festive, as were the table linens by Connie Duglin.

The evening started off with the full bar from Opera and hors d'oeuvre from Jerry Dilts & Associates Caterers. As people entered, they were encouraged to donate supplies to the

Women's Resource Center to End Domestic Violence. Sounds of the season came from Karen Thomson's masterful skill of the piano.

Dinner was served when members were invited into the ballroom. Platters of meats, vegetables and goodies greeted those who entered the buffet lines. Entertainment was provided by Lethal Rhythms Entertainment, including a round of Scavenger Hunt/Musical Chairs.

The night ended with a tasty variety of holiday desserts from Lu Lu's Bakery and ChristmaHanukwanzakah cheer from all. ■



MAKE MORE  
OF YOUR  
MEMBERSHIP

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Purchase your ad at [www.isesatlanta.com](http://www.isesatlanta.com).

For questions, to send your ad or your PDF formatted artwork:  
Amy Bonner, VP Communications • [amy.bonner@piedmont.org](mailto:amy.bonner@piedmont.org) • 404.851.5839

Ad Size	Members	Non-Members
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