



INTERNATIONAL
SPECIAL EVENTS SOCIETY
GREATER ATLANTA CHAPTER

Insight

FALL 2008



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Race for a Taste 2008

Sweatbands, mullets, short shorts, and lunch ladies....Is this a scene from Fast Times at Ridgemont High? Nope - it was ISES Atlanta's 2008 Race for a Taste. The theme this year was "Kicking it Old School", and everyone involved really embraced the theme. Oglethorpe University was a gracious host, and so flexible as the event moved from the beautiful quad into the gym to avoid some ominous rain clouds. The gym turned out to be a fantastic rain plan, and probably brought back some memories of competing in gym class. Our race participants competed in a myriad of old school field day games such as a wild relay race, a

chain gang, tug of war, and the night's signature event dodgeball. Now, we know that everyone was feeling ready to play that night but the fires of competition were certainly ignited on the dodgeball court!

Despite all the fun happening the night was about our caterers. Bold American stole the show with their roving pack of lunch ladies. These lassies were decked out complete with moles and support hose. Rafeedie's reminded us that we were in the midst of football season and had a football theme complete with Mo in full pads! Opera did what they know best and [continued on next page]

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incorporated one of their awesome DJs to keep the party thumping. A Legendary Event went retro with a psychedelic booth complete with disco balls. A Divine Event even served their food in brown lunch bags. This year Race for a Taste incorporated a theme from the popular television show Top Chef. Two days prior to competition, the caterers were contacted

and instructed to add a slider to the menu for the event. It was great tasting everyone's interpretation of a slider!

The focus of the evening was fundraising, and what a success it was. Some amazing raffle items were donated and the winners were all thrilled! Our presenting sponsor Event Rentals Unlimited played a huge role in getting us to our financial goal for the evening. ■

Letter from the President



by Alan Souza
A Divine Event

Hello ISES members and welcome to another great year for our chapter, "The Year of the Member"! The Summer is over and we are into Atlanta's beautiful Fall season which is one of the reasons I have called Atlanta my home for over 20 years. Another reason is the great people who also call Atlanta home, many of whom are my close friends and business associates. I am mentioning this to you because we have just completed our annual Race for a Taste, our chapter's largest annual fundraiser. The enthusiasm of all the race teams, volunteers, caterers and committee members displayed was truly amazing to me. You, the members, are the foundation of Greater Atlanta's special event community and you should be proud to call Atlanta your home. Thank you so very much for donating your valuable time to such a great cause.

Your 2008-2009 board of directors, whom I call "Team Fabulous," has been working very hard to bring you many exciting monthly meetings for this coming year. We have some marvelous speakers lined up for you along with some amazing new venues our wonderful city has to offer. I encourage all members, current and new, to join a committee because it offers the best opportunity to understand how our chapter works. With the hardship of the economy and the election year coming to a close, this is the best time to really stretch your investment. Volunteering for a committee is the best way start! ■

A big thank you to all our sponsors!

Venue and Presenting Sponsors:

Oglethorpe University
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Thank you also to our dedicated committee:

Co-Chair: Blake Wiederstein
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Jimmy Ebersole
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Heather Higdon
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Charles Rutterbush
Michele Tonogan
Kelly Treadway



Who's In Your Network?

by Kelly Smink
Amusement Masters

With the current state of economic worries, I am sure all of us are wondering how to make our dollars stretch more than ever. I have enough of a struggle trying to figure out where to spend my marketing dollars during busy times that the challenge becomes even more troublesome with the current state of Corporate America. I want something that costs as little as possible but give me the biggest return. My answer to this question is to network: both personally and socially.

In-Person Networking:

Last year an ISES member, Margie Deitz of Concepts Remembered, hired our company to assist them with the interactive entertainment of a high end fundraiser. The event had a western theme and we were hired to provide casino, a mechanical bull and a rodeo roper. At the site inspection of the event, I was there with Margie as well as 4 additional ISES members. I had worked directly with only 2 of the 4 members at that time. As the event specifics progressed, I got to know the other 2 members throughout the planning process of the event. Relationships and friendships were formed from this event and are even stronger a year later. I have done business with all four of these ISES members since stepping onsite a year ago.

Fast forward 12 months. We were asked to assist with the same event this year. I believe there were a total of 6 ISES members associated with the event this year. It was very comforting and actually much less time consuming to work with the same individuals again as well as other ISES members that had been brought into the fold. I walked away with an appointment for a presentation to a potential client after this



year's site inspection. It was wonderful to sit there and reflect back on how this network of relationships, so many of them only 12 months or less old, was all from a fellow ISES member asking me to assist her with this event. People talk. In order to be someone talked about you need to be around for them to remember you. This industry is definitely out of sight, out of mind. I cannot stress how important networking can be to your business. If you are a member of ISES, use it. If you are unsure if you should be a member, come check us out.

Members: you have paid the fees, get the benefits. ISES members do business with other ISES members. Networking is one of, if not the cheapest forms of marketing.

Social Networking:

If you're a small business owner looking online to improve your business marketing, find new customers, or check out how other small business owners are solving problems like yours, maybe you've used a social networking site like Facebook or LinkedIn.

It's hard to read a business publication or go online without finding an article on the pros or cons of participating in social networking web sites. I started doing my research last week to check this out and see if it indeed added value or was just another software program to steal more time out of my packed day. I read an article by Lauren Tara LaCapra of TheStreet.com titled Social Networking Can Be a Friend Indeed.

According to her article (and others) there are two primary reasons small businesses use social networking sites:

1. **Finding help.** Getting answers and opinions from other small business owners facing similar problems, finding partners, recruiting employees or locating other resources.
2. **Growing a business.** Attracting prospects, learning what's on the minds of their target markets and gaining new customers.

In her article, LaCapra found that Bank of America and VISA, in an effort to expand their own brands, are launching social networking sites (online communities) aimed at small business owners. These large companies (or their marketing departments) want to be viewed as a resource to entrepreneurs and small businesses.

These sites offer message boards, forums and guest experts as a way to provide value to small businesses. The entrepreneurs at the BofA site are asking questions on nagging issues like customer service, how much to budget for marketing (that's the \$64,000 question) and how to finance a business.

If these multi-billion corporations are targeting their existing customers as well as potential customers through a social network, then I guess, that answered my question...should I be doing this? In case any of you cannot figure out my answer, look for my social networking invitation in the next few weeks. ■

Presenting your 2008-2009 ISES Atlanta Board of Directors

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Did You Know?

Make the most of your membership through participation

The key to receiving a good return on your investment of membership is to get involved. For every level of time commitment, skill set and budget there is a way to participate in the organization of the chapter and our activities.

1. Sponsor a Meeting

Advertise your company by providing services in kind or provide financial support in return for logo placement in marketing materials. Contact the VP Programs for more information.

2. Join a Committee

Gain experience in the area of your choice and get to know the chapter from the inside out.

3. Volunteer

Meet some members in a smaller arena and learn about events behind-the-scenes by volunteering for a few hours at one of our special events or monthly meetings.

If you are interested in information about these opportunities, please contact Margie Deitz at mdeitz@conceptremembered.com or Brenda Maynard at bmaynard@erultd.com. ■



Kelly Treadway

Novare Events
The Ballroom at TWELVE

What services do you and your company provide to the special events industry?

Novare Events is a special event venue management company that oversees four of Atlanta's events facilities – The Ballroom at TWELVE Atlantic Station, The Event Space at TWELVE Centennial Park, Biltmore Ballrooms and the Foundry at Puritan Mill. As the Special Events Sales Manager for The Ballroom at TWELVE I work with clients in contracting and planning their events, meetings and conferences. I'm in a great venue that lends itself not only to the typical hotel meeting but also to creative events in the not-so-typical contemporary ballroom space.

How is your company successful in the services you provide?

Our venues range from the historic and traditional to contemporary and boutique – so we have something for everyone. We also have a wonderful team of sales, operations and design professionals that focus on giving our clients a great planning experience.

Why did you decide to join ISES?

Having a background in both performance and venue management I was looking for an industry organization that would connect me with a wide spectrum of professionals. ISES has given me the opportunity to reach entertainment companies, caterers, planners, event vendors and other meeting & special events venues, which has greatly expanded my contact to potential clients. In my short time as a member I've increased business while building stronger relationships with people that have the common goal of producing the best event for our clients each and every time.

How do you expect to benefit from your membership?

I expect to build relationships with other events professionals. By getting to know others I'm building a strong network of resources and receiving steady client referrals.

How did you get into this business?

Performing arts background (musical theatre). I moved into arts administration as the Events Manager for a concert venue. Learned the food & beverage side of the industry and eventually merged the two areas in my current role as Special Events Sales Manager at The Ballroom which is a stand-alone venue located on property at TWELVE Hotel in Atlantic Station.

How long have you been in the special events industry?

My first real job out of college was as the Operations Manager for a professional children's touring company. Since then, it's been seventeen years in the industry - arts and special events are all I've ever known. It's amazing to see how Atlanta has changed and grown since my career began.

If you were not in this business what would you be doing?

That's a tough question - I might be a teacher or in marketing. I love aspects of both of those industries. Luckily I get the opportunity to do a little of both in the profession I've chosen.

What do you do for relaxation in your spare time? What are your hobbies?

Sleep – don't get much of that when doing events so that's my down time! Hobbies are my family - supporting my daughter in dance and my son who's learning to read. Also co-owner for the a cappella professional holiday caroling company, Like The Dickens. This keeps my toe in the world of performing where I sing Alto.

How would you like ISES members to think of you and your company?

I love being a resource for all things “events” and connecting people – I'd like other members to know that I'm always approachable for information and connections. Very much the same for Novare Events – we are a niche company with expertise in venues. We have great relationships with other Atlanta venues and are a great resource.

What has been your most memorable experience with ISES?

Most memorable has been my involvement with planning the annual Race for a Taste fundraiser for ISES Atlanta. In three years I've competed as a caterer (2nd place in 2006 – not bitter at all!); have acted as the team leader for the Teams Committee (2007); and have acted as the team leader for the T-Shirt Sponsors Committee (2008). I'm so honored to have been selected as the 2009 Event Chair. We have some “amazing” ideas for this next year – and I can't wait to get rolling with a new committee in planning it!



Monthly Membership Meetings

Mark your calendar the second Tuesday of every month for ISES. The Program committee is full of great and unique ideas for this new board year.

Tuesday, October 14, 5:30 p.m.

Awaken all your Senses of the Season at Bold American's new venue Studio 887 at King Plow. Your sense of taste will experience incredible food prepared by Chef Todd, paired with delicious wine. Relax while being pampered by our spa experts. If you are really curious, a dream interpreter will lead you through the mysteries of the stories that dance in your head while sleeping.

Tuesday, November 11, 11:30 a.m.

Be one of the first to see the Pharaoh's Palace, a brand new banquet facility created in conjunction with the King Tut Exhibit at the Atlanta Civic Center. Tented seating areas await among palm trees, Egyptian columns and silhouettes of ancient kings.

Tuesday, December 9, 5:30 p.m.

No peeking at holiday gifts! All will be revealed in due time, but in the meantime save the date for an evening full of surprises!



19th Annual Allie Awards

It's not too early to plan your submission for the 2009 Allie Awards! Take a look at events you've planned this year or are working on for the remainder of the year and take a moment to jot down the challenges you faced, some of the highlights and don't forget to book a photographer! Don't wait until the call for entries is published... by then you might have forgotten everything!

If you're interested in participating on the Allie Awards committee, please contact Chair Walt Nemeth at wnemeth@hyatt.com.



Calling All Foodies!



The 7th annual Taste of Atlanta will be held Saturday, October 11th through Sunday, October 12th at Atlantic Station in Midtown Atlanta. In just one weekend, this culinary festival brings together the

incredible energy and diversity of the city's food scene. Volunteers are the key to making this event a success. For more information and to apply to be a volunteer, please visit <http://app.icontact.com/icp/sub/survey/start?sid=4152&cid=303496>, or contact Qualena Odom-Royes, CSEP at volunteers@eventssential.com or 770-413-8191.



EventWorld 2008: St. Petersburg, August 2008

In June 2008, ISES Atlanta gave scholarships to three members to attend EventWorld. On the following pages, they recap their experiences:

Recap #1

A Highly Recommended Conference

By Joy Pittman

Tropical storm Fay brewing over beautiful Florida could not keep me away from EventWorld 2008! The experience was insightful and I truly took away some wonderful ideas to implement in my personal and professional life. The leadership meetings provided a wonderful think tank session that would greatly benefit our Atlanta chapter. From the yearbook theme from the Orlando Chapter to complimentary networking mixers to keep members engaged, I absorbed such creativity from chapter leaders around the globe. Mastering time management was my first seminar, and I learned some helpful hints

on how to keep my work day from taking over my sanity! The most engaging speaker was John Delves whose seminar on “The 5 Biggest Mistakes Leaders Make” was very entertaining and informative. The session that should have been at least a half day seminar was “Business Owners: Tips, Tricks and Shop Talk”. The tell-all panel with some of ISES top event professionals would be great for anyone starting out in the industry. It was very inspirational to see how others have grown in their business, and use their ISES relationships to increase their bottom line and build strong alliances. Two pages of notes later in the corporate planners’ workshop facilitated by Atlanta’s event

professionals, I realized the great benefit of being an ISES member. The wealth of knowledge the organization possesses and the professionals who are open to sharing the keys to success is priceless. In 3 days, I learned how to balance my life and work, become a more effective leader, trade secrets 101, create more effective proposals, and put the serve back in service. Since my return, I have put words into strategy and strategy into action, and I am excited about the outcome my EventWorld experience will bring. I am truly honored to have been selected to attend EventWorld 2008 as a representative for the Atlanta chapter, and I highly recommend this conference to all ISES members. ■



Recap #2

An Experience Carried Within My Heart

By Sherri Chisholm

Amazing opportunities, tailored education, incredible social events, new and strengthening relationships, and yes, crazy fun! These are the memories the conference in St. Pete’s imprinted in my head and heart.

Going to EventWorld was an eye opening experience, one I owe to the generosity of my ISES Chapter, Atlanta. As a new member of an industry that chose me by circumstance, I was excited to use this opportunity to find out where I was going and who I was becoming

Despite initial hesitation, as the education progressed, I became more and more eager to go to the next class. Each seminar felt like it was tailored to fit me perfectly in order to be able to meet all the challenges I have and would encounter on this journey into the special events industry.

Confidence and knowledge were just part of what I learned. The social events were wildly fun and entertaining, but were also a learning experience. It was valuable to get to know my peers in a more relaxed atmosphere, and meet members from around the world. I particularly enjoyed networking with members from my hometown of Cleveland, Ohio.

When I first joined ISES, I felt that the people around me had so much more knowledge,

success and confidence than I did. Yet they surrounded me as family and helped me along this journey to really become a part of everything ISES stands for. ISES Atlanta showed me that I belonged in this industry and that I could make a contribution and difference. Now at EventWorld, not only did I continue my own career development but I also realized that I too can turn around and help someone else find their place in the industry. For this, I am deeply grateful to all of the relationships built and all of the new ones waiting in the wings. But most of all I am grateful to ISES and my ISES mentors that have helped me reach this level of knowledge, confidence, capability, and the passion to keep moving ahead within this industry I am coming to love. ■

EventWorld 2008: St. Petersburg, August 2008

Recap #3

They Pulled Out All the Stops

By Keisha Wilson, CSEP

After a long drive dodging Hurricane Faye's torrential downpours it looked like the whole week would be spoiled. But in true event professional style, the show went on.

If you have never been to EventWorld before it's a smaller more intimate version of The Special Event Show without the Tradeshow. EventWorld concentrates more on education and is run by ISES. I attended all of the leadership classes, learning a lot from other chapters as we exchanged ideas and tips in a roundtable forum. Also we attended sessions on how to keep your chapter fiscally responsible and a breakout session with only the chapters in our region, which was entertaining as well as helpful.

The event I looked forward to most was the Behind The Scenes tour of Walt Disney World, Epcot and Universal Studios. WOW! They pulled out all the stops to

make us feel welcome. We toured the incredible Event Design Center at Walt Disney including the creatively decorated offices and watched a video presentation of how your event would be presented to you from start to finish. Finally we had our picture taken with Mickey Mouse and were given a limited edition trading pin.

We then headed over to Epcot to see exactly what happens behind the scenes and took a tour of Epcot's enormous catering kitchen. After lunch at the Under The Sea exhibition and a stomach-turning trip on the new ride Soar'in, we made a mad dash to Universal Studios to learn how shows can be incorporated into private events.

The last stop was to the Boardwalk Hotel for the reception. I can honestly say the hosts and sponsors spared no details to give us a memorable day and leave us bursting with ideas for our own events. ■



Crisis Assistance for Event Professionals

The SEARCH Foundation provides financial assistance and support services to event professionals who have encountered catastrophic events. If you are going through a difficult period in your business or personal life, SEARCH is available to help you. You do not need to be a member of ISES to apply for assistance.

To apply, fill out an application online at www.searchfoundation.org or call 877-777-9340 to request an application. All requests for assistance are treated with complete confidentiality and reviewed by only one committee on the foundation's Board of Directors. The SEARCH mandate is to allocate financial aid and resources to event professionals in times of crisis. SEARCH always stands ready to help through the generous support of our industry peers. We thank you for your ongoing support! ■

Congratulations Atlanta Esprit Winners!

**2008 ISES Best Marketing/Design
Collateral Budget
Under \$10,000**

"A Tuscan Celebration"
Michelle Smith

Inviting Ideas LLC
www.invitingideas.net

**2008 ISES Best Event Support
Services Budget \$25,000-\$75,000**

"Labs for the Future"
Dennis Smith

ASI Production Services Inc.
www.asiprod.com

**2008 ISES Best Event for a Nonprofit
Organization Budget Under \$75,000**

"La Vie En Rose"
Tony Conway, CMP

A Legendary Event
www.legendaryevents.com

August Recap: ISES Meeting

The 2008-2009 ISES year got off to a bright start with a new format – a breakfast meeting – as the staff of the exclusive 191 Club in downtown Atlanta provided the gracious service they are famous for. While guests enjoyed a delicious breakfast, Andrew Katz and Steve Throneberry from ReachLocal Advantage presented an interactive, informative look at a growing marketing channel of which few of us take advantage - Local Internet Marketing. Members and guests left with new insights to help make their businesses successful. Our thanks to ReachLocal Advantage and to the 191 Club for hosting our meeting. ■



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