

The Chapter's Monthly Newsletter with information on our members and the industry!

October 2008 - In This Issue:

[Network at the Four Seasons Hotel Philadelphia](#)

[Welcome New Members](#)

[Congratulations to Our Newest CSEP](#)

[Liberty Awards Winning Member Spotlight](#)

[Beautiful Blooms in Philadelphia Magazine](#)

[ISES Regional Educational Conference in NYC](#)

[Calendar of Events - Save the Dates](#)

Welcome New Members

Mike Chrnlich	Activit!es
Randi Edleman	Philadelphia Wedding
Kimberly Fink	Kimberly Fink Events
Joanna Malek	Dave & Buster's Grand Sports Cafe
Cleveland Morris	Aramark Sports & Entertainment
Connie Pearson-Bernard	Seamless Events, Inc.
Amy Podlesnik	Seamless Events, Inc.
Kathleen Tencer	Student

Dear ,

Wow! This month's issue is full of great news!

First, you have to mark your calendar for October 29th, when retired White House Pastry Chef Roland Mesnier comes to the Four Seasons Hotel and shares some of his experiences. I heard that he has prepared hundreds of state dinners through the years - not once making the same dessert twice!

We have some folks to congratulate this month, including member Lauren Sheehy, who recently obtained the coveted CSEP designation and Donna from Beautiful Blooms who is in Philadelphia Magazine Best of Philly.

The ISES Regional Educational Conference will be in New York City in March 2009. I am so excited to attend my first REC and I hope to see many of you there too!

As always, please send me any articles or announcements that our members would want to know about.

Thanks again for reading.

Sincerely,

Dave Williams
Newsletter Editor



Thank You to our 2008 - 2009 Sponsors:



Chef Roland Mesnier "White House Patisserie Lessons"

A Presidential State House Dinner

Four Seasons Hotel Philadelphia
One Logan Square
Philadelphia, PA 19103
(215) 963-1500

[Register/Information](#)

Join us on Wednesday, October 29th
6:00pm Registration

Speaker: Retired Pastry Chef Roland Mesnier
"25 Years in the White House"
Entertainment - Dinner - Book Signing
Books: Dessert University; Basic to Beautiful; All the President's Pastries.

ISES is offering NACE members the ISES meeting rate of \$75 pre-registration.
Non-members will be \$85. Pre-registration ends on Monday, October 27th.
You don't want to miss this Gala Event



Check-out what's FRESH on our website:

[Photo Gallery](#)

Take a look at our past meeting photos. Photos & Video from Liberty Awards 2008.

[Job Bank](#)

Need a New Job?

Thinking about entering the field of special events or meeting planning?

Looking for a new candidate to fill a position?

Take a look and see if you may find that extra help you were looking for or post a resume online at the Job Bank.

[Sponsorship Program 2008-2009](#)

Take a look (PDF version) at what sponsorships are available throughout the Chapter year.

Great ways to "Get In...Get Involved...Get Back"

There are still great opportunities to brand your company in 2008 and into 2009. Contact our Chapter Office for more details.

[JOIN ISES](#)

Contact our VP of Membership, Sandy O Fergus at membership@isesphila.com.

Sandy and her committee will assist you with any questions you might have about ISES and benefits of joining.

[Submit a Newsletter Article](#)

Do you have a new hire? Has your company just expanded? Did your company just complete an incredible event and you would love to share this with your colleagues? If so, please feel free to submit any newsletter articles or press releases that you feel would benefit other members of our Chapter to our

Double Congratulations to our Newest CSEP!

Heartfelt congratulations to our newest CSEP, Lauren Huezo (formerly Sheehy) who also got married this month! Please join the Chapter in congratulating her by sending her an email at:

lhuezo@gepphilly.com

If you are interested in learning more about the CSEP designation or have questions regarding qualifying for the exam, please do not hesitate to reach out to any of our Greater Philadelphia Chapter CSEP members for guidance.

Dave Buckley, CSEP dbuckley@weparty.com

Kathleen DeLuca, CSEP, CMP kdeluca@eventsplusinc.biz

Lauren Huezo, CSEP lhuezo@gepphilly.com

Phyllis Jablonowski, CSEP eventricity1@yahoo.com

Michael Tannen, CSEP mtannen@tteam.org

Eric Walker, CSEP eric@fireworksconcepts.com

Sue Werb, CSEP sue@simplyelegantevents.biz



Newsletter Editor-

Dave Williams at newsletter@isesphila.com

"Get In, Get Involved and Get Back" CSEP Information

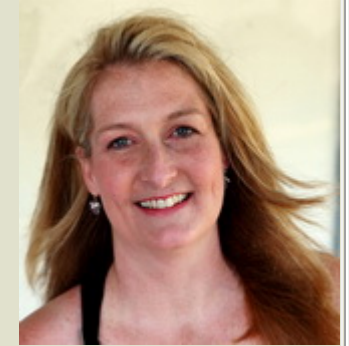


What is Certified Special Events Professional (CSEP)? The CSEP designation is the hallmark of professional achievement in the special events industry. It is earned through education, performance, experience, and service to the industry, and reflects a commitment to professional conduct and ethics. The 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. Why Should I Be Certified? The special events industry has experienced phenomenal growth over the past several years and is changing at an even faster pace. Today, special events are more challenging and require a level of professionalism equal to none. Become a recipient of the CSEP designation and set yourself apart from the competition. Please refer to the [ISES website](#) for more information. For questions regarding the CSEP program contact ISES Headquarters at 800.688.4737, 312.321.6853 or info@ises.com.

Committee Sign Up

If you want to get the most out of your ISES membership the best way is to GET INVOLVED.

Liberty Award Winner Profile: Sandy O Fergus



Best Photography - "Ingredients" Best Entertainment Product - "Fruitini"

I am so passionate about my work. The creative process for me is a wonderful process - it challenges me, it invigorates me and I just drench myself in every project that I work on. When clients and audiences react to my work my adrenaline skyrockets. Awards or no I would still pour my heart and soul into what I do because I love it that much. The awards are just icing on the cake and that icing is so darned SWEET! To be recognized for what you do when you work so hard at doing it is completely gratifying.

Occupation: Artist, Photographer, Business Woman

Experience: As a business owner and a freelance artist, Sandy has over 20 years of experience in the special events industry. Throughout college, Sandy worked for one of the companies that she now owns, Flash Art Ventures. After graduating from college with a Bachelor of Science in Design, Sandy aspired to make what she loved her living; Art. This journey led her to California where she worked on movie and TV commercial sets, then back to Philadelphia where she opened her own studio, got married and started her family. Now, Sandy O Studio creates all kinds of fun stuff for special events and the love of art comes through in photography, props, living statues and just about anything requiring a creative edge.

ISES Experience: Sandy has served on a few committees in her ISES career: Liberty Awards Gala Committee 2008, Spirit of Excellence Committee 2008, Fresh 2007, and has been involved in many ISES events through sponsorship in the past years.

Sandy O Studio - FLASH Art Ventures

ISES Greater Philadelphia Chapter is looking for members to represent ISES on the Jingle Jam 2008 committee and help with Fresh! 2009. Please talk to any board member for more details at the next meeting or email Dave Dickson at decgroup@verizon.net.

Calendar of Events

Date/Time	Venue	Speaker/Educational Topic
Oct 29th, 2008 @ 6:00pm	Four Seasons Hotel	Chef Roland Mesnier All the President's Pastries
Nov 26th 2008 @ 8:00am	Loews Hotel	Dr. William (Bill) Quain "Cooking Without Looking"
Dec 16th, 2008	Simeone Foundation Musuem	Jingle Jam (Association Holiday Party)
Jan 28th, 2009	TBA	TBA
Feb 25th, 2009	TBA	TBA
Mar 25th, 2009	TBA	FRESH! 2009 Save the Date

Beautiful Blooms in Philadelphia Magazine's Best of Philly

Donna O'Brien at Beautiful Blooms has taken a venture that started in the basement of her Bucks County townhouse and grown it into a talk-of-the-town upscale floral and event design firm. She's known for work that's elegant, clever, memorable and always reflective of you, the client. O'Brien can handle anything and has - ask her about that Star Trek themed Bar Mitzvah.



EVENTS INDUSTRY REGIONAL EDUCATIONAL CONFERENCE TO BE HELD IN NYC IN 2009

ISES Northeast Region celebrates the 10th anniversary of annual educational opportunity

New York, NY (September 29, 2008) - The Northeast Region of the International Special Events Society (ISES) proudly announces that its 2009 Regional Education Conference (REC) will be held in New York City. 2009 marks the 10th anniversary of this prestigious conference which will be held at the **Marriott Downtown, March 8 – 9, 2009.**

Upon the selection of New York City as the conference location, ISES Northeast Regional Vice President, Judy Brillhart PBC, CPFM, PSCT of the Sheraton Commander Hotel in Cambridge MA proclaimed: "What better way to celebrate the 10th year of this dynamic educational conference than by going to the City that Never Sleeps!" Brillhart continued: "New York is a city that will not only afford our attendees the best in education but also will allow them to experience the one of a kind events for which Manhattan is globally known. New York is the perfect backdrop to showcase the best that ISES has to offer."

Leading the 2009 ISES Northeast REC organizing committee are REC Co-Chairs Liz Glover Wilson CSEP of iStar Financial and Jennifer Claire Scott of Empire Force Events; both are past presidents of the ISES NY Metro Chapter. Current chapter President, Mike Fiorentino CMP, CSHE of CCK Global commented: "Considering that there were several prominent ISES NY Metro members involved in the original creation of this innovative meeting of the minds, it is entirely appropriate that the 10th anniversary conference be held in New York City and that it be chaired by two of our Chapter's Past Presidents. As a Chapter we are proud to invite event professionals from throughout the Northeast Region and around the world to join us in the Big Apple for an educational experience that demonstrates the business value of continual shared learning."

Early Bird Registration for the 2009 ISES Northeast REC will begin Wednesday, October 15, 2008. Registration links and additional conference information are available at www.isesrec.com.

2009 ISES Northeast REC Committee Chairs

Conference Co-Chair: **Liz Glover Wilson** CSEP, iStar Financial

Conference Co-Chair: **Jennifer Claire Scott**, Empire Force Events

Education Committee Co-Chair: **Richard O'Malley**, Live Nation / The O'Malley Project

Education Committee Co-Chair: **Carolann Treacy**, BizBash Media

Social Event Chair: **Michael Cerbelli**, Total Entertainment

ISES Lounge Co-Chair: **Rich Mauch**, EventWorks

Decorative Design Chair: **Patrick Hall**, Empire Force Events

Venue / Technical Services Chair: **Gina DeVito**, Event Planner and Consultant

Marketing and Communications Chair: **Alexis Gorriaran**, (add)ventures

Volunteers Co-Chair: **Dale Shumanski**, New York Road Runners

Volunteers Co-Chair: **Garrett J LaFrance**, High Output Inc.

Strategic Partnership Chair: **Jennifer Schaccupp** CMP, The Society of Memorial Sloan-Kettering Cancer Center

Finance Chair: **Heather Van Dusen**, iStar Financial



Ginger Bickley
VP Communications
Communications@isesphila.com