

International Special Events Society – ISES
Minneapolis-St. Paul Chapter
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April 4, 2008
FOR IMMEDIATE RELEASE

April Program:
2007-2008 Season

What:

ISES Minneapolis-St. Paul Chapter Presents
"ROS" Build it Forward with Guest Speaker Rosealee M. Lee, CAE

Minneapolis, Minn., April 4, 2008—The International Special Events Society (ISES) Minneapolis-St. Paul Chapter is presenting "ROS" Build it Forward at Ted Mann Concert Hall on the University of Minnesota's Twin Cities campus. The program is entirely **planned and led by ISES student membership** and will feature **guest speaker, Rosalee M. Lee, CAE, Hospitality and Supervisory Management Faculty at Dakota County Technical College's Institute of Business, Innovation and Entrepreneurship.**

The goal of the program is to rekindle that passion and innovation within ISES members by learning how to utilize the "new" workforce. With their heightened focus on ROI, ROE and ROO, the New Workforce is their own ROS. Return on Students. Return on Success.

Changes in the economy and technology have contributed to a move by motivated professionals to reinvent their career by following their passions to the event industry. Traditional college-age students make up the New Workforce. **Lee will share how to develop relationships with area colleges, the right questions to ask of faculty and prospective students or new graduates and ways you can put the New Workforce and their new energy to work.** Today's graduates know they can't start at the top and they have been trained to work hard. They need a welcoming hand into the industry and businesses need well-trained talent they can afford.

ISES thanks all sponsors of the program, including platinum sponsor Skyway Event Services.

When:

April 10, 2008
11:00-11:30 a.m.—Registration & Networking
11:30-12:30 p.m.—Lunch
12:30-1:30 p.m.—Presentation

Venue:

Ted Mann Concert Hall

University of Minnesota
2128 South 4th St
Minneapolis, MN 55455
(612) 626-1892

Cost:

ISES Members: \$35.00
ISES Associates: \$40.00*
Guests: \$50.00
Student Members: \$15.00**

Visit www.ises-msp.org for registration information.

What is ISES

The International Special Events Society is comprised of over 5,600 professionals associated among 41 chapters world wide who work in the special events industry as event planners, caterers, decorators, florists, destination management companies, rental and production companies, tent suppliers, audio-visual technicians, party and convention coordinators, hotel and convention managers, entertainers and much more. ISES provides education and networking to its members to promote professionalism in the special events industry.

About the Speaker:

Following more than three decades of planning meetings, events and trade shows domestically and internationally, Rosealee Lee trains and mentors hospitality students. Rosealee developed the Meeting and Event Management Program of the Institute of Business, Innovation and Entrepreneurship at Dakota County Technical College (DCTC). She implemented the program's current expansion into hotel and casino services and has recently assumed responsibility for the college's tourism and travel curriculum.

Rosealee cites her favorite career award (or reward) to be the growth and strength of DCTC's hospitality program and success of its alumni. Rosealee serves as Chair of the MN Meeting Professionals International (MN MPI) Student Initiative Committee and member of the MN MPI Membership Committee. She is an active member of the American Society of Association Executives, Professional Convention Management Association, Meeting Professionals International, National Association for Community College Entrepreneurship, Minnesota Society of Association Executives and American Society of Travel Agents.

ISES Minneapolis-St. Paul Chapter's next program:

May 8, 2008 (Thursday)
"Branding and Marketing"
4 p.m., Mall of America

Local Speaker: Christopher Everett, See Design Inc., Minneapolis, Minn.

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