

**International Special Events Society – ISES**  
Minneapolis-St. Paul Chapter  
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**MEDIA ALERT—FOR IMMEDIATE RELEASE**

**Twin City Bridal Association Named 2007-2008 Partner of the Year by  
Minneapolis-St. Paul Chapter of the International Special Events Society**

**St. Paul, Minn., March 14, 2008**—The Minneapolis-St. Paul Chapter of the International Special Events Society (ISES) awarded Twin City Bridal Association (TCBA) the 2007-2008 Partner of the Year Award at the 2008 ISES Minnesota Star Awards on March 14. The award is given annually to a chapter member or company that has made significant contributions to the overall mission of the chapter. TCBA's "Wedding Guy," Matthew Trettel serves as the Director of Education and Programs for the Minneapolis-St. Paul Chapter, and coordinates content, logistics and speakers for monthly programs.

ISES Minneapolis-St. Paul Chapter President, Jim Leighton said, "Twin City Bridal Association was an obvious choice for us as partner of the year. Collaboration is a core value for the Minneapolis-St. Paul ISES Chapter. Over the last year, TCBA has been an extraordinary collaborator with us. They have sponsored programs, shared professional contacts, and represented the local Chapter in national publications. In short, they have become true leaders in the Chapter in a very short time."

TCBA partnered with ISES Minneapolis-St. Paul Chapter on the February educational program called, "Creative Collaboration," which featured a panel discussion with the creative team of Theatre de la Jeune Lune and a showcase of the latest social and wedding event food and décor trends. The event attracted over 100 ISES members and associates, along with the TCBA membership.

For more information on ISES Minneapolis-St. Paul Chapter members and companies, visit [www.ises-msp.org](http://www.ises-msp.org).

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**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.*

**What is Twin City Bridal Association?**

*TCBA and its members are dedicated to maintaining and enhancing professional service. Wedding professionals throughout the Twin Cities have joined together to strengthen the industry with enhanced*

*educational opportunities, cooperative marketing efforts, and increased media attention to the diverse professional services available for soon-to-be-married couples.*

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