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FOR IMMEDIATE RELEASE

ISES Minneapolis-St. Paul Provides Pioneering Special Event Education at Meetings Quest Minnesota

Minneapolis, Minn., October 3, 2007—The Minneapolis-St. Paul Chapter of the International Special Events Society (ISES) is partnering with Meetings Quest Minnesota to provide the education seminar, "**Special Events: The Roots and Wings of Celebration**," presented by Dr. Joe Jeff Goldblatt, CSEP, one of the pioneers of the special event industry.

Dr. Goldblatt is the founding president of ISES and the founder of the first master's degree and professional certificate programs in the field of event management. He is the author, co-author or editor of 16 books and hundreds of articles, and has also produced hundreds of events for luminaries, including two United States presidents. He produced the opening of the famed Donald Trump Taj Mahal Resort and has delivered speeches on several continents. Dr. Goldblatt received the first ISES Lifetime Achievement award for service to the industry. For his contributions to event management education and research, the 25,000 readers of Event Solutions Magazine awarded him the Industry Visionary Award for 2000. Autographed copies of Dr. Goldblatt's book, *Special Events*, will be available following the session.

Meetings Quest Minnesota is a day-long educational tradeshow targeted at meeting and event professionals. This year's conference will take place October 3, 2007 at Mystic Lake Casino. For more information on the event, please visit the Meetings Quest Web site: www.meetingsquest.com.

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. Locally, just over 150 event professionals are associated with the Minneapolis-St. Paul Chapter.

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