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Letter from the President

The Dawn of a New Beginning ... that is the theme for the [The Special Event](#) conference in Phoenix, Arizona this year, from where I am writing this month's letter. I am very excited to be hanging out with fellow ISES Minneapolis-St. Paul members along with friends and colleagues from around the world as we take part in events and education focused on we look ahead to 2011, and learn from those who are pioneering the future of what our industry is going to look like.

We just wrapped up two very interesting days of ISES leadership meeting – gatherings of ISES board members from throughout the organization, worldwide - to discuss the work being done by the ISES organization lead by the International Board of Governors, on which our very own [Jodi Collen](#), CSEP, sits, and another familiar face from ISES Minneapolis-St. Paul's past, the current ISES International President, [Heather Henderson](#), CSEP, CMP, who I am proud to say will be visiting "home" again to join us for this year's Minnesota Star Awards. Among the many updates shared, I wanted to draw your attention to [ISES Eventworld](#) that this year is in St. Louis, August 4-6, 2011. It is a great conference, and this year ISES has worked hard to beef up the [educational offerings and speakers](#) as well as turned up the notch on the networking events – thanks in part to our own [Matthew Trettel](#) who sits on the international ISES Eventworld Events committee. Each year we offer [scholarships](#) for local members to attend and I would love to see us fill a bus full of attendees for an ISES road trip down to St. Louis.

February Program

Working the Room: Successful Networking for Professionals featuring **Stevie Ray**



Real networking is about making contact, not just getting contacts. Don't let chance determine the success of the next meeting. Practice effective techniques so you are ready for the next opportunity. If you hate networking, this interactive program will help you feel more comfortable and at ease representing yourself or your organization.

Join us for this interactive program that puts you on your feet and on the spot. You will learn:

- How to capture a prospect's attention
- How to break away from the habit of hovering only with people you know
- To move smoothly in and

Final note, thank you to everyone who submitted for the Minnesota Star Awards. The binders are off being judged by fellow ISES chapters and we are all excited to hear whom the nominees will be. The call for entries and submission website for the international [ISES Esprit Awards](#) is now live, so you can start those entries and hopefully Minneapolis-St. Paul ISES members will fill the bus headed back from St. Louis with recognition for the great events we produced last year!



Ryan Hanson, CSEP
ryan@ises-msp.org
President
[ISES Minneapolis-St. Paul](#)



December's Jingle Mingle Highlights

By Samantha Carlin, ISES Student Member, University of Wisconsin Stout, carlins@my.uwstout.edu

This past December, ISES-MSP held the annual Jingle Mingle event for its members to enjoy right before the holidays began. The Jingle Mingle was held at the beautiful new Dancers Studio venue in St. Paul to spark the holiday cheer. The event was filled with ISES members celebrating their achievements and successes of 2010.

Arriving at [Dancers Studio](#), ISES members and guests walked into an odyssey of beautiful shimmering blue and silver décor with light fixtures shining brightly. The banquet room was fully decorated in an Avatar-inspired design by [Event Lab](#) and [AVEX](#). A 20' Tree of Souls was the centerpiece of the room while dramatic uplighting, lounge areas and a unique ceiling treatment completed the look. ISES members and guests enjoyed delicious catered appetizers, splendid drinks and even dancing lessons! Common Roots Catering provided passed organic appetizers and fun desserts showcased atop a floating buffet island. Guests really enjoyed the Avar-tini specialty drink served in glassware provided by [Ultimate Events](#).

With the hustle and bustle of the holidays, it was a wonderful idea to have an event where all of the ISES members can come together and celebrate. The evening was filled with ISES members celebrating their achievements and successes of 2010.

out of conversation

- To identify solid prospects
- To set goals for networking in daily life

Don't miss this opportunity to attend this interactive program, expand your network by meeting new ISES members and guests, and check out a newly available event venue!

About Stevie Ray:

Stevie Ray has been a nationally recognized speaker and trainer for over 20 years. He is the Executive Director of [Stevie Ray's Improv Company](#) in Minneapolis that has provided training and entertainment since 1989. He is a professional member of the National Speakers Association. He is also a nationally syndicated columnist for the Business Journal Newspapers and author of five books: Working the Room, Keep Your Mind on Your Work, Spontaneity Takes Practice, What We Laugh at ... and Why, and Speaking in Public Without Sweating in Private.

When:

Thursday, February 24th, 2011
11:00AM - 11:30AM Registration
11:30AM - 12:00PM Lunch
12:00PM - 1:30PM Program

Where:

Hall 653
13000 63rd Avenue North
Maple Grove, MN 55369
763-398-1545

[Click here for directions](#)



Hall 653

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

*Associates are co-workers of an ISES Member.

**Students who are NOT ISES Members must pay the Guest rate.

Please RSVP by Monday, February 21, 2010.

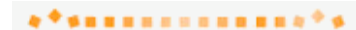
There will be a \$10.00 surcharge for anyone who registers after 11PM on February 21. Cancellations on or after Wednesday, February 23, 2011, and no-shows will be billed.

[Register for the Program](#)

Thank you to our
Program Sponsors!

LUNDS & BYERLYS
CATERING

[Noah Wolf Photography](#)





Photographs courtesy of [Noah Wolf Photography](#)



Member Learning Labs

Learning Labs are a new educational offering open to ISES members to come and learn about some of the more intriguing sides of the Event Industry. While many of our monthly programs focus on content relevant to the event planner and the production of the event, Learning Labs are intended to offer a small group a backstage pass to see how specific elements of Special Events come together.

If you are interested in attending the Learning Lab, please reply [YES](#) with your name so that we may plan accordingly. As these sessions are intended to be small group gatherings, ISES reserves the right to limit the number of attendees based on space for each Learning Lab.

Our Next Learning Lab:

[Chris Swarbrick](#) established [Ice Occasions](#) in 1999 offering molded ice statues. While this technology was cutting edge at the time, Chris discovered that there was no mold for every function and there was no substitute for a custom ice carving. With the help of several ice carvers,

Join us - February Social

Join us for our February social at Sea Change Restaurant at the Guthrie Theater. Sample some complimentary appetizers while socializing with fellow ISES members and guests. You may even want to consider staying for dinner - reservations are recommended.

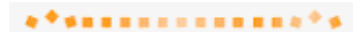
Parking is available in the ramp across the street from the Guthrie.



When:
Tuesday, Feb. 8th
4-6pm

Where:
Sea Change Restaurant
Guthrie Theater
806 South 2nd St.
Minneapolis, MN 55415
www.guthrietheater.org

[Click here for directions](#)



Member Profiles



Kelly Linnihan
Event Manager at
FIVE Event Center

info@fiveeventcenter.com

How many years have you been in the event industry? 5

What company do you work for? I work as an Event Manager

Chris taught himself the art of ice sculpting. He is now considered one of the state's best carvers.

Chris also teaches ice carving classes as well as brings other carvers into his studio to learn various techniques. Ice Occasions has participated in special events throughout the country and is committed to providing innovative, high quality ice décor. Chris will be hosting the ISES Learning Lab for you to find out more about this special event art!

When:

Thursday, February 10, 6:30PM

Where:

[Ice Occasions](#)
[209 North Broadway](#)
[Ellsworth, WI 54011](#)



December 2010 Learning Lab: Muddy Paws Cheesecake - It is All in the Details

By: Julie Lyford, ISES Student Member, [Fabulous Functions](#), julie@fabulousfunctions.com

As a student member of ISES I am really excited about the prospect of the Learning Labs. This will be an awesome opportunity for all of us to see the real world behind the pretty pictures everyone creates. Although it was a cold and blustery night in December, I was excited to have the chance to see behind the scenes workings of [Muddy Paws Cheesecake](#).

[Tami Cabrera](#) was a fantastic host. The small group walked in to some wine and wonderful cheesecake samples (and she even converted at least one cheesecake hater to a cheesecake LOVER with her 'to die for' pumpkin cheesecake!) Tami shared her personal story about growing up in the restaurant business and how that led to a life of cheesecake. We had the opportunity to ask her a variety of questions about how she got her business up and running and the challenges involved making so many incredible flavors and shipping cheesecake around the country.

Tami gave us a behind the scenes tour of the bakery. It really is the attention to ALL the details that make a business like Muddy Paws such a success. We saw her artistic cheesecake display stands, specially made in Europe, shipping containers that Tami designed herself and now has others begging to use and the cheesecake pans which themselves were made to order, since the ones on the market just weren't good enough for Tami's exacting standards. I am glad I made the trip to this inaugural Learning Lab. Thank you Tami for hosting!

at [FIVE Event Center](#), a venue that was previously home to the historic Minneapolis Police Fifth Precinct.

What does your company do?

FIVE hosts private events – everything from weddings, corporate events, holiday parties, sorority formals, birthday parties and more.

What is an average day in your life like?

As many professionals in this business can attest, every day brings a different lineup of activities with new challenges. Between showings, meetings, and events every weekend at work, I do my best to fit in working out, socializing, and spending time with my family. The lack of routine in my daily life was one of the most difficult things to adjust to when I started my job. I had to get used to the fact that there is no set schedule in this industry and you have to be extremely flexible and willing to work with the varying schedules of your clientele.

How did you enter the events industry?

I have always enjoyed planning things and I finally decided that I should incorporate my affinity for planning into my future career. I began by working a summer internship at a local hospital that a family member setup for me. Next, I interned at a non-profit organization and following that, a local event planner. Through my internships I was able to observe many different areas of the events industry and felt that it was the right field for me. I was hired at



Photographs courtesy of [James Ramsey Photography](#)

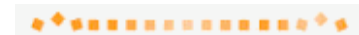


My Experience Taking the CSEP Exam

FIVE Event Center, my first official job in the industry, right after I graduated from college.

Why did you join ISES? As a young professional, I am constantly looking for ways to improve my personal brand as well as increase my knowledge of the event industry. I think that ISES provides a fantastic opportunity to not only get involved in the Minneapolis and St. Paul event industry, but to meet other professionals in the field, many who have years of experience that I can learn from. I fully intend on taking advantage of the many opportunities that ISES provides to learn and grow within the industry.

What do you want to know about the events industry? I want to learn more about how technology is changing the event industry every day. What type of innovations are there technologically to help us better allocate resources and present clients with the tools they need to create their dream event? I believe that knowledge of such innovations will help me to advance and become very successful within the industry.



Meet a Board Member



Ellie Carlson
Director of Education & Programs

elly@ises-msp.org

By Lisa Marie Borchert, CSEP, Allianz Life Insurance Company of North America, lisa.borchert@allianzlife.com

I am not a morning person. My brain is best after it heats up towards the end of the day. Getting over the idea of an exam (synonym: stress) at 8:00 AM was also a test. But pursuit of my CSEP was a goal that I had set over a decade ago but never seemed to make the time to actually do. It was the [ISES Minneapolis-St. Paul scholarship](#) that gave me an incentive...well, that and our chapter's CSEP mentor, [Ruth Wikoff-Jones](#), CSEP. (Thank you Ruth!)

The [Certified Special Events Professional](#) (CSEP) designation recognizes event professionals who have successfully demonstrated the knowledge, skills and ability essential to perform all components of a special event. Most of us who have been in the industry for a few years understand the standard terms used to communicate with each other, and the budgeting, timelines, and risk management components used to execute an event. These are the things that are covered in the exam's day long testing. They include a 90 minute 100 multiple choice question section and a three hour scenario development to demonstrate your expertise in a coherent and concise manner.

Some of us creative "types" know how to design the look of an event and our portfolios illustrate that. But we also need to illustrate that we are solid on how to tackle the execution and logistical details to make the desired design come to life. I believe the CSEP designation serves that purpose.

To successfully execute events it takes many different domain experts from florists, to corporate planners specializing in meetings, to AV suppliers, to independent planners creating magical weddings, to rock star entertainers, to culinary caterers, to.... This exam is designed to create a greater understanding of a "whole" event, all of our components.

Personally I had been keeping a folder since 1999's Special Event Conference to collect and document my continuing education points in preparation of eligibility to sit for the exam. (Insert slow learner joke here.) The GREAT news for you is that ISES has just announced a revamp of the application process where those "points" are no longer an obstacle!

If you are thinking about becoming a CSEP, remember that through proceeds from events like the Minnesota Star Awards, the ISES Minneapolis-St. Paul chapter can help. All ISES MSP members who are in pursuit of their CSEP certification are eligible for a scholarship.

[Click here](#) for more information about the scholarship and to download the application.

I won't sugar coat it, it will still be work, but those letters once earned

Sales Coordinator, Levy Restaurants

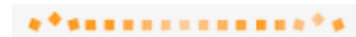
Years in event industry: 6

Other Positions Held in ISES:

* Star Awards Committee, 2007

As Director of Programs & Education, I will be working with Paula Wright on planning the monthly educational and social events. With all the new members we have added these past few years, I am sure there are a lot of new ideas that people would like to bring to the table in the upcoming year. Please feel free to contact me with any suggestions on topics you would like to learn more about, speakers you have heard or would like to hear, locations, vendors, etc.

Being an ISES member has many benefits. I have heard so many times that "You only get out of your membership what you put into it." It is very true. I have found the educational meetings to be so helpful in my career. Working for a catering company, we don't get to see the whole picture of an event. Therefore, attending the monthly meetings is critical to learning about the whole scope of an event and where we fit into the scheme of things, from design to marketing to learning how to quantify ROE. When I started attending ISES meetings and events, I was pretty green to the event world, but now I feel that through ISES I have grown into a well established event professional.



Member News

Bella Social Events

are rewarding! But I will give you my tip: a wet and rainy October day must be good for test taking. It was that way for [Ryan Hanson](#), CSEP when he sat for the exam and delightfully, it proved that way for me as well.



Event Ambiance and Decor: Why Professional Photography Matters

By Noah Wolf, C.P.P, Noah Wolf Photography, Director of Communications (Newsletter and Website) info@noahwolf.com

Have you ever looked at an event specialist's promotional material where the product or service shown is represented with photography that, shall we say, could be a little better ... or perhaps a lot? You would probably agree that a business looking to attract new or repeat business would benefit much more by using gorgeous photographs instead.

Take restaurant menus for example: did that terrible picture of the chicken fried steak make you want to order it right up? The same holds true when showing off your own event products and/or services?

The first hurdle most people consider with getting great photography is cost. Quite frankly, hiring a photographer to document the event details and/or the positive experience of the guests in a creative and attractive way will not cost you a fortune. For an hour of time, you might expect to invest between \$150 and \$350 with rights to use the images any way you'd like.

For the do-it-yourselfers out there who believe they can do just as good of a job as a professional for zero dollars, they are most likely mistaken. As a business mentor of mine once said, "You don't pull your own teeth do you?" When hiring a professional to do anything, you are hiring someone with a high level of education in the field, who chooses the proper equipment, does what they say they can, and is accountable if they don't.

From listening to my own event specialist clients, the investment in professional photography easily pays for itself with new and/or repeat business. The event hosts are impressed that you personally invested in their event, they LOVE showing them off, and it confirms that they invested in the right event specialist, i.e. a professional. And let me tell you that professional photography greatly increases your chances of being published!

For your next event, consider doing your business a favor by hiring a professional photographer. To get started, I encourage you to visit the finder service at ISES.com where you will find a list of qualified ISES professionals.

Just after the New Year, ISES Member [Elizabeth Bahra](#) launched her new company, [Bella Social Events](#).

Bella Social Events is a boutique event planning company specializing in weddings and private parties.

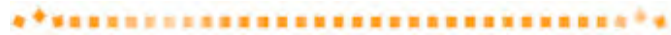
We plan events that are stylish, fresh and a true experience for all who attend. Our goal is to create an event that takes your breathe away and makes the planning process fun. Professionalism and integrity are the cornerstone of our company but our passions are fashion and fun!

SAVE-THE-DATE for [Meetings & Events Magazine Team Building Bowl-A-Rama Showcase](#)

Feb. 22, 2011

Pinstripes
3849 Gallagher Dr.
Edina, Minnesota 55435
952.835.6440

\$10 Meeting & Event Planners
\$20 Vendors/Suppliers



ISES Minnesota Star Awards - Save the Date



Don't miss your chance to 'Rock the Roy' as we turn the Roy Wilkins Auditorium all the way up to eleven! Join us backstage as we recognize some outstanding individuals and organizations for the incredible events they design, create & execute. This years committee has been hard at work creating an unforgettable night of hard rockin' entertainment, slammin' food & drinks and a gnarly, revamped award show format.

[Register here to join the party!](#)

Friday, March 25, 2011

7:00pm Red Carpet Arrival & Rock-tail Party

8:00pm Main Attraction - Headliner

10:00pm VIP Backstage Bash

Roy Wilkins Auditorium
175 Kellogg Blvd W, St. Paul

If you would like to become a sponsor or learn how you can showcase your products or services, please contact [Leslie Larson](#), Director of the 2011 Minnesota STAR Awards



Featured Member Benefit

Each month, ISES Minneapolis-St. Paul will highlight one of our many member benefits in an effort to provide you with details and information on how you can take advantage of them. This month's featured benefit is: **Staples Business Advantage**

ISES has joined with Staples Business Advantage for a new Corporate Office Supply purchasing program. As a member of ISES, you will receive free next-day delivery, open net 30 invoicing option, average of 15-20% savings, catalogs that reference these savings, etc.

To gain access to these incredible savings login with your member number and password at www.ises.com

1. Complete the information flier and fax or email it to the contact information provided.
2. You will receive your registration information by email. Please allow 1-3 days for processing.
3. After you have signed up the preferred method of ordering for ISES members is via the Internet, using www.stapleslink.com.

Please contact membership@ises-msp.org for more information or questions.



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