



INTERNATIONAL  
SPECIAL EVENTS SOCIETY

MINNEAPOLIS-ST. PAUL CHAPTER



MINNEAPOLIS/ST. PAUL CHAPTER  
NATIONAL ASSOCIATION OF  
CATERING EXECUTIVES  
30 YEARS | 1978 - 2008

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**September 29, 2008  
FOR IMMEDIATE RELEASE**

**What:**

Joint Program between the International Special Events Society (ISES) and the National Association of Catering Executives (NACE) Minneapolis-St. Paul Chapters featuring cake expert Sylvia Weinstock

**Minneapolis, Minn., September 30, 2008—** The Minneapolis-St. Paul Chapters of the International Special Events Society (ISES) and the National Association of Catering Executives (NACE) announce a joint program featuring guest speaker and world renowned cake designer Sylvia Weinstock.

Sylvia Weinstock is known for her creativity and artistry, and was one of the first to use imaginative forms for wedding cakes – such as bees and butterflies. *Bon Appetite* magazine donned Sylvia Weinstock, “The Leonardo da Vinci of Cakes”. Her cakes have graced the tables of celebrities and royalty all over the world and have been featured numerous magazines from *Modern Bride* to the *New York Times*.

As a seasoned professional, Sylvia will be speaking about her business, adventures she experienced along the way and will answer questions during a Q & A portion of the evening. Her new book, *Sylvia Weinstock’s Sensational Cakes* will be available for purchase and signing at the event, prior to release in stores in November.



In addition to the main event, The Wedding Guys, Matthew Trettel and Bruce Vassar, will host a VIP reception from 2:30pm – 4:00pm at the Westin Galleria for a Flavored Vodka Infusion Tea Party. This reception is limited to 30 people. Each guest will meet Sylvia, receive her soon-to-be-released book, *Sylvia Weinstock’s Sensational Cakes*, and have their photo taken with Sylvia.  
Cost: \$100.00 (does not include the program).

Sponsors of this event include the Twin City Bridal Association, the Westin Edina Galleria and Apres Party and Tent Rental.

**Special Media Interview Opportunity with Sylvia Weinstock:**

**Thursday, October 16, 2008**

1:30 – 2:30pm in the Cahill Ballroom

To schedule an appointment, contact Matthew Trettel at 763-464-6327

**ISES & NACE Joint Program Featuring Sylvia Weinstock:**

**Thursday, October 16, 2008**

4:00 p.m. - Registration/Networking

4:30-6:00 p.m. - Program

6:00 – 7:00 p.m. – Dinner

**Venue:**

**Westin Galleria**

3130 Galleria

69<sup>th</sup> & France Avenue, Edina, MN 55435

**Cost:**

ISES & NACE Members: \$45.00

ISES & NACE Associates: \$50.00\*

Guests: \$60.00

ISES Student Members: \$15.00\*\*

\*Associates are co-workers of an ISES or NACE member.

\*\*Students who are NOT ISES members must pay the guest rate.

Visit [www.ises-mps.org](http://www.ises-mps.org) for registration information.

Tickets are on sale to ISES and NACE members through October 1. Open registration begins Thursday, October 2nd.

Please RSVP by Monday, October 13, 2008. There will be a \$10.00 surcharge for anyone who registers after this date. Cancellations after Monday, October 13 and no-shows will be billed.

**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 NACE**

*NACE is the oldest and largest professional association that addresses all aspects of the catering industry. Through the collective efforts of members, local chapters, committees and the Foundation of NACE, NACE is at the forefront of the issues that directly affect the catering business. From practical tips that caterers can use to provide better service to their clients, to recognition and marketing programs that enhance the credibility and professionalism of the field, NACE is on the cutting edge. From educational programs to standards, to ethics, to legislative monitoring, NACE leads the way.*