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**ISES AUSTIN**

**Vision Statement**

*ISES Austin is the gateway to excellence in the event industry*

**Mission Statement**

*To develop professionals who exhibit the highest ethical standards in the production of our community's milestone events*

**President's Message**



Delores Crum  
President  
ISES-Austin

**ISES-Austin Meets and Greets the '05-'06 Board & Committee Volunteers**

Star Hill Ranch, with its historic main street and panoramic Hill Country views, provided an inviting setting for the annual "Meet and Greet Your ISES-Austin Board". Chapter Members and Guests who attended the August 30th meeting enjoyed hors d'oeuvres and drinks served on the covered verandah of Star Hill's Reception Hall. In keeping with the evening's sunflower-themed décor, each attendee was welcomed with sunflower seeds or snack mix. A three-question mini-survey asked respondents 1. *What do you like best about ISES-Austin?* 2. *What is the One Thing You'd Change about ISES-Austin?* 3. *What is the Most Important Thing YOU think the ISES-Austin Board can do this year?* Twenty nine August meeting attendees completed the survey, and provided valuable information and insights.

*Note: If you would like the Board to have your perspective on these questions, please email your input to [deecrum@aol.com](mailto:deecrum@aol.com).*

After a delicious "picnic-style" dinner, Anthony Fernandez, Director at Large and Emcee Extraordinaire, presented the enthusiastic 2005-2006 ISES-Austin Board to an energized crowd. Appreciation for the Membership, Programs / Education and Communications Committee volunteers was expressed as each committees members were introduced. It was a great beginning to what promises to be a fabulous ISES-Austin year. If you'd like to be more involved in this year's ISES-Austin activities, please contact Stacey Hoyt ([staceyhoyt@mac.com](mailto:staceyhoyt@mac.com)) to help with Membership, Nikki Bryant ([nbryant@thecrossingsaustin.com](mailto:nbryant@thecrossingsaustin.com)) to become involved with Education and Programs or Rachel Garret ([rachelg@austinrentall.com](mailto:rachelg@austinrentall.com)) to participate on the Communications Committee.

And if you've missed a recent ISES-Austin meeting, DON'T MISS ANOTHER MEETING THIS YEAR! Come experience the excellent programs, exciting venues, enticing food and drink and the company of your fellow ISES-Austin members as we celebrate the Events Industry here in Austin, Texas. We look forward to seeing you soon!

## Unmask the Secret 7 Steps to a More Stable, Profitable, Fun Business

Nikki Bryant, VP of Programs & Education

Is your business fun? It can be. And, it can be more stable and profitable, too. October speaker Jan Triplett, Ph.D., COO, of the Business Success Center, a virtual incubator for owners, will show you how to take your business to the next level. This is an interactive session so come prepared to participate. Dr. Triplett is an award-winning, internationally recognized entrepreneur and author and is known as “The Mother of Networking” for Austin. For more information on her, go to <http://www.bscusa.com/credentials/bios.htm>.

Whether you are a current business owner, an aspiring entrepreneur or an employee of a company; this meeting will unveil the secrets of how to grow a business. At this meeting you will not only have the opportunity to unmask the secrets to a more stable, profitable, fun business but also experience the chilling chambers of fear presented by The Factory Haunted House located at 1915 Kramer Lane.

August and September meetings have been well received by meeting attendees. They have been praised for their creative themes, unique venues, mouth watering catering and networking opportunities. *Clear your calendar on Wednesday, October 26, 2005, 11:30 – 1:30 PM because you will not want to miss this thought provoking and funfilled meeting.*

Visit [www.isesaustin.com](http://www.isesaustin.com) and click on calendar of events to pay using pay pal. If you would like to pay by check please send payment to:

Craig Nadel  
PO Box 203565  
Austin, TX 78720

**We look forward to  
seeing you there!**

### Mark your calendar: Wednesday, October 26

- Topic:** Unmask the Secret 7 Steps to a More Stable, Profitable, Fun Business
- Date:** Wednesday, October 26, 2005 11:30am-1:30 pm
- Location:** The Factory Haunted House
- Speaker:** Jan Triplett, Ph.D., COO, of the Business Success Center, a virtual incubator for owners, will show you how to take your business to the next level. This is an interactive session so come prepared to participate. Dr. Triplett is an award-winning, internationally recognized entrepreneur and author and is known as “The Mother of Networking” for Austin. For more information on her, go to <http://www.bscusa.com/credentials/bios.htm>.
- Payment:** The cost for the event is \$25 for Members, \$35 for Non-Members and \$15 for Student Members if you RSVP by Friday, October 21.  
Visit [www.isesaustin.com](http://www.isesaustin.com) and click on calendar of events to pay using pay pal.  
If you would like to pay by check please send payment to:  
Craig Nadel  
PO Box 203565  
Austin, TX 78720  
\*Be sure to list all attendees on the check

## ISES Austin Needs YOU!

Nikki Bryant, VP of Programs & Education

ISES Austin is a growing chapter and we need your creativity and passion to propel us to the next level. As we aspire to be crowned the **2005 -2006 ISES Chapter of the Year** we realize to do so we must continue to maintain a strong chapter. As a chapter we can accomplish this through many avenues like the programs we present, growing the number of CSEP designation holders, increasing the visibility of membership benefits, raising more money to support scholarships and giving back to the Austin community.

I have been a member of ISES since 2003 and have volunteered within the organization that entire time. As a volunteer I have had the opportunity to gain hands on experience and build lasting relationships. Below are the top ten reasons why I volunteer with ISES Austin.

1. Personal and Professional development
2. Build relationships with event professionals
3. Contribute to the growth of the chapter
4. Mentorship opportunities
5. Feel a part of the organization
6. Impact the local events industry
7. Utilize my skills and talents
8. Job networking opportunities
9. To make a difference
10. Valuable experience

Whether you are a new member, student member, life-time member or a potential member; I ask that you consider the value of volunteering with ISES. Below is a list of ISES committees that offer volunteer opportunities:

- **Annual Banquet Committee** – Delores Crum President [pres@isesaustin.com](mailto:pres@isesaustin.com)
- **Communications Committee** – Rachel Garrett, VP of Communications [com@isesaustin.com](mailto:com@isesaustin.com)
- **Education & Programs Committee** – Nikki Bryant, VP of Education & Programs [edu@isesaustin.com](mailto:edu@isesaustin.com)
- **Fundraising Committee** – Bill Talley, Director of Development [dev@isesaustin.com](mailto:dev@isesaustin.com)
- **Membership Committee** – Stacey Hoyt, VP of Membership [membership@isesaustin.com](mailto:membership@isesaustin.com)
- **Student Ambassador Committee** – Lindsey Miller, Student Ambassador Committee Chair [students@isesaustin.com](mailto:students@isesaustin.com)

The success of what we are able to accomplish as a chapter is driven by volunteers and sponsors. I encourage you to sign up as a volunteer today; together we can increase the value of the ISES experience.

## Fishin' With A Net

Bill Talley, Director of Development

**Fishin' with a net.** Have you ever heard this phrase? What it means is that I am casting my net, in the ISES pool to collect all of the raffle prizes that I can, regardless of size, shape or value. Ask your vendors for a donation of something that will both spotlight their business and provide a great value for attendance at our meetings. Remember, the better the raffle prizes, the more excited our members and guests are about the drawings.

Also, when you have a chance, check out our Web site at [www.isesaustin.com](http://www.isesaustin.com). You can link your Web site directly to the ISES Austin Web site by signing up as a "HOTBUTTON SPONSOR" on our Web site.

Oh, one more thing...Our annual scholarship fundraiser is coming up in March 2006. Last year's silent auction went very well, but we would like to make the 2006 event even better. Think about items for the silent auction that will make a "BIG SPLASH!!"

Please contact Bill Talley at 512.930.4835 or  
[Bill@Transconsultants.com](mailto:Bill@Transconsultants.com) today...well maybe tomorrow...  
 I'M GOING FISHIN' TODAY!!

## EventWorld - August 2005



Chapter photo at *EventWorld* includes Elizabeth Bassett; Robert Duvon, CSEP; Nikki Bryant; Delores Crum, CERP; Damon Holditch, CSEP, CERP; Jill McClure Lowery, CSEP; Cindy Lo; Lindsey Miller; Tanya Posavatz, CSEP; (not pictured - Linda Barrera)

### A Trip Down The Red Carpet

Lindsey Miller, Student Ambassador Committee Chair

**H**ooray for Hollywood! As most of you know, EventWorld 2005 was held in the capital of glitz and glamour- Hollywood. I was among 3 scholarship recipients from ISES Austin given the wonderful opportunity to attend this 4-day event smorgasbord. I wanted to take this opportunity to thank the chapter and to give you an insight into our time in Hollywood.

The conference was kicked off by the CSEP track. These preparatory sessions tackled each aspect of the CSEP process and walked us through how to demonstrate proficiency in each required area of the portfolio and exam. These sessions were not only informative and a great help in planning for the exam.

I attended several sessions, but found practical suggestions in the following. *"Low Budget = High Quality Event"*, *"Volunteers-The Right Fit"* and *"From Both Sides – Finding Sponsors that Fit."* The last session I attended at the conference was particularly inspiring. It was an open forum for business owners. Topics batted around included: getting started, writing a business model and planning an exit strategy. As someone new to this industry it was wonderful to sit amongst several

of the more veteran planners and suppliers as they discussed their successes, failures, and learning experiences along the way.

You can all rest assured knowing that ISES Austin was well represented by Linda Barrera, Elizabeth Bassett-Buckley, Nikki Bryant, Delores Crum, Bob DuVon, Damon Holditch, Cindy Lo, Jill McClure Lowery, Tanya Posavatz and myself. We were all particularly excited to be able to present a check for \$2005 to ISEF during the ISEF Legacy Luncheon, the largest donation to date made by an individual chapter! While we were disappointed at the loss of the Chapter of the Year Award, I think that ISES Austin presented itself as a strong contender for this award and hopefully a recipient in the near future!

For those of you who have not attended an ISES CPD before, I urge you to plan on attending in 2006 in Hawaii. Moreover, I encourage you to get involved and serve our chapter this year so you may apply for the scholarship next year. I took great pride in representing ISES Austin at EventWorld and thank you again for the chance to do so.

## EventWorld-Opportunity of the Year

Elizabeth Bassett

**A**s a first time EventWorld participant I wasn't sure what to expect when I entered the walls of the Renaissance Hollywood Hotel this August. I had heard all of the myths of EventWorld with its industry heavy hitters, the fierce Gala competitions, and how much or how little I would learn as a first time attendee. As a newer member of ISES and a fortunate recipient of the Austin Chapter EventWorld Scholarship, I just felt privileged to be attending and I looked forward to the trip as both a bonding activity with fellow Austin chapter members and as a far reaching learning experience.

EventWorld began with a two day session for aspiring CSEP members all wanting to have the inside track on the coveted certification. Although some industry session leaders talked of the difficulty in obtaining a CSEP, most of these sessions were filled with encouraging industry leaders with helpful tips and real world goal setting plans that showed the path of least resistance while on the road to obtaining your CSEP.

The breakout sessions began the next day with a little something for everyone and sessions for all levels and aspects of the industry. Whether the sessions just confirmed what I already knew or helped me wade through the unknown topics, such as contracts and negotiations, the one thing that rang true in all sessions was the excitement of the session leader and their commitment to sharing what they know with their fellow colleagues.

The last aspect that I wanted to share about Event-

World is "the networking fun!" Many of the events and parties that surround each night of EventWorld are by far some of the best highlights of the week itself. With a few party drinks and a dose of "Where are you from," the conference is surrounded by a bevy of opportunities to view the latest trends in event décor and catch up on friendships that go back further than the inception of ISES. It was during these events that I often had an "a-ha" moment where I looked around me almost with the action stopping and really took a deep breath to take in the experience. From a man drenched in chocolate used as a centerpiece, to show stopping performances by the latest burlesque dancers, it is a wonder that more myths about EventWorld parties have not be floating around.

As I sat down for the chapter awards luncheon and looked at the table around me filled with chapter members, I felt very appreciative of the experience and I felt overwhelmed with pride. Most of the myths that I was told by fellow members were true, I sat and listened in sessions with industry heavy hitters, I looked at the books of Gala participants and saw how competitive the awards were and I learned that I know a great deal and I have a great deal to learn about event planning, but most of all I felt the energy and the importance of ISES and its place in the event industry. And as I gazed around the table looking at the professionals that I admired, I could only look to the future and hope for many more EventWorld's to come!

### Allied Partnership News

*ISES Austin and the Alamo ISES Chapter of San Antonio will join forces this year to host a partnership event. We are currently looking at dates and locations for this great opportunity to network with our sister chapter*

**We have cultivated relationships with the following allied organizations**

**-NACE**

**-MPI**

**-AWEC**

We are looking for your input to identify other professional organizations in which we can promote the ISES-Austin Brand. Please email me your ideas.

**Kelly Cooper, CMP Director of Allied Partnership**  
**[allied@isesaustin.com](mailto:allied@isesaustin.com)**

## Ask and You Shall Receive

Michelle Bromley, Director of Publicity & The Flagship Texas and Here to Help!

Let me begin this article by declaring what a wonderful city Austin is and what a fabulous organization that I think ISES-Austin is. I am honored to live and work among such creative, talented, and down-to-earth business professionals as we have in Austin and more notably, in the membership of ISES. Now, let me explain why I have drawn this conclusion.

I find myself in a career where I get to do my two favorite things; host parties and market great services. When the VP of Education and Programs asked for members to form a Programs planning committee, I jumped at the chance. As the Director of Publicity, I feel it is my job to increase exposure of ISES-Austin. One way to do that is to become Chapter of the Year. One way to do that is to create memorable Programs.

At our first committee meeting, people were asked to pick the month(s) they wanted to volunteer their time and effort to in Program creation. I had volunteered for a couple and then realized that no one had volunteered for September. I love to plan and host parties so I said "why not!" Nikki expressed the concern that I may be taking on too much, but I welcomed the challenge. The more you give when asked, the more you receive in the long run.

The first thing I thought about was a place to host the meeting. There are always new facilities popping up and I have some that are my favorites that I knew needed some exposure. I had run into Norma and Anthony Beissner of Angel Springs Event Center at numerous networking functions and was always impressed with their business sense and character. When I finally saw Angel Springs, I fell in love. What a great place for any event. When I approached them about ISES, they told me that they were considering becoming members. When I asked them if they would host our September meeting, they graciously accepted.

When I began thinking about Program topics, I asked myself what I would like to know more about. The power of networking is a big part of my business philosophy and I knew that there were a lot of misconceptions about networking out there. I believe that networking is not a "quick-fix" marketing tool, but one where seeds are planted and foundations are laid for long term professional success. I desired to hear from people who not only shared that philosophy, but were a testament to that long term success.

As a new member of the Greater Austin Chamber of Commerce, I decided to take advantage of the monthly leads group luncheons. I chose the group that was headed by Linda Waggoner of Business Network Connection. I was very impressed by her knowledge of networking and her facilitation of the luncheon including the activities that we did. I ran into her again at a Lake Travis Chamber function and asked if she would be interested in speaking at our September meeting. After hearing about the content I was proposing, she checked her calendar and said she would be happy to speak.

Later, Nikki brought up the fact that Angel Springs is not centrally located so it would behoove us to transport our guests from a more central location in order to increase attendance. I had given fellow board member Bill Talley with Transportation Consultants a couple of leads and decided to ask if he might provide a bus for us. Are you beginning to

see a pattern here yet? What do you think he said? Yes, he was happy to set us up with transportation. It was a fabulous 24 passenger limo bus. I do wish I could have ridden on it.

There is a new, very cool spot in North Austin called Sherlock's Baker Street Pub. They have a terrific happy hour. I began having a lot of my appointments there. One day I decided to bite the bullet and ask for the General Manager. Marcus happened to be there and led us off to a quiet spot to chat. I introduced myself and ISES and told him what I was planning. I asked him if we could have our starting point at Sherlock's. He was concerned because that same night was their District Battle of the Bands, but after more consideration he said they would be happy to accommodate us.

Nikki told me about a really cool item that she saw at Event-World in Hollywood. It was an ice sculpture that doubled as an ice cream bar. She emailed me a picture and I saw the implication immediately. I truly felt it could become the next chocolate fountain in the Events industry and I wanted to unveil it at a Program that I assisted in planning.

I emailed Doug Christy with Amazing Ice and Amy's Ice Cream simultaneously. I included the picture and explained what I perceived to be the benefits of the pairing. Doug said he would love to try it. After a lot of correspondence, the Catering Manager from Amy's just couldn't see the benefit of the donation. So, then I contacted Marble Slab Creamery by Lakeline Mall and Patel immediately realized the power of the relationship. He provided 3 flavors of ice cream and 5 toppings for our enjoyment. Doug did a fabulous job on the sculpture.

Delores told me that she had approached Mark with Ciao Chow Catering for food service at the August meeting but that another caterer came through. She told me that he would probably be interested in catering for September so I called and asked him. Yep, you guessed it, he said yes. I asked him at the meeting if he was going to become a member of ISES and he said yes!

I had a great time going to Austin Party Central and selecting the linens and décor for this meeting. Delores' daughter Angela was a huge help and put up with my numerous calls to make addition after addition. The color scheme was perfect at Angel Springs and really brought the center to life. Norma jumped right in to help Nikki and I decorate. She has a lot of creative vision so if you find yourself at Angel Springs and need some help, this is one owner who will not only give ideas but jump in and help implement them.

During a planning meeting at Angel Springs, I began thinking about entertainment. I know a lot of DJs but I had been to so many functions recently with DJ entertainment that I wanted to do something different to try and set this meeting apart from others. I thought about a harp, strings, and classical guitar, all of which would have sounded beautiful at Angel Springs.

I decided on classical guitar and contacted a fellow wedding professional that I had known for years. India Taylor is an award winning Singer/Songwriter who was thrilled to provide the entertainment for the exposure it would provide her. She sang one of my favorite songs at the meeting, "Evergreen" by Barbara Streisand. India did an outstanding job.

During that same planning meeting, I thought that it would

*See Ask and You Shall Receive on page 7*

### Ask and You Shall Receive from page 6

be really cool to have a slideshow presentation going of different ISES events so that attendees could see how we network at every function that we go to. However, audio/visual is one area that I have absolutely zero experience in so I asked Nikki if she could handle that. She contacted ISES members Photographer Bill Bastas for the slideshow and Gene Richardson with 360 Productions for the screen, laptop, and speaker podium. Fantastic job guys, thank you!

My friend Rebecca Bratton is a sales representative for Wedding Guide Magazine. I asked her for Owner Bob Lowman's email address and told her that I was hoping to have him speak at the meeting as well. He started his own networking organization called WGWIN and I consider him to be an expert in that field. Rebecca was concerned that Bob wouldn't be available because his Bridal Extravaganza tradeshow would be the weekend just before our meeting. I decided that it never hurts to ask and I emailed him. I can't describe to you the feeling of gratitude and gratification when he called me and told me he would speak.

I was very worried about the alcohol. I know that every meeting is different and there may be a hosted bar and there may be a cash bar. I really wanted to find a sponsor for our beverage service. I contacted ISES member Grapevine Market and Anne told me that she would love to sponsor a program, but that this was her busy season and asked if we could contact her again in the spring. Then I got busy in my own life and asked Nikki to assist in this area. Delores had met the President of Twin Liquor, David Jabour at a bridal show and said that he was a very nice, approachable gentleman. Nikki contacted him and he agreed to send us some very good wine. Many thanks to Nikki for picking up the ball

and to Twin Liquor for the yummy wine.

Lastly, I was going over the whole event in my mind and was asking myself how I could submit this meeting for Chapter of the Year. I knew we would have great pictures courtesy of Bill Bastas to place in our binders, but I was mulling over a different form of documentation. I asked Nikki if she knew a Videographer and she emailed Bill. Bill referred Bob Knaupf with Wild Parrot Productions. I called him and he said he was unavailable but said his partner may be available. Marty Sexton called me, asked me about the details and said that he would be happy to help out. He even agreed to use some snippets for a new business card we are wanting to put together.

So you see? I am blessed to be part of this Community that we call ISES. Everything came together just as I had envisioned it. To everyone who sponsored our September meeting, please accept my gratitude. Your talents and vision are much appreciated!!!

**H**ere are some words of wisdom from the speakers at our meeting on September 27th:

Linda Waggoner urges us to "become a relationship builder. Networking is about building relationships, not just about your product or service."

Bob Lowman says that "the battle we fight is for people's attention amid all the distractions and clutter. Networking can help us overcome the competition for a person's interest and attention." He said that networking reinforces your paid advertising and reiterated the point that "success comes over a period of time. If you expect immediate results, you will be disappointed. You have to pay your dues."

## 2005-2006 ISES AUSTIN BOARD OF DIRECTORS

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Delores Crum, CERP  
512.292.3900 [deecrum@aol.com](mailto:deecrum@aol.com)

### President-Elect

Tanya Posavatz, CSEP  
512.259.9266 [Tanya@clinkweddings.com](mailto:Tanya@clinkweddings.com)

### Past President

Jill McClure Lowery, CSEP  
512.336.8295 [jill@evxp.com](mailto:jill@evxp.com)

### Treasurer

Craig Nadel  
512.338.1832 [nadel@groovelabs.net](mailto:nadel@groovelabs.net)

### Director of Publicity

Michelle Bromley  
512.260.2144 [michelleheretohelp@yahoo.com](mailto:michelleheretohelp@yahoo.com)

### VP of Programs & Education

Nikki Bryant  
512.970.9395 [nbryant@thecrossingsaustin.com](mailto:nbryant@thecrossingsaustin.com)

### VP of Membership

Stacey Hoyt  
512.444.3857 [staceyhoyt@mac.com](mailto:staceyhoyt@mac.com)

### VP of Communications

Rachel Garrett  
512.491.7368 [rachelg@austinrental.com](mailto:rachelg@austinrental.com)

### Director of Development

Bill Talley  
512.930.4835 [bill@transconsultants.com](mailto:bill@transconsultants.com)

### Director of Allied Partnerships

Kelly Cooper  
512.795.6015 [Kelly.cooper@renaissancehotels.com](mailto:Kelly.cooper@renaissancehotels.com)

### Director at Large

Anthony Fernandez

### ISES Student Ambassador Committee President

Lindsey Miller  
[lindseymiller@austin.rr.com](mailto:lindseymiller@austin.rr.com)

### Historian

Bill Bastas  
512.447.6206 [bill@bastas.com](mailto:bill@bastas.com)