

September/October
2008



Welcome back to a new
year of membership
and networking!!!

**Be Active,
Join a
Committee:**

Membership Contact:

Lauren Acerra

**Culinart Contact: Mi-
chelle Bromley**

**Education/Programs
Contact: Cheryl Rangal**

**Communications: Tara
Humphrey**

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Letter from your New President

Dear ISES-Austin Member,

As we look to another year of fun & educational ISES events, I want to take the opportunity to thank you for allowing me to serve as your president. I want you to know that the successes we plan for the year will occur not because of myself, but because of the awesome Board of Directors that I have to work with. I just have to say how proud I am of this group of variously talented individuals who have come together as a team to fill the positions and responsibilities that are needed to move ISES-Austin forward. From directors at large, several people have volunteered to move into positions with specific responsibilities. George Bates is our new Director of Allied Partnerships meaning that he will communicate and work with other professional event associations such as NACE. Stephanie Topolugus-Rice will be Director of Student Relationships, Bill Bastas will be our Historian, and Tara

Humphrey has stepped into the big position of VP Communications (which is why you are receiving this newsletter). In addition, Tacy Infante has agreed to become our newest board member. She will be our Recording Secretary and will assist me with specific projects that I have planned for the year.

It is terrific to have such a team of board members, but it is not enough!!! I need all of you who want ISES to make a positive difference in your careers to come on board and volunteer for the many projects that we have planned. Getting involved not only helps us, it allows other professionals to get to know you and your strengths and to refer you when the time is right. As a rental professional, I cannot even count the number of times I have shared with clients the names of ISES caterers, florists, photographers, and many other ISES members who can assist them with their planning. And if for some rea-

son, I can't fill a customer's needs, I refer them to another ISES affiliated rental company. We need you and your involvement will only help your company grow.

Hope to see you at the coming monthly meetings. Please feel free to contact me anytime you have creative ideas, suggestions or just need information. I am looking forward to getting to know many of you better. Here's hoping we all have a great year in our businesses and even more importantly, in our personal lives. After all "life" is what we event professionals celebrate every day of the year.

Sincerely,
Diane Lyerly

Meet the New Board

- **President: Diane Lyerly**
- **President Elect: Nancy Hoffman-Allison**
- **VP of Communications: Tara Humphrey**
- **VP of Education/Programs: Cheryl Rangal**
- **VP of Membership: Lauren Acerra**
- **Immediate Past President: Robert DuVon**
- **Director of Finance: Tanya Posavatz**
- **Director of Development: Michelle Bromley**
- **Director of Special Projects: Stacey Hoyt**
- **Director of Allied Partnerships: George Bates**
- **Director of Student Relations: Stephanie Topolugus Rice**
- **Historian: Bill Bastas**
- **Recording Secretary: Tacy Infante**



Out and About with ISES Austin by Damon Holditch

Sunday night August 3, 2008 the first of two Wine Dinners sold at CulinART 2008 was celebrated. The Team at Austin Catering, Kristin Stephens, Susan Harris, Laren Vaughn, Laura Gregory, Tiffany Keith and Shannon Anidon were winned and dined. Damon & Becky Holditch opened their home and provided the Texas Wine from their private selection. The wines featured were from Pillar Bluff Winery in Lampasas, Texas. Wine maker and owners of Pillar Bluff, Gill and Peggy Bledsoe, were invited guests and explained each wine as

it was served. Diane & Brian Lyerly prepared the meal. The service was a group effort by the rental hosts.

It was a four course meal with four different wines. The first course was crackers with Bradley Farm Goat Cheese topped with diced Noonday Onions and Joy Sweet Pickled Jalapeños. This was served with a chilled White Merlot 2007 crafted to enhance the spicy jalapenos and the hot weather. The second course was marinated shrimp on a skewer and mushrooms stuffed with the

Bradley Farm Goat Cheese and pecans. The wine was a chilled Viognier 2007. "Viognier grapes do well in warm weather climates and make an excellent white dinner wine" said winemaker Gill Bledsoe from Pillar Bluff Winery. The third course was pecan grilled rib eye steaks with grilled vegetables and enhanced couscous. A plate of fresh sliced Noonday onions was consumed by the diners. The wine was a red "Boar Doe" 2006 from Pillar Bluff Vineyards made with Texas grapes and crafted as the French craft their Boudreaux. Gill Bledsoe said "I



"The food, the wine and the company combined to make this evening a great value for Austin Catering" said Kristin Stephens.

[Owner of Austin Catering]

...we work together...we give together...

used the same grape varietals as use by the French. There is no set formula for this wine it depends on the grapes for that year.". The final course was an ice cream ball rolled in crushed Oreo cookies and topped with a delicious hot chocolate sauce. An added topper of Cabernet Chocolate Wine Sauce finished the dessert. The dessert wine was a Ruby Port from Pillar Bluff. "This is my father's favorite of all the wines I make" said Gill Bledsoe. "We named the

Ruby Port "Wink" in honor of my dad".



Contact Michelle Bromley to sponsor a CulinART auction item.

michelleheretohelp@yahoo.com

Keep Yourself Informed

We have your heard your voices!!! The ISES Austin website is now being updated regularly.



Calling for submissions! We want to hear about your business. Contact Tara Humphrey at tarah@cmusic.com with an article for the ISES Newsletter.



Kudos!!!

Cindy Lo won her second consecutive Esprit Award!!!!



Making Magic at Disney

How do you impress 100 professional event planners? Well, if you are Walt Disney World and you are the largest single site producer of live entertainment in the world, the term “over deliver” is part of your everyday vernacular and probably defines your Standard Operating Procedures. Over deliver, delight, impress, blow away: these are all words that ISES EventWorld attendees who visited Disney World for a behind the scenes tour used when describing The Day Disney Dazzled them.

Turning 100 adults in to star

struck, giggling, squealing children was the order of the day. From the moment we boarded the bus for the hour and a half ride to Disney World, the Disney cast members wowed the group with attention to detail that would humble the royal staff of Buckingham Palace.

Disney leaves absolutely no stone unturned when it comes to making sure that every guest who walks through their gates has a



wonderful day, a wonderful stay and the happiest of memories to take home with them. You will never see anyone sweeping the streets or planting. That is all done when the park is closed & with the constant help of every Disney employee who is required to pick up any piece of litter that they might see. This is a requirement of employment and not an option. Because of this high standard, Disney World is one of the cleanest



Mickey entertained at Event World

places on earth. Even the trashcans are clean. Every 15 seconds the interior of the trash cans shoot an insecticide into the debris to prevent flies, bees & other bugs from hanging around. When the cans are less than half full a vacuum sucks the trash into a tunnel where it is recycled or composted. You will never see an overflowing trashcan at Disney World.

So how did they “wow” us?

They did it by making sure we knew every minute of the day how glad they were to host our visit. We were constantly being given Disney commemorative trade pins, some of which are only available as gifts from Disney cast members. Every venue we visited had marquee signs welcoming EventWorld guests and as we entered the ultra private, VIP Living Seas Lounge an ice sculpture spelled out “Welcome ISES.” The lounge, which is behind the

walls for most Disney visitors, is on the back side of Epcot’s coral reef. As we watched sharks, stingrays and other creatures of the deep swim past the huge viewing windows, Mickey Mouse dressed in scuba gear dove down to our window and flipped over a sign reading “Welcome ISES EventWorld Attendees.” Literally, they think of everything! Lunch was an incredible selection of currently popular cuisines and was topped off by dessert, which fea-

tured Mickey Mouse shaped shortbread with berries, whipped cream and chocolate shavings.

When the fledgling remains of Tropical Storm Fay threatened to soak us, our guides broke out custom design Disney ponchos and umbrellas. Not only did we stay dry, but these became gifts for us as well. We toured the Epcot kitchen which serves 8 million meals a year and is spotless. This 5500 square foot kitchen has been

featured on the Food Network several times. The manager explained to us how every single food vendor is rigorously checked and has to be pre-approved to provide food to Disney. While we were on tour, pastry chefs were hand decorating tarts and petit fours. Other highlights that lit up our day included the thrilling ride Soaring™ which is a simulated hang gliding ride, and although we knew we weren’t really going

anywhere, we were all screaming like babies as we felt like we were going to crash into snow covered peaks, the Golden Gate Bridge and Napa Valley vineyards. A personal photo op with Mickey Mouse took each of us back to childhood. We were treated to a cocktail hour dinner at a Boardwalk ballroom. As we entered the futuristic room we were greeted with bright fuchsia, signature Peartinis served in plastic martini glasses with light up stems that



So how did they
“wow” us?
They did it by
making sure we
knew every minute of
the day, how glad
they were to host our
visit.

July 2008 Inaugural ISES Austin Summer Games

"Let the games begin".....and so they did on July 17, 2008.

Allison's Events, at the private residence of Nancy and Bob Allison, hosted the Inaugural ISES Austin Summer Games.

The evening began with valet services upon arrival provided by UpTown Valet. Everyone received their "ISES Games T-Shirt" upon registration and continued to poolside for cocktails & networking.

Graze Catering provided a fabulous Chinese themed menu served buffet style. Austin Party Central provided

the rentals for the evening and Custom Décor/A Balloon Affair provided balloon décor around poolside and to stage the gaming area. Complete Music DJ provided added ambiance to the festivities.

The program was a complete success with attendees from multiple Austin area event industry professionals including ISES Austin, AWEC, and MPI. There were even some prospective industry members who joined in on the competitive spirit. How could they resist?! Let it be known, the AWEC members are fierce competitors even sporting their own team t-shirts. What camaraderie!!! Some

even sacrificed their bodies for the win!

Michelle Bromley, Austin Wedding Planners, organized the Team Competition. Tara Humphrey of Complete Music and Angela Nussell of Austin Party Central helped to manage the games, which included:

- Formal Wear Relays
- Buffet Table Dash
- Wait Tray Races
- Elegant Egg Toss

Olympics continued...

Water Disco Volleyball

Winners including Denise Silverman's AWEC team for the Formal Wear Relays and Jesse Bloom's, Ecstatic Cuisine team for Water Disco Volleyball were presented stunning trophies for their efforts during an awards ceremony at the end of the evening.

We believe that the competitive nature of these games will intensify in the years ahead. Do you have team spirit

and a fighting will? Bring it on!!!
....Contact Cheryl Rangel
512.233.9035 to participate in Summer Games 2009!

Thanks to the every one who participated in making this event a FUN and SUCCESSFUL one! See you at the ISES Austin Summer Games in 2009!



August 2008 Meet the Board

18th Over 6th Restaurant at the downtown Hilton Garden Inn hosted our Meet the Board on Thursday, Aug. 7, 2008. The 2008-2009 ISES Austin Chapter began a new year and celebrated from the 18th Floor with a fabulous view of the Austin Skyline!

Kudos to George Bates, Premier Tents and Events as Lead Planner for this event. In an effort to get to know the new ISES Board, he suggested every board member provide a list of their "favorite things" along with a bio that was displayed at each board member's respective table. Showcasing the individuals personal style and interests - what a fantastic idea!

Rentals were provided by Premier Tents and Events. Catering was provided by 18th Over 6th Restaurant and Raffle Prizes were provided by Austin Party Central. The event was photographed by Ed Kelley Photography.



Tacy Infante with Meritage Events recognized for winning the Rising Star Award in June. Congrats!

Photo by Ed Kelley photography



The Hilton Garden Inn

Scholarship Winner Cindy Lo attends Event World



NEXT
MEETING: THURSDAY, OCT. 2,

Main Event

TAX STRATEGIES FOR THE SELF-EMPLOYED



We're on the Web!

Isesaustin.com



As I boarded the plane with my family to head to Tampa for a week's worth of event education and catching up with old friends from other ISES chapters, I was wondering what it would be like this year. You see, I have been fortunate enough to call this my 4th ISES Eventworld. I still recall the 1st one where I was cautious about attending – not so much because of the education but more so of the cost. After all, I was relatively new to the industry and still not making a whole lot of money from the events we were producing, and to attend one of these conferences, it averaged about \$2,000 after you tack on the airfare, hotel, social parties and of course the meals that aren't covered by the education package. But boy was I wrong to underestimate the power of this group and of this conference.

Eventworld has become one of my preferred education conferences, and I really try to make it a point to attend it every year. It is not just about the education you get, but it's also about the people you meet. And of course if you don't try to implement at least 3 of the things you learn from this conference immediately, I believe you've wasted your time and money. I usually come home with pages of new ideas and more energized to produce even bigger and more creative events. I can't tell you how much my clients and my own personal growth have benefited from me attending Eventworld. I especially feel that it's a great event if you're just starting out and need some guidance as to what to do and how to best grow your business. But don't be fooled, they usually have tracks that appeal to all different education levels, so I am sure there is a right set of sessions for you.

Cindy Lo continued...

So if you've been on the fence about attending, mark your calendars now as the next one is set to be in San Francisco from August 5 – 8, 2009. And don't forget, if you're an active ISES member, you can apply for the scholarship and get lucky like me to have part of your expenses paid for.



Disney Continued....

constantly changed neon colors. Those also became gifts. The hors d'oeuvres stations offered Asian inspired foods and the bar was stocked for us to enjoy as we wished.

After being treated like royalty the entire day, our visit to the Disney Event Group, where conventions & all other special events are planned, was an affirmation that Disney over delivers. These event professionals bring the immense creativity and endless resources of Disney to every guest who wants to plan a party, a wedding, a convention, or any other event that can be imagined. They offer keynote speakers, backstage passes to all Disney parks, customized business presentations, co-theme parks & 3 entertainment complexes. If you have 5000 guests and at least \$500,000 you can even book a park buyout. But Disney can do parties

from 20 to 20,000 guests. And what could be more magical for a bride than to be transported to the Wedding Pavilion (with the castle in the background, naturally!) in Cinderella's coach? By the end of the day, it became obvious to all of us that Disney World is the Ultimate Event Venue. We were shown first hand how they make the biggest and happiest parties in the world. Their aim is none less than to make memories that their guests will remember for a lifetime.

So after 2 gourmet meals, all the liquor we wanted, gifts galore, welcomes abounding, how could Disney top off our day? Not in just one way, but two. First they announced that the \$125 fee we each paid to be spoiled rotten was all going to be given back to ISES for our educational fund; in other words, Disney paid for our entire day. And finally, as we

reluctantly left Mickey & Friends, and boarded our coaches for the return to St Petersburg, we were each handed a gift bag. Inside was a lovely box made entirely of chocolate. The top, which lifted off, was white chocolate with Walt Disney World inscribed across it. Inside were handmade chocolate truffles.

Does Disney make magic? You bet! A company whose employees come to work because of a passion for Disney, a company that offers college programs to its cast members, who honor their employees on special anniversaries and who treat every guest to the vacation of a lifetime- that's a magical company and that is the Walt Disney World experience.