



## CELEBRATING CONNECTIONS *in the Events Community*

### ISES | Dedicated and Educated to Deliver Creative Excellence and Professionalism in Special Events



As we kick off the start of the new ISES Calendar Year, it is an honor and pleasure to begin my 2<sup>nd</sup> term as your ISES Napa-Sonoma Chapter President!

Please join me in saluting the Outgoing Napa-Sonoma Board Members who served our chapter for the 2010–2011 year ~ Thank you for a GREAT JOB with the Educational Programs, Membership, and Communications. Everyone worked together to deliver creative excellence and professionalism, promoting the ISES Vision within our local network of industry professionals.

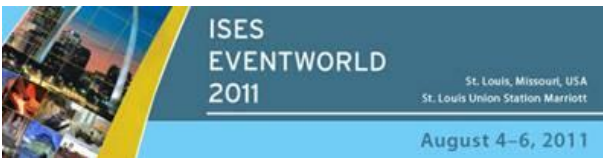
Our Incoming Board Members met on June 28<sup>th</sup> for a full-day Board Retreat to begin planning for the coming year. We are looking forward to bringing leaders in the industry to Napa-Sonoma as keynote speakers for our 2011–2012 Programs, with in depth presentations designed to help each of us strengthen and sharpen our work tools and skills. For information on dates and programs, please visit our website [www.icesnapa-sonoma.com](http://www.icesnapa-sonoma.com).

We are excited to announce that a contingent from the ISES Napa-Sonoma Chapter Board headed out in August to St. Louis for Eventworld 2011, to attend ISES Leadership Meetings & Educational Seminars. We look forward to bringing the latest ideas and trends to share with you in the coming year!

Kind Regards,  
Dana Macaulay | ISES Napa-Sonoma Chapter President

## — “NEXT UP” with ISES Napa-Sonoma Chapter — Please join us for our Upcoming Events!

- October 11<sup>th</sup>**      **ISES Napa-Sonoma Educational Program**  
Guest Speaker Robin Brockelsby from Creative Coverings  
“What’s Hot in Design Trends for 2012, A TSE (The Special Event) Sneak Preview!”  
Lynmar Winery, Sebastopol | (5:30–8:30pm)
  
- November 10<sup>th</sup>**      **ISES Napa-Sonoma Networking Mixer**  
Relax and Enjoy a Networking-only Evening with ISES Napa-Sonoma  
Patisserie Angelica, Sebastopol | (5:30–7:30pm) There is no fee to attend
  
- December 13<sup>th</sup>**      **ISES Napa-Sonoma Educational Breakfast**  
Guest Speaker Gary Hernbroth | “Discovering Your Personal Brand”  
Location to be announced | (8:30–10:30am)
  
- January 12<sup>th</sup>, 2012**      **ISES Napa-Sonoma Networking Mixer**  
Relax and Enjoy a Networking-only Evening with ISES Napa-Sonoma  
Location to be announced | (5:30–7:30pm) There is no fee to attend



## ISES Eventworld 2011 ~ NEWS from Out & About

ISES Eventworld® 2011 was held in St. Louis, MO. August 4<sup>th</sup>–6<sup>th</sup>. This annual educational event brings thousands of industry professionals together for opportunities to attend almost 50 different seminars covering all aspects of the event industry. Several of the seminars included Bay Area speakers and local professionals including Gwen Helbush of Where to Start, Kate Kovalick-Patay Director of National Sales for Creative Coverings, Stephen Revitria from AT&T Park/Giants Enterprises, and Sasha Souza from Sasha Souza Events. Each year Eventworld is your chance to gather new ideas from within the industry, by meeting and mixing with event industry professionals from across the country.

Announcing ISES Eventworld 2012 ~ 25<sup>th</sup> Anniversary Celebration | August 2–4, 2012 | Dallas, Texas USA

— ISES Napa-Sonoma MEMBER SPOTLIGHT —



**Here's how the Sonoma County Tourism Bureau was formed...** With an annual economic impact of over a billion dollars, the tourism industry in Sonoma County has emerged as a vital component in sustaining the local economy. In recognition of its importance, a public/private collaborative process was initiated to develop a structure to support and increase the vitality of this industry sector. From this collaborative process, the Sonoma County Tourism Bureau was created as the destination marketing organization for Sonoma Country.

On Jan. 1, 2005, a new era in funding Sonoma County tourism marketing began as the SCTBIA went into effect. The development of the new Sonoma County Tourism Bureau took a significant step forward in February 2005 as the 22-member board of directors was appointed and had its inaugural meeting. In June 2005, the Board of Supervisors ratified a contract with the SCTB to market Sonoma County and promote overnight visitors. On July 1, 2005, the SCTB officially became the destination marketing organization for Sonoma Country.

SCTB currently has three incentive programs in place to put "Heads in Beds": 1) Meeting Planners who plan a meeting in Sonoma County received a cash payment to the hotel master account of up to \$4000. 2) Group Tours can earn up to \$1000 towards their Hotel accommodation. 3) Wedding Incentive "Suite Deal" Brides can qualify for up to \$1500 towards their lodging in the county.

**My contribution to the SCTB | Susan Montes – Meeting Sales & Services Manager**

My overall responsibility is attracting & booking conventions, conferences, trade shows, group meetings, tours and social groups to Sonoma Country and promoting Sonoma County as a Wedding Destination.

Please take a moment to check out our web site at [www.sonomacounty.com](http://www.sonomacounty.com)

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## Welcome To our new ISES Western Region Vice President ~ Dawn Abbott!

ISES Napa-Sonoma welcomes our new Western Region VP, Dawn Abbott | CSEP, our liaison to ISES headquarters...

Dawn is a Certified Special Event Planner, and along with her husband Tim, operates Fun Productions Inc. and their sister company Colorado Teambuilding Events based in Denver, CO.

Dawn comes from a family with extensive ties to the special event industry. Her father was Food & Beverage Manager and then General Manager of a major hotel and also a Master Chef. Her mother owned a catering company. Dawn started working for several of the catering companies in the Denver area as event staff and then on the sales team.

While working in the Denver Catering industry, Dawn met her future husband Tim Abbott who was a tenting manager at Butler Rental Company. Dawn began doing casino nights as Fun Productions Inc. in 1992 as a side line to her regular day job. In 1997 it became apparent with two children, that Fun Productions' growth was taking over, so she quit her job and maxed out a few credit cards buying "cool stuff" that was not yet really big in the Denver area.

Fun Productions is all things entertainment with the region's largest amusement rental inventory including games, interactives, & entertainers ~ like inflatables, mechanical rides, video and arcade games, and carnival & casino events. Colorado Teambuilding Events are the experts in fun team bonding programs including ~ Survivor, The Great Race, Corporate Recess, Scaventures, and many more events that create cohesive happy teams!



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**Do you have ISES News?** Email us to post on our website or in our Upcoming Winter Newsletter!  
Contact Randy Harris, VP of Communications ~ [randy@pacificentertainment.biz](mailto:randy@pacificentertainment.biz)

**Membership Questions?** Contact Elizabeth Bugg, VP of Membership ~ [ebugg@stonetreegolf.com](mailto:ebugg@stonetreegolf.com)

**Ideas for ISES Programs or Feedback...** Contact Brooke Altman, VP of Programs & Education ~ [baltman@viansa.com](mailto:baltman@viansa.com)