

CELEBRATING CONNECTIONS *in the Events Community*

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



ISES Napa-Sonoma Chapter recently hosted our Finale Event for 2011 at the Culinary Institute of America—Greystone with an exciting educational presentation on *'Personal Branding'* by Gary Hembroth, renowned national speaker. It was a wonderful occasion to celebrate the season, as we gathered together for a very festive holiday affair.

2012 will be another exciting year for our chapter, and we look forward to seeing you at our upcoming events! Don't miss our annual signature event ~ *The ISES Napa-Sonoma Birthday Party Celebration* ~ February 28th at the Castello di Amorosa. For more information about upcoming Educational Programs and Networking Mixers, visit our website at www.isesnapa-sonoma.com.

If you are thinking about joining ISES, now is the perfect time to become a member, with special 1/2 year pricing of only \$199. As a member of ISES, you are linked not only to everyone in our Napa-Sonoma Chapter and our sister chapter, Northern California, but also a valuable network of industry professionals around the country and worldwide. I encourage you to join now to take full advantage of the connections, benefits, and resources that ISES Membership has to offer!

Photo courtesy of Gene Hwang, www.orangephotography.com

Wishing you all the best for 2012!
Dana Macaulay | ISES Napa-Sonoma Chapter President

— “NEXT UP!” with ISES Napa-Sonoma Chapter —

ISES Napa-Sonoma 7th Birthday Celebration “Soaring to New Heights”

Castello di Amorosa
Tuesday, February 28th 2012

ISES Napa-Sonoma will celebrate our 7th Birthday at Calistoga's magical Castello di Amorosa Winery on February 28th! Dennis Bauer, author of *“Fumes and a Prayer: How to Live on the Edge and Still be Home in Time for Dinner,”* will share his three key ideas on how to reach new levels of leadership, critical thinking, and personal potential. Dennis will offer signed copies of his new book, available for sale at the event. Spend time getting to know other local event professionals, sip on fine wines, and enjoy a fabulous dinner by Stark's and Co. Catering in the Great Hall. After Dinner, put on your dancing shoes and get out on the dance floor in the Grand Barrel Room with *Crossfire*. This evening will be inspiring, educational and best of all ... FUN! Come out and Toast 2012 with ISES Napa-Sonoma!

Watch for the invite coming to your email inbox soon!
www.isesnapa-sonoma.com

Thank You to our ISES Napa-Sonoma January Networking Mixer Sponsors!

Soda Rock Winery - Isabelle Adams
K.R. Catering - Ken Rochioli



— MEMBER'S CORNER —

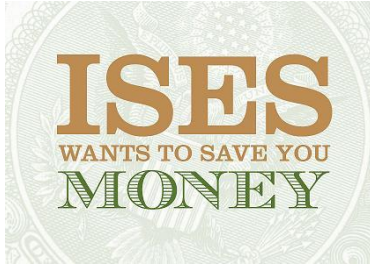
Happy New Year! As we move into 2012, we reflect on events that took place in the past year and looking forward to a new year and new opportunities for our businesses. One of the best ways to ensure your own success is to invest in yourself!

By joining ISES Napa-Sonoma, you are aligning yourself with leaders in the event industry. Stay current with trends, gain access to almost 6,000 event professionals worldwide and qualify for many amazing business discounts that help to return your investment dollars. I look forward to helping you reach your 2012 goals with ISES!

Elizabeth Bugg, VP of Membership – ebugg@stonetreegolf.com

Please welcome our newest ISES Napa-Sonoma members ...

- Robin Bosma, Bijoux Balloon Co.
- Gaspar Sayoc, Foley Family Wines
- Sandra Sheffield, Sheffield & Company
- Gina Linehan, Student
- Jennifer Knecht, Student
- Mary Jane Hagan, Christian Brothers Retreat and Conference Center
- John Frediani, Kenwood Farms and Gardens
- Angela Takeishi, Wine Country Piano Music & Strings
- Jessica Boldt, Simi Winery
- Phil Lane, Customer First Marketing
- Michael Wilson, MacArthur Place Hotel & Spa
- Hillary McGonigle, Far Niente
- Blane Ellsworth, Wedding Ministries



Get A Free Membership in 2012-13! ISES 50 for 25 Membership Recruitment Program

To celebrate the 25th Anniversary, ISES is excited to introduce the 50 for 25 Membership Recruitment Program which will begin December 1, 2011 and ends April 30, 2012.

What does this mean for me?

- New USA members (non-student) will have the \$50 application fee waived if they enter the name of a current member who referred them. The referral name must be entered during the application submission.
- Existing USA members will save \$25 for each new professional (non-student) member they refer to ISES up to the amount of their membership renewal.

Questions? Contact Elizabeth Bugg, VP of Membership – ebugg@stonetreegolf.com

— MEMBER SPOTLIGHT —



*Rose Stanton Markey, CMP
Wine Country Destinations is now partnering with Viviani*

After successfully supporting companies planning meetings and events in the Bay Area, Rose and her family moved to Sonoma County in 1986 and began orchestrating fly drive wine tours with PSA, assisted the Sonoma County Winery Association with logistics for their *Grand Tour*, as well as organized corporate and incentive events at wineries. In June 2002, Rose was the Event Producer for the Grand Opening of the Vineyard Creek Hotel. This event celebrated the 75th anniversary of the Santa Rosa Symphony and which noted columnist Gaye LeBaron wrote of “this was one of the best events Santa Rosa has seen in many years”.

Sonoma County Destinations, which later developed into Wine Country Destinations, grew from a love of this great destination and desire to assist planners with events. In January 2011, Rose joined Viviani as a group sales manager for their corporate clientele. “This partnership gives me the opportunity to work with a well known Destination Management Company and collaborate with established industry professionals.”

“I have had the good fortune of working with people throughout this area that have become great friends. My career has given me the chance to do the things I love and work with people that want the same things: a happy client and a job well done. I rely on all of my vendors to help me accomplish this goal.”

Rose is the Immediate Past President of the International Special Events Society Napa-Sonoma Chapter, and a past board member for the Meeting Professionals International, Northern California Chapter. She was awarded **MPINCC Meeting Professional of the Year & Strategic Partner of the Year for 2006-2007**.

Rose can be reached at rose@viviani.com or 707 265-1940.
Please visit our website at www.viviani.com.

Photo courtesy of Robert M. Bruno



ISES EVENTWORLD 2012
AUGUST 2-4, 2012 . FAIRMONT DALLAS
TWENTY-FIVE YEARS OF STARS



INTERNATIONAL
SPECIAL EVENTS SOCIETY
NAPA-SONOMA CHAPTER

Do you have ISES News?

Email us to post on our website or in our Upcoming Spring Newsletter!
Contact Randy Harris | VP of Communications randy@pacificentertainment.biz

Membership Questions?

Contact Elizabeth Bugg | VP of Membership ebugg@stonetreegolf.com

Ideas for ISES Programs or Feedback...

Contact Brooke Altman | VP of Education & Programs baltman@viansa.com