



# Spring Newsletter 2010

## CELEBRATING CONNECTIONS *in the Events Community*

Although it does not look much like Spring with these cloudy skies, there are days of sunshine inter-dispersed to give us a bit of hope. That is how I feel about our industry and how we will recover from the economic draught. As an events community we can create a stronger team of professionals to support each other and with a bit of luck we will all grow together.

The call for nominations for Board positions are about to go out to our chapter. If you would like to become more involved, please consider applying. Our future is dependent on members that can offer their leadership and guidance. Reach out to me if you have any questions, my contact information is on our website. Join us for our upcoming mixer at the beautiful Chimney Rock Winery on March 18<sup>th</sup>, for some amazing wine, tasty food and relaxed networking.

In March, we celebrate the "Wearing of the Green" but it is our April Program that is a continuation of Green Events. With important information for running your business utilizing products and systems to lower the impact on our environment, this program will offer valuable education. One of our newer chapter members, Iron Horse Vineyards is the venue host for the program in Green Valley. For more information on dates and programs, please visit the website [www.isesnapa-sonoma.com](http://www.isesnapa-sonoma.com)



Kind Regards,  
Happy Saint Patrick's Day, Slainte!  
Rose Stanton Markey, ISES Napa-Sonoma Chapter President

## Are You Ready To Grow Your Business with Sustainable Business Practices? — Join ISES Napa-Sonoma at Iron Horse Winery on Tuesday, April 20<sup>th</sup> —



Join ISES Napa-Sonoma at the esteemed [Iron Horse Vineyards](http://www.ironhorsevineyards.com) for a not-to-be missed panel discussion, delicious luncheon and incredible wines.

### Our panelists include:

- Jeri Gill, Sustainable Napa County [www.sustainablenapacounty.org/](http://www.sustainablenapacounty.org/)
- Mara Hochman, Bay Area Green Business Program [www.greenbiz.ca.gov/index.html](http://www.greenbiz.ca.gov/index.html)
- Bruce Riezeman, Park Avenue Catering [www.parkavecater.com](http://www.parkavecater.com)
- Moderator John Garn, View Craft LLC. [www.viewcraft.com/index.html](http://www.viewcraft.com/index.html)

If your company would like to showcase your sustainable products or services please contact Jenne Hohn at <mailto:jenne@hohnevents.com> or Jess Flood at <mailto:jess@jessflood.com>

For more information visit [www.isesnapa-sonoma.com](http://www.isesnapa-sonoma.com)

## Get ready for the ISES Napa-Sonoma Golf Tournament on June 15<sup>th</sup>

Learn to 'Golf like a Pro' at GOLF CLINICS hosted by Stephen McMichael!

Each year we all get a dozen or so invitations to golf tournaments. Some come from our meeting planning industry and others from charitable organizations trying to raise money for worthy causes.

Are you one of the people who simply don't play because either you don't play golf at all or are not comfortable enough with your golf ability to actual play in a "tournament"? Here comes your chance to learn the basics of the game so you feel ready to participate in some of these events.

Join ISES member and former PGA Golf Professional, Stephen McMichael in a beginner lesson clinic series starting in April. Stephen is now the Director of Operations for Total Adventures but has 10 years of experience teaching all levels of golfers in both private lessons and in clinic format.

*"When I heard the ISES Napa Sonoma Chapter was hosting an industry golf tournament in June, I thought, how can I help make a golf tournament more accessible to more people? The simple answer, provide basic instruction to people in a friendly atmosphere with the targeted and attainable goal of participating in the June tournament"* —Stephen McMichael, ISES Administrator



### Beginner's Golf Group @ Vintner's Golf Club, Yountville CA

**Dates:** Wednesdays—April 14<sup>th</sup>, April 28<sup>th</sup>, May 12<sup>th</sup>, May 26<sup>th</sup>, June 9<sup>th</sup>

**Time:** 6:00pm—7:00pm

**Cost:** \$20 per person/per clinic

**Includes:** Range balls for practice, clubs if you don't have them, instruction and fun!

For questions about the GOLF CLINICS, email Stephen at [info@isesnapa-sonoma.com](mailto:info@isesnapa-sonoma.com)



## Hot off the Presses ~ EventWorld 2010! Apply for the SEARCH Foundation Scholarship

This year's ISES Eventworld® will be held in Baltimore, Maryland, August 5-7. Twenty ISES members will be nominated and selected by their individual chapter and then approved by the SEARCH Foundation on a **first-come basis**. The SEARCH Foundation is committed to fulfilling the continuing education principles established by ISEF and following the ISES mission statement.

ISES Napa-Sonoma Chapter will be sending you the Scholarship Application via email. All applications must be submitted to your ISES Chapter by **June 1, 2010 or earlier**. Since this is a **first-come first-serve basis**, We HIGHLY RECOMMEND that you do not wait until the deadline. (Note: Chapter Board members are ineligible for these scholarships. Also, recipients of a scholarship to TSE 2010 are ineligible.)

If you have any questions... Please contact Corinne Dudine at [Corinne@SEARCHfoundation.org](mailto:Corinne@SEARCHfoundation.org) or via phone: 480.538.7912. We hope you will take advantage of this incredible opportunity for one lucky rising star in your chapter.

Michael Cerbelli,  
SEARCH Foundation Chairman



---

## MAY MEMBERSHIP DRIVE

May is the perfect time to join ISES Napa-Sonoma! Sign up in May and receive 14 months for the price of 12 months (\$399). In order to successfully compete in today's challenging market, special events professionals need to be educated and connected. ISES provides an environment that will afford you opportunities for professional development while enhancing your network. **The question is not, "Can you afford to join ISES?" the question is— "Can you afford not to join ISES!!!"**

Joining ISES online is fast and simple and the \$50 application fee is waived during the month of MAY!

### **5 Clicks to ISES Membership**

1. Go to [www.ises.com](http://www.ises.com)
2. Click on the "Skip to ISES.com" square
3. Click on "Join" in the upper right hand corner of the website
4. Click on "ISES USA" in the Membership Application box on the right side of the page
5. Proceed through the steps to become a member

That's it! That's how easy it is to become a member. If you would like to learn more about membership, Contact Anthony Levy, VP of Membership, Napa-Sonoma Chapter at 707-939-3650 or [Anthony@juliestevensdesign.com](mailto:Anthony@juliestevensdesign.com)

---

## — MEMBERS CORNER —

**Thank you** to all of the new members who took advantage of our December Membership Drive—**25!** A new Olympic record for our chapter! We know you see the benefits of being a member and supporting our chapter as we continue to grow. Some of you have already taken advantage of the many business discounts that we offer, check out ISES.com for a complete list.

Becoming more involved by joining a committee will broaden your experience about the entire event industry, and you will also develop deeper relationships with the very people with whom you wish to do business. For those of you who didn't get a chance to join yet, keep an eye out for our next membership drive starting May 1st.

**Anthony Levy, VP of Membership**

### **Meet our newest members...**

Scot Anderson, Sage Catering [info@sage-catering.com](mailto:info@sage-catering.com), Elizabeth Bugg, StoneTree Golf Club [MSULadyBugg@hotmail.com](mailto:MSULadyBugg@hotmail.com)  
Tristin Finley, The Harvest Inn [tfineley@harvestinn.com](mailto:tfineley@harvestinn.com), Peadar Dalton, Your Ceremony Matters [peadaradaltan@comcast.net](mailto:peadaradaltan@comcast.net)  
Linda Champagne, Artesa Winery [lindac@artesa winery.com](mailto:lindac@artesa winery.com), Alice Ganow, la tavola Fine Linens [alice@latavolalinen.com](mailto:alice@latavolalinen.com)  
Lisa Colley, Fleur de Lisa Cakes [fleurdelisacakes@comcast.net](mailto:fleurdelisacakes@comcast.net), Dixie Bohlke, Iron Horse [info@ironhorsevineyards.com](mailto:info@ironhorsevineyards.com)  
James Luchini, Francis Ford Coppola [james.luchini@franciscoppolawinery.com](mailto:james.luchini@franciscoppolawinery.com)

### **Hear what our members are saying...**

"I give credit to ISES for helping me get where I am in my career today. Over the past 9 years of my involvement with ISES, including belonging to 3 different chapters has shown me that the importance of belonging to an organization and giving back are the best reward of all."

**Kathy A. Newby | Senior Event Consultant - Classic Party Rentals**  
[knewby@classicpartyrentals.com](mailto:knewby@classicpartyrentals.com) | [www.classicpartyrentals.com](http://www.classicpartyrentals.com)

---

## MEMBERS SPOTLIGHT

### **Vintners Inn ~ An all-inclusive venue, 100% dedicated to Customer Satisfaction!**



Stepping onto the grounds of this 92-acre estate, **Vintners Inn**, is a little like going through the proverbial looking glass—you're just a few minutes north of bustling Santa Rosa, but you appear to have entered a small village in Tuscany. Suddenly you are enveloped by vineyards, flowerbeds, courtyards, and fountains in a tranquil setting artfully designed to enhance peace of mind.

The *pièce de résistance* of the center is the Rose Ballroom, a 3,200-square-foot space with walls of windows overlooking the gardens. The richly decorated room features a fifteen-foot ceiling, impressive iron chandeliers and plush Axminster carpeting though out. The Ballroom opens onto a trellised veranda and stone fireplace, flanked by gardens and lawn.

The estate is also home to the nationally renowned restaurant, John Ash & Co, and the deluxe, Four-Diamond Vintners Inn, a 44-room boutique hotel housed in three separate villas. A short stroll across manicured lawns and tile pathways takes you from restaurant to hotel, and gives you a sense of just how close you are to some of the most important things in life—good food and wine, a soft (and elegant) place to lay your head at night, and a tangible connection to nature. Walk out of your guestroom and in one minute you can be standing in the vineyards or sitting on the restaurant's wisteria-draped rear terrace, touching the tendrils of grapevines just inches away.

**Come visit us at [www.vintnersinn.com](http://www.vintnersinn.com)**

---



## NEWS FROM OUT & ABOUT The Special Event 2010

As President-Elect for ISES Napa-Sonoma, it was both exciting and inspiring to attend TSE 2010 and represent our community. From the moment I arrived, the ISES NOLA Leaders and people of the city of New Orleans welcomed us with genuine compassion and hospitality, service with a smile at every level. The spirit of renewal was evident as we visited the different neighborhoods of the city.

**INSPIRATION**—Attending ISES Leadership Meetings and TSE Classes gave each of us the opportunity to meet our mentors, respected leaders within the Special Events Industry. These mentors shared their experience, offering new professionals tools, goals, and roadmaps for success.

**EDUCATION**—The quality and breadth of the educational offerings at TSE allowed each of us to select tracks that specifically pertained to our segment of the industry. Each instructor provided valuable takeaways and innovative design ideas for 2010.

**NETWORKING**—Each day the people I met—passing through the halls of the conference center and exhibit hall, sitting next to me in class, our instructors and peers—were added one by one as new friends & family within the industry. The connections I made at TSE are invaluable as I move forward as a Special Events Professional and an ISES Leader.

**My heartfelt thanks to the SEARCH Foundation Scholarship Program for making it possible for me to attend TSE 2010 in New Orleans!**

Dana Macaulay, President-Elect

---

## – The Wedding Lunch at TSE 2010 –

Even in our “new” economy people are still tying the knot and renewing their vows. As wedding and event professionals we must adapt to the times, become more adept at meeting our client’s needs, all the while maintaining our brand standards. A key element of adapting to these times is to keep our glass full with optimism and desire to further our education.

I recently attended the Special Event 2010 and had the pleasure of hearing the guru of all things weddings, **Darcy Miller**. As the Senior Vice President and Weddings Editorial Director for Martha Stewart Living she is truly at the forefront, setting the bar high with amazing features of real weddings and in-depth editorials which include the details we all swoon over. Her blog, [The Brides Guide](#) is an excellent resource for inspiration and insight on trends for today’s weddings.

During her presentation we dined among table scapes created by Urban Earth Studios that echoed a painting featured on the cover of our program. With tall trees, fields of tulips and flowing water down the center of the room it was a sight! The festivities were kicked off by the Soul Rebels. Our lunch was started off with a cucumber wrap salad of baby lettuces, followed by a beer braised bison short rib with baby root vegetables and polenta, and a vanilla sponge cake with toasted almond cream and berry compote. ~ Delicious!

Jess Flood, VP of Programs & Education



---

## All About ISES—Jenne Hohn Reports

The ISES family is comprised of a network of worldwide professionals that numbers over 5000. With over 40 chapters in the United States alone, there are ample opportunities to sign up and become a part of an amazing association of incredible event professionals. The ISES Vision, “Dedicated and Educated to Deliver Creative Excellence and Professionalism in Special Events,” is a principle to which every member subscribes. ISES members continue to educate themselves and stay at the top of the industry and adhere to the highest level of integrity and ethics.

**ISES Community**—ISES creates cutting-edge opportunities for continued event education and intimate networking opportunities. The recently launched ISES Community has been an incredible success. Available to members only, ISES professionals can create a profile and rub elbows with industry leaders and associates as virtual friends. On-line discussion groups are a great way to hone your skills and share your own tips and leadership.

**CSEP**—The CSEP designation continues to set the precedent for event excellence in the special events industry. The pinnacle of event achievement, the CSEP designation is awarded by ISES and it’s Certification Committee to those who subscribe to education, performance, experience, and service to the industry, and reflects a commitment to professional conduct and ethics. Now is a great time to gather your points and take the exam. Set yourself ahead of your competitors with a CSEP designation behind your name.

**ISES Benefits**—ISES offers too many international benefits to name here. These benefits are located at [www.ises.com](http://www.ises.com). ISES Napa-Sonoma offers numerous local benefits as well. Check with VP of Membership Anthony Levy to find out more at [anthony@juliestevensdesign.com](mailto:anthony@juliestevensdesign.com).

I believe so strongly in the value of ISES that I have chaired the International Membership Development Committee for two years and sat on the committee for three. The ISES members who have joined me on the committee are just as passionate about ISES as I am. We trust in the association and its membership. My ISES membership has been a gift. I have been gifted with education, networking opportunities, and friendship. I am grateful for these gifts and I urge you to reap the same rewards.

**Go ISES!**

Jenne Hohn, Immediate Past-President

---

**Do you have ISES News?** Email us to post on our website or in our Upcoming Summer Newsletter!  
Email Cathy Reynolds, VP of Communications [creynolds@vintnersinn.com](mailto:creynolds@vintnersinn.com)

**Ideas for ISES Programs or feedback...** Contact Jess Flood, incoming VP of Education/Programs [jess@jessflood.com](mailto:jess@jessflood.com)

