



Spring Newsletter 2011

CELEBRATING CONNECTIONS *in the Events Community*



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

Our goal as ISES Napa-Sonoma Board Members is to deliver to you, our members and community, the ISES Vision! Twice a year, we attend ISES Leadership Meetings held in conjunction with *The Special Event* in January and *Eventworld* in August to learn from our peers and mentors in the industry. The information shared in the Leadership Meetings helps us to develop and elevate our ISES Napa-Sonoma Programs for the coming year, bringing you the latest trends and relevant educational topics.

Our 2011–2012 Educational Programs will be designed to go in depth to help each of us strengthen and sharpen our work tools for the coming year. Some of the relevant educational topics will include—*No Cost Marketing Strategies*, *Personal Branding*, and *Design Trend Forecasting*. For more information on dates and programs, please visit our website at www.isesnapa-sonoma.com.

Thank you to everyone who joined us for our ISES Napa-Sonoma Birthday Celebration at Wine Country Party & Events. It was a full house and festive affair as we kicked off the start of our 6th year as a chapter! Check out a fabulous event recap by Stacey Thornberry @ *Smart Meetings*, who featured the highlights of the evening in her two-part blog—[Part 1](#) and [Part 2](#).

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

SAVE THE DATE – The Networking Mixer Everyone is waiting for!

ISES Napa-Sonoma Networking Mixer
HoPMoNK in Sonoma, CA
Thursday, May 19th | 5:30pm – 7:30pm

<http://www.hopmonk.com/sonoma/index.html>



The SEARCH Scholarship is back again for EVENTWORLD 2011 Apply today and take advantage of this exciting opportunity!



The SEARCH Foundation is pleased to announce (12) scholarships for the FULL EDUCATION PACKAGE to EVENTWORLD 2011! ISES Member Applications must be submitted to the SEARCH Foundation by June 1st. Email info@isesnapa-sonoma.com for the application form & details!



ISES NSC Winner of the SEARCH Scholarship to TSE 2011 Megan shares her experience from The Special Event

As the new Event Coordinator at Petaluma Golf & Country Club, I had the unique opportunity to attend The Special Event (TSE) 2011 in Phoenix, AZ. Being a recent college grad, it was my first time at TSE, or any convention like it for that matter. I was so impressed with TSE; it was the ultimate package for both new and seasoned event professionals alike. The location, the educational workshops and classes, the networking events, the exhibition hall, the entertainment: there was not one aspect of TSE that was not expertly planned and executed.

The Phoenix Convention Center was the perfect venue for an event like TSE, and its unique architecture and design made it such a pleasurable place to call home for a few days. I stayed at the Wyndham Hotel in downtown Phoenix, less than a 5 minute walk to and from the Phoenix Convention Center.

The knowledge I gained from this experience was not limited to the classroom atmosphere. The networking and showcasing events offered at the convention, most notably Michael Cerbelli's *Hot Event & Entertainment Ideas 2011* and the SEARCH Foundation's Fundraiser, were chock full of inspiration. In fact, I would say that the most valuable tool I came home with was a new found inspiration. When I got back to the Country Club, I was excited about my job again. I was bursting with new ideas and eager to tackle the challenge of implementing all that I had learned. It has proven to be a very valuable experience and I am so grateful to both ISES Napa-Sonoma, my local chapter who nominated me for the scholarship, and to the SEARCH Foundation for bestowing the scholarship upon me. I am looking forward to attending TSE in 2012!

Regards,
Megan Clark, Event Coordinator | Petaluma Golf & Country Club



— MEMBER'S CORNER —



Spring is here and the sun is shining. Many of us use this time of year to do spring cleaning, purge our closets and renew our spirits.

On the ISES calendar, we begin to look forward to our May Membership Drive and membership renewal. This year I ask you to take your membership renewal a step further and consider joining a committee or perhaps the board. The more you are involved in ISES the more you will get out of your membership, so please join us in growing and making our chapter stronger through a renewed commitment to your ISES membership. **Go ISES!**

Best Regards,
Ann Marie Curran, VP of Membership, ISES Napa-Sonoma Chapter

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
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 Ann Marie Curran, VP of Membership | ISES Napa-Sonoma Chapter at 707-939-3650 or acurran@winecountryparty.com

— MEMBER SPOTLIGHT —



Pâtisserie Angelica is a small artisan company dedicated to the fine art of pastry making.

We are devoted to our art, committed to quality and true to our vision. Creative customization is what sets Pâtisserie Angelica apart. No longer is the cake considered lightly in the scheme of a wedding. Couples are finding that the grand finale to their special evening can be made even more unique and memorable by putting extra thought into the design of the wedding cake to express their own style. Choosing a pastry chef with a technical and versatile background enables couples to expand their choices.

Pâtisserie Angelica will take you beyond traditional wedding cakes and open up a new world of individual desserts, elaborate dessert buffets or customized specialty desserts. Our pricing reflects the use of French, Belgian and artisan chocolates, fresh local dairy product that are rBST free, antibiotic free eggs that are only 48 hours old, and sweet cream butter. We are committed to using Sonoma County products in peak season, promoting our local farmers and products.

Chef Easley received her formal training at several prestigious pastry houses in Paris including Fauchon and La Maison du Chocolat. Additional studies have includes stints at Callebaut College, Cocoa Barry School and classes with the British Sugarcraft Guild in England. She teaches Wedding Cakes and Advanced Decorating at the CIA at Greystone to professional chefs. Most currently Condra was featured on the Cooking Channel's *Foodcrafters*. Pâtisserie Angelica's cakes are featured in major wedding magazines and their designs regularly appear in *Bride's Magazine's "Most Beautiful Cakes in America."*

Pâtisserie Angelica | www.patisserieangelica.com



NEWS FROM OUT & ABOUT | Our ISES Napa-Sonoma Student Members

In the last few years Cindy McMillan dipped her toe in the event planning industry and fell in love. During 2010, Cindy and her partner, Traci Barbadian, made the decision to go into business together and have developed **Adorn, Social Events | Corporate Affairs**. Cindy is currently in the process of earning her Certified Meeting Planner (CMP) certification through San Francisco State University and she looks forward to taking Business Administration courses at Santa Rosa Junior College while further solidifying Adorn's direction, tone, and brand. She attributes her demanding full time job for allowing her the luxury to pursue her dreams within the event industry.

As if starting a new business, becoming a CMP, furthering her education, and working a full-time job isn't enough, Cindy is also raising a beautiful baby girl with her husband here in Sonoma County. Though Cindy is a new ISES Student Member, she has already had the opportunity to become connected to several industry professionals, who have acted as great references for Adorn. It is at each of the ISES events that Cindy is reminded of the enthusiasm and passion behind our event industry.

Traci Barbadian
Adorn, Social Events | Corporate Affairs

Why Attend ISES EVENTWORLD 2011?

Network with Peers

- ❖ Meet with professionals from around the globe, share ideas and broaden your base knowledge
- ❖ Create a resource list of individuals who can be a resource when working out of your city

Gain Knowledge

- ❖ Attend sessions that will increase your base knowledge and open doors to new experiences to share with your team
- ❖ Learn about the latest trends through the various keynote and panel discussions with industry leaders

Grow Professionally

- ❖ Discover new tools, solutions and trends to improve and prepare your business for the next level in special events
- ❖ Obtain points toward your industry certifications for attendance and participation in classes

Obtain Lead Referrals

- ❖ Generate leads while you have plenty of face time with your potential clients
- ❖ Grow your business through contacts met in a personal setting

Brand Your Business

- ❖ Opportunity to showcase your company through sponsorship
- ❖ Position your company's message in front of all the attendees

REGISTER TODAY! | www.ises.com



INTERNATIONAL
SPECIAL EVENTS SOCIETY

NAPA-SONOMA CHAPTER

Do you have ISES News? Email us to post on our website or in our Upcoming Summer Newsletter! Contact Cathy Reynolds, VP of Communications creynolds@vintnersinn.com

Ideas for ISES Programs or feedback... Contact Jess Flood, VP of Education & Programs jess@jessflood.com