



## CELEBRATING CONNECTIONS *in the Events Community*



Our ISES Napa-Sonoma Chapter recently hosted our first ever Breakfast Meeting at the Sheraton Sonoma County with an exciting educational presentation on 'What Makes People Tick and Why' by Naomi Tickle, renowned international speaker. It was wonderful to see so many new friends and familiar faces, as we gathered together for a very festive holiday affair.

2011 is going to be another exciting year for our chapter, and we look forward to seeing you at our upcoming events! Our goal is to continue to provide you with relevant Educational Programs and valuable networking opportunities at our Happy Hour Mixers. For more information, please visit our website [www.isesnapa-sonoma.com](http://www.isesnapa-sonoma.com).

If you are thinking about joining ISES, now is the perfect time to become a member, with special half 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](http://www.orangephotography.com)

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

## “SAVE THE DATE” ~ Join ISES Napa-Sonoma for our 2011 Events

**January 20<sup>th</sup>**

### **ISES Napa-Sonoma Networking Mixer**

Relax and Enjoy a Networking-only Evening with ISES Napa-Sonoma at the historic Louis Martini Winery. This is a great opportunity to mix with your fellow industry professionals. There will be no educational session—just fun, friends, and great wines! There is no fee to attend, just relax and enjoy the evening.

**February 22<sup>nd</sup>**

### **ISES Napa-Sonoma 6<sup>th</sup> Birthday Celebration | “FOOD TRENDS THAT CLICK”**

Join us for a fabulous evening at the Wine Country Party & Events Showroom in Sonoma, where the WCPE Team is pulling out all the stops, and giving you a sneak preview behind the scenes, to make this Birthday Celebration the best yet! Meet local Top Chefs who will tip you off to the hottest Food Trends for the coming year. Bring your own digital camera, and our photographers will teach you how to create and take the perfect photograph to capture the both the details and wide angle shots at all of your events.

**Mark your calendars now—for THE PARTY to ring in the New Year!**

**March 17<sup>th</sup>**

### **ISES Napa-Sonoma Networking Mixer | more details coming soon...**

**April 19<sup>th</sup>**

### **ISES Napa-Sonoma Educational Program | CONTRACTS INTENSIVE with Joyce Scardina Becker**

Navigating the Legal Labyrinth of Contracts... Once upon a time, there were event service providers operating on handshake deals, and they all lived happily ever after... In today's litigious society, wedding and event planners, and all industry vendors are constantly confronted with complex legal issues. In this agreement between consenting parties, "Professor" Joyce Scardina Becker, shows you how to assess your RISK, so you can practice safe contracting techniques.

**May 19<sup>th</sup>**

### **ISES Napa-Sonoma Networking Mixer | more details coming soon...**

**June 21<sup>st</sup>**

### **ISES Napa-Sonoma Annual Awards Dinner | Seghesio Family Vineyards, Healdsburg**

## DECEMBER MEMBERSHIP DRIVE | Special January 10-Day Extension!

**Did you miss our December 31<sup>st</sup> deadline for the Membership Drive?**—If so, you are in luck! We are now extending the Membership Drive through January 10<sup>th</sup>. Position yourself for success and join ISES now!

You're just 5 clicks away from becoming a part of a phenomenal worldwide network of event professionals, and amazing event educational opportunities! As an ISES member, you will be linked with the best in the event industry.

**Join ISES in December 2010 [ONLINE](#) for only \$199 | Special Extension January 1<sup>st</sup>—10<sup>th</sup>**

Get 7 months of membership for the ½ year rate, and the \$50 application fee will be waived.

Use PROMO CODE: [NAPA2011](#), if you join between January 1<sup>st</sup>—10<sup>th</sup>

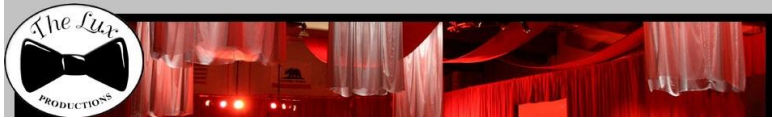
### **5 Clicks to ISES Membership**

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. The \$50 initiation fee is waived during our Membership Drive, now through January 10<sup>th</sup>, when you sign up online. **The question is not, "Can you afford to join ISES?" The question is, "Can you afford not to join ISES?"**

If you have questions about the process or would like to learn more about membership, contact Elizabeth Bugg, Membership Chair, at 415-209-6296 or [ebugg@stonetreegolf.com](mailto:ebugg@stonetreegolf.com).

**We look forward to seeing you at our next meeting!**



## MEMBER SPOTLIGHT | THE LUX PRODUCTIONS

The Lux Productions was founded in 2001 as a full service production company, catering to the needs of the event and theatre industries. Over the years, we have had the experience and expertise to assist clients from big to small realize their productions to fruition. And we love doing it!

The Lux Productions is your resource for Complete Event Production. Design, Audio, Video, Lighting, Management, Airstar, Staging and Power... The Lux Productions is the perfect partner to assist you in all of your production needs... Corporate, Theatre, Weddings, Product Release Parties, Private Affairs or Fund Raising, and more!

For additional information and pictures please visit [www.thelux.com](http://www.thelux.com).

Looking forward to working with you in the New Year!

Warm Regards,

**Tom Durante - President - [Tom@thelux.com](mailto:Tom@thelux.com)**



## The Special Event 2011

~ Congratulations to Megan Clark, ISES Napa-Sonoma Winner of the SEARCH Scholarship to TSE 2011! ~  
Look for Megan's article about her experience at The Special Event in the ISES Napa-Sonoma Spring Newsletter.



## — THANK YOU —

To our ISES Napa-Sonoma December Breakfast Program Sponsors!

~ *Sheraton Sonoma County Petaluma* ~  
~ *Encore Events Rentals* ~  
~ *Vanda Floral Design* ~  
~ *Carter Brookes Photography* ~  
~ *Gloria Ferrer* ~



### Do you have ISES News?

Email us to post on our website or in our Upcoming Spring Newsletter!

Contact Cathy Reynolds Stone | VP of Communications [creynolds@vintnersinn.com](mailto:creynolds@vintnersinn.com)

### Ideas for ISES Programs or Feedback...

Contact Jess Flood | VP of Education & Programs [jess@jessflood.com](mailto:jess@jessflood.com)