



Special points of interest:

- President's Message
- Members Only
- Industry update
- What were doing for you, Committee updates

# THE BUZZ

## Words Spoken...

Hello my fellow Las Vegas ISES members,

“Can I tell you” I have several goals this year and together with this incredible board of directors... who I think represent “The best of the best” in the special event industry, we are going to accomplish these and many others throughout the year.

We are going to continue with the educational format at all meetings as it is vital to our membership and industry.

Networking is very important as I think ISES members should support other ISES members when possible.

Maintaining financial stability in these tough economic times is another goal with the emphasis on establishing another scholarship and grant for those who need assistance with their con-

tinuing education. Our students are our future, and I challenge each one of our Board members to get them more actively involved with our chapter activities.

ISES International has launched the ISES Online Community and it's my goal to make every member knowledgeable about this great infor-



Thom Pass, President of ISES Las Vegas Chapter

mational tool that is at our fingertips.

“Can I tell you” people, this is your chapter and this board wants to hear from “YOU”. We want to hear when we do something great and we want to hear when we do something bad, for without your honest feedback we cannot make changes going forward. This is your chapter and without “YOU” we are nothing.

Can I tell you” what an honor and privilege it is to be your 2009-2010 ISES Las Vegas President. Most of you know that I have a “Passion” for our industry and I intend to show it, and demonstrate it in every way possible this coming year.

Let's all look forward to a great 2009-2010 year and thank again for allowing me to serve this great chapter.

## BREAK OUT THE GOLD RUNNING SHOES!

Calling all eccentric, wild individuals to participate in the *Danny Gans Memorial Champions for Life Run* on October 10th . We welcome a variety of participation levels for all ISES members and need your support. We need volunteers for the ISES Booth, Runners, Walkers, Cheerleaders and our favorite part.....DRESSING UP! Those who would like to

participate in being part of the ISES centipede go to [www.iseslv.com](http://www.iseslv.com). That's right we'll be dressing up as a centipede with twinkie feelers and stingers than walking 5 K as a team. We'll be competing for the largest centipede and BEST DRESSED. Please visit the ISES LV website for more information

### Inside this issue:

Members Only	2
ISES LV on the Side	2
The Next Generation	3
Green Practices	4
Committee Updates	5 & 7
IACEP Photos	6
Best Practices	7

## ISES Las Vegas on the Side.... Oh What A Night!

The place to be on July 4<sup>th</sup> was at the ceremony uniting two successful people not only for their love of one another, but the love they share for the event industry. Nick Parrotta (NBP Productions) and Tori Chivers (Bellagio Resort and ISES VP Programs) said their I Do's at the Valley's Saint Joseph Husband of Mary Catholic Church. Friends and family travelled from all over and played witness to the most spectacular and beautiful ceremony. The reception was held at the M Grand Ballroom and was a spectacle for all senses.



Mr. & Mrs. Parrotta

As an ISES Board member, this was also an opportunity for friends & colleagues of the newlyweds to showcase some of their product. Some of these included: Chameleon Events, MGM Mirage Events, NBP Productions & Joe Photo.

We wish Nick and Tori a lifetime of happiness and everlasting love, thank you both for letting us share your special day.

Guests experienced live entertainment in a lounge environment, mingled with showgirls and 'celebrities', participated in photo booths, and ate and drank like kings and queens.

**By: Courtney Pansini**  
**Planet Hollywood Resort and Casino**

## Event Marketing Series

### Members Only:

#### Event Marketing:

How many event professionals out there leave marketing & branding to the so-called "specialists" in the advertising and public relation's world? Stop the madness! There are numerous, user-friendly ways to use marketing and branding to boost your business. Are you looking to create buzz about your business? Make your event more interactive? Supplement your company's earnings with new marketing services? Tune in here to the Las Vegas ISES Chapter Buzz page to learn more about the merging of the event and marketing worlds to arrive at the latest evolution of our industry - **event marketing.**

Each *buzz newsletter* will deliver to you real world information on how to incorporate social media, survey's, celebrity figures, partnerships/sponsorships, press releases, storylines, guerilla marketing, viral marketing, logo's, step & repeats into your personal business or your client's business to create more bang for your buck. We will address how these tactics can create community and capture people's imaginations from the moment they are invited to an event you are producing. So, don't miss out on our event marketing series, as we reveal to you easy ways marketing & branding can put money in your pocket and strengthen your business model.



**By: Christine Newcombe,**  
**CSEP**

## The Next Generation...Students. New Event Design & Production Certificate Program Features ISES Members on Its Advisory Board

The International School of Hospitality's (TISOH) new Event Design & Production Certificate program includes a number of ISES members on its Advisory Board, including **Lenny Talarrico CSEP** and *ISES Board* members **Tori Chivers, Joshua Jones DMCP and Suzi Waltos CSEP**. The Advisory Board is in charge of reviewing the curriculum, and through their expertise, ensuring that the learning materials are current, practical and comprehensive.

The Event Design & Production (EDP) certificate program is designed to provide intermediate and advanced levels of knowledge in special event creation and execution,

along with the necessary skills in organization, site management, design, production and evaluation. Through interactive lectures, discussions, projects, readings and the use of educational technology applications,

lence in execution. This 45 hour program is offered in class as well as online. The online program starts whenever enrollment processes are complete whereas the next classroom program starts in January 2010.

The School also offers the Conference Management & Event Planning Certificate with an online program in addition to a FASTtrack 5 week program beginning on November 9. Other certificate programs include Meeting & Event Catering, Art of Food & Beverage, Hospitality Leadership & Supervision, Hospitality HR, Wedding Coordination & Design, Art of Concierge and Hotel Operations. More details at [www.tisoh.com](http://www.tisoh.com).



the EDP course will cover the design process and chronology of event production. Participants will leave with functional tools to allow for critical problem solving to achieve excel-

**You heard  
it hear  
first!!**

### Industry Grapevine: This Edition: Fire Marshall Updates

Some new "guidelines"  
heard through the industry  
grapevine:

-Rounds must be 6' between each vs. the previous 5'

-8' aisle in exhibits

-14 chairs max in theater and classroom before an aisle

-Swag draping in ceilings may not be below a sprinkler

-They draw red lines to verify the aisles all match up

\*nothing has been official. Please check on [www.iseslv.com](http://www.iseslv.com) for further updates.

### Industry Helpline:

Tips for our industry: Use a timeline. I use this tool for each of my events to stay on track and manage my time. Meeting with staff on a weekly basis to discuss what is upcoming and what has been done helps shape the event

and keep everyone included in the production process. It makes problem solving easy as well.



Robyn Hadden, CSEP  
Alumni & College Relations  
Director

## Baskow Making Headway in Green Practices!

Baskow and Associates is dedicated to producing "Green Meetings and Events" and approaches each event with an awareness and responsibility to sustaining and reducing impact on the environment.

We have taken steps both internally and externally with events to promote eco-friendly best practices within the hospitality industry and have partnered with a number of organizations to enact our beliefs.

Our mission is to lead the charge in the dedication to sustainability in the events

industry by practicing and promoting best practices in this area. Some of the best practices in transportation



may include but are not limited to:

- Enforcing Idle Laws on the vehicles - engines off during event
- Use recycled materials for all sign production

- Carpooling of staff to main pickup locations, reducing fuel consumption
- Traffic Routes proposed are shortest in miles, possibly reducing fuel consumption
- Enforce Carbon Neutral Travel – propose to all client planting trees at nearby schools or parks to offset the carbon emissions produced by the buses
- Recycle Bins at Drop-off points when possible for any plastic bottles, glass collected, etc.



Brit Bertino, CSEP  
Power Events

### Best Green Practices by: Brit Bertino, CSEP

Green Best Practices:

We have created separate "e-mail correspondence" folders for each client and their event. Instead of printing all correspondence, we save the e-mails to the folder and we then save

them to a thumb drive and bring them on-site to the event to ensure that we have not missed any important communication between vendors and our clients. You know how requests may get fumbled

between the date you are hired to the day that you produce the event. We make sure that we have our "e-mail correspondence" folders with us at all times to ensure that we don't miss a beat!

### Green Practices in our Board of Directors offices....



How are you being GREEN?

Turn off lights / Recycle Paper & re-usable coffee mugs. **Suzi Waltos, CSEP Planet Hollywood Resort and Casino.**

Carpooling whenever possible, even with clients! **Carla M. Marrero, Mrs-Events**

- Order paper and office goods made out of recycled product
- Order water jugs (like Sparkletts or Arrowhead) as opposed to individual water bottles.
- Be a conscientious printer
- Turning your monitor off reduces the energy required by your computer by about 2/3!
- Plug all electronics into a power strip and switch it off before leaving for the day

By: Courtney Pansini, Planet Hollywood Resort and Casino

## Membership Committee:

Goals/Objectives:

- Communicate the benefits of ISES membership to encourage membership growth
- Begin ISES 101 at the October meeting



-Work with a committee of ISES Las Vegas members to plan the December membership drive

I will talk to International and get approval to get the 10 days of membership drive in November, then have December be our membership drive month (display our information and try to get members at the joint meeting with the Concierge Association).

We will re-institute ISES 101 prior to all meetings.

We discussed having the board continue to use the phone tree system to talk to our members and encourage them to be involved.

We are going to come up with ways we are different than other organizations- a better explanation of our benefits.

Those in attendance were : Jill Latuca, Josh Jones, Suzi Waltos, Robyn Hadden and Tori Chivers



### Communications Committee:

Carla M. Marrero/Courtney Pansini/Christine Newcombe/ John Humphreys

We really hope to empower and inspire members by showing them how visible ISES members can be to future clients. This is a time to

learn from our mistakes and work on what's important. Service and communication is at the TOP!

2010:

- More engaging content for our members.

- Website optimization to help all members.
- Speakers Forum in the Buzz
- More information/ Education for members to utilize in business.

We formed this **CSEP** committee to educate, promote and assist future and present **CSEPs**. Stay tune for monthly informational components.

Angela Roberts CSEP, CMP	Pacific Event Productions
Brit Bertino, CSEP	Power Events
Suzi Waltos, CSEP	Planet Hollywood
Robyn Hadden, CSEP	UNLV Hotel College
Christine Newcombe, CSEP	Studio En-novate
Lenny Telarico, CSEP	MGM Mirage Events
Michael Brown, CSEP, CMP	Hello Las Vegas
Gary McCreary, CSEP, CMP, CPCE	Venetian / Palazzo Hotel & Casino

Did you miss the IACEP meeting @ Green Valley Ranch?  
Go to [www.iseslv.com](http://www.iseslv.com) and get the details you missed.



## Attention ISES MEMBERS!

**“What you put into it, is what you get out of it.”**

*Our marketing and décor budget has been cut way back this year”...*

Fellow ISES members...How many times have we heard this phrase over the past few months? Maybe I should rephrase that and say the past year. This is the time for ISES members to unite. Let's support each other to the best of our abilities, and keep those almighty dollars within our chapters

members. Let's continue to network, to educate ourselves, and to support those who support us. Our industry is one of change and we must change along with it. There is light at the end of the tunnel and with each others support, the light grows brighter each day.

The question always is...What can ISES do for **ME?** ISES is like a gym membership...you can belong to the gym, but unless you utilize that membership to it's fullest extent, nothing changes. Your membership in ISES works the same way. Simply

put...What you put into it, is what you get out of it.

Together we will survive, we will grow, and we will prosper.

Til next quarter. ....

Thom Pass, President



### Budget Conscious Clients??

*A fun new idea for budget conscious clients:* As we are all aware of, budgets have been cut across the board and décor is one of the first areas we have seen cuts take place. Clients task us daily to come up with creative solutions to save money on budgets. We have recently used

consumable foods for centerpieces. Using clear containers and food provided by the hotel i.e. fresh whole fruit, colorful candy etc as centerpiece options offer nice color, an inexpensive alternative to florals and then the foods are used during meeting breaks. A quick and effective solution to budget conscious clients that still

want a colorful and creative option.



**Joshua M. Jones, DCMF**  
Baskow and Associates

### Education and Programs Committee:



The Education and Programs committee has a very exciting year planned. We are thinking "out of the box" and going "back to basics". The 2009-2010 agenda will have something for everyone and is sure to cover every branch of the ISES tree, We're building new partners, participating in the community and including valuable education and showcase

opportunities for ALL members. Make sure you attend the ISES "Town" Hall meeting for more updates.

**ISES LAS VEGAS CHAPTER**

P.O. Box 95643  
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Please go to [www.iseslv.com](http://www.iseslv.com) for a list of active Members and Board of Directors.



*Dedicated and Educated to  
Deliver Creative Excellence and  
Professionalism in Special Events*

PO Box 95643

**The Mission of ISES Las Vegas**

To educate, advance and promote the special events industry and its network of professionals.

To that end, ISES Las Vegas strives to:

Uphold the integrity of the special events profession to the general public through our "Principles of Professional Conduct and Ethics"

Ignite opportunities that sparks others to do their best by collaborating creative ideas and new solutions

Foster a spirit of cooperation and mentorship among its

**2nd Quarter Buzz...Be on the Look out for these HOT Stories!**

**“Words Spoken”:** Presidents Recap– Our Progress to Goals.

**“Spotlight On”:** Venue Spotlight/ Member Spotlight. Get your company or employee information in to Communications.

**“What Were doing for you, Committee Updates”** Committee Status and updates.

**“Industry Update”:** New Trends, New Products, New Licensing. New/upcoming industry show, The Special Event, Biz Bash.

**“ISES LV on the Side:”**Send your personal stories to us.

**“The Next Generation”:** Check out the most up to date information for ISES students in our next edition.

**“Best Practices”:** Member Best Practices in their own offices.

**Next Edition is all about you—  
Our Members!**



LOOK WHAT 'S UP AHEAD!!