

THE BUZZ Newsletter 2010-2011, ISSUE 1

Welcome to THE BUZZ 2010-2011

Welcome to the first issue of the ISES Las Vegas Chapter Buzz Newsletter for 2010-2011!

This promises to be an amazing year for our Chapter and our Directors are working harder than ever to support our Member's success.

In each issue of the Buzz, we will showcase:

"Feature Articles" covering select Special Events Industry related topics,

"Tips From the Pros" featuring helpful tips from leading industry professionals,

"Awards and Accomplishments" that will highlight our Member's latest awards and breakthrough accomplishments.

As a Member of the ISES Las Vegas Chapter, the Buzz Newsletter is here as another outlet for you to showcase and share your knowledge, experience,



ISES Las Vegas Chapter 2010-2011 Board of Directors
 (Board Photos Courtesy of Christie's Photography)

and accomplishments with our Chapter, and the Special Events Industry.

While it is not required, we strongly encourage all Chapter Members to take advantage of this opportunity to submit press releases, industry awards and accomplishments, breakthrough projects, and ideas for new articles (general com-

ments and feedback also welcome) to: buzz@iseslv.com for consideration to be featured in a future issue.

In this launch issue, our Feature Article is "Meet Your 2010-2011 Board of Directors" and will include a short intro & bio for each of our Directors, and their goals for making 2010-2011 our best year ever.

Meet Your 2010-2011 Board of Directors

President's Message:

By Angela Roberts CSEP, CHE, CMP

As I begin my Presidency for the 2010-2011 year, I would like thank Lenny Talarico CSEP of MGM Resorts Events, and Michael Brown CSEP of Hello Las Vegas for leaving the Rio

when they did, or I would have never been part of the industry that I am so passionate about today.

You see that is what ISES is all about. Your ISES network is there for you when you need them, to laugh, cry, celebrate, or you need assistance with a project. We are here for one

another to make this industry stronger. Will you get business... maybe / maybe not, but I can tell you this, when you need your ISES network they are there.

Over the years, the question has been what do I get from ISES?

I would like to answer this with a simple question back: What have you done for ISES?

If you just join and do not attend meetings or partake within committees, then no one knows who you are. You see, people work with people they like and trust.

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President's Message (continued)

If you do not make yourself visible, how do they know who you are?

Also, if you do attend the meetings and just hang around with your co-workers how is that building up your network and your career?

Someone much older and wiser once told me that associations sometimes get a bad rep for being cliquish. This wise person continued to point out that our chapter is not cliquish; we just never have time to connect with each other outside of association meetings.

So I challenge each of you to join in on a conversation, reach out to an attendee at the next meeting that you may not know, say Hi, make a new friend, and start your

ISES network.

Las Vegas has been hit hard by the economic downturn of 2009. It is 2010 now, we are on the up swing, and let's continue to stay positive.

Las Vegas is the #1 Destination City in the World. We need to make sure that we are the #1 ISES Chapter in the World!

Do not hesitate to call me anytime with challenges or concerns, but I may not have the answers without us working together to create a solution.

We can only promote growth and change by working together, and by working together we will make the ISES Las Vegas Chapter #1.

So get involved today!



Angela Roberts CSEP, CMP, CHE
National Sales Manager, Christie's Photography
President 2010-2011
ISES Las Vegas Chapter
president@iseslv.com

Victoria Chivers - President Elect 2011-2012

Tori Chivers is a Senior Catering Sales Manager for the Bellagio Resort.

With over 10 years in the hospitality business she currently oversees the Catering Social Market for the 5 Diamond property.

During her career she has orchestrated events for a wide variety of clients from NBA Basketball Players to Fortune 500 CEO's. Her events have led to segments on WE's "Platinum Weddings" and included the participation of culinary moguls such as Todd English, Michael Mina & Jean-

Georges Vongerichten. Prior to joining the Bellagio Tori worked in Scottsdale Arizona as a Sales Manager for the Gainey Ranch Resort.

As your President Elect for the 2011-2012 year, Tori is currently working directly with both our President, Angela Roberts CSEP, CMP, CHE, and our Immediate Past President, Thom Pass to prepare for next year, and to support the continued success of the ISES Las Vegas Chapter.



Tori Chivers
Senior Catering Sales Manager, Bellagio Resort
President Elect 2011-2012
ISES Las Vegas Chapter

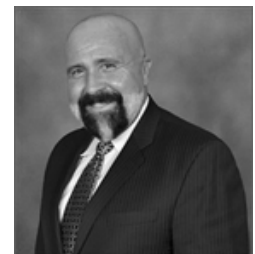
Thom Pass - Immediate Past President 2009-2010

With over 30 years experience in the special event industry, Thom has had the privilege of creating special events worldwide in exotic locations as Thailand, Japan, Austria, Italy, Spain, Morocco, Tahiti and pretty much everywhere in-between. Thom with his southern accent and Texas drawl has found home in Las Vegas for 4 years now.

Working with the professionals at MGM Resorts Events, he is an event manager utilizing his god given talents in the corporate and social segments of our industry.

Thom is a firm believer in hard work, dedication, as he contributes his success not to a "Love" of the Special Event Industry but a "Passion" for the Special Event Industry.

As your 2009-2010 Immediate Past President, Thom is continuing to share his vast knowledge and leadership abilities with each of our Board Members to ensure the continued growth and success of our Chapter.



Thom Pass
Event Manager, MGM Resorts Events
Immediate Past President 2009-2010
ISES Las Vegas Chapter



Brit Bertino, CSEP - Vice President of Programs & Education 2010-2011

Dazzle, luxurious, extraordinary, memorable, and stunning are just a few descriptions of the exceptional events that Brit Bertino has produced in the past 7 years.

Brit began her career in the special events industry on an exotic cruise line where she conversed with clients from around the world and organized nightly themed Galas, Weddings, and Special Events.

Brit then had the opportunity to launch her own Special Events Company in Northern California in 2003, which soon expanded to the greater Las Vegas Region in 2008. A Graduate of both the Conference Management & Event Planning and Wedding

Coordination & Design programs at The International School of Hospitality, Brit currently serves as Co-Chair of the TISOH Alumni Association. Brit carries a professional and positive attitude, and she is always willing to give back to the hospitality community.

Brit is excited to be a part of the ISES Las Vegas Chapter as your 2010-2011 VP of Programs, Education, and Logistics, and she looks forward to building friendships with all of our Members this year, and making this year's programs exciting and unforgettable!



Brit Bertino CSEP
Owner, Power Events
VP of Programs and Education 2010-2011
ISES Las Vegas Chapter
programs@iseslv.com

Joshua Jones, DMCP - Vice President of Membership 2010-2011

Joshua Jones, DMCP is a graduate of Colorado State University in the Journalism and Public Relations school and has been involved in meeting and event planning for many years.

Josh has been with his current company, Baskow & Associates for over 10 years in many capacities, and currently serves as President. Joshua has helped produce thousands of events over the last decade. He has a unique understanding of both Sales and Operations, as he was the former Regional Sales Director for American Golf Corp., Las Vegas.

Joshua's philosophy of "All challenges are seen as Opportunities to Succeed" enables him to deliver top-notch service and build long-term relationships with clients and Strategic Partners.

As your 2010-2011 VP of Membership, Josh is working to expand our Chapter's membership base, while also developing valuable member benefits such as affinity discount programs through partners such as Fed-Ex Kinkos, Staples and Alamo Rent a Car.



Joshua Jones, DMCP
President, Baskow and Associates
VP of Membership 2010-2011
ISES Las Vegas Chapter
membership@iseslv.com

John Humphries - Vice President of Communications 2010-2011

John Humphries is the Owner of Earth Water Sky, a boutique A/V & Design Group, specializing in creative audio, video, and lighting solutions for special events, concerts, and nightclubs.

Born in Laguna Beach, and raised in the San Francisco Bay Area, John is a native Californian, but has been a full-time resident of Las Vegas since 2004, and has been a proud member of the ISES Las Vegas Chapter since 2006.

John believes strongly in giving back to our local community, and is a proud sponsor of several Las Vegas Charities and

Non-Profit Organizations such as Candlelighters Childhood Cancer Foundation, Ronald McDonald House Charities, St. Jude's Ranch for Children, Leukemia and Lymphoma Society of Greater Las Vegas, and UNLV.

As your 2010-2011 VP of Communications, John is excited to work directly with each of our Members to increase their exposure within ISES and within the Special Events Industry.



John Humphries
Owner, Earth Water Sky
VP of Communications 2010-2011
ISES Las Vegas Chapter
communications@iseslv.com



Robyn K. Hadden, MS, CSEP, CHE - Director of Membership 2010-2011

Robyn Hadden is the Director of Alumni & College Relations at the William F. Harrah College of Hotel Administration at UNLV. She is also a frequent Guest Lecturer at The International School of Hospitality.

Prior to joining the Hotel College, Robyn was the Events Manager for the UNLV Foundation and an Event Coordinator for Soirées Catering and Events. Her special events experience began in 1994 when she worked as a personal assistant to Michael Crawford, the original star of the "EFX" show at the MGM Grand Hotel and Casino. She then became a personal assistant to David Cassidy while he performed in "EFX" and later assisted him while he wrote and produced two Las Vegas pro-

duction shows – "The Rat Pack Is Back" and "At the Copa" starring David Cassidy and Sheena Easton. In 2001, Robyn was the Tour Coordinator for David Cassidy while he toured the United States and the UK.

A Founding Member of the ISES Las Vegas Chapter, Robyn earned her CSEP designation in 2000.

In 2005, Robyn graduated from UNLV with a Master of Science degree in Hospitality Administration with a focus on Special Events Management. In 2010, she earned her Certified Hospitality Educator designation from the American Hotel & Lodging Association.



Robyn K. Hadden, MS, CSEP, CHE
Director of Alumni Relations, UNLV
Director of Membership 2010-2011
ISES Las Vegas Chapter

Lisa Boback - Director of Programs 2010-2011

Lisa Bobak is the President of Soirees Catering & Events, a Nevada Corporation.

Soirees has been serving the corporate and social markets of Southern Nevada with customized menus and themed events with her personal design touches since 1982.

This is Lisa's second round on the Board of Directors for ISES Las Vegas having served as our Chapter's President in 2003.

The exchange of ideas, the constant introduction of trends in the industry from members, and talent without limit in ISES-Las Vegas keeps her coming back.

Lisa and her group recently opened a new facility with a restaurant/deli component, "The Kitchen."

Lisa also sits on the Board of Directors for the YMCA of Southern Nevada and is an active supporter of the Arts in Southern Nevada.



Lisa Boback
President, Soirees Catering and Events
Director of Programs 2010-2011
ISES Las Vegas Chapter

Eric Brashear - Director of Fundraising 2010-2011

With more than 22 years in the special event industry, Eric is proud that his company AGR has grown to be the preferred game supplier for many top event planners in Las Vegas.

With a background in game design and manufacturing, Eric has created some very innovative games to enhance the guest's experience, and help make his client's event the best it can be.

This outside-the-box approach combined with impeccable service has proven to be a winning combination for he and his staff.

As your 2010-2011 Director of Fundraising, Eric is spearheading our Chapter's raffle program, which is an excellent opportunity for Members to showcase their products and services while supporting the ISES Las Vegas Chapter Dr. Kathy Nelson Scholarship Fund.

Members interested in donating raffle prizes for future events can contact Eric directly at eric@agrlasvegas.com



Eric Brashear
Owner, AGR, Amusement Game Rentals
Director of Fundraising 2010-2011
ISES Las Vegas Chapter



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Carla M. Marrero - Director of Education 2010-2011

With over 20 years of experience in the Special Events and Entertainment Industries, Carla has built a strong reputation throughout Southern Nevada as an Industry Leader.

Carla is currently the Resort Sales Manager of the Eureka Casino Resort, located just outside of Las Vegas in Mesquite, Nevada.

“Going against the grain” and “creating new conduits to success” have always been her mantras.

Originally from Hawaii, Carla brings her ever constant energy, optimism, extensive experience, and endless creative re-

sources to our local Special Events Industry, and to the ISES Las Vegas Chapter.

As your 2010-2011 Director of Education, Carla is seeking feedback and ideas from our Members to identify areas of interest for future educational events.

Carla is currently focusing on the areas of “Self Improvement, Sales, Marketing, and Best Practices” to enhance our events, and support our Member’s success.



Carla M. Marrero
Resort Sales Manager, Eureka Casino Resort
Director of Education 2010-2011
ISES Las Vegas Chapter

Nathan Milner - Director of Member Services 2010-2011

Nathan Milner is the Director of Operations for Quest Drape’s Las Vegas Market.

Quest Drape is Las Vegas’ provider of high quality, cost effective pipe and drape rental. Ranging from large corporate events to small intimate weddings, Nathan and his team have the knowledge, understanding, and dedication to solve all of your pipe and drape needs.

Since joining Quest in 2007, Nathan has built a strong reputation throughout Las Vegas by ensuring that his clients always receive “The Best Drape” and “The Best Service”.

As your 2010-2011 Director of Member Services, Nathan is excited to add value to ISES Las Vegas Chapter membership by organizing “ISES 101” Q&A Sessions at each of our monthly events, and will be working to create valuable ongoing resources for our Members.



Nathan Milner
Director of Operations, Quest Drape
Director of Member Services 2010-2011
ISES Las Vegas Chapter

Donna Sandoval - Director of Recruitment 2010-2011

Donna Sandoval is the Western Region Account Executive for AFR Event Furnishings.

With over 21 years experience in the event and trade show industry, Donna has had the opportunity to work with Fortune 500 companies and many of the industries top event producers creating a significant part of the entire event experience by providing the furniture for their events.

Donna is not only able to assist with the furniture design, space planning layout and execution, but she also stays on top of

industry trends and offers unique branding opportunities for her clients.

Donna looks forward to being a part of the 2010-2011 ISES Las Vegas Chapter Board of Directors, and is thrilled about her role as Director of Recruitment.

Targeting new sectors within our industry, Donna will be working to expand the growth of our Chapter’s membership, and enhance the diversity of our Membership base.



Donna Sandoval
Western Region Account Executive, AFR
Director of Recruitment 2010-2011
ISES Las Vegas Chapter



An award-winning designer from Montreal, Rolando is the co-founder and creative director of the Champagne Creative Group; a Las Vegas-based boutique studio working across North America.

A design & communications graduate of the Emily Carr University of Art + Design, his creations have been enjoyed by a variety of clients including Warner Bros, Lions Gate Entertainment, ABC Television, MTV, Swarovski & Louis Vuitton.

Rolando's entertainment background is matched by his marketing savvy, as he has held positions of senior brand manager for a variety of sports & entertainment brands,

as well as marketing director for a collection of entertainment ventures.

With a hands-on approach, Rolando shares his time between Las Vegas and Los Angeles and is a proud member of both ISES communities.

Rolando is excited to be handling our social media outlets, and is working to expand and oversee the ISES Las Vegas Chapter's presence on "facebook.com" and "linkedin.com."



Rolando Espinoza
Creative Director, Champagne Creative Group
Director of Public Relations 2010-2011
ISES Las Vegas Chapter

"Tips From the Pros" - Email Newsletters, Don't Over Do It!

By Rolando Espinoza, Champagne Creative Group

You've worked hard on formulating your email newsletter subscribers - don't over do it. Although it's tempting to SEND, SEND, SEND, manage your email campaigns effectively or you may run the risk of hurting your business instead of growing it. Here are some helpful hints to make sure that your newsletters don't become pesky.

1) Less Is More:

Some of the more successful email newsletter campaigns let subscribers decide how often they hear from you, the publisher. Remember, your message may be HOT, but overdoing is definitely a NOT. Suggestions for frequency choices include weekly, monthly or; my personal favorite - seasonal touch points. Remember, in many cases, including email marketing; less is definitely more.

2) Last Chance For Romance:

Believe-it-or-not, the best place to give your subscribers a choice of newsletter frequency is during the "unsubscribe" page experience. This is your last (and best) chance of keeping them on your list. Why not add checkboxes for [] Weekly, [] Monthly or [] Seasonal to give them a choice; after-all, they liked you at one point during the relationship.

3) Is Anybody Home?

It's always a good idea to send the occasional non-newsletter reminder asking your subscribers to update their information. Remember, names and emails often change, and (gasp!) interest in your newsletter offerings may have waned. Now is the time to ask your subscribers to make a choice in their frequency (see above) and to remind them that a real, loving human is on the other end. 4) Survey Says:

Surveys work - period. Again, please don't over do it, because nobody likes a long survey. Fun, precise surveys (5 questions max) helps you better understand your newsletter subscriber and can even help you pinpoint your audience segments. As well, the number of surveys that are successfully returned will help you gauge the effectiveness of your email marketing plan.

Newsletters are not rocket science and as a result of this simple fact, they tend to get abused. Don't get lured into amassing grand email lists of new subscribers; it is often more cost effective to keep your current subscribers happy, rather than adding more and more names. Make your newsletter content worth looking at with exciting images, professional design and clear messages...and remember, take it easy on the SEND button.

Member Awards & Accomplishments - Baskow Brings Home the Gold!

The 2010 Global Events Partner Summit took place July 9-July 13, in Alaska. The summit included the top Destination Management Companies in the world with 65 domestic and international DMCs and nearly 100 clients/meeting planners in attendance.

Topics discussed included industry trends for DMCs, industry changes, and an overall state of the meeting planning industry. The

finale of the Summit was the presentation of the award for "Partner of the Year." Baskow and Associates was fortunate enough to be awarded this prestigious title for the 5th time in 7 years!

Jennifer Patino, DMCP, CEO of Baskow and Associates and Joshua Jones, DMCP, President, accepted the award on behalf of the company. The annual award is given based on criteria of Exceptional Customer Service, Raising the Bar of Excellence,

Promotion and Branding of GEP, and Responsiveness and Support of the GEP Team. The 2010 award was shared with another top DMC, Mana, Allison & Associates of San Francisco.

Chris White, CEO of Global Events Partners said, "Baskow and Associates continues to set the bar for quality service and leadership in the Global Events Partners brand."

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ISES Las Vegas is a peer network of professionals from a variety of special events disciplines including caterers, meeting planners, decorators, event planners, audio-visual specialists, party and convention coordinators, educators, journalists, hotel sales managers and many more professional disciplines.

ISES Mission . . .

The Mission of ISES Las Vegas is to educate, advance and promote the special events industry and its network of professionals.

To that end, ISES strives to:

- Uphold the integrity of the special events profession to the general public through our "Principles of Professional Conduct and Ethics"
- Acquire and disseminate useful business information
- Foster a spirit of cooperation among its members and other special events professionals, and...
Cultivate high standards of business practices

Upcoming Events and Contacts

Upcoming Events:

Tuesday, September 28th

Aria Marketing Event at City Center

6-9 PM at Breeze Café

Tuesday, October 26th

Quinceniera Event at M Resort Spa Casino

Event will feature a Dia de los Muertos themed dinner by M Resort

6-9 PM

More information available at:

[http://www.iseslv.com/
eventcalendar.asp](http://www.iseslv.com/eventcalendar.asp)

Event Sponsorships

Contact: Brit Bertino, CSEP

programs@iseslv.com

Raffle Donations

Contact: Eric Brashear

eric@agrlasvegas.com

Membership Information

Contact: Joshua Jones, DMCP

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Angela Roberts, CSEP, CMP, CHE

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