

## 2002 Esprit Awards

The 2002 Esprit Nominees are now posted on [www.ises.com](http://www.ises.com). These nominees were chosen out of more than 140 entries from Australia, Canada, Germany, the United Kingdom and the United States. Congratulations to all Nominees!

The awards are being presented Sunday, August 4, 2002 in Sydney, Australia in conjunction with the CPD.

Questions? Contact Kristin Kindsvater at ISES Headquarters--800-688-4737 or 312-321-6853 or [kkindsvater@sba.com](mailto:kkindsvater@sba.com).

Experience our ISES Indiana awards program October 17. PACE details are outlined on page 3.

# Set Your Sights on CSEP Certification

Don't delay your certification plan. Start today. The CSEP designation is a demonstration of your knowledge and professionalism. Use it as a marketing tool to differentiate yourself with prospective clients.



If you are not already enrolled for the CSEP, download an enrollment form at [www.ises.com](http://www.ises.com) and submit it to ISES HQ, along with your fee and they will send you an application form. To be approved, applications must show proof that you have earned the 35 points required to sit for the exam. (A points sheet can be downloaded from the ISES website.) If you have any questions, contact Marci Steinfink, ISES Operations/Education Coordinator, at 800-688-4737 or 312-321-6853 or [msteinfink@sba.com](mailto:msteinfink@sba.com).

## Future Exam Dates

(All Applications are due to HQ/Chicago one month prior to the exam).

- October 19, 2002  
Las Vegas, Nevada
- January 2003  
Orlando, Florida (at the Special Event Show)
- June 7, 2003  
Las Vegas, Nevada
- July 2003  
Minneapolis, Minnesota (at the Conference for Professional Development)

## ISES Strategic Plan Update

ISES Executive Director Mark Putman recently announced the ISES members who have been asked to champion four areas identified in the ISES Strategic Planning Process completed in January 2002: Education - Linda West; Branding - David DeLoach; Structure - Kendall Collier, CSEP; Financial - Open. The first reports will be delivered to the Board of Governors at CPD 2002 in Sydney.



Indiana Chapter  
International Special Events Society  
P.O. Box 501097  
Indianapolis, IN 46250

## Join Us

Next Power Lunch  
Wednesday, August 21  
Networking Nosh in Brown County  
(See cover for details.)

# the Main Event

August, 2002  
Volume 4  
Issue 4

Newsletter for the Members of ISES Indiana

## Networking Nosh

The ISES August meeting will be a trip to Brown County to spend some quality time networking with our ISES business acquaintances.

### When

- 8:00 a.m. Meet at Marott, 2625 N. Meridian St. (back of the front lot)
- 9:30 a.m. Arrive at Downtown Nashville  
Group splits between shopping and horseback riding
- 11:30 a.m. Group meets back at drop off point
- 11:45 a.m. Group rides to the Season's Lodge (5-minute drive)
- 12:00 p.m. Buffet Luncheon and Network Noshing
- 1:15 p.m. Group heads back to Indy
- 2:30 p.m. Arrive at Marott

### Meet the Speaker:

Not this time. This Field Trip is a chance to get away for the day and network with fellow special event professionals.

### Cost

We will need RSVP's for the luncheon and what activity you will be participating in for the morning.

Members/Pre-Registered: \$35

Non-Members/Pre-Registered: \$45

The horseback will be an additional \$20.00 per person.

Register online at [www.ISESindiana.com](http://www.ISESindiana.com) or call ISES Chapter Services at (317) 841-9525.

## The Main Event Goes On-line

We are excited to announce that in September your ISES Indiana newsletter, The Main Event, will become a monthly publication delivered

to Indiana members via email. Publishing this last printed version gives us the opportunity to verify your contact information.

Please check your ISES member record listed under Find a Member at [www.ises.com](http://www.ises.com). If everything is correct, great. If you need to make changes, you can do so immediately by making them on-line. Go to Resources and click on Update Your Member Record. Print the instructions. Then login to make your changes. (If you have any questions, contact ISES Indiana.)

If you are making changes, please contact our ISES Indiana office, so we can get your update into the system in time for our September correspondence.



Also, if you don't have an email address, please contact our ISES Indiana office so we can make special arrangements to mail you a copy.

ISES Indiana (317) 841-9525

Stay in touch. Let us know where you are so we can keep you posted on all the exciting plans we have for 2002-2003. If you aren't an ISES member, join today and put the power of the Indiana ISES special event network to work for you.

### Membership Announcement

As you probably know, ISES Headquarters recently adjusted the member dues paying schedule so that everyone renews at the same time each spring. Memberships now run July 1-June 30 each year.

Check your status. It could be that you paid a prorated amount for dues through June and that your 2002-2003 fees are due.

Your ISES membership offers you networking, education and certification opportunities which enhance your business prospects. Be sure you are signed up as a current member and plan to join us for our next ISES Indiana function August 21.

### Save These Dates

#### ISES Indiana Meetings

##### Wednesday, August 21

Power Lunch  
"Networking Nosh"  
Field Trip to Brown County

##### Wednesday, September 18

"How to Cope with Losing Sales in Our Down Economy"  
presented by  
Kron & Associates  
The Marott  
2625 N. Meridian Street  
(Hoaglin Fine Catering)

##### Thursday, October 17

14th Annual ISES Indiana  
PACE Awards at  
Club Industry

Check our website for more information.

[www.ISESindiana.com](http://www.ISESindiana.com)

### Another Industry Opportunity

#### August 28, 2002

ISAE Golf Outing  
Workshop & Event  
Eagle Creek Golf Course-  
Sycamore Course  
"How to Produce A  
Successful Golf Outing  
Workshop"  
9:00 a.m. - Noon  
"Networking Cookout"  
Noon - 1:00 p.m.  
"Hit the Course"  
1:00 p.m. Shotgun Start  
(Florida Scramble)

For more information or to register on-line, please visit [www.isae.org](http://www.isae.org). Questions, call Rachel at 317-571-5614.

# Simplify, Justify and Satisfy

by Anne L. Decker, 2002-2003 ISES President

Details by Decker

## Board of Directors

### President

Anne Decker  
Details By Decker  
(317) 257-3087

### President-Elect

Kelly Early  
Thomas Caterers of  
Distinction  
(317) 542-8333

### Immediate Past

President/Sponsorship  
Mark Thornton  
Expo Design  
(317) 784-5610

### VP Education

Vince Early  
Thomas Caterers of  
Distinction  
(317) 542-8333

### V.P. Membership

Garnet Vaughan, SCMD  
Winchester Place &  
The Marketing Department  
(317) 889-8400

### V.P. Programs

Kyle Buckley  
Hoaglin Fine Catering  
(317) 924-3389

### Secretary

Kimberly Cooley  
Head Sales, Inc.  
(317) 887-6114

### Treasurer

Bruce Livingstone  
Indianapolis Marriott  
Downtown  
(317) 405-6083

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Jennifer Osborne  
Sysco Food Services  
(317) 216-9343

### Outreach Director

Kari Strolberg  
Eventful Marketing  
Solutions  
(317) 356-9617

### PACE Awards Director

Gene Huddleson  
LGH Design Group  
(317) 423-359

### Public Relations Director

Leslie Swathwood  
The Perfect Wedding  
Guide  
& Elegant Events, Ltd.  
(317) 228-9333



The ballots are in, and I would like to introduce myself as your new 2002-2003 ISES Indiana President. It is with great respect for the organization and a desire to do my part in giving back to the industry that I take the gavel. The presi-

dents that have preceded me, especially in the time that I have been in business, have maintained a vision of success and organization for ISES Indiana, and I am no different.

Simplify, justify and satisfy. As a woman of customarily many words, I have narrowed it down to these three elements that I will concentrate on in the upcoming year. I want to **simplify** our responsibilities as a board, as well as **simplify** the process of getting information as a membership. With the assistance of our local management company, MP Records, we can hopefully achieve this focus.

I want to **justify** why we are members, why YOU need to stay involved, and why ISES Indiana is worth your time. We need new members all the time. It seems like a fair deal if I help **justify** why ISES Indiana is important to you, you will help me locate a broader membership base. Put it this way, you bring me five new members in the course of the year (your name is on the new member application as the sponsor), and I will take you to the dinner of your choice in Indianapolis. You can hold me to it.

Lastly, I want to **satisfy**. Not in any dodgy way, but I want to **satisfy** your need for event industry guidance. I want to satisfy your desire to establish relationships with others within our industry. I want to **satisfy** your hope of getting out of the office every once in a while and having a little fun. And most importantly, I want to **satisfy** your expectations for me as a successful ISES Indiana board president.

Please join me, and the rest of the board of directors, in simplifying, justifying, and satisfying your 2002-2003 ISES Indiana membership. BE ACTIVE, and the rewards will follow.

## Let's Welcome Our New ISES Indiana Members

Von Belk  
Catering Sales Manager  
Westin Indianapolis

Emily Marshall  
Student

Carrie K. Sieglitz  
Small Meeting Planner  
Virtual Meeting Strategies

## WANTED! Non-profit organizations that need event support



In an effort to give back to our community, ISES Indiana and its Community Outreach Committee are introducing a new program that will grant event support to a worthy non-profit organization/project.

If you are a Board member,

employee, volunteer, vendor, or just an interested party with knowledge of a local non-profit organization that will be planning an event in the next year...we want you!

*For more information and an application, visit our website at [www.ISESindiana.com](http://www.ISESindiana.com). All applications are due August 30, 2002, so get the word out!*

# Don't Be Afraid of the Dark!

## PACE Awards set for October 17

The excitement is building as the Indiana Chapter of the International Special Events Society prepares for the 14th Annual PACE Awards to be held on October 17, 2002 at Club Industry in the heart of downtown Indianapolis.

The PACE Awards were started in 1989 and are designed to recognize the outstanding organization and execution of special events, meetings and promotions. The PACE Awards, honor and showcase companies and individuals who excel in the event industry.

This year's exciting evening is designed to capture and fill all of your senses. The journey begins in a high-tech, New York style nightclub bringing a warehouse texture with it's chrome and black background and sensual lighting to a glamour filled, high style soiree not to be forgotten or missed. This is the place to be seen, so wear your best evening attire!

Throughout this two-story venue we will offer tempting and delectable treats offered by Hoaglin Fine Catering, sure to delight and excite your taste buds. As you journey through the evening enjoy a

sassy cocktail or another snappy beverage, hosted by The Indianapolis Marriott, Downtown. So wander, network and enjoy!



The awards show will be introduced into the evening in a progressive, unique and educational format leaving everyone filled with anticipation throughout the evening. Throughout the event there will be some of Indianapolis' leading event professionals providing unique entertainment adding an air of fun and style.

So please join us in celebrating a year filled with treasured events, and recognizing those who brought their style and professionalism to our great industry.

**Need additional information or a PACE Entry Form? Visit our website at [www.ISESIndiana.com](http://www.ISESIndiana.com) or call Gene Huddleson at 317-423-3590.**

*Thank you to our sponsors: Hoaglin Fine Catering, The Indianapolis Marriott Downtown, LGH Design Group, Ltd., Markey's Audio-Visual, Head Sales, The Westin Downtown, Expo Design and The Perfect Wedding Guide.*

barely controlled passion in bronze, the serene beauty of an O'Keeffe landscape and the mystique of a 38-foot totem pole combine to make the Eiteljorg Museum of American Indians and Western Art in Indianapolis a gathering place like no other. A wedding guest wrote, "I want to thank you for your graciousness and competency. Our experience with your staff was exemplary." A meeting attendee wrote, "I would have no hesitation in recommending the Eiteljorg Museum for a private or professional event."

Call (317) 636-9378, ext. 152, for the perfect setting for your next event.

## Say Thanks

**Please join us in expressing appreciation to our supportive ISES Indiana sponsors.**

### 5 Star

Children's Museum of Indianapolis  
Eiteljorg Museum of American Indians and Western Art  
Expo Design  
Hoaglin Fine Catering  
LGH Design Group  
MBP Distinctive Catering  
Markey's Audio-Visual  
Sodexo Services, Inc.  
Thomas Caterers of Distinction

### 4 Star

RACERS European-Style Go-Kart Racing at Union Station

### 3 Star

Indiana Historical Society  
Party Time Rental

### 1 Star

A-Classic Party Rental Co.  
Annie-O's Deziign  
Awesome Occasions  
Indianapolis Convention & Visitors Association  
Indianapolis Marriott Downtown  
The Perfect Wedding Guide

### Friend of ISES

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## The Perfect Evening Needs the Perfect Setting



**Eiteljorg Museum**  
of American Indians and Western Art

The Eiteljorg Museum of American Indians and Western Art is a notable ISES sponsor. How much do you now about the Museum?

The awe-inspiring vista of the Grand Canyon, a