



INTERNATIONAL
SPECIAL EVENTS SOCIETY
GREATER PHILADELPHIA

February 2013



THE NETWORKER

What's Happening In & Around ISES Philadelphia

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Congratulations to CORT's Sarah Fuller, Our Member Spotlight for January!



Sarah Fuller began with CORT in April where she has quickly learned the Philadelphia events market. She enjoys helping her clients bring their visions to life by assisting with design and space-planning, and overseeing projects through delivery and installation.

Prior to joining CORT, Sarah worked in direct sales and sales training. She earned a degree



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Welcome Our New Members!

Please welcome the following new members who have joined ISES Philadelphia!

Kristine Encarnacion - Concierge Corporate Catering

Alison Korabik - Moose & Goose Picnic Catering

Lori Maslowski - The Rittenhouse Hotel

Kym Silvasy-Neale - Entertainment Cruises

Sonya Roccia - Aptalis

in business administration from the University of Baltimore in 2006.

[Watch our Video on Sarah](#)

For more information about Sarah, you can reach her at:

Direct (215)- 617- 0385 or sarah.fuller@CORT.com



ISES Philadelphia Discover: the "Laws of Fun!"

On Wednesday, January 23, ISES Philadelphia members gathered at The Hub in at 2001 Market Street in Center City to learn about "The Laws of Fun."

Nat Measley of The Fun Dept. went through creative ideas for events and how to utilize fun at work. Attendees participated in group brainstorming sessions to create fun ideas for special events.

Sponsors included The Hub Centers for Meeting and Collaboration, the Philadelphia area Marriott hotels, On Stage and Off and Choice Party Rentals.

Fast February



Hi Everyone,

Welcome to the February edition of the ISES Philadelphia newsletter! It's the 7th newsletter in my term as Director.

It's hard to believe we're already more than halfway through February. 2013 is moving way too fast! Before we know it, it's going to be spring, and the busy season will be on all of us.

We have a great issue for you this month. Have a great rest of your February, and we'll see you at the Horticultural Center!

Cameron Wicks, Director of Communications

Become a fan of the Greater Philadelphia Chapter of ISES Page and you'll suddenly be up to date on meetings, educational programs, special events, and networking opportunities.

Plus, it's another way to make yourself or your business known in the industry. It's absolutely free! [Become a fan!](#)

Follow us on [Twitter!](#)

What is a Certified Special Events Professional (CSEP)?

The CSEP designation is the hallmark of professional achievement in the special events industry. It is earned through education,



FRESH 2013 Call for Speakers

The **re-Freshed! 2013** committee is currently looking for special event industry professionals who wish to share their knowledge about the following topics:

Tents and tented events

Event Technology

Working with Labor Unions

Insurance – for special event professionals and special event insurance

Marketing for your Special Event

Catering trends for 2013

CSEP

Contract review and negotiation

performance, experience, and service to the industry, and reflects a commitment to professional conduct and ethics.

The CSEP designation is awarded by the International Special Events Society (ISES) and its Certification Committee. ISES is the only international umbrella organization representing professionals in all disciplines of the special events industry. Education and a commitment to professionalism are cornerstones of ISES.

Why Should I Be Certified? The special events industry has experienced phenomenal growth over the past several years and is changing at an even faster pace. Today, special events are more challenging and require a level of professionalism equal to none.

Become a recipient of the CSEP designation and set yourself apart from the competition. Please refer to the [ISES website](#) for more information. For questions regarding the CSEP program contact ISES Headquarters at 800.688.4737, 312.321.6853 or info@isesphila.com.

Risk-Management for Events

Event or Meeting Design

Strategic Planning for Events and Meetings

Site Selection and Management

“Green Events”

Event and Meeting Sustainability

If you are interested in presenting, please submit your CV and a one page summary of your presentation to **Rishona Myers, Director of Special Projects for ISES of Greater Philadelphia** at rmyers@rmeventsinc.com by **Monday, February 25, 2013**. If you have questions or would like more details, contact Rishona either via email or phone 610-996-1644.

Sponsorship Opportunities

ISES Philadelphia is seeking individuals or organizations who are interested in sponsorships. There are a number of available sponsorships, and they can be on a yearly or monthly basis. You can view them at the link below or contact Director of Sponsorship Lynette Thomas at lthomas@eagles.nfl.com.

[Click Here for Sponsorship Information!](#)

Join ISES

Are you interested in joining ISES Philadelphia? Contact Jacki Garro, Vice

President of Membership or Meg Fonash, Director of Membership. Jackie, Meg and the rest of the Membership Committee will assist you in signing up, and answer any questions you might have about ISES and the benefits of joining. They can be reached at membership@isesphila.com.

Submit an Article

Are you interested in submitting an article to the newsletter? Do you have a new hire? Has your company just expanded? Want to share an incredible event with your fellow members? If so, feel free to submit any articles or press releases that you feel would benefit other members of our chapter to Cameron Wicks, Director of Communications. He can be reached at newsletter@isesphila.com.