



**Packed with 880 new event locations.
Find out what's changed in major markets since last year.**

—A Letter from Our **President**—

Dear Members:

If you missed the JAM – you REALLY missed something!

This year's JAM surpassed all previous with great networking, business opportunities, and style. What fabulous companies, fabulous displays and fabulous exhibitors we worked with! Not to mention the outstanding caterers with their tasting selections of food.

Many thanks to the committee, headed by Jackie Korman, who worked so diligently to make the evening such an incredible success. Kudos to all of you!



These are events put on by you, the members; for you, the members. They are the main reason that you belong to ISES. They are the events which will give you access to the most professional companies and people to do business with. Don't miss out. In this nervous economy we all need to be on top of our game, and to have as many resources as possible at our fingertips.

On that note, please watch for our next two events. #1: October 22 Halloween fun and networking at the Victorian in Santa Monica; and #2: our 3rd Annual *Meet the Masters* at Trump National on November 12. *Meet the Masters* is always a sell-out, so don't delay in making your reservation when the invitation shows up on your server. This is your chance to meet with masters of the event field from all over the country. These are the people that have made this profession truly professional.

I will miss you-all at the Halloween bash, as Howard and I will be in Israel. So, I will look forward to seeing everyone at Trump National in November. Until then, have a great month. To our Jewish friends and to all, I wish you a Shana Tova (Happy New Year), a year filled with peace, health and prosperity for all of us.

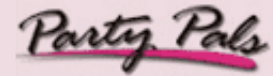
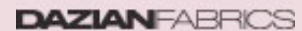
Best,

Carol Rosen, CSEP
2008/2009 ISES LA President

Halloween Bash at The Victorian in Santa Monica
Wednesday, October 22, 2008 from 6:00 PM to 9:00 PM

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October nights are perfect for haunting and great inspiration for mysterious mixing and mingling. That's just what ISES LA has planned for next month at The Victorian, a carefully restored of 19th century architecture house will be our *haunted* house, located in Santa Monica's hysterical, er um, *historical* district. It's one of the West Side's most spectacular special event sites.

The Victorian's character and charm make it the perfect setting for an eerie

October networking event. The spacious venue has the capacity to accommodate all ISES LA guests, all its members *and* their SO's (significant others) - and you know what they say, "The more the scarier."



We challenge you NOT to come alone. [freakish laughter]

Better start working on those costumes because this themed event screams "Don't be yourself." What's more, wearing a costume could land you a *killer* prize. (Stay tuned for contest details.) Bring a stack of business cards, another warm body, and a good supply of courage. Then prepare to **Eat, Drink and Be Scary!!!** [freakish laughter]

Register now. We dare you!!! [freakish laughter]

Agenda XPO at the Renaissance Hollywood Hotel

Wednesday, October 29, 2008 from 9:30 AM to 5:30 PM

Agenda XPO – California will be a day filled with education and information gathering. Join approximately 500 major event planners as they come together to learn about "Entertaining for the Entertainment Industry", "Meetings and Events in a Changing Business Climate", "Reinventing Corporate Meetings", "How to Stand Out in a Crowded Industry", "Maximizing the Benefits of Eco-Conscious Events", "Event Design Trends for 2009", "15 Ways to Green Your Event Today", "Fresh Technology for Modern Events". Plus don't miss – The Experience Zone – "New Venues 2008", "Taste-Off", "Meeting Creative", and "Beyond Wine Tasting". It will be a day of exciting, unique experiences in a hip Hollywood location.

If you are interested in information on exhibiting or attending the conference please [Click Here](#)

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3rd Annual Meet the Masters

Wednesday, November 12, 2008 from 6:00 PM to 9:30 PM
Trump National Golf Club

Join ISES LA as we continue our tradition of educational excellence and assemble a gathering of the top leaders in the event planning industry for the **3rd Annual Meet the Masters!** Taking place at Trump National Gold Club, **Meet the Masters** has already become a signature event for ISES LA, giving event professionals the opportunity to enjoy an intimate setting of fine cuisine, networking, and the priceless benefits of learning from the wisest and most experienced people in the industry.

Our masters for the evening will be joining us from all over the country and from major companies in the special events industries including trade publications and conferences, top décor companies, caterers, independent producers, editors, publishers, company presidents, CEOs, and past national and international association presidents.

With over 25 masters scheduled to be in attendance, this event represents the elite of the special event industry. This year's stellar cast includes:

Brian Acheson, CSEP - *VIP Events*
Charles Banfield - *Charles Banfield Productions*
Eric Brashear - *Amusement Game Rental (AGR)*
Michael Cerbelli - *Total Entertainment*
Laurel Coote, CMP, CMM - *The Laureli Group Inc.*
King Dahl - *MGM Mirage*
Janet Elkins - *EventWorks*
David Fischette - *GO West Events*
Cindy Giordano-Taylor, CBRE
Bonnie Glassco - *Patina*
Rachel Globus - *Event Solutions*
Audrey Gordon - *Audrey Gordon Parties*
Heather Henderson, CSEP, CMP - *Cisco Systems*
Lisa Hurley - *Special Events Magazine*
Greg Jenkins - *Bravo Productions*
Sandra Lady, CMP - *Universal Studios City Walk*
Jorge Lopez - *J&M Entertainment & Event Production*
Youngsong Martin - *Wildflower Linen*
Dave Merrell - *AOO Events*
Andrea Michaels - *Extraordinary Events*
Mary Ann Reilly, CMP - *Wildflower Linen*
Joann Roth-Oseary - *Someone's In The Kitchen*
Bill Pry - *BBJ Linen*
Phillipe Sautot - *Events by Philippe*
Terry Singleton, CSEP - *CCP Events, Inc.*
Sasha Souza - *Sasha Souza Events*
Cindy Wiedenheft - *TRIG INK production and design*

Trump National offers some of the most breathtaking scenery in Los Angeles County. Located on the bluffs of the Palos Verdes Peninsula, it's a perfect setting to mingle with the masters and enjoy cocktails and sweeping views of the sparkling Pacific coastline and picturesque Catalina Island.

At your dinner table you will be served a fantastic four course meal as four different masters (one for each course)



sit and share their wisdom.

This event is sure to sell out - don't be left standing at the door, as seating is limited. [Register now!](#)



Trump National Golf Club
LOS ANGELES

ISES LA JAM at Pasadena Conference Center

The 2008 ISES LA Joint Allied Mixer (JAM) was the place to be on September 16th. Hundreds of Southern California's special events professionals were there. It was great connecting with friends and colleagues.



Participating organizations included ISES Orange County and San Diego, MPI Southern California, Association of Bridal Consultants, Set Decorators Society of America, Hospitality Sales and Marketing Association International and many more!

Special thanks to our
JAM Sponsors:

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Photos Courtesy of Air Dimensional Design

Quarterly Breakfast Series at Castle Green in Pasadena

Novice Members got the scoop on how to get involved and where to get started in the business of Special Events on September 24th. The morning's event was centered around a panel of came from different backgrounds in the industry and shared collective know-how and experience. The Quarterly Breakfast Series is great example of ISES membership benefits designed to keep us on the path of professional success.

Thank you to ISES LA's Director of Education Joella Hopkins, CSEP, CMP for moderating this event. And many thanks to the following panelists:

Bobbi Proctor, Agenda Magazine
Rhonda Couchigian, Chameleon Chair Rentals
Jen Poyer, Catalina Island Conservancy

If you have a topic you would like to see at further Breakfast Series events, please contact [Joella Hopkins, CSEP, CMP](#), ISES LA Director of Education.

Special Bulletin

ISES Members Among Those Affected by Recent Hurricanes

With the devastation felt on the Gulf Coast's tourism and event industry by the recent hurricanes, in concert with ISES, Special Events Magazine is creating an online resource to assist storm victims. If you are an event professional in need, or if you can contribute to fellow event professionals harmed by the storm, please send an e-mail [here](#).

To find other resources or other ways to help please click [here](#).

Thank you for your support!

Beverly Hills Here We Come!

La Tavola Fine Linen Rental will be celebrating the opening of our latest Rental Design Studio on Tuesday, November 11th from 4 – 9 pm.

RSVP early at rsvp@latavolalinen.com and we will send you an invitation to the grand opening of our Beverly Hills Studio and to view our amazing selection of linens and experience all the design possibilities. Be inspired.

Check-out our website at www.latavolalinen.com

See you at the opening!



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— Upcoming **Events** —

October 22, 2008 [Halloween Bash](#) at The Victorian, Santa Monica

October 29, 2008 [Agenda XPO Los Angeles](#), Renaissance Hollywood Hotel

November 12, 2008 [3rd Annual Meet the Masters](#) at Trump National

December 3, 2008 Joint Holiday Mixer with at Hangar 8 in Santa Monica

January 28-30, 2009 [The Special Event](#) at San Diego Convention Center

February 22-26, 2008 Event Solutions/Catersource at Las Vegas Hilton



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