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A Message from the President



Deborah Elias, CSEP, CMP

Every year in January I get to revive my event planning soul. I do this by attending The Special Event, which this year was held in the beautiful San Diego, California. My week starts out with a full day of interactive and informative International Special Event Society leadership meetings all day on Monday with a great mixer for all the leadership across the country and world in attendance.

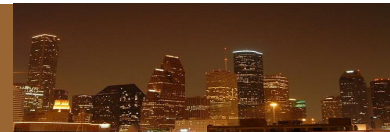
At the meetings, which this year, the Houston chapter boasted one of the highest in leadership attendance, we gleaned very valuable insight on how to run a better chapter. For instance, the programs committee learned about some clever speakers who help market businesses, the membership committee gained knowledge on new ways to increase the membership and communications learned about the new Facebook like application that ISES is going to implement in the coming months.

The next couple of days are a blur of walking the amazingly fabulous trade show and see all the new products, entertainment, etc from around the world and attending the over the top parties at night. These parties are perhaps my favorite and not just for the reason you think – it is because I spend a lot of time – you guessed it NETWORKING! I get to engage in conversations with the best of the best and hopefully in the future it leads to business but if not then for sure it leads to some great friendships.

I encourage you if you haven't attended a conference like TSE to attend one in the future. ISES has a similar conference called EventWorld, which takes place the first part of August in San Francisco and the Southeast Chapter, which if you didn't know you are a part of is going to the Bahamas in mid April. See www.iseshouston.org for more information. Hope you to see at the next conference.

Deborah Elias, CSEP, CMP
Elias Events, LLC

2008-09 President, ISES Houston Chapter



R.E.C. in the Bahamas!



Come join us at the South East Regional Conference held at the Pelican Bay in Lucaya, Grand Bahama Island the weekend of April 17-19, 2009. You will learn about décor, marketing, public relations and trends from some of the industry's most respected experts, including Wedding Planner Sasha Souza and Designer Ira Mitchell. You will

have a chance to mix and mingle with all of the ISES South East Chapters and get to know members from the Caribbean. For just \$200 per person, attendees can participate in educational courses, the welcome reception and the President's reception and dinner. For further information, please visit www.ises-sflc.com or contact Stacy Stern at stacy@thespecialeventsgroup.com.



SAVE THE DATES

ISES Houston Upcoming Events

April Chapter Meeting

April 8, 2009*

6:30 PM

Thomas Rich, Tax Strategies Live

The Children's Museum of Houston

1500 Binz

Houston, TX 77004

Complimentary garage parking

May Chapter Meeting

March 6, 2009

Details to follow

June Chapter Meeting

June 3, 2009

Details to follow

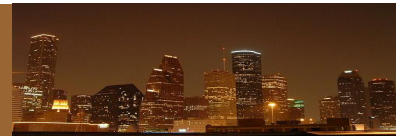
*For those members that are unable to attend due to Passover, we can provide you with an electronic copy of the presentation. We apologize for the scheduling conflict.

Houston Wedding Showcase Premier

The first semi-annual wedding showcase was held at the George R. Brown convention center this past weekend on Saturday, February 28. There were an estimated 1000 brides that attended the show! ISES members that were involved include The Courtyard on St. James Place. The next showcase will be held on August 29, 2009 at the George R. Brown.

Please contact info@houstonweddingshowcase.com for any further information.

Share your company's accomplishments, the latest trends in the industry or your cutting edge ideas. Get published in Soiree, ISES Houston's publication. Submit your articles to communications@iseshouston.org for consideration.



ISES Houston Welcomes New Members!

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Free Publicity for ISES Members

ISES headquarters has hired a public relations consultant to help you tell the stories of your event successes. If you have an article or story that promotes ISES as the industry professionals of choice for corporations or a story that promotes ISES members to the end consumer.

These articles will be pitched to national media sources. We are all involved in fantastic events and by telling our story it helps the credibility of

our industry. If you are like me your marketing budgets are shrinking and hiring a public relation consultant is not a reality. Well here is the opportunity to have a public relations consultant work for you and it will cost you **absolutely nothing**.

If you have stories to share send them to communications@iseshouston.org. Don't put this off, the demand for stories is great. Let's all stand together and tell our success stories.

February Chapter Meeting: Hyatt Regency Downtown

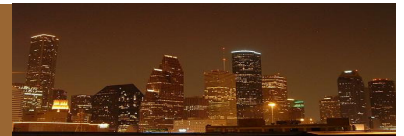
February's ISES Meeting was a hit last month. There were 63 member and non-members in attendance at the newly renovated Window Box on the Second floor of the Hyatt Downtown Hotel. The meeting featured marketing guru, Phillip Vivier, who gave us some advice on how to stop sales from being a numbers game. His theories are based on the importance of the identification of the client personality type. For more information about his book "Stop Selling, Let Them Buy..." please visit www.letthembuy.com. We hope to see you at the next meeting on April 8th at the Children's Museum of Houston!



[Genesis Photographers](#)

Linens provided by [The Linen House](#)
Centerpieces provided by [Plants N Petals](#)

Join ISES and gain access to ever-expanding educational and networking resources.
Join today at www.iseshouston.org.



New Member Spotlight: Claudia De Velasco



Q. What is your position with the company?

A. I am the founder and owner of A Day To Remember.

Q. Provide a brief description of what your company does in the event industry.

A. A Day To Remember is one of Houston's top choices for all your wedding and special event needs, providing everything from cakes, flowers, linens to event planning. Serving locally, nationwide and international.

Q. Any specific accomplishments you would like to highlight?

A. Voted emerging business of the year in 2006 by the Hispanic Chamber of Commerce; several weddings featured on The Knot Magazine

Q. What do you usually drink?

A. Alcoholic beverage: martini
Non-alcoholic: water

Q. What's your favorite smell?

A. Sweet floral scents.

Q. Which living person do you most admire?

A. My father.

Q. What would you most change about yourself?

A. Learn to be more patient.

Q. How do you unwind?

A. A good full body massage!

Q. What makes you happy?

A. So many things, from the laughter of children to the simple pleasures in life.

Q. Describe your favorite dining experience?

A. A fabulous meal at Textile restaurant.

Q. What did you most want to be when you grew up?

A. News anchor.

Q. Where do you see yourself in five years' time?

A. Married with children and a continued success in the business.

Q. What would be your dream holiday?

A. I already have that. Any holiday as long as I'm surrounded by family and loved ones.

Q. What are your distinguishing qualities?

A. Creative, work great under pressure and love a challenge.

Q. What five things could you not live without?

A. Love, happiness, health, food, sanity.

Q. What's your favorite phrase?

A. Assumption is the mother of all "screw" ups!

Q. What tips would you give to others entering the events industry?

A. Learn to be flexible and creative. Realize your weekends are no longer yours, but your job/clients. Learn to work well with others.

Q. What's the most important lesson life has taught you?

A. Be thankful for what you do have. Focus on the positive things in life, not the negative. Cherish every moment you have with your loved ones.