



DEDICATED AND EDUCATED TO DELIVER CREATIVE EXCELLENCE AND PROFESSIONALISM IN SPECIAL EVENTS

in plain **w o r l d s**

A Profile of ISES Excellence: Jaclyn Bernstein, DMCP

By Jennifer Claire Scott

I have known Jaclyn Bernstein, DMCP, president and partner of Empire Force Events, for nearly a decade—we're always having a glass of wine together at industry conferences and association gatherings. Now that I work with Jaclyn, I have gotten to know her in a different light and have developed an even greater respect for her, her partner Robert W. Hulsmeyer, CSEP, DMCP, CMP, and the Empire team. I am fascinated by the evolution of Empire Force Events from a destination management company to an event production company with destination management services—and the role that ISES has played in that success.

When I asked for the official definition of a DMC, Jaclyn pointed me toward "The Guide to Successful Destination Management" for this description: "A professional services company, possessing extensive local knowledge, expertise and resources, specializing in the design and implementation of events, activities, tours and transportation." Clearly, as the textbook describes, DMCs are not just ground operators but are viable within the event industry.

Jaclyn's career, the success of Empire Force Events and the history of ISES all follow the same path. Jaclyn says that she was "enlightened by ISES!" In fact, it was at the first ISES meeting held in New York that Jaclyn met Robert. Right after the event, Jaclyn began her career at Tours de Force Events, her first job out of college. It was because of the friendship she developed with Robert that they decided to buy the company, and in 1994

they created the company that is now Empire Force Events.

A passionate supporter of ISES, Jaclyn proudly states, "If it weren't for ISES, I never would have met my business partner Robert! The company we own was my first career right out of college, and without getting involved with ISES right then, Empire would not be what it is today!"

Collaboration with ISES members from around the world has allowed Empire Force Events to be successful producing events in "the greatest city on earth" and globally. Jaclyn explains, "Partnering with ISES members makes us feel comfortable because we trust their knowledge and professionalism. It is because of our relationships—and friendships—developed through ISES that we can travel with our clients and produce events anywhere."

Typically, a DMC will provide a corporate client with event management as well as more specialized services such as airport meet-and-greets, escorted excursions, transportation, hospitality management, entertainment and decorative design. Jaclyn points out that event industry suppliers frequently disregard DMCs but, in fact, should focus on developing those relationships. "A DM event is often a multiple-day program with many different components; it can include everything from an intimate welcome breakfast to a business meeting with a celebrity keynote address to a citywide scavenger hunt for team-building," Jaclyn says.

Jaclyn often tells the story of one of the first



Joining forces: Jaclyn Bernstein and Empire Force Events partner Robert W. Hulsmeyer began their joint venture in 1994.

events that she and Robert produced at Empire Force Events outside of New York. Back in the early days of the company, their ISES colleague Patti Coons, CSEP, of Wayne Lachman Productions, Hawaii, brought Empire Force to Las Vegas. Jaclyn was challenged with escorting 300 corporate executives to the Grand Canyon. So what did the girl from the Big Apple do? She rented two jets, personally managed the passenger boarding, hired local tour guides, produced an elaborate lunch at a canyon hotel property, and then flew them back to Las Vegas in time for a Wild West-themed dinner en route to the hotel. "All of my training and education at ISES events and conferences taught me that the event is about the complete experience," Jaclyn says.

A founding member of the ISES New York Metro Chapter, Jaclyn has held a variety of leadership roles: New York Metro vice president of programs and education; vice president and director of allied associations; and a six-year term on the international board of governors, serving terms as

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Getting Creative with Bar and Bat Mitzvahs

By Gary Jones, CSEP

One thing I have learned in the social market is clients don't listen unless you're telling them what they want to hear or, more importantly, the word "yes." The biggest "yes" should be one that delivers exceptional quality on an inexpensive price tag.

Clients across the board are looking for the latest and greatest products and services. Everyone seeks that one-of-a-kind event. So how do you deliver? I have discovered that recycling corporate themes can add production savings as well as keep more money in a client's pocket.

For example, corporate groups with a male-dominated attendance enjoy utilizing sporting themes. Large, oversized perimeter decor that makes use of graphics and props for high impact in large ballrooms can also be popular in bar mitzvahs operating under a sports theme. Solid-color jersey overlays have gained more fans than the traditional themed overlay with various balls and sporting equipment.

Today, our society demands sophistication and customization. Requests that maybe 10 years ago didn't surface—such as people wanting the walls and tables that light up—now do. It's easy to find more clients who desire a more refined, tailored look to their bar and bat mitzvahs. Families are now creating two parties with very different decor elements. Adults are in search of the sophistication minus the traditional themed elements.

Food stations have transcended to the social market as well. I have more social groups who are eager to try a mashed potato bar or chef-attended sushi station—foods we have been utilizing with corporate groups for years. A recent bat mitzvah took on a shopping theme that the audience of 13-year-old girls raved about. Food stations were set up to resemble a mall food court. As conventional as this would be for



Shop till they drop: A recent bat mitzvah for 13-year-old girls was shaped into a shopping-themed event.

a corporate group, it was incredibly fresh for this demographic.

Another creative solution for the bar mitzvah market is selling labor. A number of parents enjoy shopping and trips to the craft store to create that perfect tabletop or the ideal decor piece. The problem lies in time. One client had years to generate centerpieces and decor but couldn't install them in the allotted time frame the venue was allowing. With all the religious and familial responsibilities on the special day, my company was hired to install and tear out the pre-designed custom decor.

Just remember, the answer isn't always outside the box. As professionals, we do and see everything—it's our clients who don't.

Name: Gary Jones, CSEP
Company: Gary Jones Presents
Address: 1223 Viewridge Drive
San Antonio, TX 78213 USA
Phone: 210/875-1060
E-mail: gary@garyjonespresents.com



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international membership chair and past leadership council chair. Jaclyn is also a founding member and past board member of the Association of Destination Management Executives; she currently sits on the board of directors of NYC & Co.

The awards that Jaclyn and Empire Force Events have received are prestigious and too numerous to list in full. In addition to a handful of ISES Esprit and New York Metro Big Apple Awards as well as *Special Events Magazine* Gala Awards, Jaclyn has personally received the ISES Spirit of Excellence Mettle Attitude Award and the ISES New York Metro Woman of the Year Award. She was also honored for Empire's service and compassion in the aftermath of Sept. 11, 2001, with a Samaritan Service Award.

Jaclyn was most recently awarded the prestigious ADME Joanne O'Conner President's Award. Named for the first president of ADME, the award is presented to one individual who has made the most significant

contribution to the organization in the past year. "I am humbled by the honor of being chosen for this award, as it recognizes my love of and dedication to ADME," Jaclyn notes. "Just like my involvement with ISES, my ADME service has given me the opportunity to learn from those who do what I personally do every day and has given me colleagues who are now my friends in our eventful profession."

Name: Jennifer Claire Scott
Company: Empire Force Events
Address: 71 W. 23rd St., Sixth Floor
New York, NY 10010 USA
Phone: 212/924-0320, ext. 126
E-mail: jscott@empireforce.com



Eventworld's Executive Track Changes with the Industry



August 16 - 18, 2007

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ISES Eventworld® 2007 Aug. 16-18 Fairmont the Queen Elizabeth Hotel Montreal

Looking for cutting-edge ideas that will inspire and motivate? Just around the corner is ISES Eventworld®—an opportunity for industry professionals to gain exceptional education. Join others in Montreal for a new, exciting conference feature—the Executive Track.

ISES knows personalized education is often difficult to come by. The Executive Track rises to the industry's demand for continuing education from a higher strategic level. The track's two half-day programs provide a rare opportunity to learn from the best. Attendees will leave armed with key points of profitability that business owners and managers face every day.

In addition to the Executive Track, Eventworld will host three other tracks with a bonus wellness track on Saturday. Each offers professional development sessions tailored to individuals involved in event production, corporate/nonprofit events and trends.

"For professionals like me who have been in the industry for 30 years and who are interested in continual professional growth, it's critical to have education that hasn't been done over and

over again," says Kathy L. Miller, president of Total Event Resources in Schaumburg, Ill. Miller is one of the many who will learn from internationally recognized speaker, management consultant and business coach Ron Yudd—Executive Track presenter.

Yudd is the perfect fit to supply this in-demand education. "The need to be specific with education for the executive who owns a business, who has extensive years in the business, and who mentors others is extremely important within our industry," Miller says.

In an era where change is ever-present and trends come and go, the industry calls for high-level, continual education. "If we think that because we have been in the industry for so long we don't need to learn anymore, we will lose sight of the industry," she adds.

Paul Creighton, CSEP, vice president of T. Skorman Productions Inc. in Orlando, Fla., is a member of the Eventworld 2007 Conference Education Committee. As a key contributor to developing all Eventworld education, he notes exactly how the Executive Track is different. "Because many of these professionals were in fact business owners, it made sense to create an educational track specifically designed for them," Creighton says. "The results have been impressive. We are able to offer education on the various event disciplines but also on how to make your business work."



A professional's professional: Ron Yudd is an internationally recognized speaker who will present the Executive Track at Eventworld 2007.

Addressing the industry's needs, the Executive Track brings tips on gaining profitability and managing business growth. "Business owners and those aspiring to ownership have the opportunity to not only learn from the best but network with others who share common interests, problems and solutions," says Terry R. Singleton, CSEP, president of Atlanta-based CCP Events Inc.

See you in Montreal!

For more information, visit www.ises.com.

did you
know?

Bonjour, Montreal!

By The Montreal ISES Committee

For a long time now, Montreal has been considered one of the most important, pivotal cities in North America. The city's creativity and unique European flair has made it a popular destination to host events. It's no wonder Montreal was chosen as the next ISES Eventworld® destination on Aug. 16-18.

From the annual PaperWeek International in February to Daffodil Ball in April, from the Grand Prix in June to the famed International Jazz Festival in July, Montreal is always looking to entertain its guests. It is renowned for its avant-garde style, multicultural zest and explosive art scene. Visionary companies such as Cirque du Soleil and Ubisoft are just a couple of the prominent companies that call Montreal their home.

Visitors will have the chance to enjoy Montreal's fine cuisine, museums and art galleries, panoramic views of the city from the Old Port, the narrow cobblestone streets of Old Montreal, a plethora of trendy boutique hotels, haute couture shopping and a multitude of specialty stores, busy outdoor terraces and the most vivid night life in Canada.

Being the world's second largest French-speaking city, Montreal has undeniable charm and allure. The city's *joie de vivre* emanates from every small cafe and street corner.

People who live in Montreal do so because of the great quality of life. People who visit do so to experience a little of Europe and to revel in the city's energy and excitement. Montreal is the closest thing to New York that Canada has. Its famous bagels, smoked meat



and Cocorico chicken make Montreal unique and endearing. You can walk for hours or take the underground subway system. You can find the most interesting little jazz bars in the most peculiar of places and meet warm and friendly people.

Life is sweet in Montreal—we look forward to sharing it with you.

Name: The Montreal ISES Committee

Web sites: www.isesmontreal.com, www.tourisme-montreal.org

Phone: 514/703-4151

E-mail: diane@platinumweddingplanning.com

the **credits**

ISES STAFF AND EDITORIAL TEAM

Claudette Bouton

Volunteer Editor
AGL Resources
cbouton@aglresources.com

Elise Braun

Membership Services Coordinator
ebraun@smithbucklin.com

Kevin Hacke

Executive Director
khacke@smithbucklin.com

Kristin Prine

Operations Manager
kprine@smithbucklin.com

Lauren Rini

Education Coordinator
lrini@smithbucklin.com

Jenny Schooley

Editor/Coordinator
jschooley@smithbucklin.com

Jodi Talley

Marketing Manager
jtalley@smithbucklin.com



INTERNATIONAL
SPECIAL EVENTS SOCIETY

401 N. Michigan Avenue
Chicago, Illinois 60611 USA

T: 800.688.4737 E: info@ises.com

T: 312.321.6853 W: www.ises.com

F: 312.673.6953

