

Caring HEARTS

QUARTERLY NEWSLETTER ISSUE 1, Q2 2011

OUR MISSION:

The SEARCH Foundation supports event professionals confronted with a catastrophic occurrence and fosters, develops and promotes educational initiatives for the advancement of the industry.

OUR HISTORY:

The SEARCH Foundation was founded in 1997, during the height of the AIDS epidemic, to help special event professionals who were faced with a life-threatening illness. Since then, it has expanded its role to include industry professionals who are facing other challenges such as fire, natural disasters, car accidents, medical situations and more. SEARCH originally stood for Special Events Assistance and Resources with a Caring Heart, although it is now commonly referred to as, simply, SEARCH.

The original founders of the SEARCH Foundation were a group of industry veterans who wanted to give back to the industry they loved. Today, their vision is carried on by a hand-picked Executive Committee and Board of Directors composed of leaders in event planning and designing, and industry suppliers. Since its formation, the SEARCH Foundation has distributed more than \$136,300 to professionals in need of help. The Foundation has also awarded more than 50 scholarships to industry conferences.

Welcome to Caring Hearts

The SEARCH Foundation is delighted to bring you the first issue of *Caring Hearts*, a quarterly newsletter for event professionals who want to learn more about what the SEARCH Foundation is and what it does. You're probably aware that SEARCH is our industry's only organization that is dedicated to helping event professionals who are going through tough times. You may even have contributed to or participated in a SEARCH fund-raiser.

But we'd like you to know how we're using those contributions, and how SEARCH actually works. We can't share individual

stories, due to the anonymous nature of the organization. But we can keep you updated on how we're raising money, and how much we're sharing with industry professionals who really need the help. *Caring Hearts* will also help you understand how SEARCH works, so that when you make a donation you'll know where your funds are going. And you'll learn how you can get help, if it ever becomes necessary.

We hope you will enjoy learning more about the SEARCH Foundation, and encourage you to contact any of the Board members with questions or comments.

The SEARCH Foundation has distributed more than \$136,300 to events industry professionals since it all began in 1997.



Upcoming Events

Industry professionals are invited to hit the links with the **LA Chapter of ISES** on July 18, all for the benefit of the SEARCH Foundation. While the Inaugural Event Industry Golf Classic is taking place, non-golfers are being invited to form singles or foursomes (just like the golf) to compete in The Non-Golfers Foodie Tournament, where they will design and make original tapas. The two groups will come together at the end of the event to enjoy networking, great food and awards. The ISES organizers hope to raise \$2,000-3,000 for SEARCH at the event. "The SEARCH Foundation is the only entity of its kind that is structured to support the event industry exclusively," said Ron Hobbs, chapter president. "It is incumbent upon ISES, as well as all industry associations, to support a foundation like SEARCH."

Details are still coming together for the SEARCH Foundation event being hosted by the St. Louis ISES chapter during **ISES Eventworld®** – but this is what we can tell you: The spirit of St. Louis will be alive and kicking! The party takes place Friday night, August 5, at Lumen in downtown St. Louis. The private event space features 20-foot ceilings with dramatic floor-to-ceiling windows and full, state-of-the-art lighting and sound systems. On the menu will be famous St. Louis barbeque with a trendy twist – be prepared to experience a special treat. And be prepared to bid at the exciting auction that will benefit the SEARCH Foundation! *Buy your tickets now at www.searchfoundation.org. Or if you want to donate an item for the auction, you'll find a donation form on the website as well.*

SEARCH
FOUNDATION
Assisting Event Professionals in Crisis and Education

877.777.9340 | SEARCHFoundation.org

Make a difference,
get involved today!



SEARCH IN ACTION:

Successful Events Raise Nearly \$60,000 in 2011

The SEARCH Foundation's coffers were replenished earlier this year when two successful events were held in conjunction with several industry conferences and tradeshows.

In Phoenix, the Foundation hosted its 13th annual fund-raiser during The Special Event conference. An estimated 250 guests attended the event, held at The Duce, a unique lounge/restaurant/shopping venue located in Phoenix's warehouse district.

A silent auction was held, with many of the prizes being donated by industry suppliers and sponsors. The crowd made its bids using an audience response system provided by IML Worldwide, allowing them to dance, drink and socialize while the bidding took place. The accumulating bids were projected real-time on a large screen that could be seen from around the venue. "Seeing the live visual representation was exhilarating," said SEARCH Foundation Chairwoman Joann Roth-Oseary, "It



definitely helped us raise more money and get the crowd involved."

The event was highlighted by entertainment from Latest Craze, which also donated plasma screens used throughout the venue. Other partners included Kool Party Rentals, Damion Hamilton Photography and The Duce.

Mixing It Up at Event Solutions

Event Solutions and the SEARCH Foundation tried an innovative fundraising idea at this year's Idea Factory conference at the end of February. The Art of the Bar took place Sunday night at three of the Cosmopolitan Hotel's lounges. This event paired up three event

industry personalities (Pauline Parry, Sasha Souza and Eddie Diaz) with three of the Cosmopolitan's mixologists. The teams then competed to create the best signature drink for the evening. Guests purchased tickets that allowed them to sample the drinks at each bar. They then voted on their favorite by donating money to the team that shook up the best beverage.

In addition to raising money for the SEARCH Foundation, guests were treated to the ultimate style of three unique settings within the just-opened, uber-cool Cosmopolitan hotel. "Everybody had a lot of fun, and it was all for a great cause," said Pauline Hoogmoed, CEO of Event Solutions.



How We Help

The SEARCH Foundation has distributed more than \$136,300 to events industry professionals since it all began in 1997. The money has gone to help victims of natural disasters, such as tornados, hurricanes, fire and flooding and people facing serious medical situations in their own or their family's lives. SEARCH has also distributed funds to event businesses who are suffering serious set-backs through no fault of their own.

"So much of our nation has been affected by natural disasters this year," said Kelly Dolan, chair of the Donations committee. "We'd like to remind industry professionals that we are here to help if their business has been directly impacted by the severe weather. Have you lost property or sustained damage due to floods or tornados? We can't help unless you apply! You may submit for yourself or someone else."

See page 4 for instructions on how to apply for help.

DID YOU KNOW?

SEARCH also supports educational initiatives? In the past year, SEARCH has awarded education scholarships to the following events:

- ISES Eventworld 2010 (15 scholarships)
- The Special Event 2011 (15 scholarships)
- 2011 Event Solutions Idea Factory (20 scholarships)
- ISES Eventworld 2011 (applications closed June 1)

If You Need Help

Professionals in the events industry are eligible for up to \$5,000 per calendar year.

HERE IS HOW TO APPLY:

1. Download the Crisis Relief Application, which can be found on www.searchfoundation.org.
2. Fill out all sections of the application, sign it and have it notarized. A complete application includes the following:
 - A cover letter that summarizes the circumstances leading to your request for funds.
 - A description of your involvement in the special events industry.
 - Two letters from events industry professionals confirming your involvement in the events industry.
 - A document that states the amount of funds requested along with an explanation of how the funds will be used.
 - Detail any related medical expenses or personal expenses and submit documentation for those expenses. The more information provided, the easier it is for the committee to understand and judge each case.
3. At the end of the documentation, indicate if you're willing to be contacted for future marketing purposes by the SEARCH Foundation. (This does not affect eligibility.)
4. Email all the documentation to: Corinne@SearchFoundation.org. You will be notified of the request's status within 30 business days after your application has been reviewed.



What Happens After SEARCH Receives an Application?

Great care is taken with every application to make sure all the information remains anonymous, even to the committee members reviewing the paperwork.

First, the application is reviewed by SEARCH's executive administrator to make sure all the information is complete, including the signed and notarized application form and all accompanying documents.

Then, the administrator goes through all documents and removes all references to names, companies and anything else that may possibly identify the applicant. The copy, now with a case number, is forwarded to the Donations Chair, who reviews the case along with two other assigned committee members. Each has a scoring sheet that grades the request based on certain qualifying questions. All three scores are then averaged and the applicant is awarded the percentage of the amount requested based on their score. For example, if an applicant is submitting a request for \$5,000 (the maximum per person, per year, through the SEARCH Foundation) and that case receives a score of 45, that applicant will receive 45 percent of \$5,000.

How You Can Help

We've made it super easy for you to support the SEARCH Foundation with monetary contributions as well as with your talent and experience. Simply choose the program that works best for you!

DONATE

You can make a one-time or recurring donation in a variety of ways. Our website, www.searchfoundation.org, allows you to donate online or by mail. Our "In Honor of" and "In Memory of" programs let you make a donation in someone's name or memory. We'll send a card to you or whoever you designate acknowledging the gift.

There's even a way to involve your clients in the process, with our Client Appreciation program. In return for donating a portion of your income from a project, we will send a card to your client, thanking them for being the catalyst for your donation. But that's not all. We will list your company on our website, and identify you as a program sponsor. And, your company will be mentioned at two major SEARCH Foundation fundraisers, giving you even more industry exposure.

FUNDRAISERS

The SEARCH Foundation hosts three major fundraising events each year, in conjunction with industry conferences and tradeshows.

- The Special Event conference and tradeshow, which takes place in January
- The Event Solutions Idea Factory and Catersource conferences and shows are held in Las Vegas each Spring
- The ISES international conference, ISES Eventworld®, is held late summer. In 2011, ISES Eventworld will be in St. Louis

Each of these are not-to-miss events with ample opportunity for you to make a contribution, whether it is purchasing a ticket, participating in a silent auction or donating items for an auction.

Better yet, organize your own local fund-raiser, as many ISES chapters do, and donate the proceeds to the SEARCH Foundation! After all, you do know how to plan events!

INVITE SEARCH TO YOUR MEETING.

Is your local association chapter up-to-speed on SEARCH and all the good things it does for our industry? The SEARCH Public Relations committee is working on finalizing a schedule of SEARCH speaking engagements at ISES, HSMAI, MPI and NACE chapters. Build some excitement and increase awareness by inviting a SEARCH ambassador to address your group – maybe even combine it with a fund-raiser!

Or, if you're interested in becoming a SEARCH ambassador, email searchfoundationpr@gmail.com.

VOLUNTEER

SEARCH is always looking for talented people to serve on our committees and who are willing to contribute time and/or resources in times of crisis. Just let us know you want to get involved! Email Corinne@searchfoundation.org.

HAVE A HEART

Wearing our Caring Heart at industry events shows your support of the SEARCH cause. For a \$50 donation, you can own one of these lovely pieces. Get your Caring Heart today!



Spotlight on Speakers!

Did you know that the latest trend on the event industry speaking circuit is nationally known speakers donating their speaking fees to SEARCH? We thank them for their caring and commitment!



Meet SEARCH's Chairwoman JOANN ROTH-OSEARY

Labor of Love



Joann Roth-Oseary has been chairwoman of the SEARCH Foundation for about six months, but has been an active supporter of the organization from its beginning. "I'm one of the dinosaurs," she says. "I've participated in every fund-raiser since the group was formed."

Roth-Oseary is the founder and owner of the highly acclaimed Someone's in the Kitchen catering and event planning company, based in California. She says that one of the key reasons for forming the group in 1997 was that there were no resources for industry professional to turn to when a personal or business crisis arose. "Because the special events industry was and still is home to many small, Independent companies and entrepreneurs, they don't have support systems in place that a larger corporation may have," she says. "SEARCH provides that safety net."

The Foundation provides financial aid to victims of catastrophes such as car accidents, medical situations and natural disasters, says Roth-Oseary. "We gave more than \$50,000 to help our people in New Orleans when Hurricane Katrina struck," she says. SEARCH

also recently added an education scholarship program to the mix, awarding education grants to industry professionals who lack the means to attend career-enhancing conferences and seminars.

As the industry has become more sophisticated, so has SEARCH's fundraising efforts. Roth-Oseary recalls the early days of the Foundation when the original organizers raised money by getting on stage and belting out songs. Roth-Oseary has been on stage herself dressed like a turkey, a Matzo ball and a valentine to auction off items to raise funds. "We did a lot of crazy things to raise money," she says, "and had great fun doing it!"

In addition to hosting elegant fund raisers at various industry conferences, Roth-Oseary is exploring ways to reach out for corporate sponsorships and donations. "It's a labor of love for the special events industry," she says. "We're like a family, and we take care of our own."

WHO TO CONTACT

EXECUTIVE COMMITTEE

Chairwoman: Joann Roth-Oseary
Someone's in the Kitchen
joann@sitk.com

1st Vice Chairman: David Fischette
GoWest Events & Multimedia
dfischette@gowestevents.com

Secretary and Chair,
Events Committee: Sasha Souza
Sasha Souza Events
s@sashasouzaevents.com

Treasurer: Larry Green
Rentals-Unlimited
larry@rentals-unlimited.net

Immediate Past Chairman:
Michael Cerbelli
MCMC Enterprises
michael.cerbelli@gmail.com

BOARD OF DIRECTORS

Tony Conway, CMP
A Legendary Event
tony@legandaryevents.com

Kelly Dolan
Chair, Donations Committee
Johnson & Johnson Companies
kdolan@its.jnj.com

Janet Elkins
Co-Chair, Fundraising Committee
Eventworks
jelkins@eventworks.com

Pauline Hoogmoed
Chair, Marketing Committee
Event Solutions
pauline@event-solutions.com

Danielle Kowalkowski
Co-Chair, Fundraising Committee
HJ Heinz
danielle.kowalkowski@us.hjheinz.com

Richard LoGuercio
Town & Country Event Rentals
richard@tacer.biz

Erika Lohmar
The Meetinghouse Companies
elohmar@meetinghouse.com

Tara Melingonis
Penton Business Media
tara.melingonis@penton.com

Rick Turner
Chair, Public Relations Committee
Event Source
rickturner@eventsource.net

Jack Weiner
Kool Party Rentals
jack@koolpartyrentals.com

STAFF

Corinne Z. Dudine
Executive Administrator
corinne@searchfoundation.org