

FOR IMMEDIATE RELEASE

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A Wisconsin First... Notable Achievement in Special Events Industry

For more information, please contact:

Lynn Kuhns, P.O. Box 515, Winneconne, WI 54986; (920) 582-0233;

email to writewoodz@charter.net,

or

Gloria Nelson, Gloria Nelson Event Design, (920)582-5995;

email to gloria@nelseventesign.com

Attached please find press release, story suggestions, bio/fact/background sheet and photographs.

For your convenience and links to other resources, this release is posted on

<http://www.nelseventdesign.com>

**Gloria Nelson Becomes First Wisconsin Event Professional
to Receive Hallmark Designation**

Winneconne, Wisconsin (November 29, 2005) - Gloria Nelson, of Winneconne, Wisconsin-based Gloria Nelson Event Design, LLC, was awarded the coveted Certified Special Events Professional (CSEP) designation last week from the Certification Committee of the International Special Events Society (ISES). This makes her the first and only Wisconsin event planning professional to achieve this coveted professional honor in the special-events industry, as one of approximately 280 CSEP's worldwide.

Nelson, who owns Gloria Nelson Event Design, LLC, an award-winning collaborative event production company, has served on the Meeting Professionals International (MPI) - Wisconsin Chapter Board of Directors and the ISES Greater Chicago Chapter Executive Board.

Referred to as the "hallmark of professional achievement", Nelson's CSEP designation is awarded based on outstanding achievements in education, performance, experience and service to the industry. It also reflects a commitment to professional conduct and ethics.

The CSEP designation is awarded exclusively by ISES, the only international umbrella organization that represents professionals in all disciplines of the special events industry.

Nelson, who has more than 25 years of experience as a special events industry professional, said, "I was just stunned when I received my certificate and pin. The process, preparation and exam were one of the most daunting academic or professional undertakings of my adult life."

The special-events industry has experienced phenomenal growth recently with events becoming more challenging and requiring an outstanding level of professionalism. Events include festivals, trade shows, weddings, grand openings for businesses, new construction launches, mall traffic builders, hotel openings or renovation celebrations, professional sports-related venues, product reveals, corporate retreats, appreciation dinners, awards galas and more.

Nelson — who has worked with such clients as Experimental Aircraft Association, (EAA), a professional sport team, athletes and celebrities, association, corporate clients and a select number of social clients — designs and implements all or part of event facets, including entertainment and speakers, corporate theater and staging production, menus, décor and site selection. Financial allocations, logistics, subcontractors, guest safety and risk management evaluations and goal-related effectiveness fall under her expertise and are all part of a day's work.

Unlike some commercially or privately sponsored "certificates," the CSEP designation is awarded on the basis of a stringent and highly competitive point system based on professional

experience, a portfolio presentation of actual work experience, an intensive examination through rigorous professional review of an essay of an event scenario written over a 49 bulletpointed “blueprint” of core competencies and a the knowledge and a random selection of multiple choice exam questions of 4,000 industry terms.

As a CSEP candidate, Nelson attended orientation programs and studied recommended reading materials. She was accepted to sit for the examination in Los Angles in early August, 2005 ,and was one of 10 candidates chosen who then underwent a grueling day long examination that included a case-study essay in which Nelson demonstrated her mastery of the required competencies in a four-hour written essay, scoring a 97 out of 100 possible points; compiled objectives, based on the glossary of terms and a portfolio assessment of an actual event scoring 91 out of another 100 possible points. The CSEP is one of a handful of certification designation that requires a demonstration of actual work performance through the portfolio submission nad grading process.

Nelson was awarded the CSEP designation and received her pin and certificate on November 12, 2005. Shares Nelson, “This is a humbling landmark professional achievement joining those who have gone before me. I have already made a commitment to ‘pay it forward’ and am currently working with another individual in hurricane ravaged New Orleans, one-on-one to assist in their preparation for exam study. As our profession has changed from a perception of “party planning” with two dimensional props to “strategic event design and management” with highly sophisticated technology and other strategic considerations, this designation establishes a clear demarcation for event professionals who has gone the distance and strives to be life-long learners in the industry.”

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Background Information...and Story Spin-off Suggestions

Professional Organizations and Nelson's Professional Biography

Gloria Nelson, CSEP has been involved in corporate, social and nonprofit event and meeting design for 28 years. Her experience in working with Fortune 100 companies, as well as entrepreneurial, small corporate concerns and social clients give her broad-based event design and management knowledge. Background experience includes event management, meeting planning, trade show planning, nonprofit event marketing, corporate theater, staging and production and public relations.

Ms. Nelson owned and operated a boutique meeting, event and public relations management firm headquartered in Barrington, Illinois prior to relocating to Wisconsin. She successfully launched the Sprint PCS wireless market in Northeastern Wisconsin including facets such as advertising, public relations, VIP Receptions, Public Grand Openings and good-will nonprofit alliances within six new markets. GNED's most recent nonprofit collaboration netted more than \$753,000 to a local nonprofit organization, garnering two event production awards in 2005, all strategically based and executed.

Client projects include intimate events for as few as 25 to events for a professional sports team drawing more than 8,000 attendees. GNED has handled VIP grand openings, employee appreciations, awards galas, holiday gatherings, fundraisers and corporate theater and staging for associations and corporate clients as a sampling of the company's body of work. Events are strategically approached from a case study basis with solutions that not only meet client expectations, but strive to always exceed them.

Collaboration on the Grand Opening of the Fox Cities Performing Arts Center in 2002 featured the sophisticated imprint of Ms. Nelson's event design and management that she has become known and respected for in the marketplace with a reception for 2,200 and a 90 minute site turn for a sit-down elegant dinner for 430+ guests.

Ms. Nelson is a proud member of International Special Events Society (ISES), serving on the Chicago Chapter Board of Directors as VP-Communications and also a member of Meeting Professionals International (MPI)-Wisconsin Chapter serving on the Board of Directors from 2004-2006. She has successfully attended and completed the MPI Institutes I & II courses of study and was the 2002-2003 recipient of the President's Award. Ms. Nelson is a frequently requested speaker and a contributing writer for various industry publications. A two-time NICE Award winner and an international ISES Esprit nominee, she successfully garnered her CSEP (Certified Special Event Professional) designation in August, 2005, the hallmark professional designation bestowed upon event professions following rigorous testing by ISES. Nelson is the first, and currently the only, CSEP in Wisconsin.

She also enjoys boating, downhill skiing, cooking and spending time with family and friends.



Through the year: Story suggestions and related topics where Nelson could serve as a resource

Holiday season, awards and/or business section, **“What’s Behind the Big Parties?”**

Details, Details,...How to Make Your Wedding or Other Special Event Truly Special

Plan Your Party Like a Pro Examine the process, creative ingenuity, attention to detail that goes into special events of all sizes

They’re Not Just Party-Planners! Behind the scenes: How special event professionals work.

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What She’s Known For...

Nelson’s professional expertise includes: strategic analysis and establishment of measurable goals and objectives, timelines, running order, event over descriptions, budget development, site selection and site plan and layout... rooming needs, negotiations and contracting of food and beverage, menu planning negotiations and contracting services and presentation staffs, safety and risk management assessments, safe service and beverage control, talent procurement (headline entertainment, variety entertainers, bands, professional speakers, interactive walk-around entertainers); games and game shows, team-building activities technical support, décor (linens, props, floral design, themed centerpieces, scenery); corporate theater and staging production (scheduling, script development, specialty lighting, special effects and A/V needs); hardgoods and softgoods (tenting permits, labor needs, graphics support, creative invitations programs and signage, photography/videography, transportation, corporate gifts and takeaways); event staffing (greeters, queuing credentials, security); ancillary programs (companion programs, tours, recreational activities, mini-events); meetings (orientation/training, communications, hospitality, temporary staffing, protocol, guests of honor, government officials, risk management, GAP analysis, insurance needs, special needs considerations, ADA compliance, interpreters, event communications including team and productive with closed circuit radios and ClearComm, valet parking and large group parking scenarios, drayagem emergency services, post-event evaluation and staff and vendor feedback resource management.

ISES, the **International Special Events Society** was founded in 1987 to foster enlightened performance through education while promoting ethical conduct. Comprised of more than 4,000 professionals active in 38 chapters in more than a dozen countries, ISES represents special-event producers from festivals to trade shows that include caterers, decorators, florists, destination-management companies, rental companies, special-effects experts, tent suppliers, audio-visual technicians, party and convention coordinators, balloon artists, educators, journalists, hotel sales managers, specialty entertainers, convention-center managers and others. For more information about ISES visit their website at www.ises.com .