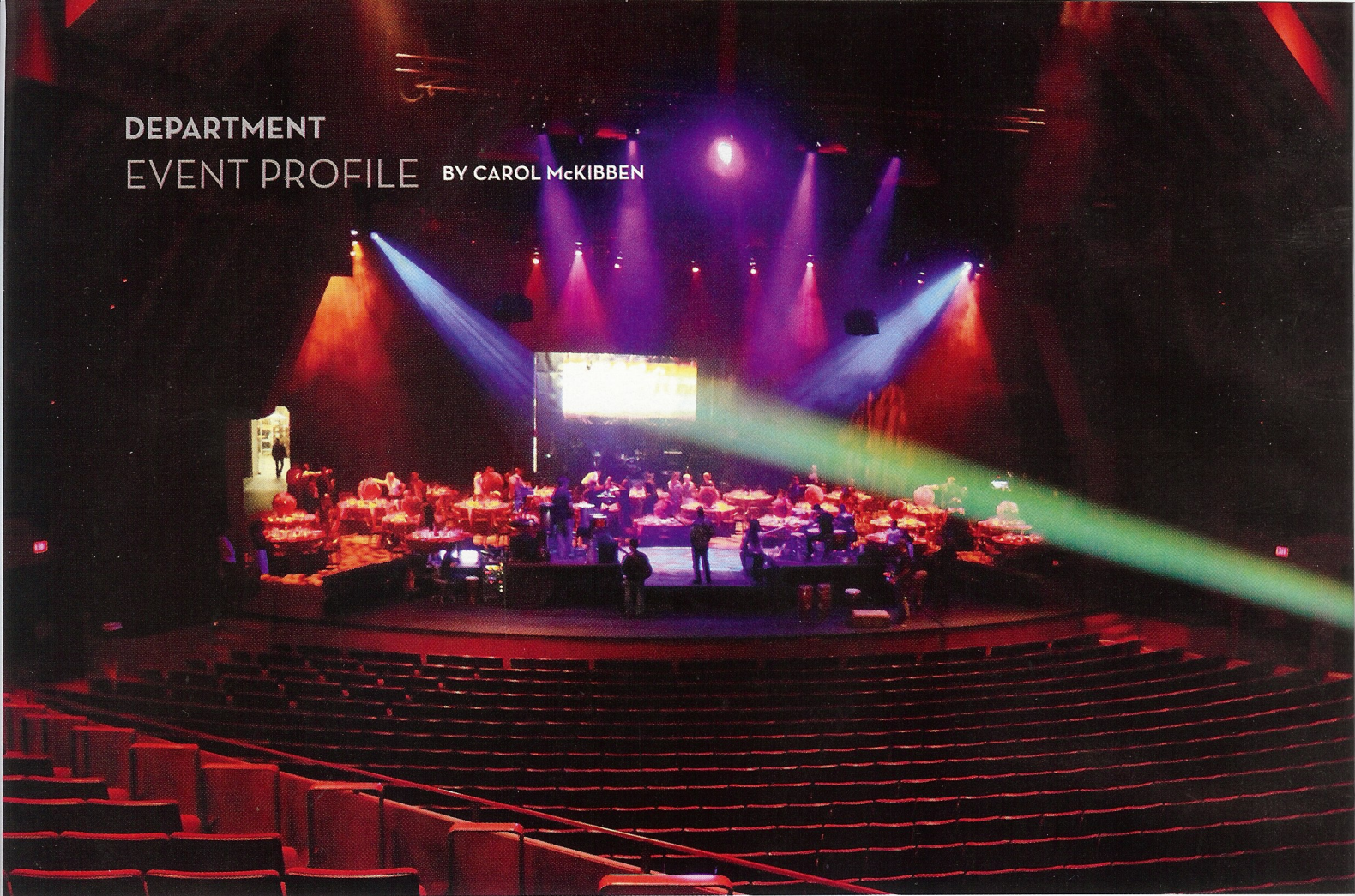


DEPARTMENT EVENT PROFILE BY CAROL McKIBBEN



'A Night at the Theatre' *Creating a special performance for a corporate event*

Cerulean Events wanted to do something different for a long-time Bay Area software client's 2010 awards and recognition event, after having produced the program for a number of years. Jean Leeming, president and founder of Cerulean Events, wanted to create an experience that guests could not achieve on their own. She asked Andrea Michaels, president and creative director of Los Angeles-based Extraordinary Events (EE), to help provide Wow! for the client. Michaels suggested a unique event filled with surprises and the collaboration produced "A Night at the Theatre."

Creating a theater

The typical theater experience became the event's framework. "When people go to the theater, there is an expectation that they will sit in seats and watch a performance" Michaels says. "We twisted that expectation into an evening of customized surprises where the dinner was the performance."

After a short cocktail hour, chimes beckoned the 210 international guests from Europe, Asia and North America into the theater at the Orange County Performing Arts Center (OCPAC). The gigantic stage was hidden behind the event logo, highlighted by specialty lighting and projected onto a cyclorama. At the side of the stage, the company's CEO welcomed guests into the theater. With

musical fanfare, the scrim faded to reveal a stunning dinner set on the stage, then lifted so guests were able to seat themselves on the stage for dinner.

The stage was set with 22 tables. A 24-inch sphere of approximately 500 perfect rose buds, designed by John Daly, was suspended over a mirror and candles were set in the middle of each table. Each spotlighted round table was covered with iridescent deep red, floor-length linens surrounded by chairs with red cushions and wooden backs that almost blended into the floor. Specialty lighting, designed by Greg Christy of Brite Ideas, highlighted the stage, the theater and the entertainment.

Once guests were seated, a hidden hydraulic platform was elevated to stage height to reveal Emmy-winning Spanish guitarist Benise and his cast, who performed three acts during the night. Table centerpieces were raised to allow perfect sight lines to the stage.

Patina Catering created a three-course meal that was presented and choreographed to intersect with the entertainment at just the right moments. The first course included chilled pea and lemongrass soup, Hamachi sashimi and avocado sorbet on a round black plate with a ribbon accent. The main course was a double entree of beef tenderloin with black truffle sauce and lobster tail



“When people go to the theater, there is an expectation that they will sit in seats and watch a performance. We twisted that expectation into an evening of customized surprises.”

garnished with truffle shavings, house-made mushroom ravioli and asparagus. Dessert was a chocolate symphony served in a frosted trio glass plate.

The awards ceremony took place on a stage directly across from the dining “performance.” As Benise’s cast was lowered on the hydraulic platform, the drapes on the awards stage were raised to reveal The Zippers, dubbed by Music Connection magazine as the “ultimate cover band of all-time” and guests danced to their favorite songs.

The challenges

“My greatest challenge was justifying the cost of the off-site venue and related expenses to the client,” says Leeming. “We have stayed on-property 90 percent of the time for this client’s gala evening. However, I felt the OCPAC was the perfect venue to deliver the Wow! that I wanted.”

Leeming says the workings of the theater enabled her team to hang and move centerpieces, produce creative lighting, rig aerial performances and unveil the tables on stage, the band on a hydraulic orchestra pit and the Zippers with a back curtain lift as surprise reveals.

For Michaels, the challenge was explaining the reality and resultant expenses of working in a theater to the client: “Most people think that a theater comes with all the sound and lighting that one sees and

hears when attending a Broadway show. But it isn’t there. The theater is an empty shell, and everything needs to be supplied.” The timing on this event was also critical since the food service, entertainment and reveals had to be synchronized perfectly.

A team effort

Everything from the initial proposal and bid process with the client to coming up with creative customized theme ideas and the final execution was a team effort between Cerulean and Extraordinary Events, including not only Leeming and Michaels, but also Halya Mugglebee, senior producer at Extraordinary Events, and Bianca Gruetter, vice president of operations at Cerulean. “Everyone involved made it a true dream team.” **es**

BEHIND THE EVENT

Event Planner
Cerulean Events
www.ceruleanevents.com

Event Producer
Extraordinary Events
www.extraordinaryevents.net

Venue
Orange County Performing Arts Center
www.ocpac.org

Lighting, Sound, Technical Support
Brite Ideas
www.briteideaslighting.com

Catering
Patina Catering
www.Patinagroup.com

Floral
John Daly Inc. International
www.jdalyinc.com/

Featured Performers
Benise/www.benise.com
The Zippers/www.thezippers.com

Independent Edge

A Publication of the MPI Independent Meeting Planners Special Interest Group

Volume 1, Number 2

Winter 1993

Brochures that sell

by Carol McKibben

I recently received a nifty, redesigned brochure from John Robinson of Tables & Chairs Inc. in Atlanta. Last year I used John's old brochure in a seminar I presented, during which we talked about the essential elements needed to create high impact and response. John incorporated a few of these ideas into his redesign and created a better brochure.

Many of the ideas I presented were gleaned from the gurus at The Marketing Federation, a group in Fort Lauderdale which does research, provides education and offers consulting services on direct mail and other marketing techniques. I have discovered other ideas through trial and error.

Most people forget 90 percent of what they are told. What you leave behind after a meeting, or send to people to get their attention, has to speak for you. Whether you do your brochures and written materials in-house or hire an outside consultant, there are key factors you need to include to create a best seller.

- Create a screen infiltrator. The brochure has to get past the individual who monitors the mail. If what you send looks like a mass mailing, it won't reach your intended audience. It needs to be personalized and create a first-class impression.
- Tell who you are, what you are and where you are. This is basic, but it's often underplayed. Build credibility by playing up your important assets. Do you have 30 years of dependability? Have you been the supplier to some outstanding meeting for the past 10 years? What makes you unique?
- State your targeted audience. Tell the reader about your business and to whom it applies. If you specialize, tell them. Also make sure you are on your audience's wavelength and the brochure

is the style or image wanted.

- Give a guarantee. Stand behind your products and service 100 percent. This tells the customer they are safe with you.
- Provide sale clinchers. State what the customer will get by doing business with you. Benefits need to be concrete, such as a 24-hour service number, discounts for pre-payments, discounts for multiple bookings or for bookings placed far in advance. Play up the fact you take credit cards to allow payment plans. All benefits should be stated with active verbs like get, receive or take. These should be on the front and back of the brochure and you should explain why your benefits are important to the reader. Don't assume people will interpret what they mean.
- Anchor the company in the customer's mind. If you have special people you want to reach, try delivering the brochure in a different way, either by messenger or in a special wrapping.
- Use subheadings. People don't read everything in a brochure. Many only read headings and they do it from back to front. They look for the "why not's" first, so show them the "why for's" in every subheading. Help them find easily what is important to them.
- Write staccato style. For instance, say "Five Reasons to Rent Linens." Don't say "This company can show you five reasons why you should rent linens."
- Utilize numbers for clarity. Numbers increase your meaning and make it easier for you to adopt staccato-style writing. For example, "Ten New Ideas," "Five Ways to Increase Sales," etc.
- Don't be afraid to be copy-heavy. The Marketing Federation research shows that brochures with a great deal of copy pull the best response rates.



Carol McKibben

- Be repetitive. The key to good marketing is to tell them, tell them what you told them and then tell them again.

One final note: Always send out a personalized letter with your brochure. Your clients are more educated than ever before. Focus your direct mail. Make sure you're mailing to the people most likely to buy. This means you will be carefully targeting who receives your brochure, and it means you really need to know your audience. ●

Carol F. McKibben is senior partner of McKibben Consulting, a project management and communications consulting firm in Chatsworth, California. Prior to that she was vice president/publisher of Special Events magazine.

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the Independent Edge

A Publication of the MPI Independent Meeting Planners Special Interest Group

Volume 2, Number 1

Fall 1993

Swimming with the sharks

by Carol McKibben, McKibben Consulting, Chatsworth, CA

The following story really sets me on fire! What's most upsetting is the shabbiness of the whole situation. The story is true, so the names have been changed.

The president of Shark & Co. calls I.M. Professional one evening at home. Shark & Co. has a problem with a big job it is doing for a wealthy client and needs I.M. Professional to bail it out. Because of the problem, Shark & Co. will not have enough profit margin built into this job to pay I.M. Professional his normal fee. The benefit, Shark assures Professional, is an introduction to the wealthy client and the possibility of additional work once the customer is duly impressed. This in essence is Shark's payoff to Professional.

So Professional solves Shark's problem. The client is particularly impressed with Professional's talent, so much so that he offers Professional a much bigger job that will stretch over the course of a year and earn Professional a hefty fee.

In the meantime, Professional does another job for Shark's company. Shark asks that Professional accept total payment after the job is completed and Professional agrees. Here's the clincher: When Professional presents the bill, Shark disputes it. He

maintains that Professional should waive the bill entirely. Professional is amazed and asks why. Shark insists that Professional still owes him a commission on the big job he got from the wealthy client to whom he was introduced! There's no mention of the original reduced rate and the verbal understanding between them. There's no loyalty displayed here, just greed. If Shark were loyal to Professional, the word commission wouldn't be in his vocabulary. If Shark had any sense of good business practice, he wouldn't be able to look Professional in the face.

Loyalty. There's so much to be said about this small word. In business, it can make or break you. It's important to maintain a sense of fair play and commitment with vendors, subcontractors, clients and associates alike. It's necessary in today's business world to take care to treat everyone with whom you work with respect. It's only sensible that business agreements be outlined in writing, but it's only human nature for us to want to trust each other. Unfortunately, the actions of companies such as Shark make verbal understandings a thing of the past. We must now protect ourselves by approaching any negotiation as if we were swimming

with sharks. And it's only through well-established loyalty that we can find a comfort zone.

In a small industry, the knowledge of a disloyal act spreads quickly. It's



Carol McKibben

noteworthy to mention that Shark & Co. has developed a rather dubious reputation. In fact, it seems to be struggling for survival at this very moment. Somehow, poetic justice prevails in this case; wouldn't you agree? ●

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Bringing life to leadership in Atlanta

by Lynne K. Tiras, CMP

Both my husband and I attended the MPI Annual Conference in Atlanta last June. Harvey is my partner in my meeting planning business. Like me, he is eager to learn more about the industry and to watch for trends to help us build our company. Taking three days away from the office to be part of "Bringing Life to Leadership"

proved to be a wise decision.

We attended some great general sessions and workshops; and, of course, the evening events were wonderful. Our personal favorites, though, were the times when independent planners could all be in the see *Atlanta* on page 4

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V I E W P O I N T

Reflections From The Freeway



My best friend is my husband, Mark. I found myself thinking this on the 30-mile drive home last night. Suddenly I flashed back to March 16, 1984, the day I almost lost my best friend.

He was on a two-lane highway near Santa Paula, California, where he found himself playing chicken with a semi-tractor trailer truck. He lost, and that night I waited by his side as he struggled to survive. The most amazing part about his survival wasn't that he lost more than half the blood in his body after literally being crushed in his car. What was amazing was the manner in which he took a firm grip on the thin threads holding him to life and slowly put his body

back together through 14 surgical operations.

It was the first time I had ever witnessed first-hand the indomitable human spirit's fight, not just to survive, *but to overcome completely all obstacles*. He did it with wit, even laughter, and the unswerving determination and strength of a steam engine hell-bent in one direction. In my mind, it surpassed the achievement of winning a gold medal in the Olympics or any number of awards that a group of humans can bestow upon another.

Out of all that came this renewed sense of self and the resolve to take complete control of his life instead of letting it dictate to him. He ultimately put away his golden handcuffs as vice president of a corporation and joined the multitude of small business owners to pursue the American Dream.

The drive home was indeed a reflective one, and the typically jammed L.A. freeways gave me additional time to complete my circle of thought. At the office, we had just finished judging some 400 Gala Award entries. My brain was stuck on this whole issue of excellence and achievement. Some of what we reviewed is outlined for you as you continue to read this publication. But on the freeway, I asked myself, "What separates achievers from others? Maybe it's a mind-set?" Sometimes I think it is simply just believing that something is possible. Other times, I think achievement comes from simply not being aware that the impossibility of it even exists.

I know that when I began with *Special Events*® magazine and an industry about which most people had not heard, my mind-set was the latter. Where Mark is concerned, I think his achievements stem from both.

My thoughts were brought back to the red lights before me as I realized the traffic jam had been caused by passers-by gawking at a highway patrolman giving a woman a ticket. Something so small had affected the lives of hundreds of people trying to get home. And something so large had affected the life of one person — Mark. At that moment I knew it was important to tell his story, in the hopes that his achievement and renewed sense of life could affect the lives of others.

His story embodies the spirit that drives achievement. It's a spirit I have discovered in many of the friends I've made over the past eight years in this industry. This issue is dedicated to them and to Mark. I'm proud to know all of you.

PUBLISHER

Behind the concert venue in New York's Central Park stands a completely blackened tree. It's in the spot where everyone parks the generators.

No one ever thinks to put the generators anywhere else, so they continuously spew diesel fumes upon this once-beautiful creation of nature. For **Lewis Siris**, a producer of mega public events, the tree is symbolic of the damage that people do to their environment and should be the image of prevention for event professionals everywhere.

As Siris knows, producing environmentally-safe events is a matter of conscience. There are relatively few federal environmental regulations that apply to events. Environmental issues are mostly localized and vary among cities, states and countries.

"The difficulty is that the regulations are so obtuse that no one knows who is responsible," says **Jonathan Howe**, legal counsel for the event industry at Chicago-based Howe & Hutton.

Savvy event professionals with consciences, like Lewis Siris, have taken the responsibility and have proven that when creative thinking is applied to the prevention of environmental damage at event sites, results often include long-range cost savings and good promotion value for them.



A Proactive Stance

Carol Ann Roe, president of Kaleidoscope Events in Tonawanda, New York, is one of them. As the project coordinator for The Taste of Buffalo, Roe has taken a proactive environmental stance. The not-for-profit event, produced this year on July

8-9, is in its twelfth year. It hosts, on a downtown three-quarter-mile pedestrian mall, some 400,000 people sampling food from more than 55 restaurants with four stages showcasing hundreds of entertainers over a single weekend. When the last of 5,000 trash bags is loaded, more than 14 tons of garbage has been collected.

With the potential impact on its location, The Taste of Buffalo's mission statement is to "operate in an environmentally-friendly manner". Roe formed an environmental committee four years ago to analyze what the event was doing to the environment and how they could reduce the impact. Their first priority was garbage and ways to reduce it. (Garbage is also one of the event's single largest expenditures — approximately \$13,000.)



Right Things

Reduction Techniques Used By Taste of Buffalo

- Elimination of glass or cans for soda with everything put on tap.
- Canned juices are poured into reusable collectible cups or plastic recyclable ones that are dishwasher safe. Empty cans go back with the supplier truck.
- The purchase of keepsake cups that get refills to further encourage patrons to save them. Like the plastic recyclable cup, they are dishwasher-safe, sturdy and colorful.
- An additional purchase of collectible sipping cups with covers and straws that can be hung on belts to free both hands for walking and food tasting. (The Taste of Buffalo sold them for \$2.00 with Pepsi. The cost was just slightly less than the selling price.

The event just broke even on them, only because they bought too many, resulting in leftovers that were date stamped and couldn't be used again. These were donated to charity. They will try it again if they get a cup sponsor and print less quantity to assure coming out ahead.) Roe says that all the keepsake cups that get misplaced or thrown away are always picked out of the trash by patrons.

- Cutting the size of the 100,000 event programs from an 8 1/2" x 11" format to "playbill" size, on recycled paper. These are easier for people to keep because they easily slip into a pocket or purse, and they aren't thrown away. This has eliminated the amount of paper used with the larger size, and sponsors haven't registered

any concerns regarding the size reduction.

- Elimination of printed maps inside the event program. Instead, the event uses sign-size "You Are Here" maps at logistical points throughout the event.
- Elimination of balloons as giveaways to children, which eventually would float up into the transit and telephone lines, or trees. Now Roe uses more balloon arches and controlled balloon art throughout the event and still gets the benefits without the potential problems.

Roe and her committee still haven't gotten rid of paper coded cups provided by the restaurants. This is an issue because Roe feels it makes it difficult for restaurants to participate if



A "recycled" sand castle creation from Palo Alto's "Recyclable Events".

the event imposes environmental restrictions on participants who close down for the weekend in order to be involved. However, Roe is considering some type of festival award to the restaurant that complies most creatively. Giving them recognition that they can use as a marketing tool is the potential incentive she needs to tackle this problem.



Recycling

Besides requiring restaurants to put the 9,600 pounds of compacted, flattened corrugated cardboard boxes out before and after the event for a recycling truck, as well as normal recycling efforts, The Taste of Buffalo tried an experiment last year. It made one block a "recycle block". Receptacles were strategically placed, with volunteers directing what should go into each.

Roe and her consultants say it failed because: the grease on the plates contaminated the paper and made them non-recyclable; because people

didn't dispose of the garbage properly, even with volunteers monitoring; and because the physical location was too small to allow removal and temporary storage until final cleanup.

Even though the "experimental block" didn't work this time, Roe asserts that every year The Taste of Buffalo is challenged with trying new things. This year, the press conference was totally recyclable. At the conference, Novon International, Inc. (formerly Ecostar International) of Tonawanda, New York, provided all the restaurants with free biodegradable utensils and trash bags. Sofco Mead, another Buffalo-based company, supplied

biodegradable cups and plates. The press conference, a mini-tasting for 300 of the press corps, was an attempt to take this effort to the next step.



Environmentally Safeguarding Events

One of Roe's associates, **Tracy LeBlanc**, is also committed to safeguarding event environments. LeBlanc, president of Buffalo-based Events & Entertainment Marketing, provides marketing and sponsorship services to the Erie County Fair in Buffalo. In the case of the fair, the planner's steps in scrutinizing the environmental impact of the event prevented it from potentially getting a PR "black eye" and even kept it from coming to a grinding halt.

"I was surprised to discover that the leakage of transmission fluids from tractor trailers bringing in carnival equipment could run off into water sources if we didn't rearrange parking for these trucks," says LeBlanc. The consequences of a mistake like this could have been disastrous for the fair.

"We learned that issues regarding things like toxins from transformers and electricity needs become as important as recycling where the fair was concerned. The fair runs during the hottest part of Summer. We started to notice, at certain peak times during the day, that outlets didn't produce full charges and equipment wouldn't work because so much energy was being expended by the fair and the surrounding community. We began to work with the utility company closely to adjust power needs. It became important to consider the time of day to run events with the heaviest electrical needs. If we didn't plan for this, both the community and our events wouldn't have been fully operational," says LeBlanc.



Environmentally-Safe Mega City Events

Lewis Siris, president of Public Works, Inc. of New York City, is the quintessential example of an event manager who is more than prepared to produce environmentally-safe events. Siris, a public event specialist, has had a significant role in the production of events reaching literally millions of spectators and involving thousands of participants, such as: Earth Day New York, the New York Marathon, and the 52nd Inaugural.



Earth Day New York

Siris recalls the 1990 national 20th-anniversary celebration of Earth Day in New York City with 3,000 volunteers, a large staff and 1.5 million people. The day-long celebration was broken into three parts, beginning with an opening ceremony in Times Square, a procession to the Avenue of The Americas for a street fair, and celebrity entertainment in Central Park.

"The street fair consisted of hundreds of environmental organizations displaying wares, education, and literature on recycled paper," says Siris. "New York City only has recycling requirements and restrictions against using styrofoam. Since this is an environmental event, we had to practice what we preach, so there were recycling stations throughout.

Marshals made sure that people separated their trash into the correct containers.

"We had 2,000 marshals in Central Park because one million people create lots of trash, which needed to be sorted, separated and taken away. The marshals also patrolled the trees to prevent people from climbing them to watch the entertainment. This was done for people's safety and to prevent damage to the trees," says Siris.

Siris was particularly concerned with the impact of the concert installation in Central Park and its effect on the trees. For this event, as all others, he did a site visit to see what needed to be reconfigured to prevent any negatives. In considering the staging,

Savvy event professionals with consciences have found that results often include long-range cost savings and good promotion value.

he looked at the tree ceiling to see how that limited the staging.

"I knew by measuring the tree ceiling and considering the staging needs that this would be a problem and that I had to be prepared to protect the trees," asserts Siris. He didn't want to break branches off trees, so he devised a method for his staff to use long rakes and either walk beside or ride on top of the construction vehicles to gently move the branches out of harm's way.

"This slowed the total installation time by approximately 30 minutes, but it saved money in the long run by allowing us to get our site restoration bond to the park back," says Siris.

It was decided that this year's 25th anniversary on April 22 would not go back into Central Park but that a parade would satisfy all the event's goals.

Siris and his team created Parade

For The Planet, featuring a variety of environmental issues, with thousands of volunteers, the participation of children, environmental and art groups, and entertainers. The parade became the message, and Siris asked participating groups to convey their messages visually and symbolically, rather than by handing out literature. Environmental precautions included:

- No literature or leaflets - just parade participation.
- No food operation with refrigeration trucks coming in and polluting the air and being the source of additional trash. (Siris had the luxury of having his spectators depend upon the plentiful New York City street vendors for refreshments. But, when Siris does have food operations, he eliminates napkins and plates where possible and has servers, wearing plastic gloves, offer items like cookies. "After all, from what I've observed, people just take the cookies and immediately throw away the paperware.")
- No floats allowed. People were kept on the ground. Besides using up materials, floats pulled by trucks at 2.5 miles an hour pollute the air. No conventionally-fueled vehicles were used, only natural gas-driven, electric-powered or human-powered. (Siris had pressure from one sponsor for a float and resolved it by allowing the float to be pulled by an electric vehicle provided by the New York State Power Authority, who provided all other utilitarian vehicles.)
- Recycling stations were provided by a major recycler. Haulers will do this and provide staff to marshal them since there is a lot of competition among these companies.
- Everything made for the event — props, costumes, signs, etc. — was created from recycled, non-toxic materials only.



Reuse

Material For The Arts helps make it possible for Lewis Siris to create events using only recycled materials for such necessities as props, costumes, and signs. Material For The Arts, founded in 1979, is funded by the New York City Departments of Cultural Affairs

38 Tips

For Planning Environmentally-Safe Events

Analyzing An Event Site

An event must convey a message and be a good experience. Being site specific is everything. Think about the best use of the site and how you can protect it. Consider what can be done and what can't be. Ask what is reasonable and feasible. If there is unbearable noise at an event, of course the site city will come down on management, but think through other areas of the event that will have a profound impact on the site. Here are a few from which to choose:

- 1 Don't select a site for 5,000 where the talent produced draws 15,000.
- 2 Remember that construction creates site damage. Consider erosion that results from construction. Think about erosion from walkway areas and ditches for cables.
- 3 Analyze staging needs and how this will affect the trees.
- 4 Consider staking alternatives, like the more labor-intensive concrete or water weights.
- 5 Think about access to events via public transportation.
- 6 Determine air emissions of equipment and vehicles. Use transportation that gets good gas mileage. Internationally, insist on lead-free petrol for vans, buses and rental cars. (Lead-free fuels are available but not standard outside the United States.)

Continued on page 22

and Sanitation. The program has counterparts in many other cities, such as Los Angeles, San Francisco, Washington, D.C., Atlanta and Durham (see the list of programs on page 15).

"Material For The Arts is a waste reduction program that creates a win-win situation for business, the city and the arts by collecting materials and getting them back out to people for good uses," says program director **Susan Glass**. The program recycled more than 800 tons of material in three years by having businesses in the city give their discards to the program for a tax write-off.

"We collect things like: trim and notions from the garment district, sequin honey combs, fabric from companies like The Gap, leftover paint, furniture, carpet, wallpaper, lumber, hardware, office equipment, gaffer tape, particle board, twine, and even tools," says Glass.

Organizations or individuals must apply and meet program requirements showing they are involved in cultural programming explains Glass. "When they apply and don't qualify, we give them the information they need to help

them build into the category," she says.

"Once a part of the program, the groups can go shopping at the 10,000-square-foot warehouse," says Siris. "I can build a set for \$2,500 instead of \$25,000. I build it with a mind to re-use it repeatedly by using brackets or screws instead of glue. Then, I donate it back to Material For The Arts for re-use if I can't use it again. I make all my props and costumes this way. On big projects, I get the desks and equipment for temporary offices and then give them back for re-use," explains Siris.

The Environmental Protection Agency (EPA) gave Material For The Arts a grant to write a booklet on how to replicate this program. The booklet is available through Material For The Arts at 410 West 16th Street, 4th Floor, New York, NY 10011

Small City Events

Like Siris, **Susan Churcher** says all her events are based on "recycling everything". Churcher, special events supervisor for the City of Palo Alto, California (population 55,000 and smaller than some of Roe, LeBlanc and Siris' events) says that her city is budget-shy and has been very environmentally-conscious since the initial Earth Day Celebration.

Churcher uses as an example of one of her "recycled events" Sand Castles, Art and Other Architectural Marvels, completed this past June 9. Now in its sixth year, the event draws approximately 5,000 people and features a sand castle competition, music, lifeguards, and street art on a closed street at City Hall Plaza. The City also provides finger painting, chalk art, and community boxes for the children to build sand castles and participate in street art.

The event, which keeps water use to a minimum, uses 20 tons of sand, distributed into six-foot-square sandboxes. After the event, the sand is removed by the city and distributed among the various children's sandboxes in parks. The same wood for the sandboxes is used every year and is stored until needed for something else.

Props are rented and decor is recycled yearly. "We never make

decor we don't use over or can't change," says Churcher. "Some time ago, I purchased hundreds of bamboo poles of different lengths. Every year we change them by shredding and spray painting used plastic table cloths. We use the bamboo poles at a variety of events as banner carriers and entrances. At the Sand Castle event, we will line the grass on the Plaza with them."

Churcher tries never to create trash. No food requiring napkins or plates is used. At the Sand Castle event, beach-type food includes pretzels and ice cream in recycled paper. Fresh lemonade is served in a high-quality keepsake cup. For the small amount of trash that occurs, the local conservation corps comes in to recycle, and the same cardboard boxes are repeatedly used for trash.

Cost Factors

Roe, Churcher, LeBlanc and Siris all feel that there's so much that planners can do without getting really costly. In

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Continued from page 14

fact, Roe says, "The cost balances out or is a savings in the long run. We're still analyzing, but feel over time that it will be a big savings. It doesn't have to be labor intensive with the help of volunteer groups, and the PR value is worth the effort."

While Roe is still analyzing costs, Churcher knows that the city has cut its expenses by 60 percent since the inception of its Sand Castle event. "In fact, the only thing the city pays for is its staff to do the event," says Churcher.

LeBlanc, too, knows that environmentally-conscious events can be more cost effective in the long run. "We have a great opportunity for events in the use of recycled materials. The business lends itself to it. It just takes time to think it through. If planners don't prepare for it and don't do it, they'll be behind in 10 years."

Intuitively, Siris says that being environmentally conscious isn't costly. He feels he has no choice, and that none of us do. "I haven't stopped to break it down and compare it closely. I do know that overall it doesn't cost more, and, in time it will cost less. If we all start shopping that way, prices will come down on recyclable items. No one in this profession wants to expose others or the world we live in to bad things. After all, everyone knows it's the right thing to do," sighs Siris. And as he becomes quiet for a moment, it's a sure thing that his mind has wandered back to that sad, blackened tree in Central Park again.

Carol F. McKibben, CSEP, provides corporate communication, marketing, seminar-convention development and project management services to corporations and other event professionals.

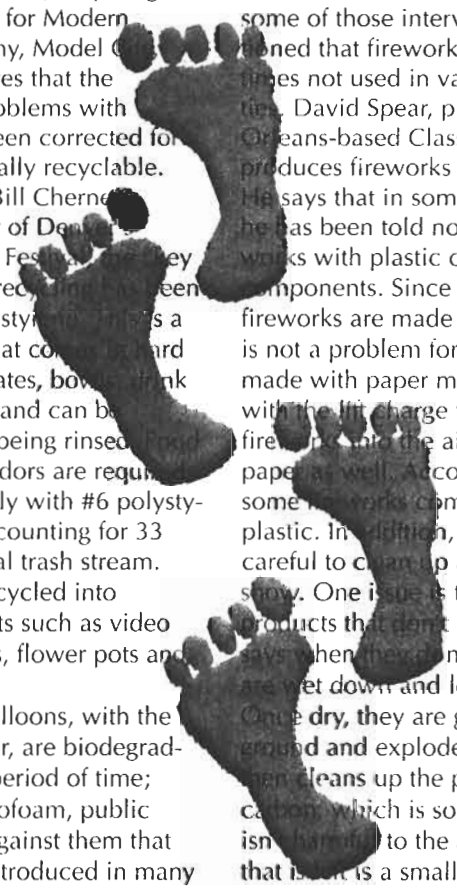
"Footnotes"

Michael Lorre, recycling director for Modern Company, Model New York, indicates that the environmental problems with styrofoam have been corrected for years, and it is totally recyclable.

According to Bill Chernick, executive director of DeCherry Creek Arts Festival, they to our success in recycling been the use of #6 polystyrene is a versatile plastic that comes in hard and soft forms (plates, bowls, cups and cutlery) and can be recycled without being rinsed and beverage vendors are required to serve exclusively with #6 polystyrene products, accounting for 33 percent of our total trash stream. This product is recycled into consumer products such as video cassette cartridges, flower pots and office supplies.

In addition, balloons, with the exception of mylar, are biodegradable over a long period of time; however, like styrofoam, public perception is so against them that they can't get reintroduced in many instances."

In the course of doing this article, some of those interviewed mentioned that fireworks were sometimes not used in various communities. David Spear, president of New Orleans-based Classic Fireworks produces fireworks internationally. He says that in some communities he has been told not to use fireworks with plastic casings or components. Since 95 percent of his fireworks are made from paper, this is not a problem for him. His are made with paper maché and glue, with the little charge that throws the fire into the air made with paper as well. According to Spear, some fireworks companies do use plastic. In addition, his company is careful to clean up any debris after a show. One issue is the disposal of products that don't explode. Spear says when they don't explode, they are wet down and left to dry out. Once dry, they are gathered on the ground and exploded. The crew then cleans up the paper, sulfur and carbon, which is so minimal that it isn't harmful to the atmosphere. All that is left is a small amount of ash.





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Press Release

City of Lompoc Awards McKibben Consulting Contract To Conduct High-Tech Broadband Services Study

For Immediate Release – The **City of Lompoc**, California has awarded **McKibben Consulting**, a Chatsworth, California-based telecommunications firm, a contract to conduct a feasibility study exploring the creation of a utility providing a wide array of high-tech broadband services.

Depending on the findings of the study, the city eventually could provide everything from high-speed Internet services to home entertainment, automated data gathering and telecommunications for business, government and residents.

Mark McKibben said his firm would determine the types of broadband services needed in Lompoc, the type of technology best suited to the community, a conceptual system design for potential services and the estimated cost, staffing requirements and possible partnerships.

"High-speed, reliable, widely available, affordable, and versatile Internet service is not available to all the businesses and citizens of Lompoc," Utilities Director James W. Beck wrote in a staff report. Beck recommended that Lompoc cross the "Digital Divide" to provide a full range of Internet services, communications opportunities and entertainment options. Beck said that the city already has much of the infrastructure in place to create its own broadband utility - power poles and wires, underground conduits, billing and customer service operations and some technical experience.

The Lompoc Record reported that Council member DeWayne Holmdahl said he was pleased with the scope of the study and with the city staff's choice of McKibben. Mayor Dick DeWees echoed the staff report, saying the city has done well with its own electric utility, which was established in 1923, and could repeat that success with a broadband utility.

For more information, contact Carol McKibben at 818.998.1544 or carol@mckibben.com.



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Press Release

Innovative Global Video Network Launched

ASIXpress Offers Broadcast, Cable and Enterprise Video Customers Dynamic Switching within its Global Network for a Flat Fee

Los Angeles and Las Vegas - April 16, 2005 – McKibben Consulting announces the launch of ASIXpress, a new service offering with FiberSat Global Services and Frontiers, all leaders in video delivery. The network will be carried over the facilities of Tyco Telecommunications. This video over IP customer-controlled international service offers broadcast, cable, entertainment and enterprise video customers dynamic switching within its network for a flat fee.

“By combining our resources, we are able to offer highly protected undersea fiber circuits, global connectivity, a world-class Network Operations Center (NOC), customer controlled on-demand booking, automated circuit management and routing along with 24/7/365 customer care,” said Ravi Patel, President and Chief Operating Officer of FiberSat Global Services.

Customers can originate or receive services among key cities in Asia, the United States and Europe, pay a flat fee for a connection to the network in each site and feed single or multiple video streams to and from any site, as needed.

“ASIXpress takes out the extra steps required in multi-continent satellite transmission by providing undersea fiber-optic connectivity over a fully managed and redundant video network,” said Hiroshi Tango, President of Frontiers. “The goal is to deliver video internationally with maximum flexibility at a reasonable price.”

“A 60 megabit offering is standard with each connection point. Additional services include 60 to 216 Mbps ASI video services and 270 Mbps SDI/SDTI services,” according to Mark McKibben, Principal in McKibben Consulting. “Each circuit employs Packet-based switching technology, highly reliable Quality of Service (QoS) with field proven Forward Error Correction (FEC) technology, and the latest generation video edge gateways that convert video streams to IP and guarantee packet arrival at customer destinations.”

Both unicast and multicast capabilities are part of the standard offering, with no incremental charges for additional receive sites – No “PeGAD” charges.

For further information about the network, call Mark McKibben at (818) 998-1544 or visit <http://www.ASIXpress.com>.



McKibben Consulting

About McKibben Consulting

Since 1984, McKibben Consulting (<http://www.mckibben.com>) has been a key resource for the broadcast, cable and telecom industries, providing solutions and management for complex technological projects. It supports multinational companies with an extensive range of services, including business and market development, communication systems design and implementation and project management. In 1992, Mark McKibben founded McKibben Communications®, which became FiberSat Global Services in 2001.

About FiberSat Global Services

FiberSat Global Services (<http://fibersatglobalservices.com>) is a wholly-owned subsidiary of Access Integrated Technologies, Inc. (AMEX: AIX). FiberSat provides a range of solutions from implementing satellite network start-ups or technology transitions to originating video networks. It provides complete booking and scheduling solutions for transmission services, and operates an outsourced Networks Operations Center. The company's unique mix of broadband infrastructure, skilled personnel, systems integration facilities and information technology is powered by its proprietary software platform Vortex Solutions EngineSM.

About Frontiers Company

Frontiers Company (<http://www.big-frontiers.co.jp/eng/top.html>) provides cutting-edge products and services related to WDM, optical router and subscriber lines branching technology for the creation of optical networks connecting Japan with Asia, the United States and Europe. The company takes pride in maintaining sound social values and in being an innovator, working to create a world where all people can benefit from digital video communication.

About Tyco Telecommunications (trading symbol)

A business unit of Tyco Electronics, Tyco Telecommunications [[link to www.tycotelecom.com](http://www.tycotelecom.com)], is one of the world's largest providers of advanced global broadband communication solutions. The company sells secure city-to-city capacity services, co-location and managed services on its global fiber optic network Tyco Global Network (TGN), which connects key telecom and business markets in Asia, Europe and the United States. Tyco Telecommunications offers a portfolio of global wholesale capacity services to carriers, ISPs, content providers, broadband service providers and large multi-national corporations. It is also the world's only fully integrated supplier of transoceanic optical networks.

Safe Harbor Statement

Investors and readers are cautioned that certain statements contained in this document, as well as some statements in periodic press releases and some oral statements of **AccessIT** officials during presentations about **AccessIT**, along with **AccessIT**'s filings with the Securities and Exchange Commission, including **AccessIT**'s registration statements, quarterly reports on Form 10-QSB and annual report on Form 10-KSB, are "forward-looking" statements within the meaning of the



McKibben Consulting

Private Securities Litigation Reform Act of 1995 (the "Act"). Forward-looking statements include statements that are predictive in nature, which depend upon or refer to future events or conditions, which include words such as "expects", "anticipates", "intends", "plans", "could", "might", "believes", "seeks", "estimates" or similar expressions. In addition, any statements concerning future financial performance (including future revenues, earnings or growth rates), ongoing business strategies or prospects, and possible future actions, which may be provided by **AccessIT**'s management, are also forward-looking statements as defined by the Act. Forward-looking statements are based on current expectations and projections about future events and are subject to various risks, uncertainties and assumptions about **AccessIT**, its technology, economic and market factors and the industries in which **AccessIT** does business, among other things. These statements are not guarantees of future performance and **AccessIT** undertakes no specific obligation or intention to update these statements after the date of this release.

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Press Release

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Hotelevision's Growth Hits The Bullseye!

Hotelevision Continues to Hit Expansion Milestones

FOR IMMEDIATE RELEASE: Los Angeles, California - Launched on February 15, 2000, Hotelevision has grown at the expected rate in Year 2000 and is anticipated to stay on business plan, according to Morgan J. Lambert, Senior Vice President of Hotel Marketing and Distribution.

Hotelevision has currently installed nearly 70,000 rooms and has contracts to install well over 100,000, on target with its Year 2000 milestones. Hotelevision is targeting the top 1/3rd of the hotel market and has contracts with such notables as Hyatt Hotels, Omni Hotels, Winegardner & Hammons, and Wyndham International. Since hotel companies generally own various properties bearing other flags, Hotelevision's corporate contracts also provide access to properties that include Marriott, Hilton, Sheraton, Embassy Suites, Doubletree and Radisson.

To support its growth, Hotelevision, with the corporate office in New York City, has regional offices in Atlanta, Chicago, Dallas and Los Angeles to manage affiliate relations and sales.

-More

Hotelevision markets and sells national advertising time to advertisers of premium products and services on 10 cable television networks. Using the services of **McKibben Communications®**, the signals of participating networks are downlinked, and commercials that are targeted to high-end business travelers are inserted into the programming. Then the integrated programming is uplinked, via GE4 Ku-band, transponder 18, and is delivered, at no cost to hotels or programmers, to upscale hotels to supplement existing channel offerings.

“Our hotel partners demand the highest quality services for their guests, and in-room entertainment is no exception,” said Lambert. “**McKibben** provides the level of service and quality that is up to the high standards set by these hotels and expected by their patrons.”

Hotelevision anticipates an additional slate of channel offerings to the hotel industry by the end of the 4th quarter this year. “We want to add 10 channels for a total of 20 and are currently negotiating those deals,” Lambert said. The current 10 channels are *The Biography Channel, Bloomberg Television, CNBC, ESPN Classic, Fox News, The Golf Channel, History Channel International, MSNBC, Speedvision* and *The Weather Channel*.

About McKibben Communications, LLC

McKibben Communications’ Los Angeles International MediaCenter™ offers a unique range of services beyond the normal digital teleport facility. Its full service approach includes: program acquisition and origination, network coordination and support services, encryption and all associated limited access services, broadband and narrowband access to the U.S. Internet Backbone, and an array of technical capabilities to meet the television, data processing and distribution needs of the most demanding client. **McKibben Communications** has been named one of the 500 fastest growing, independently-owned companies in America by *Inc.* magazine for the last 3 consecutive years.

About Hotelevision, Inc.

The New York, NY-based **Hotelevision, Inc.** provides national advertising time, which is targeted to high-end business travelers and integrated onto 10 cable television networks. The integrated programming is delivered to **Hotelevision's** contracted hotel properties via satellite. **Hotelevision** enjoys exclusivity with hotels and programmers with regard to advertising insertion. Michael J. Goldstein and Paul K. Fiorello co-founded **Hotelevision** in 1996.

For more information regarding **Hotelevision**, contact Evan A. Ard, Southard Communications, Inc. at +1.212.777.2220, ext. 14 or evan@southardinc.com. For more information on **McKibben Communications**, contact Carol McKibben at +1.818.678.2001 or carol@mckibben.com.

###



Carol M'Kibben, CSEP

Carol M'Kibben, CSEP, has been a partner with M'Kibben Consulting since 1991 and provides both print and electronic marketing and PR services to her clients. She also is co-founder and a shareholder of M'Kibben Communications, LLC, for which she was President from 1995 until 2001. Under her leadership, M'Kibben Communications was selected by *INC. Magazine* to be one of the "fastest growing privately-held companies in America" for 3 consecutive years.

Carol has 35 years of experience in marketing, public relations, business management, writing, publishing, education and project and event management. She also is currently involved in a start-up custom publishing venture.

Previously, she was Vice President/Publisher of *Special Events Magazine* at Miramar Communications in Los Angeles from 1982-1991. While with Miramar, she implemented new profit centers and instituted marketing and management systems for the rapidly-growing company and its trade publication properties. Carol's specialty is taking startups and developing them into multi-million-dollar organizations. In 1984, Carol took *Special Events Magazine*, a start-up, and developed it and a companion exposition and conference for the yet-to-be-defined special events industry and planned, organized, promoted and managed every detail for both, taking them from ground zero to multi-million-dollar properties.

She is noted for her marketing and highly-organized management skills in business. She has been a frequent speaker addressing management, marketing and the event market at a variety of associations and meetings and a contributing writer for various trade publications. In addition, she has planned and coordinated more than 500 educational conference programs and events throughout her career. She has worked as a free-lance writer, editor, marketer and was a teacher of creative writing and mass communications at the college and high school levels for a decade. During those years, she co-authored and piloted the Orange County, Florida, educational program for Gifted and Talented Students which was permanently adopted by that state and developed both a journalism program and an educational forum between students and journalists for the Alexandria, Virginia School System. Carol is a published author, and has a Bachelor of Arts in English and Journalism, a Master of Arts in Teaching and a Publishers' Certificate from Northwestern University's Kellogg School of Journalism.

She is the current Secretary of the Society of Satellite Professionals International (SSPI), Southern California Chapter. Additionally, she is a founding and honorary lifetime member of the International Special Events Society (ISES) and is one of less than 300 people in the world who holds the Certified Special Events Professional (CSEP) designation (which shows expertise in the planning and management of live events) from ISES. She was a member of its Executive Committee for 5 years, serving as the international President from 1998-1999. She is the recipient of the ISES International Volunteer of the Year 1996 Award and is the Year 2000 recipient of *Special Events Magazine's* Lifetime Achievement Award.

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PRESS RELEASE

San Luis Obispo Has New Home Design Resource

Azina Communications Launches Dream Spaces Sourcebooks for Central Coast

Los Angeles – For Immediate Release – Azina Communications has launched *Dream Spaces*, a one-stop source to help consumers locate local high-quality home design retailers and service providers. Published twice annually, the twin sourcebooks will comprise three local editions to separately serve the very unique communities of Santa Barbara, San Luis Obispo and Ventura Counties.

The *Home Design Sourcebook* is a comprehensive resource covering all the products and services needed to create a dream home. The *Specialty Places Sourcebook* covers unique areas in the home that require particular expertise, such as home offices, gyms, and entertainment areas.

Each coffee table-quality issue will be mailed annually to a select list of homeowners, as well as distributed through local newsstands and the offices of home industry professionals. Additional mailings will be sent to updated homeowner lists.

Dream Spaces' three founding partners are publishing industry veterans who have produced magazines with nationwide circulation for mass and specialty audiences. They've published real estate, design and construction magazines, and produced interior decorating and other home-related content for online media. The concept grew from their own experiences as consumers of design resources. According to Executive Vice President Glenys Archer, a San Luis Obispo resident, "When I was building and decorating my house, I had to comb through restaurant ads in the local city magazine, guess, or call, on most of the listings in the phone book. There just wasn't one source where I could find all the retailers and service providers I needed, and where I could see what kind of work they did or what style of products they sold. When my partners complained of similar frustrations while remodeling and furnishing their homes, we realized there was a need for this kind of publication. *Dream Spaces* was created to fill that need."

For more information about *Dream Spaces* and Azina Communications, contact Carol McKibben via email: carol@azina.com or visit www.dreamspacesmagazine.com.

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PRESS RELEASE

Western Publications Association and the American Advertising Federation Heap Kudos on Central Coast-Based Sourcebooks

Santa Barbara and San Luis Obispo Dream Spaces Wins 4 ADDY® Awards and is Finalist for 3 Western Publication Association Maggies.

Los Angeles – For Immediate Release – Azina Communications announces that its Central Coast premiere sourcebooks, *Dream Spaces*, has been awarded 4 ADDY Awards by the American Advertising Federation and is a finalist in the 2006 WPA Maggie Awards.

The American Advertising Federation – Central Coast Region - has bestowed the cover of *Dream Spaces Specialty Places Santa Barbara* August 2005 a Gold ADDY Award under the Publication Design category. The Gold is not awarded unless the judges deem an entry worthy to advance to the national competition. The publication also received silver and bronze awards in the full page, four color ads/consumer categories and a bronze award for ads in publication design/consumer. Winners were announced March 9, 2006.

The Western Publications Association announced on March 7, 2006, that *Dream Spaces* is a finalist for Best New Publication/Consumer and Best Overall Design/Consumer for *Dream Spaces Specialty Places Santa Barbara* August 2005 and Best Guide, Catalogue or Directory/Consumer for *Dream Spaces Specialty Places San Luis Obispo* November 2005.

Dream Spaces is a one-stop source to help consumers locate local high-quality home design retailers and service providers. Published twice annually for each county, the twin sourcebooks separately serve the very unique communities of Santa Barbara and San Luis Obispo Counties. The *Home Design Sourcebook* is a comprehensive resource covering all the products and services needed to create a dream home. The *Specialty Places Sourcebook* covers unique areas in the home that require particular expertise

Dream Spaces' three founding partners are publishing industry veterans who have produced magazines with nationwide circulation for mass and specialty audiences. They've published real estate, design and construction magazines, and produced interior decorating and other home-related content for online media. The concept grew from their own experiences as

consumers of design resources. According to Executive Vice President Glenys Archer, "When I was building and decorating my house, I had to comb through restaurant ads in the local city magazine, guess, or call, on most of the listings in the phone book. There just wasn't one source where I could find all the retailers and service providers I needed, and where I could see what kind of work they did or what style of products they sold. When my partners complained of similar frustrations while remodeling and furnishing their homes, we realized there was a need for this kind of publication. *Dream Spaces* was created to fill that need."

The American Advertising Federation (AAF), headquartered in Washington, D.C., is the trade association that represents 50,000 professionals in the advertising industry and serves as the "unifying voice for advertising". AAF's 130 corporate members are advertisers, agencies and media companies that comprise the nation's leading brands and corporations. AAF has a national network of 210 ad clubs.

The Western Publications Association has represented magazine publishers and companies who interact with the magazine publishing industry for over 50 years. It serves those publications west of the Mississippi.

For more information about *Dream Spaces* and Azina Communications, contact Carol McKibben via email: carol@azina.com or visit www.azina.com/dreamspaces.

“Carol is a top notch marketing, publishing, and media executive. Her work style is enviable because it combines exceptional process management skills with creativity and a thorough understanding of the interpersonal skills needed to lead and manage.” –Stephen Tom

“Carol is the ultimate professional. While at McKibben Communications I was very impressed with the high quality professional policies, systems and management techniques that Carol had implemented given the smaller size of the company. Carol was a good leader with compassion for the people, yet requiring established high performance standards. It was indeed a pleasure to work with her.” *-Ravi Patel was Executive Vice President, Finance, McKibben Communications. Once it was sold, he became its President under new management and a new name, FiberSat.*

“Carol is a dynamic, focused and highly creative business executive. Her previous ("Inc 500") company engaged our firm to help position themselves for continued growth. I don't recall a time when we've had so much fun (on a consulting assignment). She hired great people, kept everyone focused/ motivated, and executed with passion. She is also a great writer and an accomplished Editor!” *–Larry Comp, Owner & Performance/Compensation Consultant, Humanomics, Inc.*

“Carol is a top notch marketing, publishing, and media executive. Her work style is enviable because it combines exceptional process management skills with creativity and a thorough understanding of the interpersonal skills needed to lead and manage.” *–Stephen G. Tom, Director, Business Development, Intelsat.*

“Because of Carol's guidance, professionalism, ethics, business skills and character, my employment at McKibben Communications was one of the best experiences of my career.” *–Michael Farina, Past VP Operations/Engineering, McKibben Communications, now AccessIT. Current Director of Engineering, Westlake Village Studios.*

“I have known Carol McKibben for over two decades. Her intelligence, creativity, grace, and tenacity are the primary reasons why we have a modern special events industry. Carol was instrumental in convening the first group of industry leaders to organize the International Special Events Society. Later, she served as president of this august international body. Her skill in motivating others and her selfless devotion to the larger industry are the cornerstones upon which an organization of now 6000 members is firmly established. She is highly professional, well organized, a dynamic communicator, and well regarded by her peers throughout the world.” *–Dr. Joe Goldblatt, Professor, Queen Margaret University School of Business, Edinburgh, Scotland.*

“I had the pleasure of working with Carol at Miramar Communications, where she was the publisher of a start-up magazine and trade show. There's little I can say about her that can't be seen by the impact of her work and the success of her magazine and trade show. She and the team she put together and managed created what is now recognized internationally as the Special Events Industry. Carol understood how to assemble and manage a team to attain the highest levels of quality and success as a group, while at the same time creating an environment that allowed the individuals within her group to grow and achieve their individual goals. She's a model of success, and just a fun person to work with, too.” *–Torin Roher, former Publisher/Director of Marketing, Miramar Communications. Currently President of Roher Public Relations.*

“I worked with Carol when she edited the bimonthly newsletter of the Society of Satellite Professionals International, called *The Orbiter*. I was very impressed by her commitment to high quality, her ability to manage deadlines, and to work with authors around the world. A thorough-going professional and a pleasure to work with.” *-Robert Bell, Executive Director, Society of Satellite Professionals International.*

“Carol has experience as an entrepreneur at McKibben Communications and as a highly regarded advocate for satellite communications. She served as an editor for a widely followed industry publication and facilitated many highly attended speaker panels. Carol has a great balance between knowledge, people skills and patience that allows her to work well under tight timeliness and with demanding client requirements.” *–George Davis, VP International Networks, Sony Pictures Entertainment.*

“Carol is a real gem!” *David Bross*

“Carol McKibben was the editor of SSPI’s newsletter, the *Orbiter*, when I came on board with SSPI. She therefore had a hand in teaching me “the ropes.” As editor of the *Orbiter*, which is a bi-monthly publication (and was, for years, an actual print publication, though now it is an e-Newsletter), Carol kept all of her contributing writers on task, and on schedule. The *Orbiter*’s reputation as a solid member communication was established on her watch. Despite having the thankless task of nudging others regarding key deadlines, Carol’s tact and professionalism always brought out the best. Finally, when she was ready to move on, she did so while leaving the *Orbiter* in good hands, by finding, and recommending a replacement editor. We were very grateful for the care she took to ensure the wellbeing of the publication.” *–Tamara Bond, Membership Director, Society of Satellite Professionals International.*

“Carol is an extremely strong communications professional who is dedicated, detail oriented, and a pleasure to work with. I have known Carol for over a decade, and in addition to working for her at McKibben Communications I’ve also had the pleasure of working with her as part of the SSPI Southern California Chapter. Her enthusiasm, professionalism, and interest and concern for her colleagues and clients make her a genuine pleasure to work with and to know.” *–Tim Jackson, former VP Broadcast Services, McKibben Communications. Currently VP of Video Solutions, Intelsat.*

“I highly recommend Carol McKibben. I came to know Carol through my volunteer work with the Society of Satellite Professionals when she served as the Secretary of the non-profit corporation, and helped me transition into the role of President. She was extremely organized, detail-oriented, and professional, organizing various professional networking events and seminars for the society. She was also an enthusiastic and successful promoter of the organization, recruiting new members and sponsors. Always a pleasure to work with, Carol also ensured that projects were completed on time or ahead of schedule.” *–Daniel Freyer, Director of Marketing, GlobeCast North America, a unit of France Telecom.*

A long time business associate and current business partner, Carol has consistently performed as the player that moves projects along. Her detail orientation is par none and her experience of business practice including contract negotiations are extraordinary. Her laser-direct, yet supportive style with subordinates is well tested, and she is always the choice to lead management team issues. Also a writer, Carol is an all rounder with fierce dedication to whichever activity that she applies herself. She has proven herself in many diverse industries and currently performs as President of our publishing and online initiatives company, Dream Spaces and dreamspacesonline.com. *–Glenys Archer, Executive Vice President, Azina Communications.*

“Carol McKibben is one of the most well-rounded people that I’ve worked with in the commercial communications satellite industry. When she was the editor of the Society of Satellite Professionals International (SSPI) *Orbiter*, the Society’s newsletter, she touched every aspect of the satellite business through her articles and editing. Carol is a real gem.” *–David Bross, Director of Business Development, Hanover Fairs USA, Inc.*

“Carol was pivotal in transforming the SSPI Association’s monthly newsletter into a substantive publication that invited participatory submissions from the Association’s U.S. domestic and international chapters. Carol is energetic, creative and a pleasure with whom to work.” *LaRene Tondro, Owner, TSD Communications Services.*

“Besides being an intelligent, thoughtful and highly intuitive human being, I have observed Carol’s dedication in various careers as a teacher, business owner, publisher and entrepreneur. She is both self motivated and hard working. She is a stellar role-model for family, friends and colleagues in every regard. I have done project work for her various business ventures and have found her to be honest, straight-forward, highly ethical and an easy person with whom to work. Not only successful in all her endeavors, she is a superior person, and any organization will be lucky to have her. I highly recommend her.” *Howard Lubin, President, JHL Industries.*

Carol has been my business partner for 5 years and the President of Azina Communications, a virtual publishing company. In that time I have found her to be an accomplished professional who upholds the highest moral and ethical standards. Since 2002, I have entrusted her with the financial and professional well-being of our company. She is trustworthy, honest and organized. Carol says what she means and does what she says she will do. She never misses a deadline. She has excellent verbal and written communications skills. She is a talented professional publishing and business exec.-*Vari MacNeil, Executive Vice President, Azina Communications.*