



GREETINGS FROM PINK POWERED BY MOSS!

We are deep into the HOT summer and we are busy integrating and preparing for a GREAT fall! The transition is moving along well as we organize, train and prepare the Pink Powered by Moss brand into a lean machine! Not that it is without a few bumps along the way, but we are getting stronger and stronger each and every day. I thank everyone at the Pink and Moss teams for working hard together through the transition!



BIG APPLE AWARDS

June 30th 2010 – On the last night of the fiscal year, the NY Metro Chapter of ISES held it's Big Apple Awards. Our Pink company had a lot to celebrate with the new Pink Powered by Moss! We won several awards, Debra was inducted into the Hall of Legends as well as installed into the ISES Board of Directors. The event went off without a hitch and our stage set looked just great!

I was Installed, Inducted and Awarded! And you should read all about it on www.PINKINCNEWS.com!



My Installation (and the entire board of directors) into the ISES NY Metro chapter Board of Directors as president Elect 2011

I am thrilled to be Inducted into the ISES NY Metro chapter – HALL OF LEGENDS!
We are also very excited to win several Big Apple Awards!



AWARD WINNING FABRIC STRUCTURES

Our Three, count them Three Big Apple Awards for:

P&G Beauty Full Circle – with Mark Addison, EVENTSTYLE: ISES Collaboration

Best New Rental Product: The Garden Series for the Architectural Digest Home Show - Merchandise Mart

The Twitter Lounge – with Elizabeth Beskin, Fifth Avenue Digital: Best use of Social Media at BizBash NY

Read all about them on www.PINKINCNEWS.com!



ISES

The International Special Event Society is active and if you are in the Event Industry you need to join in.

The NY Metro Chapter is having it's Summer Bash with many other Event Associations so COME! This Monday August 2, 230 Fifth Rooftop + (buy tickets)

All these industry associations will be there! HSMIAI * MPI * NYC & Company * ISES * NYCBTA * NYIAEM * NYSAE * PCMA * RSAA * SITE * SKAAL

ISES EVENTWORLD 2010 conference is August 5-7 in Baltimore. See you there!

And event professionals out there – if you are serious about your biz JOIN ISES - for the education, networking, opportunities and to bring excellence in our industry!



INDUSTRY NEWS

I visited TS2 this month where a reinvention is happening. I particularly loved the #InZone – the Social Media part of the show floor and I wrote about it.

<http://www.exhibitorsdaily.com/index.php/news/126-1007/2306-ts2-successfully-reinvents-itself-in-2010>

Hybrid Events are here to stay, so get with it!

<http://www.michaelmccurry.net/2010/07/16/continuing-the-conversation-a-hybrid-events-hit-at-ts2-tradeshow/>

Continue the Conversation with Emilie Barta and The Expo Group

http://theexpogroup.com/Main/Get_Inspired/index.asp

We are installing Fabric Architecture at Super Saturday 13 the Fantastic Designer Shopping Experience that benefits Ovarian Cancer in the Hamptons. Come see us and come shop!



A WORD WITH DEBRA

In Closing

Stick around – I look forward to the changes! Get ready we are about to go into summer! Happy Summer Solstice! Pink is now Powered by Moss And remember: Better service then ever Move to Bigger warehouse space Debra leads Events Team Pink Staff still in place New Temp offices in NYC Same Pink materials and construction methods Dynamic Event Design and more! Strong synergies doubles the effect