



Spring 2006 Newsletter

**Hotel Strike Looming?**

It seems like just yesterday that we were busy making contingency plans for the NYC transit strike. Now we are staring down the barrel of another potential strike, this one by the NY Hotel Trades Council, whose contract is set to expire on June 30th. Hotel labor unrest has been, and may continue to be, a thorn in the side of the booming hotel market. Los Angeles and San Francisco have endured intermittent picketing over the last two years, while Chicago and Boston's contracts expire later this year as well.

How would a strike affect your events? Well, not much if they're held at a non-union venue. Most hotels we contacted said they were in the process of preparing contingency plans, which would include bringing in outside staff, and having hotel managers fill in for union jobs (which would be an interesting sight). Picketing may or may not occur at a given hotel, though you can bet that certain high profile properties will be targeted, and it's already clear that some hotels have better relations with the union than others (Hilton has gotten the brunt of the union's criticism thus far). And don't forget the workers at many high end restaurants belong to the same union, while some hotels (e.g. Marriott Marquis) are non-union. It's best to check with your venue contact at least 30 days before your event to discuss strike contingency plans.



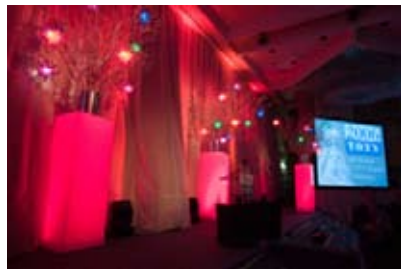
Howard Givner, President

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**Some of Our Recent Events**

**The Toy Industry Association** held its 6th Annual Toy of the Year Awards on February 11th (the night of the blizzard!) at the Marriott Marquis, attended by over 600 guests. The



event, which kicks off Toy Fair at the Javits Center, celebrated industry contributions from award nominees in 12 categories, including the coveted Toy of The Year Award. Also honored were Edwin Binney and C. Harold Smith, founders of Crayola Crayons, who were posthumously inducted into the Toy Industry Hall of Fame.

**Oracle** held its CIO Executive Summit at the Mandarin Oriental Hotel in Washington, DC for 250 of their top clients March 22nd-24th. The Summit's theme was to give guests the experience of having Insider's access to the power levers of business and politics, and was highlighted by a variety of speakers, including a keynote by former Secretary of State Colin Powell, and welcoming remarks from key Bush advisor Karen Hughes. The event culminated with a Gala Dinner at the Library of Congress. PTTR partnered with Invision Communications to produce this successful program.



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Oracle's guests also participated in exclusive, customized "insider" networking activities, including a covert operations training & hostage rescue simulation conducted by members of the DC Swat Team & military instructors (photo at right); a private briefing at the world-renowned think tank, the Brookings Institution; a tour of Capitol Hill including a Q&A session with senate leaders; and a private tour of the Pentagon including a wreath-laying ceremony at Arlington National Cemetery's Tomb of the Unknown Soldier.



The Women's Bond Club held its annual Merit Award Dinner at Pier Sixty on April 5th to recognize contributions by women leaders in finance.



The corporate host of the event, Bank of America's CEO, Ken Lewis, delivered the keynote address at this 800 person dinner, which honored 24 Rising Stars. The Merit Award was presented to Erin Callan, Managing Director, Lehman Brothers, and the Isabel Benham Award was given to Marsha Evans, Rear Admiral U.S. Navy (retired).

The Hospitality, Sales & Marketing Association International held its 16th Annual Adrian Awards Gala at the Marriott Marquis on January 30th, encouraging over 800 masquerading attendees



to "Unmask Your Talent: Face Your Peers." This event honored inspiration and best practices in sales and marketing for the hospitality, travel, and tourism industries and recognized the Top 25 Most Extraordinary Minds in Sales & Marketing. The Albert E. Koehl Award was given to Barry Sternlicht, founder of Starwood Hotels. Prior to the awards program, guests perused the

award-winning work of their colleagues, and placed bids at the silent auction.

Oxford Health Plans held their biannual Brokers Meeting at the Grand Hyatt on February 24th for 200 New York City-based brokers. The purpose of the meeting was to inform guests about the new policies and procedures of their various health plans. Following the meeting was a networking Cocktail Reception for all of the brokers.

Wolf Gordon held its 2006 National Sales Meeting in Bonita Springs, Florida at the Hyatt Regency Coconut Point March 5th-8th. The 60 attendees, comprised of



both the Sales and Executive team, enjoyed two and a half days of meetings, team building and leisure activities. Some of the event highlights included a Welcome Reception, boat building and race (pictured above), motivational speaker, and an off-site Awards Dinner. Paint The Town Red coordinated and managed air travel, ground transportation, sleeping rooms, food and beverage, meeting requirements, and activities.

King and Spaulding held their annual post-Holiday Gala at Cipriani 42nd Street on January 28th to thank the entire New York branch for their hard work in 2005. The theme was "Music Through the Decades," which was reflected in the funky flower and song-list center pieces. The Michael Hart Band put on a great show, changing costumes, song and dance moves through the decades as well.



Autism Treatment Center of America held a series of meetings this past March throughout the tri-state area for families, caregivers and professionals of Children with Autism. The focus of the events was to tell about the Son-Rise Program, a new system of treatment and education.

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A Nationally recognized bank held its annual “Candlelight and Silver” Awards Gala on March 25th to honor 250 of their top service employees and sales producers. Guests danced and dined in the beautiful Gotham Hall.



**The National Association of Women Business Owners**, New York City Chapter, held its annual Signature Awards Dinner in March at Tribeca Rooftop. This year’s event was to honor lifetime achievement award winner Gail Koff, the cofounder of Jacoby and Meyers law firm.

**Inwood House** celebrated its 175th Anniversary at their annual Spring Gala on March 9th at the Pierre for over 500 guests. The event honored Noreen Culhane, Executive Vice President, New York Stock Exchange; and Her Majesty Queen Silvia of Sweden and the World Childhood Foundation. Inwood House is a leader in teen pregnancy prevention, youth development and family support, and their programs help 5,500 young people in the NYC area each year.

## Audio Visual Tips

### When to Use In-House Firms

Nothing frustrates a planner more than negotiating a great price with the venue for their event, only to get whacked with a huge bill from the in-house audio visual company. Most venues have a preferred or exclusive AV company, which has to pay a commission (10-30%) to the location for each event they service, which leads them to be on the expensive side. If the in-house company is only preferred (but not required), it definitely pays to have 2 other companies competitively bid on your business. But make sure you factor in electrical charges, which are more likely to be assessed when you bring in an outside firm. And try to

be as specific as possible on your equipment needs. Pricing for projectors, for example, varies widely from low end to high end.

If you are required to use the in-house firm, you should negotiate your AV costs with them up front, along with the venue expenses, before booking the space. This allows you to compare the true costs of hosting your event at several spaces. And if you present a much lower bid from an outside AV firm, often the location will work with the in-house AV firm to bring the price down, rather than lose an event.

Pricing aside, there are some benefits to using in-house firms. One is that they know the space’s sight lines, acoustics, and other idiosyncrasies inside and out. They also have greater flexibility over set up time. Since they have more control over the space, they may offer you an earlier set up time if the room is available.



## New Team Building Event

### The Manhattan Code

An unidentified radical group has hacked into your secure online network, uploading a damaging virus that threatens to crash the entire system. Government programming specialists cannot disable the virus in time and the only hope that remains is for you to find the key.

Equipped with a map, tools, and a list of clues, groups will race against time (and each other) to decipher codes, comb the city to solve clues, and unlock the cryptex.

The DaVinci Code helped to uncover secrets in Paris, London and beyond. Here in New York, some of the city’s biggest mysteries are hidden by The Manhattan Code.



**For Information on this or any of our other Team Building Activities, contact Adam Sloyer at ASloyer@PaintTheTownRed.net or 212-677-3173 x 232.**

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## New Venues

### The Elevated Acre

is surrounded by the financial district on three sides, with a view of the East River from 30 feet above street level. The venue includes a beautifully manicured lawn, with optional tent, surrounded by an L-shaped seven-tiered amphitheater, boardwalk and 50-foot light sculpture. Catering provided by Aramark.



**Boudoir**, a 2,500-square-foot club in Chelsea, which opened in December 2005 has crimson red walls, antique chandeliers and velvet drapes, which give the space a rich and luxurious feel.

The final stage in **The Carlton on Madison Avenue's** \$60 million renovation was completed in January 2006 when its nine new meeting spaces opened for business. The hotel, which originally opened in 1904, has undergone a total overhaul reopening with 316 rooms, a three-story lobby, and Geoffrey Zakarian's new restaurant Country.



**Nokia Theatre Times Square**, which opened in September 2005, has a capacity of 2100. It's a flexible space, with the ability to host a range of events from concerts and award shows to event parties. The 85-foot LED marquee is one of the largest on Broadway, and can broadcast events live from the stage in real time.

**Tapis Rouge VIP Experience** is a new way to experience the Cirque du Soleil's latest production *Corteo*. The package, which is available for groups of 75-225,

provides reserved seating, access to the beautiful Tapin Rouge suite with hors d'oeuvres during intermission and multimedia entertainment before and after the show.



A sequel to the Philadelphia restaurant of the same name **Buddakahn** opened in March and has been packed ever since. With 16,000 square feet for 250 diners or 450 party-goers, there's a lot of space to work with. The decor is Asian-inspired, but not over the top, using the scale of the room to create elegance.

**The G Spa at Hotel Gansevoort** has an alter-ego after hours. In February, they began converting the hotel's spa into a nightclub, using the treatment rooms as VIP lounges, and providing midnight snacks from the in-house Ono Japanese restaurant.



Need help finding a venue for your next event? Click [here](#) to find out more about our Location Referral Service, or call 212-677-3173 for a free consultation.

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## In The News

- PTTR Senior Vice President, Riki Lobel, was featured in a December 2005 Successful Meetings article "Deck the (Conference) Halls." The article described a shift in some corporate holiday parties from being just for staff, to including customers and clients as well.

- BizBash highlighted the 2006 Toy of the Year awards, produced by Paint The Town Red, in their February 11th Event Report "Toy Awards light up the

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Marriott.”

- The Journal News profiled PTTR in an April 24th story titled “For The Big Ones (events) Anything Goes”, which also offered tips for organizations planning milestone and other major events.

- PTTR President Howard Givner spoke at The Special Event Conference & Trade Show in Dallas this January, leading an Industry Pricing Summit, a panel discussion between owners of event agencies and in-house corporate event planners on how Sarbanes Oxley and other trends in corporate America have led to changes in the way event services are priced.

- At the same conference, Howard also gave a seminar on strategies for managing events in unusual (non-hotel) venues.

- Special Events Magazine featured PTTR President Howard Givner in its April article “Trends in Procurement: The Pricing is Right” based on a panel at the Special Event Conference & Trade Show in Dallas.



track, driving sports cars on the auto-cross course, drag racing on the strip, or testing teamwork in a pit stop challenge.

Participants learn safety and driving skills in actual Nextel Cup cars. Programs also range in level of participation from riding as a passenger for 8 laps to being behind the wheel for 70.

For information on package deals or other events outside of New York, Call Howard Givner at 212-677-3173, ext. 223 or e-mail him at HGivner@PaintTheTownRed.net

## Meet a Staff Member

### Nancy Finkelstein, Senior Account Executive

Senior Account Executive, Nancy Finkelstein, has seen both sides of the Industry. Prior to joining PTTR, Nancy worked at the Grand Hyatt New York as a catering manager for ten years. During her career there, she worked on events for corporate, non-profit and social clients. After studying business & communications at Arizona State University, she worked in advertising and retail sales before finding her calling in events. When Nancy's not watching Grey's Anatomy or waiting for her latest Fresh Direct order she's spending time with her two children, and enjoying life in The City.



## Destination Spotlight

### Jeff Gordon Racing School

It may come as a shock to most New Yorkers that Car Racing is the #1 spectator sport in America. So if you're looking for a way to add some fast-paced excitement to your next Corporate Destination Meeting, check out the Jeff Gordon Racing School. With a schedule of programs at race tracks across the country and throughout the year, Jeff Gordon's could be a great chance to try something new and challenging. Activities could include laps on the race-

Email us with your questions: [news@paintthetownred.net](mailto:news@paintthetownred.net)  
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