

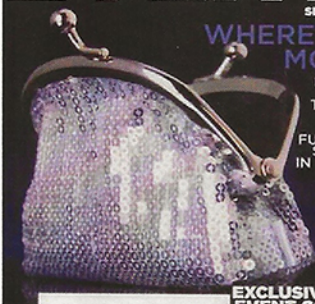
Anne Dunsmore on Raising Money in Tough Times
Someone's in the Kitchen Throws Baby's First Bash

SPECIAL EVENTS

SEPTEMBER 2008

WHERE'S THE MONEY?

DONATIONS ARE HARD TO COME BY NOW, BUT SAVVY FUNDRAISERS STILL BRING IN THE BUCKS. P. 34



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September 2008

Event Guru Steve Kemble Shines Light on ISES

ISES past president Steve Kemble, CEO of Steve Kemble Event Design, wears many hats. He cemented his name in the industry countless times when he lent his expertise to E! Entertainment Television's "Countdown to the Oscars," ABC's "Extreme Makeover: Wedding Edition" and the Style Network's "Whose Wedding is it Anyway?" among other appearances. Kemble's passion for events originated when he organized his senior prom and has grown ever since. Read on to learn how his ISES membership has been a part of it all.

Q: What is your company's area of expertise?

Kemble: Our area of expertise is event production. We use the best resources—ISES members—to produce the most spectacular, memorable and fascinating events around the globe. In recent years, my company re-branded to also include lifestyle commentary on television and in print publications under the brand of Steve Kemble, America's Sassiest Lifestyle Guru. Currently, I spend 50 percent of my time with Steve Kemble Event Design and 50 percent with Steve Kemble America's Sassiest Lifestyle Guru. The two complement each other in an extraordinary way.

Q: What trends/developments are you noticing in the industry?

Kemble: The trend I see is a greater respect for professionals in all aspects of the event industry. While we do have fun, people have learned that producing events is hard work and very much an industry all in itself.

Q: How has ISES helped you personally, and helped your business grow and be more competitive?

Kemble: I produce events outside my home market of Dallas 90 percent of the time. My business would not be what it is today if it weren't for ISES. Because of ISES, I have event contacts and resources all over the world, and therefore can produce events globally. I am very competitive in a bid situation because I walk into any bid meeting with the best event resources—ISES members—in any given market.

Q: What do you think is a major issue facing the special event industry today that didn't previously exist?

Kemble: The major issue still remains the quick turnaround for proposals inclusive of pricing. I think it will play out in the future just as it does today. We have put ourselves in this situation somewhat because when prospective clients call and need proposals by tomorrow, we have them sent electronically or via an overnight service. We've learned that if we don't do it, the next vendor will. We have spoiled our clients.

Q: Share a memorable ISES moment or two.

Kemble: The most memorable ISES event for me was when the Dallas chapter received its charter. In addition, serving as ISES president in 2003-04, starting the Dallas chapter and serving as its first president were rewarding, fulfilling moments in my career.



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