

Eventpower 2012 : SPEAKERS

David Adler, FOUNDER AND CEO, BIZBASH MEDIA

Events Can Be Such a Production

David Adler is founder and CEO of BizBash Media, the source for essential information about event marketing, meeting and event planning, and business entertaining in New York City, Los Angeles, Boston, Chicago, Miami, Orlando, Las Vegas, Toronto and Washington, D.C. BizBash Media operates *bizbash.com* and publishes *BizBash* magazine. David was named one of the "25 Most Influential Leaders" in the meeting and event industry by Meeting News magazine. He is also the co-creator of *White House Correspondents Insider*, a web site that covers the media as a "micro-niche". From 1994-2000, David was Vice President of Corporate Communications for PRIMEDIA; previously, he held the same post at Macmillan Inc. from 1988-1990. In those positions, he was responsible for events, public relations, charitable giving, branding, and special chairman and CEO projects. At the age of 21, a month after graduating from American University, David founded *Washington Dossier*. The magazine, which covered power, society, politics, and entertaining in the nation's capital, was one of the pioneers of the regional luxury-magazine explosion. David is active in several nonprofit and professional organizations, including board positions with NYC & Company, the WNET Education Committee, and the Dean's Advisory Council of the American University School of Communications.

Jennifer Baum, PRESIDENT & FOUNDER, BULLFROG & BAUM

Successful Ingredients: Learning from the Masters

Jennifer Baum is the president and founder of Bullfrog & Baum, an award-winning, nationally-recognized agency specializing in hospitality, lifestyle and consumer public relations and brand management with offices in New York City and Los Angeles. During the last 12 years at the helm of Bullfrog & Baum, Jennifer has played an integral part in the changing landscape of hospitality public relations. Under her guidance the agency has turned chefs like Laurent Tourondel and Michael Psilakis into internationally recognized brands while strategizing for well known culinary luminaries like Bobby Flay and Wolfgang Puck. Jennifer is a member of Women Chefs & Restaurateurs, Les Dames d'Escoffier, City Harvest Food Council, International Association of Culinary Professionals, The James Beard Foundation, International Foodservice Editorial Council, and actively participates in City Meals on Wheels programs. In addition, she has been an Adjunct Professor and guest lecturer at New York University's Department of Nutrition and Food Studies and is a guest lecturer at The Institute of Culinary Education. She has been featured and/or quoted in *The New York Times*, *The New York Post*, *Forbes*, *PR Week*, *NY Restaurant Insider*, WOR Radio and CNBC among others. Jennifer has a BA from Union College and an MBA from New York University.

David Beahm, FOUNDER, DAVID BEAHM DESIGN/DAVID BEAHM DESTINATIONS

Event Design: From A Dime To Dazzling

David Beahm is one of America's top event designers. Known for his inventive work and trademark over-the-top flower creations, he has designed countless weddings for society, high profile and discerning clients, including Catherine Zeta-Jones and Michael Douglas (referred to by the press as the Wedding of the Century), as well as a host of celebrity and Fortune 500 corporate events. He includes among his diverse corporate client base Target, The Discovery Channel, Champagne Perrier-Jouët, Van Cleef & Arpels Jewelry, Victoria's Secret Beauty, Christian Dior, McDonald's and Louis Vuitton. He has also designed some of the most talked-about New York parties including The Whitney, Memorial Sloan Kettering Cancer Center, Hackensack University Hospital and Lincoln Center. David also designs events for clients around the world. His "david beahm destinations" collection features some of the most luxurious and exclusive properties in the world, setting the stage for any event a client can imagine. Whether a wedding, honeymoon or a corporate retreat, David's team can make any client's dream a reality. David is a well-known speaker in the field of luxury weddings, and maintains witty and entertaining repartee on Facebook and Twitter, as well as a full herb and vegetable garden on the 23rd floor of his New York City apartment building.

Kendra Bracken-Ferguson, CO-FOUNDER AND MANAGING DIRECTOR, DIGITAL BRAND ARCHITECTS

The Netiquette Etiquette Solution: Making Connections Personal in a Disconnected Connected World

There is a reason Kendra Bracken-Ferguson, Digital Brand Architects' (DBA) Co-Founder was named Mobile Marketer's "Mobile Women to Watch in 2010." Kendra helped create one of the first Cingular and MySpace mobile music studios, before "mobile social networking" as a term was part of our vernacular. She became the youngest Vice President at Fleishman-Hillard New York, one of the largest PR agencies in the world. There she was responsible for overseeing the digital consumer team and developing social media strategies for high profile global brands in fashion, consumer packaged goods, and technology. Before co-founding DBA, she worked with Ralph Lauren to launch its first dedicated global social media department, navigating brand management, marketing, advertising, and public relations to develop and drive a cohesive approach to the online space from the United States to Japan. Her background includes online interactive and integrated marketing with specialties in mobile marketing, influencer relations, digital communications, and viral/Word-of-Mouth marketing, event management and youth marketing. Kendra was featured as one of the 28 most influential African-American women in *Essence Magazine* in October 2011. She is also on the Board of New York Women in Communications and Vice President of the Integrated Marketing Committee.

Paul Buck, DIRECTOR OF OPERATIONS, ART FOOD

Successful Ingredients: Learning from the Masters

As Director of Operations of Union Square Hospitality Group's restaurants at the Museum of Modern Art, Paul Buck oversees all of the operations at The Modern, Cafe 2, Terrace 5, and the Staff Caf, and also serves as the liaison between the restaurants and the Museum. Paul grew up on a lake in Sidney, NY, where he was first exposed to the field of hospitality by working in the kitchens of local resorts during summers. Since receiving his degree in Hotel and Restaurant Management from the State University of New York at Delhi, Paul has worked in many aspects of the hospitality industry. He spent 10 years as the Director of Food and Beverage at The Kennedy Center in Washington, D.C., and six years as General Manager at The Harvard Club in New York City. More recently, Paul spent two years as a regional Vice President at the Restaurant Associates/Compass Group in Cleveland, Ohio, followed by three years as Vice President in the Performing Arts Centers and Museums division at the Patina Restaurant Group in Los Angeles.

Belinda Chang, GENERAL MANAGER AND WINE DIRECTOR, THE MONKEY BAR

Wine Talk

Belinda Chang is the new General Manager and Wine Director at the Monkey Bar. In 2011, Belinda won the "Outstanding Wine Service" Award from the James Beard Foundation for her work at Danny Meyer's restaurant *The Modern* where she was Wine Director from 2007-2011. Belinda has been recognized by *Food & Wine* magazine and others for her outstanding wine lists and is a national TV veteran. Previously, she ruled the wine cellars of Chicago top restaurants (Charlie Trotter's, Rick Tramonto's Osteria Via Stato) and San Francisco's Fifth Floor restaurant under Chef Laurent Gras. Belinda has authored the wine notes for three cookbooks (*Charlie Trotter's Meat and Game*, and Rick Tramonto's *Fantastico!* and *Osteria Cookbook*), and written for several national publications. This expert sommelier has appeared on-stage educating restaurateurs, wine directors and wine lovers at The National Restaurant Association Show, The Food and Wine Aspen Classic and The Commonwealth Club in San Francisco. She has also appeared on wine segments on CBS, NBC, and Bloomberg TV in addition to hosting the Chicago episode of The Fine Living Network's *We Live Here* show.

Ann Wells Crandall, HEAD, BUSINESS DEVELOPMENT AND MARKETING STRATEGY, NEW YORK ROAD RUNNERS

Corporate Philanthropy Partnerships

At New York Road Runners (NYRR) Ann Crandall is responsible for the strategy, management, and Profit and Loss for six business units: international, cause marketing, sponsorship, merchandise, licensing, and media, close to \$22 million in revenue. Ann also collaborates with NYRR's television, online, and print partners to drive additional revenue and distribution for NYRR and its corporate partners. She stewarded the development of the organization's "I'm In" program that broadens the reach and relevance of NYRR and the ING New York City Marathon brands through television, print, out-of-home advertising, social media, and public relations. The success of the platform resulted in new promotional programs with ASICS, ING and Nissan. Prior to joining NYRR, Ann spent five years as Senior Director of Business Development for the NBA. Before that, she joined start-up DIRECTV as head of acquisition. Ann also developed the inaugural television sports subscription business for the four major sports leagues:

NFL Sunday Ticket, NBA League Pass, NHL Center Ice, and MLB Extra innings. Her marketing career began in New Business Development at TIME, Inc. and *Business Week* magazine. Ann is an avid runner and fitness fanatic, having completed two marathons and many half-marathons, trail races, and triathlons. She is as an enthusiastic gourmet and oenophile.

Alejandra Cumbreira, CMP, ACCOUNT MANAGER, FIRST PROTOCOL

Destination: Spotlight on Brazil

Alejandra Cumbreira is an event planner with nine years of solid experience within the corporate event industry managing programs, local and internationally, for top brands. She specializes in conferences planning in Latin America where she has a vast network of vendors, deep understanding of the different cultures, negotiating methods and legal implications. She is bilingual in Spanish and speaks fluent Portuguese. She has recently been interviewed by *Convene* Magazine about Brazil as an unknown destination. Before becoming an account manager for First Protocol, Alejandra worked for blue chip firms in New York City such as Microsoft and The Economist and organized programs in Mexico, Brazil, Panama, Dominican Republic, Chile, Colombia and other countries. She holds the CMP designation from the Convention Industry Council and the Meeting Planning Certificate from New York University. Alejandra is from Buenos Aires, Argentina, where she is a Certified Public Accountant and gained over five years of experience in Finance.

Frederick Dreier, REPORTER, FORBES MAGAZINE

Corporate Philanthropy Partnerships

Frederick Dreier, 30, is a reporter with Forbes Magazine and writes about billionaires, finance and sports business. A 2010 graduate of Columbia University's Graduate School of Journalism, Fred has covered a wide range of sporting events, from the Beijing Olympics and Stanley Cup Playoffs to little league games and amateur boxing matches. He is originally from Colorado and is an avid cyclist and runner.

Todd Fiscus, OWNER, CREATIVE DIRECTOR, TODD EVENTS

Event Design: From A Dime To Dazzling

Todd Fiscus, head of the highly acclaimed design team at his namesake company, Todd Events, has been consistently turning up the creative volume on special events for over 15 years. Termed "The Sultan of the Soirée" by *PaperCity* Magazine, Todd has designed everything from extraordinary weddings to charity galas to rip-roaring ranch parties in locales from Maine to Mexico. He is known for creating contemporary "life excursions" that capture the client's personality. Clients include Audi, Dallas Cowboys, IBM, amfAR, Lexus, Neiman Marcus, Christian Louboutin, Bulgari, Carolina Herrera, The Dallas Symphony, The Mansion on Turtle Creek, Michael Kors, and Harry Winston. From the design and management of every aspect of the event, Todd's team transforms everyday activities into unforgettable encounters! His speaking engagements – to date in Palm Beach, Las Vegas, San Francisco, Mexico and the Cayman Islands – are a highlight of conferences, and draw record-breaking crowds (and laughs). Todd has been featured in publications including *Elle Décor*, *Better Homes and Gardens*, *The Wall Street Journal*, *Southern Living*, *Gourmet*, *Vanity Fair*, *The Robb Report*, *The London Times*, *InStyle Weddings*, *Western Interiors*, *Conde Nast Brides*, *Veranda*, and *Texas Monthly*. He also serves on the prestigious *Town & Country* Luxury Wedding Council. Todd embodies the adage Life is a Party – live and celebrate with style.

Marc Friedland, FOUNDER + CREATIVE DIRECTOR, MARC FRIEDLAND COUTURE COMMUNICATIONS;

CHIEF STYLE DIRECTOR, EVITE POSTMARK

The Netiquette Etiquette Solution: Making Connections Personal in a Disconnected Connected World

Known as the "godfather of the invitation" and the "stationer of the stars", Los Angeles-based designer of couture social communications, Marc Friedland is globally renowned for his original, innovative and most exquisite works of communication art. This year marks the 25th Anniversary of his namesake business along with Creative Intelligence, Inc., his experiential branding agency counterpart. In that time Marc has invited well over two million individuals to some of the world's most celebrated events, whether they've been for intimate social events, non-profit galas, or the most luxurious brands and company's legendary bashes. In 2011, Marc was selected to create the first ever custom designed envelopes and Oscar® winner's announcement cards for the Academy Awards® by the Academy of Motion Picture Arts and Sciences. Once again, Marc is making history in his soon to be announced role of Chief Style Director of Evite's new premium brand, Evite Postmark. Marc will introduce, for the first time ever, Academy sanctioned Oscar® invitations, that will be globally available online. Marc has been profiled and reported on in the *Wall Street Journal*, *People*, *InStyle*, *USA Today*, on *Oprah*, and in many other media outlets worldwide.

Elizabeth Kelly, SUPERVISING PRODUCER OF EVENTS, NICKELODEON

Events Can Be Such a Production

Elizabeth Kelly has been working in television and event production since 1999, getting her start on MTV's *Fashionably Loud*. She has produced major events in some of the most iconic landmarks, including The Great Lawn at Central Park and President's Park in Washington, D.C. In 2009 she was co-producer on the PBS show *Celtic Women: Songs From the Heart*. Liz is currently working at Nickelodeon as Supervising Producer of Events.

Cara Kleinhaut, OWNER & CEO, CARAVENTS, INC.

Events Can Be Such a Production

In 2001, high-end event industry veteran Cara Kleinhaut launched the lauded event production & design firm, Caravents in California. She has been honored by The Special Event, International Special Events Society (ISES), and most recently was the winner of two 2010 BizBash awards for Best Overall Event Concept and Best Entertainment Program for Target's Party For Good. Cara learned event production skills and the ropes of lighting, staging, sound, and tech logistics at Sony Music Entertainment NY, where she spent seven years in their Production Management department. There she organized large-scale conventions, record release parties, special artist showcases, live performances, and the annual Grammy party. Prior to that, she was the Assistant Tour and Logistics Manager to Mariah Carey. After relocating to Los Angeles, she orchestrated the Musicians Assistance Program's (MAP) annual gala featuring the Red Hot Chili Peppers and Bonnie Raitt. Cara's clientele includes, *Time Inc. & Essence* Magazine's annual Oscar gala, the Black Women in Hollywood Awards, and *Elle* Magazine's Women In Hollywood Awards. She executes high style events for high profile brands such as Target, HBO, InStyle, Takashi Murakami, Diageo, Samsung, Comcast Entertainment Group, and Sprint. Cara is a contributor to and featured in *InStyle*, *Angeleno*, *Daily Variety*, *CNN Money*, *US Weekly*, *Inside Weddings*, *Real Simple*, and *Los Angeles Weddings*.

Jennifer Kurland, PRINCIPAL AND EXECUTIVE PRODUCER, PRODUCTION GLUE

Events Can Be Such a Production

Jennifer Kurland's core expertise is creating celebratory environments, live programs, and shows that leverage multi-disciplinary design and theatre-based concepts to immerse guests in a client's brand and message. Her creativity extends beyond concept development, to producing effective solutions for unique logistical and physical challenges. With over 15 years of experience wrangling huge, one-of-a-kind live events for the likes of The Hearst Corporation, Martha Stewart Living Omnimedia, Rubenstein Public Relations, and The Mayor's Office of the City of New York, Jennifer is in her element when the event is particularly ambitious, complex, and/or creative. The production glue motto very simply describes Jennifer's event process: listen. think. plan. do. With this successful, fundamental philosophy, she has collaborated with distinguished companies and individuals in top venues across the City and around the world, on events ranging from press-driven events and live global webcasts, to corporate celebrations for thousands of attendees. Jennifer is the "superglue" that holds production glue together. She is part relentless taskmaster and part leading creator/collaborator. She makes it all happen, from client and talent management, to budget-crunching, to final production perfection.

Mark Ladner, EXECUTIVE CHEF/PARTNER, DEL POSTO, OTTO ENOTECA PIZZERIA, LUPA OSTERIA ROMANA

Successful Ingredients: Learning from the Masters

Mark Ladner is the Executive Chef of Del Posto Restaurant, on Manhattan's Westside. In 2010 the restaurant received a four-star New York Times rating and has been more recently honored with one Michelin star, a Relais & Chateaux distinction, a grand award from *The Wine Spectator* and five Mobil Diamonds. Mark cooks a sensible interpretation of modern, regional, Italian-American cuisine or "*Cucina New Yorkese*." He always uses responsibly raised and locally sourced products, hence the name Del Posto, meaning "of the place." Mark's culinary education began in Cambridge, Massachusetts at independently owned, and operated pizza counters, followed by a slightly more formal culinary schooling at Johnson & Wales University in Providence, Rhode Island. He immigrated to New York City in the early 1990s, working with several well-regarded restaurant men, before meeting Mario Batali and Joe Bastianich, and opening Babbo Ristorante as sous chef in 1998. Mark has since opened Lupa Osteria Romana (1999), Otto Enoteca Pizzeria (2002) and Del Posto (2005), all as chef/partner. He is the co-author of *Molto Gusto* (2010) with Mario Batali. Currently Mark spends his free time chasing after his children and studying Japanese eating and drinking culture. He can most often be found on his iPad in a corner of Del Posto's kitchen.

Ambassador Capricia Penavic Marshall, CHIEF OF PROTOCOL OF THE UNITED STATES

Keynote

Capricia Penavic Marshall was sworn in as Chief of Protocol of the United States, with the rank of Ambassador, on August 3, 2009. As the Chief of Protocol, Ambassador Marshall leads the Office of Protocol in its mission to advance the foreign policy of the Obama Administration by creating and fostering an environment for successful diplomacy. With an acute attention to detail, Ambassador Marshall oversees the work of the six divisions of Protocol – Visits, Ceremonials, Diplomatic Affairs, Diplomatic Partnerships, Blair House and Management. Utilizing traditional tools of diplomacy, and new and innovative methods of communication and conversation, she launched a new division in the Protocol office – Diplomatic Partnerships introducing the foreign Diplomatic Corps to business, government and community leaders across America. Ambassador Marshall has worked in a variety of capacities for President and Secretary Clinton (from 1993-1997) before joining her team at the State Department. At age 32, she was the youngest Social Secretary in modern times and was responsible for the planning and execution of all White House international and domestic events. She graduated from Purdue University in 1986, and received a law degree in 1990 from Case Western Reserve University School of Law, where she served as Student Bar Association President.

Daniele Menache, GLOBAL HEAD OF EVENTS, ALLIANCEBERNSTEIN, L.P.

Destination: Spotlight on Brazil

Daniele Menache joined AllianceBernstein L.P. (formerly Sanford C. Bernstein) in 1986 as a sales assistant in the Bernstein private client group. She was named Principal of Bernstein in 1993, and assumed the title of Director in 1997. In 2005, Daniele was given the mandate to consolidate all events/meetings for the firm globally and assumed the title of Global Head of Events and Sponsorships. In this role she is responsible for setting the AllianceBernstein meeting standards in all the offices. Her team focuses not only on meetings logistics, but also other forms of client communication, working closely with the Visual Communications group. The Marketing & Communications Events team plans around 500 events/meetings each year. They range in size and content. They include both internal and external events including sales and training meetings, partners' retreats, client conferences, and incentive events. Before joining Bernstein, Daniele worked in the Press office of the French Embassy in Washington, D.C. where she helped launch *France Magazine*, a monthly magazine to promote French culture to Americans. She obtained her B.A. from Oberlin College, where she majored in Linguistics and Sociology.

David Monn, EVENT DESIGNER, DAVID MONN, LLC

Event Design: From A Dime To Dazzling

Dubbed the "Architect of Style" by Vogue's former style editor Billy Norwich, David Monn is known for his meticulous attention to detail. David's understanding of creating a unique sensory environment has given him iconic status with international influential corporate and private clients. As an outside creative individual he was brought in to launch Tiffany's 2007 Blue Book jewelry collection. Recent achievements include: a White House State Dinner with Mexico's President Felipe Calderon, the New York Public Library Lions Dinner, the Fontainebleau Miami's Grand Re-Opening, the 100th Anniversary celebration of the Plaza Hotel, Metropolitan Museum of Art's Costume Institute Gala and the Time-Warner Center's grand opening. As an arbiter of taste, David's sensibility is rooted by uncompromised standards in quality, elegance, and simplicity. He believes changing your environment can change your life. His success is based on a personal philosophy to transform the ordinary into the extraordinary. David was President and CEO of *At Home and Company*. He is a contributing editor to *Departures* magazine and the author of *David Monn's Worry Free Wedding Planner* and *365 Ways to Prepare for Christmas*. *Town And Country's* January 2012 Wedding Issue cites David as "The King of Party Planners". His new book will be out fall 2013.

Liz Murray, AUTHOR, BREAKING NIGHT: A MEMOIR OF FORGIVENESS, SURVIVAL, AND MY JOURNEY FROM HOMELESS TO HARVARD, WASHINGTON SPEAKERS BUREAU

From Homeless to Harvard

Liz Murray is an example of a person who transformed her life of despair into an inspiring journey of determination, hope and hard-won success. Liz's life as the child of cocaine-addicted parents in the Bronx was bitterly grim. There was never food in the house, everything was filthy, drugs were everywhere and the welfare checks were quickly spent. After her mother died when Liz was 15, she was homeless – living on the streets and eating from dumpsters. Amidst this pain, she imagined her life could be much better than it was. "I started to grasp the value of the lessons learned while living on the streets. I knew, after overcoming those daily obstacles that next to nothing could hold me down." Determined to take charge of her life, Liz finished high school in two years while camping out in parks and subway stations. Then she went to Harvard University and in 2009 received a B.S. in Psychology. In 2003 Lifetime Television produced Liz's life story *From Homeless to Harvard*. Liz is the recipient of Oprah Winfrey's first ever Chutzpah Award. Her memoir, *Breaking Night*, was released in 2010 and within a week landed on *The New York Times* Best-seller List.

Susan Oher, DIRECTOR, VOLUNTEER SERVICES AND SPECIAL EVENTS, GOD'S LOVE WE DELIVER

Corporate Philanthropy Partnerships

Susan Oher joined God's Love We Deliver in September of 2007 after a 25-year career building a private client insurance business at Republic National Bank/HSBC. A member of the Development Department at God's Love, she is the Director of Volunteer Services and Special Events. Susan is responsible for four signature fundraising events in addition to approximately 20 smaller assisted events throughout the year. She is also responsible for the fostering and maintenance of a safe, attentive, collegial, and enthusiastic environment for 7,600 annual volunteers who are critical to achieving the mission of God's Love We Deliver.

Eric Ripert, CHEF/CO-OWNER, LE BERNARDIN

Successful Ingredients: Learning from the Masters

Eric Ripert is the chef and co-owner of the Manhattan restaurant Le Bernardin, ranked 15 on the S. Pellegrino World's 50 Best Restaurants list. The celebrated restaurant holds three stars from the Michelin Guide, a "29" food rating from the 2011 Zagat Guide, and has upheld a four-star review from *The New York Times* for over two decades. In September 2011, Eric and Le Bernardin's co-owner, Maguy Le Coze, unveiled the next chapter in the restaurant's history: a significant redesign from Bentel & Bentel. The new look features a lounge where a separate menu is available. Eric has partnered with The Ritz-Carlton Hotel Company to open restaurants at destinations including Blue in Grand Cayman, Westend Bistro in Washington, D.C., and 10 Arts Bistro in Philadelphia. He is chair of City Harvest's Food Council, a New York-based food rescue organization, as well as a recipient of the Legion d'Honneur, France's highest honor. He serves as a regular guest judge on Bravo's Top Chef and is the host of his own Emmy-award winning PBS TV series *Avec Eric*, currently in its second season. Eric is the author of four cookbooks, including *Avec Eric* (2010), *On the Line* (2008), *A Return to Cooking* (2002) and *Le Bernardin Cookbook: Four Star Simplicity* (1998).

Carley Roney, CO-FOUNDER AND EDITOR-IN-CHIEF, XO GROUP INC.

Event Design: From A Dime To Dazzling

Motivated by the excruciating process of planning her own wedding, Carley Roney made it her mission to find a fun, hip, user-generated resource for couples planning their weddings. In 1996, Carley founded TheKnot.com with her husband (CEO of XO Group, David Liu) and two other business partners. The Knot has since transformed the wedding landscape as the leading wedding resource with over 3.4 million unique visitors a month and more than 125 million monthly page views. Carley frequently offers inspiring and sensible advice on television, radio, internet, and print outlets nationwide. She helped to develop NBC's TODAY show's interactive wedding planning series *Today Ties The Knot* and has been featured as the series' key expert year after year. She has also appeared on *Oprah*, ABC's *The View*, *LIVE! With Regis & Kelly*, CBS' *The Early Show*, E!, CNN, *Inside Edition*, and *The FOX News Report*, and has been featured in *InStyle*, *Vogue*, *Elle*, *Glamour*, *The New York Times*, *The Wall Street Journal*, and *USA Today*. Carley oversees all content and creative development of life-stage brands – both online and in print – including *The Nest* for newlyweds and *The Bump* for first-time parents. She has authored over a dozen books including *The Knot Book of Lists* (2008) and has launched *The Knot TV*.

Fernando Russo, FOUNDER AND GENERAL MANAGER, PERTRA PERSONAL TRAVELER

Destination: Spotlight on Brazil

With a degree in Business Administration from São Paulo University, Fernando Russo began his career in the logistics department of Martin Brower, the distributor for McDonald's in Brazil. He worked for a year in the sales department of AmBev, where he stood out in a project to ensure that the main Brazilian beer brands were at the ideal temperature (-5 degrees Celsius) when they arrived at bar tables. He was a promotions and events manager at *Playboy* magazine, at Editora Abril publishing house, where he started performing events and promoting the magazine's sales. In 2005 he went on a sabbatical semester. He traveled around the world and ended his trip in Berkeley, California where he took an extension course in project management. He is the creator and founder of PERTRA where he holds the general manager position, operating as a DMC in Brazil hosting events for international clients such as Sanofi, Pfizer, Bank of America and McKinsey.

Lee Brian Schrager, VICE PRESIDENT, CORPORATE COMMUNICATIONS & NATIONAL EVENTS, SOUTHERN WINE & SPIRITS OF AMERICA; FOUNDER & DIRECTOR, FOOD NETWORK SOUTH BEACH AND NEW YORK CITY WINE & FOOD FESTIVALS

Successful Ingredients: Learning from the Masters

Lee Brian Schrager, one of the nation's preeminent event planners and public relations experts, joined Southern Wine & Spirits of America in 2000 and oversees projects for the company in all 33 states in which it does business. Most noteworthy is his creation in 2002 of the South Beach Wine & Food Festival®. Lee commemorated the 10th anniversary with the release of *Food Network South Beach Wine & Food Festival Cookbook* with proceeds benefitting the Florida International University School of Hospitality and Tourism Management. In October 2008 Lee launched the inaugural Food Network New York City Wine & Food Festival which benefits the Food Bank For New York City and Share Our Strength®. In 2010, he collaborated with Barneys to develop the "Have a Foodie Holiday" campaign. Prior to joining Southern Wine & Spirits of America, Lee spent 17 years with InterContinental Hotels where he began as a room service manager and worked his way up to Vice President of Food & Beverage. Lee studied at the Culinary Institute of America and at the School of Hospitality Management at Florida International University. He has received many awards and has been an active philanthropist. He is a regular contributor to *Ocean Drive* magazine and serves as the Chief Lifestyle Advisor for Gilt City.

David Stark, PRESIDENT & CREATIVE DIRECTOR, DAVID STARK DESIGN AND PRODUCTION

Event Design: From A Dime To Dazzling

David Stark Design and Production is a full service event design, planning and production company that elevates ordinary events to extraordinary experiences. Led by renowned event producer David Stark, former owner and Creative Director of Avi Adler, the Company's talented designers, artists and producers create celebrated private and corporate events worldwide. Stark and team bring over 14 years of creative innovation to environmental design, custom décor and flowers, and aspects of event production including venue selection, invitations, catering, entertainment, lighting, audio/video, experiential marketing and integrated branding. David's newest book *David Stark Design* documents the company's design philosophies, conceptual process, and breadth of work put forth since the Company's inception in 2005. Previous books include *Napkins with a Twist*, *To Have & to Hold: Magical Wedding Bouquets*, and *Wild Flowers: Projects and Inspirations*. Stark's first product line, a holiday decorating collection with elements made from natural, recycled, and eco-friendly materials debuted with West Elm in 2009 and 2010. *The Early Show*, *The Today Show*, *The View*, and *Martha Stewart* often call upon David as a guest expert on décor, party planning, holiday decorating and home planting projects. He work has been featured in *The New York Times*, *ELLE DECOR*, *Glamour*, *Interior Design*, *In Style*, *House Beautiful*, and *Town & Country*, as well as on design-focused blogs.

Suzanne Sullivan, HEAD OF SPONSORSHIPS AND CAUSE RELATED MARKETING, ING

Corporate Philanthropy Partnerships

Suzanne Sullivan has been with ING since 2001 at the inception of the original ING "bench advertising" campaign launch. She has been fortunate to work in various roles in Brand Marketing from Corporate Advertising to her most recent role as Head of Sponsorships and Cause Related Marketing. This role combines two of her passions – running and children. ING's sponsorship platform showcases the ING NYC Marathon and the "ING Run for Something Better" program. The latter has experienced marked growth and expansion under her leadership. She has two very active boys of her own and understands the responsibility to introduce them to a lifetime of exercise and healthy choices. Suzanne graduated Cum Laude from Georgia State University and has spent her 20+ year career working in Marketing in the telecommunications and insurance industries with notable companies like AT&T, Versys, Aon Corporation and ING. In addition to being busy with her career and children, she is involved with several professional associations that include the American Marketing Association, Atlanta Interactive Marketing Association, ING Women's Network, and the Cause Marketing Forum. In her spare time, she trains for half marathons.

Pedro Murilo Ortega Terra, DEPUTY CONSUL GENERAL AND HEAD BRAZILIAN GOVERNMENT TRADE BUREAU, CONSULATE GENERAL OF BRAZIL, NEW YORK

Destination: Spotlight on Brazil

Pedro Murilo Ortega Terra is a career diplomat, serving in the Ministry of External Relations of Brazil since 1991. He presently ranks as a Counsellor and holds the position of Deputy Consul General at the Consulate General of Brazil in New York. He is the Head of the Brazilian Government Trade Bureau of the Brazilian Consulate General in New York. In the Ministry, he worked in the Department of Middle East (1992-1996), the Economic Department (1996), the Protocol (2003), and was Deputy Head of the Division of Trade Intelligence (2004). He was Assistant-Professor of Diplomatic Languages of Instituto Rio Branco, the Brazilian Diplomatic Academy (1995-1996). He defended a thesis on "The Indian Agricultural Market: An Opportunity For Brazilian Agribusiness: Present Scenarios and Proposals For Trade Promotion Actions" (2010), in the context of the High Level Course of Instituto Rio Branco. He worked in the following Brazilian missions: Mission to the EU (1997-2000); Embassy in Montevideo (2000-2003); Embassy in Ottawa (2006-2008); Embassy in New Delhi (2008-2010); and Consulate General in New York (2010-).