



EXPO & FASHION SHOW

## SPECIAL ANNOUNCEMENT

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## **“MITZVAHS MADE SIMPLE” EARNED BEST EVENT INNOVATION AWARD FROM INTERNATIONAL SPECIAL EVENTS SOCIETY (ISES) ARIZONA CHAPTER**

(Scottsdale, AZ, June 6, 2011) Mitzvahs Made Simple Expo & Fashion Show earned the highly coveted *Event Innovation Award* from ISES, the leading global event industry association. The *Event Innovation Award* is bestowed to the outstanding Planner, Producer, Coordinator, Vendor, Catering Manager, etc. for the best event innovation in a calendar year.

Event-marketing gurus Damita Curry and Toby Indech were honored by ISES AZ for creating Arizona's first all-inclusive, one-stop shopping expo to help families save time and money while planning Mitzvahs last fall at the Hilton Scottsdale Resort & Villas. The Expo showcased more than 60 companies and organizations featuring out-of-the box entertainment options, unforgettable décor, best in class photography and videography, specialty caterers, fashion forward designs and Jewish community resources for the entire family.

Curry founded the “made simple” event-planning concept for teens and families with [Proms Made Simple Expos](#) in Cleveland, OH in 2008 and then in Phoenix, AZ in 2010. Curry identified a business need for purveyors to capture an untapped market of the estimated \$4 billion prom industry to increase brand awareness and exposure and create valuable leads through a unique shopping experience for parents, students and teachers planning proms similar to wedding expos. After market and competitive analysis, Curry created a business plan to expand marketing and advertising services for businesses to include a complimentary, event-planning resource guide for more than 100 high schools in Maricopa County in 2009, and with other rite of passage planning expos like Mitzvahs Made Simple. Curry continues to make planning milestone events such as proms, grad-nites, Mitzvahs, Sweet 16's and Quinceaneras simple and more affordable by providing education and resources to parents, students and school administrators.

Indech, an in-house event planner at Living Energy Events and Productions, approached Curry to partner on a Mitzvah Expo after working with Curry as the production sponsor for Proms Made Simple Expo in January, 2010. Indech's relationships in the Mitzvah market and Curry's experience in planning expos resulted in a tremendous success for a first time show. Curry also supported Indech with the planning of a Teen Showcase at The Special Events National Conference in 2011 for industry leaders to show the latest trends in teen events.

Indech, a Certified Special Events Planner (CSEP) candidate with years of experience in brand marketing has planned hundreds of Mitzvahs and other special events. She is a seasoned professional with a passion to produce innovative yet functional events. "I love the challenge of creating the big dream and then leading the event team to outstanding results for our clients. I truly believe that each event has the potential to be innovative and we proved this with producing Mitzvahs Made Simple."

Indech also picked up a second award for planning and producing “The Best Corporate Event with a budget under \$25,000” for Living Energy Events and Productions. The event was Living Energy's annual back-to-school themed event for Valley 5th-7th graders, Desert Boogie.



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**A special thank you to the following companies and organizations for supporting Mitzvahs Made Simple Expo & Fashion Show:**

**\*Sponsors**

**Customized Printers**

Calligraphy/ Invitations

Invitations and More  
Write and Invite

**Décor**

Event rentals

Holiday Lighting Company  
Classic Party Rentals\*

Florist

Fabulous Floral Design

Furniture

Classic Party Rentals, Designer 8\*

Linens

BBJ Linen  
Sculptware

Props / Table Top

Balloon Art, Twinkle 'N Tulle  
Bright Ideas by Lisa  
Creative Occasions\*

**Entertainment**

DJs

Jared Blake Entertainment  
Living Energy Events and  
Productions\*  
Mazel Music

Party Favors

Flipbook Memories  
GreenScreen Entertainment &  
Novelties  
Wax Hand Expressions

Photo Booths

Picture This AZ Photobooth  
Snap Booth Entertainment

Video Gaming

Game Truck\*

**Fashion & Accessories**

Powered by  
Phoenix Fashion Week\*

Dolce Salon and Spa\*  
Sunny's Hair and Wigs

**Jewish Community Resources**

Camp Mountain Chai  
Congregation Beth Israel  
Har Zion Congregation  
Jewish Community Foundation,  
B'nai Tzedek Youth Philanthropy

Jewish Federation of  
Greater Phoenix  
Jewish News of Greater Phoenix\*

Temple Chai  
The Friendship Circle

**Photographers**

Darrin Goodman Photography  
Emjai Studio Photography

Herzog Images Photography\*  
May Photography

**Photo Montage**

Life Moments

**Specialty Caterers**

Candy Rocks Candy Buffets  
Espresso Subito

Cakes

Classic Cakes and Confections  
Sugar Sugar Cake Studio

Kosher

Levi Catering  
Simply Scrumptious Kosher  
Catering

**Venues**

Hilton Scottsdale Resort & Villas\*  
Maggiano's Little Italy  
Noah's of Chandler  
The Center Urban Events  
University of Phoenix Stadium

Family Entertainment Centers

Brunswick Zone XL - Gilbert  
Dave & Buster's Phoenix /  
Scottsdale

**Videographers**

Hinson Media\*  
Stewart Video  
T-Video Inc.

Mitzvahs Made Simple

Mitzvahs Made Simple Expo & Fashion Show is the one-stop shop experience for families planning Mitzvahs celebrations in Phoenix and Scottsdale. For videos and interviews on Facebook, [click here](#). For more news, visit: <http://www.mitzvahsmadesimple.com/news.php>.

International Special Events Society (ISES)

The International Special Events Society is comprised of over 4,000 professionals associated among 41 chapters world wide who work in the special events industry as event planners, caterers, decorators, florists, destination management companies, rental and production companies, tent suppliers, audio-visual technicians, party and convention coordinators, hotel and convention managers, entertainers and much more. ISES provides education and networking to its members to promote professionalism in the special events industry.

Living Energy Events and Productions

Living Energy Events and Productions provides design, planning, lighting and AV production and entertainment services for corporate, social and school events with offices in Arizona and Michigan.