

GOOD ADVICE

Tips to Plan a Perfect Holiday Party

by Jeff Johnstone, President, Party Perfect [Member since 1997]

Party. Celebration. Soiree. Bash. Shindig. Open House. Gala.

Whatever you call it, holiday celebrations are a great way to personally connect and thank employees, customers, vendors and others with whom you've worked throughout the year. But they are also a big investment in time and money, so here are a few tips to help you get the biggest bang for your party buck this holiday season.

Be creative

If you've hosted past holiday events in your corporate offices or a traditional restaurant, consider an unusual venue this year such as a historic building or outside in a tent. Today's tents are so large and sturdy that with supplemental heating, you can host a sizeable gathering outside in December—at least in Richmond's mild climate! Regardless of where you stage your party, the key is to select a location that keeps your guests interested and engaged.

The devil is in the details

You only get one opportunity to get your party right so don't leave anything to chance. Event planning is a detail-intensive undertaking. If you are holding your party offsite, be sure to inspect the site and confirm it meets your needs. Is the space is large enough for your crowd? Does it have adequate parking? Is the sound quality good? Are there logical places for eating, visiting and any activities you have planned?

Take advantage of the professionals

Don't let the planning turn you into a cranky scrooge by party time! Event professionals bring extensive experience, fresh ideas and—perhaps most importantly—help you stay organized. Ask your colleagues for recommendations and

interview several companies before making your selection.

If you hire an event planner, caterer or event rental company, involve them early in the planning so they can bring you the most value. The experts can recommend venues, find cost-effective ways to meet your needs and help you manage the details.

If you go it alone, do your homework. Get written estimates from suppliers and confirm all reservations. Inspect any equipment and supplies you'll be renting and check pickup and delivery requirements. Make a list of to-dos and check it frequently.

Tap into trends to create a memorable event

Just because it's a business party doesn't mean it has to be boring or stuffy. Presentation is important. Incorporating bold colors, patterns and textures in linens, china and glassware is in vogue at contemporary parties this year, where hosts create dynamic tabletops and decorative seating arrangements. One of the hottest party trends today is unusual goodie dispensers. Consider a chocolate fountain, margarita mixer, cappuccino machine, old fashion popcorn popper or cotton candy machine to bring an extra element of fun to your party.

Holiday parties are a great way to build goodwill and have a little fun. Give your guests a party experience they won't forget and they'll be looking forward to next year's.

Party Perfect is a full-service special event rental company that provides tents, china, tables, chairs linens and much more for any size event. Jeff can be reached at (804) 359-2400 or jeffj@partyperfect.com. Visit Party Perfect online at www.partyperfect.com.

Online Workforce Directory Supports HR Professionals

The Workforce Directory is a collection of tools, materials and contact information for a wide variety of workforce development projects. The directory reflects the depth of talent and availability of resources within the Greater Richmond region that can directly impact employers' recruiting and retention strategies. It was developed for human resource professionals, from the employer's point of view. This directory is brought to you by the Greater Richmond Chamber in collaboration with the Richmond Society for Human Resource Management.

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2006 Transportation Conference Scheduled for December 15

The Chamber's Regional Transportation Advocacy Board, comprised of chief executive officers from some of the leading business organizations in the area, works to enhance the overall quality of life as it relates to current and future transportation in the Greater Richmond region.

The 2006 Transportation Conference is a joint program of the Regional Transportation Advocacy Board (RTAB), Richmond Regional Airport Commission, GRTC/Ridefinders, and Richmond Region MPO/PDC. This year's conference will be held Friday, December 15 at Capital One Financial Corporation's West Creek Towne Center. The program will feature an update on our region's mass transportation system including air, rail and public transportation. By sharing this information with our community, it is our hope that together we can move the state of transportation in our region ahead.

MEET the MEMBER!



Chris Tecca

President
Danaher Power Solutions

COMPANY PROFILE:

Danaher Power Solutions, LLC is the leading designer and manufacturer of mission critical power quality products and services branded — Cyberex, United Power, Current Technology, Joslyn and Superior Electric. Headquartered in Richmond, Virginia in a 100,000 square foot facility near Richmond International Airport, these five classic brand leaders offer a wide variety of power quality solutions from premium hardwired transient voltage surge suppression to standalone static transfer switches, power distribution cabinets and uninterruptible power products.

HOW DANAHER POWER SOLUTIONS CAN BENEFIT OTHER CHAMBER MEMBERS:

Businesses today rely on sensitive electronic equipment, therefore, power quality plays an important role in overall productivity. Power quality problems can result in higher costs, downtime, and reduced reliability and efficiency. Whether your business is a small industrial process factory or a 10,000 square foot mission critical data center, Danaher Power Solutions can offer a power quality solution that benefits and protects your facility 24/7.

HOW THE CHAMBER BENEFITS DANAHER POWER SOLUTIONS:

With our recent membership to the Chamber, our goal is to become an active community leader, provider and supporter. We look forward to fostering our relationship with the Chamber and providing high-quality products and services to the Richmond business community.

FAVORITE CHAMBER ACTIVITY:

The Chairman's Circle meetings are a fantastic vehicle to gain community exposure and meet other key businesses. Additionally, events like BIZ LINC allow our associates to connect with local buyers and decision makers. Another great way to interact with and support the local community!

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