



EVENT DESIGN & PRODUCTION
P.O. BOX 13207
SACRAMENTO, CA 95813
WWW.EVENTS-TLC.COM

FOR IMMEDIATE RELEASE, Please
September 6, 2012

CONTACT: Ingrid E. Lundquist, CSEP
CELLULAR: anytime (916) 719-1776

Local Author/Event Producer Wins International & National Awards

INTERNATIONAL AWARD: The best-of-the-best in the special event industry worldwide include local event professional Ingrid E. Lundquist, CSEP, who was recognized in August at a black-tie ceremony during Eventworld, the International Special Event Society convention held in Dallas, TX. The prestigious Esprit Award for Best Industry Contribution of 2012 was presented to Granite Bay resident Ingrid E. Lundquist, CSEP for her 2011 book, *Results-Driven Event Planning: Using Marketing Tools to Boost Your Bottom Line*. The book looks at events from a business perspective and guides the process from concept and design, through production to measured success. It is available on www.amazon.com or www.events-TLC.com

The competition promotes professionalism in the global event industry by showcasing a company or individual's vision, creativity and quality of the work. The ISES Esprit Awards are judged by international experts in all disciplines of the event business. The more than 215 Esprit Award entries came from Australia, Canada, Denmark, Malaysia (Southeast Asia), the Peoples Republic of China (Hong Kong), and the United States. Awards were given in 36 categories.

ISES was founded in 1987 to foster enlightened performance through education while promoting ethical conduct. ISES works to join event and meeting professionals to focus on the "event as a whole" rather than its individual parts. This year ISES celebrates its 25th Anniversary with more than 5,500 members active in 52 chapters throughout the world. The solid peer network ISES provides helps special event professionals produce outstanding results for clients while establishing positive working relationships with other event colleagues. Since 1994, Ingrid has been a member of the ISES Northern California Chapter, based in San Francisco, CA.

NATIONAL AWARD: Also in August, the same book won the Indie Excellence Book Award in the category of Marketing and Public Relations. In its seventh year, the National Indie Excellence Book Awards recognizes the best books published by small and independent presses and

self published books. It has catapulted independent and small publishers' books into the national spotlight, drawing attention to exceptional work being published without big marketing budgets.

"Our competition is unique in that it takes into account all aspects of publishing that go into making a stand-out presentation including cover design, interior layout and promotional text," said Smarketing LLC, Ellen Reid CEO, and President, sponsor of the awards. Independent experts from all aspects of the indie book industry, including publishers, writers, editors, book cover designers and professional copywriters, judge this competition. They select award winners and finalists based on overall excellence. The books submitted for the 2012 contest were donated to two libraries in West Los Angeles and to the Beverly Hills Public Library.

.....

The Lundquist Company (TLC), has specialized in the production of high profile events for corporations and non-profit cultural organizations since 1994. TLC Publishing, an imprint of TLC, was opened in 2010. Ingrid is founder of The Book-in-Hand Roadshow, traveling sessions introducing writers to self-publishing industry experts. In 2009, she embraced writing and by 2012 had written articles for national magazines and won national and international writing awards for her book, *Results-Driven Event Planning: Using Marketing Tools to Boost Your Bottom Line*.

"Aiming for excellence is part of my genetic make-up," said Lundquist of her venture into the world of authorship. "Creativity, careful planning and solid documentation are the backbone of my award-winning events - it was only natural that the next step was to write a book about producing events. Receiving two major awards is unbelievable... a huge surprise and a great honor!"

Ingrid E. Lundquist, CSEP is a Certified Special Event Professional, the highest designation of the International Special Events Society. She is a Board Member of CalFest, California & Nevada Festivals and Events. Her education includes two Bachelor's degrees, in Art and in English, as well as a Masters Degree in Art from California State University, Sacramento. Lundquist lives in Granite Bay where she dusts her Statue of Liberty collection and tends a small vineyard.

- end -

CONTACT: Ingrid E. Lundquist, CSEP (916) 719-1776
i.lundquist@events-TLC.com www.events-TLC.com