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ME PRODUCTIONS
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ME Productions Rolls out the Red Carpet for South Florida Publicists

January 2007—Hollywood, FL – Florida’s largest event productions company, ME Productions, rolled out the red carpet at its corporate headquarters in Pembroke Park on Thursday, January 25, for over 40 South Florida Publicists and Event Production Professionals. The open house was sponsored by the newly formed South Florida Public Relations Network (SFPRN) & PR Listserve, a professional association founded in September by long-time publicist Linda Hamburger of On Call PR.

According to Hamburger, the event was used to raise funds and awareness for her group, which provides umbrella networking for other South Florida PR professional associations and individuals seeking employment, to network, and to expand their own professional opportunities. The group has over 350 registered users and Hamburger says she expect 600 members by the end of 2007.

ME Productions provided the venue, appetizers, drinks, site tours, and fabulous floral designs. Other vendors chipped in and donated terrific services to provide entertainment for the guests. Those companies included: Airhead Oxygen Bar; Café Ala Carte and Chocolate Foundations of South Florida; PartyTime DJ’s “Pictures In a Minute,” for corporate events and “Photo Shoppe” for social events; and DJ Gibson Georges

Guests also enjoyed tours of the ME facilities, a prize raffle, and the opportunity to meet the professionals “behind-the-scenes” that create high-end memorable events throughout the area that many attend.

There were also many recognized names in the PR, events, and marcomm industry in attendance. Guests included area publicists Elaine Fitzgerald; Marilyn DeMartini; Norma Wolpin; Maria Sperling; Shari Lynn Rothstein; Dina Allende; Gerard Andrews; Beth Sobol; and Sula Miller. Event Planners in attendance included Steve Pollock of ProNews Net; Joanna Morrow of Smarty Parties; Heather Rouffe, Atlas Party Rentals; and ME’s own team that included: CEO Hal Etkin; ME President Jim Etkin; Business Development Director Annette Bennitz; Corporate Planner Amanda Heyder; and Social Events Planner Barbara Pierra, and others.

Also in attendance: Rudy Lascaz with Alliance Entertainment; Robert Kutchera, Business Humor Solutions; and Jeff Mustard of Mustard Man Productions and The Bamboo Agency

Hamburger says she intends to host other events at area businesses with the purpose of sharing marketing and PR strategies and networking in a format that allows for roundtable discussions and the opportunity to go “inside” at South Florida businesses for “behind-the-scenes” peaks at how businesses grow and achieve promotional and marketing goals.

Florida's largest Meeting and Special Events firm, ME Productions, is an award winning full service destination Management and Event Production Company specializing in national and international corporate events, Business Theater, staging, audio-visual, music and entertainment.