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## Local Event Producer Ingrid E. Lundquist, CSEP, Wins International Award and Local Awards

Receiving awards for her creativity in event design and production is not new to Ingrid E. Lundquist, CSEP who has been honored with four awards so far in 2011.

In January of this year, Lundquist won an International Gala Award at the Special Event Convention in Phoenix, AZ. The Gala Awards acknowledge the best-of-the-best in the special event industry worldwide and are considered the most prestigious awards in special events.

Two months later, on March 17, at the Citizen Hotel in Sacramento, Lundquist was honored with several Cappie Awards - two gold and one bronze - from the Sacramento Public Relations Association (SPRA).

“It’s flattering to win awards and very humbling when the judges are your peers and you know you’re competing against the best in the industry, “ said Lundquist.

Lundquist was honored with an International Gala Award for Best Fair/Festival for her design and production of the *2009 First 5 Sacramento Children’s Celebration*. The 2010 Gala Awards recognized the finest events taking place between July 2009 – June 2010. *Special Events Magazine*, which presents the awards, received entries from all over the world, including Australia,

Bahrain, Dominican Republic, England, Japan, and Turkey. The *Children's Celebration* won the award over festival finalist entries from Florida and Cologne, Germany.

While the Galas recognize international achievements, the Cappie Awards are presented annually by the Sacramento Public Relations Association to recognize excellence in the field of public relations on a regional level. This year's entries were judged by an out-of-state panel of professionals who were selected for their expertise in specific areas of the public relations field. Judging was based on six criteria: meeting the stated objectives, method used, measurement of results, creativity and ingenuity, quality of the project, and budget.

One Gold Cappie was presented to Lundquist for a Special Event for the *50th Anniversary Celebration of the Firehouse Restaurant*. Lundquist received a Bronze Cappie for Best Festival for the *2010 First 5 Sacramento Children's Celebration*, as well as a Gold Cappie in the category of More Bang for the Buck for *The Baby Stop* - a quiet, safe and secure area for parents to care for their infants while attending the *Children's Celebration* event.

"I love designing events because they can represent a wide range of celebrations as shown by these awards," said Lundquist," from outdoor family events to indoor adult festivities, the events delivered the client's message while creating a memorable experience for the guests."

#### About the Events:

*First 5 Sacramento Children's Celebration* is a family event produced for the First 5 Sacramento Commission. After eight successful years, this free event held in October at Fairytale Town and William Land Park is a day-long experience for families with young children. Activities include stage entertainment, puppet shows, face painting, healthy food, health screenings, raffle prizes, thousands of giveaways, and a Resource Expo featuring organizations such as the library

bookmobile, Smile Keepers, and the Discovery Museum. A highlight of the event is the Mascot Conga Line which features dozens of costumed mascots such as The Cat in the Hat, Curious George and Clifford the Big Red Dog parading throughout the event with children and families in tow.

In 2010, a new attraction was added to the *Children's Celebration: The Baby Stop*. *The Baby Stop* was a special area designed for the youngest attendees, furnished by IKEA, in support of sponsor Health Net. The area was set up with baby changing stations, an adorable play area with child size tables and chairs, and comfortable seating for nursing moms. Representatives from Sacramento County Women-Infant-Children were on site to answer breastfeeding and childcare questions. At the conclusion of the celebration, all furnishings and coordinating products were donated to the Sacramento Children's Home Crisis Nurseries. *The Baby Stop* provided a quiet, safe environment for the 145 families who visited *The Baby Stop* on event day; added a new attraction to a well-known, established event; and attracted positive feedback for *The Baby Stop's* sponsor and partner - a win-win situation for all.

#### *The Firehouse Restaurant 50th Anniversary.*

On September 9, 2010, *The Firehouse Restaurant* was the site of five hours of festivities in celebration of its *50th Anniversary*. The theme "Hats Off to You" was evident in the sea of hats as all embraced the spirit of the evening.

Appetites were tantalized and guests enjoyed a thematic experience: wait staff dressed to the nines, exquisite floral arrangements, nine bars, a signature martini with a gold sugar rim, a five-piece band, four celebrity look-alikes, and the owner in a Stetson all gave rise to a lively evening. Each room of the converted firehouse featured a different "gold" theme décor, and formal presentations on the stage in the New Orleans style Courtyard were highlighted with the Kabuki drop reveal of a 10-

foot banner bearing the label of the restaurant's new wine release. Gold beads and colorful, feather boas handed out by six-foot-tall twins in long gowns added a splash of fantasy to the mesmerized crowd. As they departed, guests received the crowning touch ~ two commemorative wine glasses etched with the 50<sup>th</sup> Anniversary logo.

A festive evening, celebrating 50 years of gourmet dining in Old Sacramento, paid homage to *The Firehouse Restaurant's* glamorous past and set the stage for an exciting future.

About the event designer/producer: Ingrid E. Lundquist, CSEP, has been producing special events professionally since 1980. Her passion for event planning has earned her a reputation as a leader in creative solutions, innovative design and results oriented event management. In 2001, Ingrid became one of only 109 professionals in the world to acquire a CSEP (Certified Special Events Professional) designation. The CSEP designation is the hallmark of professional achievement in the special events industry.

She has been honored with top industry awards on a local, regional, statewide and international basis in the areas of special events, marketing, public relations, and writing. The organizations recognizing her achievements include the International Special Events Society, American Marketing Association, Sacramento Public Relations Association, CalFest, the International Association of Business Communicators and the Summit Awards

The Lundquist Company, based in Roseville, CA, specializes in the production of high profile events for corporations and non-profit cultural organizations. All events are designed and produced under the direction of Ingrid E. Lundquist, CSEP. Lundquist lives in Granite Bay where she enjoys collecting statues of Lady Liberty and tends a small vineyard.