



2006 BUILDERS' BALL AWARDED TWICE FOR EVENT EXCELLENCE

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WASHINGTON, D.C. – Brilliant feathers, jeweled headpieces, Go-Go boots and a swirling silk cape: this unusual assortment of elements combined together to create a spectacular gala, unique and extraordinary enough to be awarded two trophies for excellence in the event planning industry. Entitled “A Royal Journey”, the 2006 Builders’ Ball theme centered on Kings and Queens and sent more than 1000 Guests on a Royal Romp through the themed courts of the National Building Museum on November 4, 2007.

The Ball was entered in the International Special Events Society (ISES) 2007 Capital Awards Gala by Kelley Gillespie of GEM Events, the events planner for the 2006 Builders’ Ball. This annual competition, held in April 2007, awards excellence in the special events industry for outstanding management of events from planners based in the Washington, DC area. The Builders’ Ball won the most coveted award, Best Team Event, and bested 13 other entries. Ms. Gillespie then entered the Ball in the ISES International Esprit Awards, held in Montreal, Quebec in August of this year. Again, the Builders’ Ball won the top award, Best Team Effort, shining over other events planned around the globe.

This was the sixth Builders’ Ball and certainly the most spectacular. The Ball’s organizing committee, made up of 30 leaders of the construction, design and real estate industry in the metropolitan Washington area, decided to remove the typical expanse of dining tables and black ties and replace them with a themed buffet dinner designed to take guests on a “royal” journey.

Guests mingled throughout the Great Hall to experience *The Four Royal Courts*. These surprise areas represented four different Royalty-related themes – King Tut, King of Siam, Carnival Queen of Brazil and the Queen’s British Invasion – representing 60s era mod England. Each court offered a vast selection of gourmet food and specialty drinks to match the theme. Among the most popular were the Minted Pomegranitinis of Ancient Egypt and the Mango Mojitos from Brazil’s Carnival. Guests enjoyed the Bangkok Noodle Bar in Siam and finished off the evening with desserts like Sticky Toffee Pudding and Hot Toddies in the British Invasion court. The Great Hall was beautifully decorated with 75’ flowing curtains separating each royal court and a striking likeness of King Tut spanning four giant columns. Guests loved the flow of the courts and the ability to network freely, a welcome change from the seated black tie dinners of past Builders’ Balls.

Each court also featured themed live entertainment. An Egyptian Cape Dancer arrived directly from Egypt and performed his spinning dance, twirling his silk cape over the crowd. Thai dancers with jeweled headpieces, a Go-Go Girl in white leather boots and Carnival dancers covered in feathers and sequins also paraded and performed through out the courts. Later in the evening, Impulse, a band from Los Angeles, provided high energy musical entertainment. The dance floor overflowed all evening with guests mirroring the band’s energy.

The crowning of the King and Queen of the Ball was the highlight of the event. Five men and women representing the construction, design and real estate industry vied for the title. Each collected \$1 votes – all of which went to the designated

Builders' Ball charities. An amazing \$28,000 was raised by the 10 candidates. Benny Pasquariello, director of government contracts at Turner Construction Company's Arlington, Va. office, was named King of the Ball and Cherie Pleasant, CEO of Associated General Contractors of Metropolitan Washington, was crowned Queen. The coronation took place on stage and the King and Queen led the crowd in a royal procession to the dance floor. Miller & Long was the sponsor of the Royal Center Court.

All proceeds from the bi-annual Ball benefited four local charities. Each of the main charities, AHC of Arlington, Va., Green Door of Washington, D.C. and Martha's Table of Washington, D.C. received \$70,000 and CANSTRUCTION and the Capital Area Food Bank each received \$10,000. The Ball presented checks to the charities on stage.

The 2006 Builders' Ball was a great success, an award-winning splendid Royal Journey! The 2008 Ball will be held on Saturday, November 8, 2008, again at the National Building Museum.

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ImageLink Photography -A twirling cape dancer was flown in from Egypt to perform for the guests



ImageLink Photography – Feather-clad Brazilian dancers performed in the Carnival Court



ImageLink Photography-Benny Pasquariello, director of government contracts at Turner Construction Company's Arlington, Va. office, was named King of the Ball and Cherie Pleasant, CEO of Associated General Contractors of Metropolitan Washington, was crowned Queen.



Fredde Lieberman Photography – the Great Hall Dressed as King Tut