

For Immediate Release

**ALLISON SARGENT ENTERPRISES CREATED SERIES OF EVENTS FOR  
OHIO DELEGATION DURING 2004 REPUBLICAN NATIONAL CONVENTION IN N.Y.C.**

***600 Delegates Attend Multiple Events that Honor Ohio's Leaders***

Montclair, New Jersey (Sept. 17, 2004) – Allison Sargent Enterprises, the Montclair based company specializing in custom events and corporate gifts, created a spectacular series of themed events for more than 600 people in the Ohio delegation who participated in 2004 Republican National Convention in New York City. Ms. Sargent is a member of the North Essex Chamber of Commerce.

For more than a year and a half, Ms. Sargent, the company's founder and president, worked carefully arranging endless details for six key events that honored such notable Ohio leaders as Governor Bob Taft and U.S. Senator George V. Voinovich. She and her team were responsible for coordinating the activities of a small battalion of florists, caterers, entertainers, bus and van drivers, sound and lighting technicians, ship captains and crew. She also directed a large staff young Ohioans who volunteered to help out during the convention. The activities were carefully executed to provide delegates with ample time to attend and participate in the activities on the convention floor in Madison Square Garden.

"One of the most gratifying parts of the convention was how New Yorkers opened their arms and hearts to welcome, support and aid the delegates," said Ms. Sargent. "For many delegates, they're impressions of New York City were shaped by the tragedy of 9/11. They realized that NY is exciting, energizing and very friendly city. Everyone they met from people on the street to police officers and staff at each venue willing went out of their way to make the delegates feel at home in the Big Apple."

The convention week began for the Ohio delegates with a cruise on a 161-foot yacht down the Hudson River to the recently re-opened Statue of Liberty. Guests honored Senator Voinovich as they viewed the Manhattan skyline from decks and salons of the yacht. They relaxed in three

different spaces that depicted scenes of New York City. As the yacht glided by Liberty Island the skies erupted in a fireworks display and at the same moment the delegates began to sing “God Bless America.”

The slice of New York City settings on the yacht represented sections of Mott Street in Chinatown, Mulberry Street in Little Italy and a sidewalk in Manhattan. While the Chinatown scene included an Asian arch and projected images of classic Chinese figurines, the Little Italy setting was complete with a painted façade of a bakery and butcher shop bathed in red and green lighting. Meanwhile, a sidewalk scene of Midtown featured a park bench set against a projected image of the skyline.

One of the other major activities was the “Buckeyes on Broadway” event, which celebrated Ohio’s great political history as the “must win” state for American presidential candidates. On Monday night of the convention week, Ohio Governor Bob Taft, the guest of honor, various VIPs and delegates gathered at Gotham Hall. The eight-piece New York City Swing band, with four vocalists, performed as delegates enjoyed such New York-style cuisine as potato pancakes and New York-cut sirloin steak served at numerous carving stations.

The balance of the week included an evening at the Boat House Restaurant in Central Park, a cocktail reception among the celebrated wax figures in Madame Tussauds , a luncheon at Noche Restaurant and a gala celebration in the Marriott Marquis’ grand ballroom as the convention came to a close.

“I was overjoyed to have been part of the Republican National Convention, said Ms. Sargent. The delegates’ patriotism, sense of mission and love or their country moved me and reminded of the historical importance of national political conventions. I’m honored to have been given the opportunity to serve the Ohio delegation.”

### **About Allison Sargent Enterprises**

Allison Sargent Enterprises, which is headquartered in Montclair, N.J. and was founded in 1992, specializes in full-service custom events and gifts for any occasion. The company, which

prides itself on designing and executing events with a personal and caring involvement, plans corporate functions, outings, weddings, holiday galas and other important life events. The firm's customized gift service features holiday gift giving, corporate/convention gifts, promotional marketing items and product launch giveaways.

The firm's clients include such well known companies as American Express, UPS, Edison Electric Institute, Donald Trump, British Airways, Continental Airlines, Johnson & Johnson, Lord & Taylor and PSE&G.

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