

YOUR EVENT PLANNING SOLUTION



IMAGINE THE POSSIBILITIES



About Penta

Penta Dynamic Solutions is a woman-owned boutique event management firm. Our ability to think “outside the box” has enabled us to expertly manage every aspect of an event from inception to completion. Penta Dynamic Solutions is experienced in the planning, production and execution of successful corporate and special events. Our breadth of expertise includes events of all types, sizes and budgets. Penta approaches events with an insight into the requirements and goals of each client’s individual needs. Whether it is a corporate function, conference, experiential marketing experience, gala, golf outing, holiday party, incentive and team building activity, or any other event need, you can count on Penta to provide you with excellence and professionalism.

Meet the Staff

Michele Verdino Ostler **President**



As Founder and President of Penta Dynamic Solutions, Michele Verdino Ostler is involved in the day-to-day operations of the company and is an integral part of the event planning team. After several years as an in-house event planner and human resources professional at Goldman, Sachs & Co., Michele launched Penta Dynamic Solutions in 2001. Her skills range from venue selection and contract negotiation, to event design and production, to on-site management. Michele has a wealth of experience in corporate conferences, product launches, brand awareness and mobile marketing tours, media events, social events of all types, and more. Her experience across multiple disciplines and her dedication to the industry and community give Michele a broad perspective that complements Penta's unique development. A native New Yorker, Michele holds a BA and an MA in Psychology from Marist College.

Emily Ohnstad **Event Planner**



Upon graduation in 2008, Emily acted upon her life long dream and moved to New York City in search of her destiny. Graduating from the University of South Carolina with a BA in Public Relations, Emily Ohnstad brings to Penta extensive leadership experience and an entrepreneurial spirit. While in college, Emily owned and operated her own Jazzercise franchise as well as worked as the event planner for her apartment complex. While holding this position she planned mixing and holiday events for students as well as charitable events for the community. Emily is determined and courageous, never letting the word "impossible" enter her mind. She is goal oriented and possesses strong social skills allowing her to work with clients of all backgrounds and in broad range of professional environments. Her positive attitude and ability to think creatively fits into the Penta mission statement to create custom events matching with the clients' own philosophy and image.

Talents

- 1) **Special Event Planning** - Whether we plan a one-day event or a national tour, our firm creates a unique experience that is tailored specifically for each event. Penta is the perfect answer to entertaining your guests in style while creating a custom environment, which reflects your philosophy and image.
- 2) **On-site Staffing and Production** – Global event producers who provide the appropriate team to service your event. We implement your ideas to produce an event and ensure its success at all levels. Through multi-tasking, anticipating the unknown, and resolving any potential problems before they arise, Penta is world renown for our abilities. In addition to our seasoned event planners, we can provide bartenders, wait staff and hosts; security guards; set-up and break-down crews; lighting, sound, and visual engineers; photographers; and more.
- 3) **Décor** – At Penta, we utilize our creativity to recommend the perfect design that best suits your objectives, audience, and budget. We are skilled in the use of lighting, props, table linens and overlays, balloon decorations, florals, backdrops, and special effects. From creation to installation, our professional staff will create an unforgettable visual background.
- 4) **Entertainment** – To enhance the theme of an event and make the occasion more memorable, Penta has a vast selection of top talent for your special event. We book guest speakers; DJs, bands and musicians; comedians; dance troops; celebrity impersonators; circus performers; and many other types of entertainment.
- 5) **Meeting Planning** - Connecting people to opportunities. Our meeting planning associates have worked in-house at some of the most prestigious corporations in the world as well as outsourced as vendors.
- 6) **Team Building** - Establish cooperation and cohesion among a group of people. We create multi-dimensional programs that are nothing less than educational, exciting, creative, and unique.
- 7) **Trade Shows** – Provide all the necessary ingredients to display and market products including creating and setting up booths for trade shows.
- 8) **Experiential Marketing** - Penta helps their clients reach potential customers by creating brand experiences that are personally significant, sensory, emotional and meaningful. We create and execute branded events with an open canvas. Penta can help take your message through the streets, bars and club, parks, subways and other places.

Corporate Events

CONTINGENCY PLANNING EXCHANGE, INC.

Planned and executed regular monthly events and quarterly conferences; marketed the organization; and developed a new logo and marketing collateral to re-brand the association. Responsibilities have included event marketing; event logistics and pre- and on-site registration; sponsor procurement, guest speaker bookings; securing audio-visual needs; and on-site staffing.

"Penta Dynamic Solutions removes the administrative bumps in the road, clearing the path in our progress as a growing organization. They manage our administration and events proactively and efficiently. Penta's top executive does not hesitate to personally carry the ball when needed. Personnel at all levels exude a determination to be true partners and care as much about our corporate welfare and service to constituents as those of us who serve on the Board of Directors." Marvin Wainschel, CPE



CITIBANK

Facilitated the logistics of more than 300 global conferences for senior level executives. Responsibilities included researching meeting space and hotel accommodations; coordination of audio-visual needs; supervising cocktail receptions; securing vendors; negotiating contracts; and budget management.



WOMEN'S AMERICAN ORT

Coordinated & executed the Annual Meeting Conference in Boston, MA. Responsibilities included Minute by Minute Agenda compilation; Hotel contract negotiation; Audio-Visual coordination; Food & Beverage Banquet menu selection; and Guest Speaker management.

DEUTSCHE BANK

Handled the planning and coordination for an Avian Influenza Symposium. Responsible for logistics and program management for a global symposium. Duties included registration of attendees; payment processing; speaker coordination; synchronization of video production of event; on-site registration; and event management.

Corporate Events



Ziff Davis Media and Ziff Davis Enterprise
Planned and executed the 2007 CIO Summit and the 2007 Marketing Summit. Responsibilities included event logistics; coordination with venue on room blocks, catering and audio visual needs; budget and timeline development; vendor procurement; sponsor coordination; coordination of recreational activities including spa and golf days; event registration; and on-site staffing.

"Penta Events out did themselves in the planning and execution of our event. The organizational skills and professionalism that was displayed by all of the Penta staff both before and during the event was top-notch."

--L.F., Ziff Davis Media

DRI International

Handled the planning of certification courses and exams throughout the United States. Responsibilities included venue scouting; coordination with venue on meeting space, room set-up, catering and audio visual needs; budget and timeline development; and preparation of banquet event orders. Duties have also included special event planning for the Executive Board.



Sutton Place Dental Spa

Planned and executed several in-office cocktail parties for the purpose of networking and showing the local community the high tech dental facility. Responsibilities included invitation design; invitation mailing; RSVP management; floral design and décor; procurement of catering; and on-site staffing.



AmeriPath

Facilitated the logistics for an in-office seminar and cocktail reception, followed by a formal dinner reception off-site. Responsibilities included invitation design; procurement of rentals; event design and décor; procurement of catering; transportation management; venue selection; and on-site staffing.

Corporate Holiday Events

ACCRETIVE

Contracted to execute company's holiday parties. The 2008 "dark winter" themed holiday party was designed and produced from a raw space to a fully decorated event. Furniture rentals, props, lighting, and a logo engraved ice sculpture to serve as a martini bar gave this event the proper ambiance. Signature cocktails and a comedian captivated the crowd with comedy surrounding employee profiles and the corporate image.



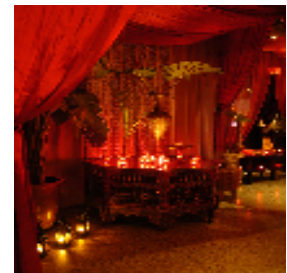
Start



Finish

RIGHT MEDIA

Full service event management for the 2005 holiday party. The project included design and production of décor including drapery, furniture, florals, and lighting; menu selection, catering services, and liquor procurement; staffing including butlers and bartenders; set-up and break-down of event; on-site management; and budget management.



"Thank you for making our party so very wonderful – it was PERFECT in every way! I look forward to working with you on our next event."

--Kyle Carter, Right Media

Social Events



NICHE MEDIA

Worked closely with Niche Media and their clients to plan and execute events. Tasks have included full service event design and production; the arrangement of tasting with upscale caterers; providing catering services for events; and on-site staffing and event management. Most recently, we handled an annual gala event with Rudy Giuliani.

GREY GOOSE

Worked on an event where the #1 bartender in New York was selected and awarded with the prestigious title. Tasks included site preparation; catering services; and on-site management.



HEINEKEN USA

Worked closely with the Amstel Light Marketing team to create new awareness of the brand through creative event planning. Planned and executed more than 120 events in 5 geographical areas including bar, sporting, charity, and exclusive sponsorship events. Additional tasks included developing point of purchase marketing materials and promotional items for giveaways.



VERSACE/SAKS FIFTH AVENUE

Designed an event for the launch of the Versace Spring Menswear collection. Tasks included matching color palettes for the event; providing catering and liquor services; staffing; and on-site management.



JACOB & CO.

Worked closely with Jacob & Co. on a jewelry showcase event. Services included catering services; music selection; on-site staffing; and event management.

Philanthropy Events

AMERICAN DIABETES ASSOCIATION

The Changing The Face Of Diabetes Gala was an elegant Masquerade Ball that offered guests an evening of cocktails, dinner, awards and dancing in a unique, multi-sensory setting. Fire performers and costumed dancers provided entertainment for the evening and the DJ played popular music that had everyone on the dance floor. The night was emceed by WNBC's David Ushery and LXTV's Sara Gore. From creating invitations to establishing partnerships to bartering with vendors, Penta was in charge of the execution of this event. Penta played an important part in the gala's design, theme development, and venue layout. Not only did Penta oversee the plans for the event but Penta's President and Owner Michele Verdino Ostler, serves as a member of the leadership board.

"Congratulations and heartfelt thanks to you for creating a beautiful event! Thank you too for all the support you've provided and continue to provide to the ADA. Its volunteers like yourself that truly make a difference in "changing the face of diabetes" for all!"

-- Deborah McKeever, President,
EHE International, 2009
Changing the Face of Diabetes
Gala Honoree & President of the
American Diabetes Association
Leadership Board.



WHEDCo

Penta worked closely with the WHEDCo staff to produce an event to honor Bronx Borough President, Adolfo Carrion, Jr., The Bronx All-Stars and The Contract Fund. The event raised money for the Bronx-based community economic development organization. Yankee's announcer, Michael Kay, emceed the evening which included a sports memorabilia auction, awards ceremony, dinner and entertainment by La Fuerza Positiva.



"I am so glad I met you and then recommended Penta to my organization for our big benefit event at the Yankee Stadium Club. My colleagues and I were especially impressed by your enthusiasm for getting and doing the job, and of course, we were all thrilled by the outcome. Because of Penta's capacity to understand our mission, our requirements, and our budget, we all got along splendidly, and the evening of the event turned out to be a "resounding success," according to our board president. On behalf of WHEDCo, thank you all at Penta for working so diligently to help ensure that our event was well organized, and to make sure our work load was much lighter by providing us with your professionalism."

-- Nina Liebman, WHEDCo



www.pentacares.com

Penta Cares was founded in 2007 as a philanthropic division of Penta Dynamic Solutions. The mission of Penta Cares is to partner with non-profit organizations to raise funds and awareness through events for worthy causes at little or no cost to the charity. Penta Cares strives to make a difference in the world, one event at a time.



October 5, 2009

Penta Dynamic Solutions hosted the Third Annual Penta Cares Charity Golf Outing with proceeds benefiting the American Diabetes Association in honor of Inspired Diabetic. Sponsors included the Contingency Planning Exchange, DRI International, 101.9 RXP, NYU Entertainment, Barefoot Wine, Paul Conte Cadillac, and more. The 11 a.m. shotgun start was followed by a cocktail hour, silent auction, 50/50 raffle, dinner awards reception, and entertainment. Despite the troubled economy, Penta raised over \$23,000 for the cause.

October 6, 2008

Penta Dynamic Solutions hosted the Penta Cares Second Annual Charity Golf Outing with proceeds benefiting the American Diabetes Association in honor of Nicole Sciarrino on October 6, 2008. Through the support of over 200 sponsors, supporters, and attendees, Penta raised over \$36,000 for the cause. Prime sponsors included the Contingency Planning Exchange, DRI International, 101.9 RXP, Seaview Capital Advisors, Monarch Business Resiliency, Meadows Office Furniture, and more. The evening entertainment kicked-off with a cocktail reception featuring a performance by the Knicks City Dancers and music by NYU entertainment. Guests enjoyed a delicious dinner with wine sponsored by Barefoot Wine. Following dinner, comedian Jeremy Schachter gave a hilarious performance and then the evening continued with great raffle prizes and auctions.

October 16, 2007

Penta raises \$40,000.00 at the Penta Cares! First Annual Charity Golf Outing with proceeds benefiting the American Diabetes Association in honor of Ed Maggio. Over 115 supporters turned out for a day of golf, cocktails, food, prizes, and a performance by the Knicks City Dancers!

Testimonials

"Thank you for your efforts towards making sure the May 3rd Give for Chris event was so successful. With your expertise and guidance, we were able to raise the amount of funds we needed for Christian and John as well as raise awareness within their community about Christian's illness. The Penta staff made sure the event went off without flaw. I look forward to future events with your company."

-- Mike Davis, Executor, Give for Chris

"April 27 to May 3 in National Volunteer Appreciation Week. There is no one I appreciate more than YOU! You are a leader on our Board who helps to steer the course with your vision, dedication and bright ideas. You are a leader in the #1 ADA Market serving on behalf of so many people with this horrendous disease, I am very proud of all of our volunteers and you lead the way. Michele – Thank you for making a difference for people living with diabetes."

-- Toni Hansen, Former Executive Director, American Diabetes Assoc., Greater New York Market

"We had 80+ attendees coming into New York City from 8 different countries. We'd promised them a weekend they'd never forget and we were determined to deliver. Our secret weapon? Penta."

The talented professionals at Penta listened until they understood exactly what we had envisioned and then they found the perfect venue, handled all the details and somehow managed to negotiate a great price. To say our guests were impressed would be an understatement. Weeks after they returned home, they are still raving! Thanks to Penta's attention to detail, commitment to service and remarkable follow through, we kept our promise and then some!"

-- Drew McLellan, Co-founder, Blogger Social

*"Penta not only organized our event, they shared in our passion—a difference that turns an otherwise 'good event' into a truly *magical* experience. The feedback from our event-goers has been nothing short of phenomenal, with attendees astonished at the quality of the venue and the care placed into every detail. Most remarkable is the wave of post-event buzz that is fueling demand for a bigger, bolder event next year. With Penta's help we not only succeeded in delighting our audience...we created an everlasting impression."*

-- Christina Kerley, ckEpiphany, Inc.

"Penta consistently provides NC4 with top notch services when called upon. Their team understands professionalism, timeliness and efficiency. We are happy to recommend Penta to any organization."

--Steven Sager, NC4 Inc.

"In June 2006 we retained Penta Events for our Annual Meeting, which was scheduled for August 5-7. The imaginative and practical character and personalities that you and your staff shown resulted in a unanimous glow of appreciation from the executive staff as well as myself. You and Morgan Berk along with your staff, went beyond the call of duty while working on the Annual Meeting. You were called in at the last minute, given almost no information- however you ran with the proverbial ball. You and your group handled all issues with graciousness and candor which cannot be described. Penta Events handled this project with such professionalism and dedication that there were almost no problems. We were all pleased with the final result. Your staff, was superb in handling all minor functions and was given acknowledgements by me. You, Ms. Verdino, were warm, personable and never showed an ounce of disdain or bother. Your organization never seemed to be frustrated with the many demands placed by the attendees which numbered over 300. I certainly appreciated your demeanor, from start to finish. Thanks to all of you and your staffs' efforts, we have enjoyed an environment that was not only aesthetically pleasing but also functional and true to our needs. Your appreciation of our style was evident in the options Penta Events chose for us. Thank you for your personal commitment to serving our needs and for making us feel like your only client."

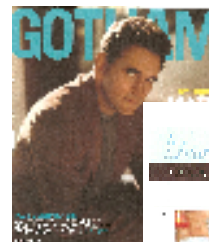
--Tanya Kent-James, WAORT

Press



Lee Lakes Golf & Country Club's 2011 Tournament of Champions was a success. The event was held on a beautiful day with a clear sky and a gentle breeze. The tournament was a great success and the Lee Lakes Golf & Country Club was a great venue for the event.

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PENTA DYNAMIC SOLUTIONS, INC.

Penta Dynamic Solutions, Inc. is a leading event planning company. We provide a wide range of services for our clients, including event planning, venue selection, and catering. We are proud to have worked with many of the most prestigious organizations in the industry.

Newsday

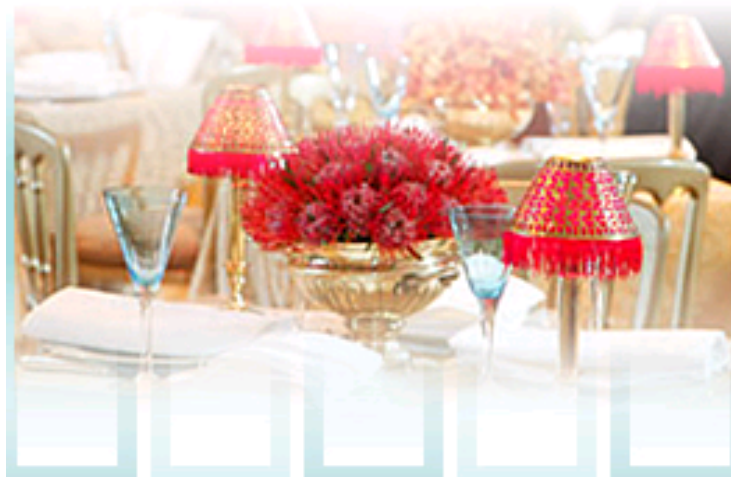
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Contact

Penta Dynamic Solutions

11 Hanover Square, Suite 501

New York, NY 10005

Phone: 212-344-2080

Fax: 212-344-2016

info@pentaevents.com

www.pentaevents.com