ANDREA MICHAELS

President of Extraordinary Events

Winner of more than 43 *Special Events* magazine Gala Awards, Andrea was honored as the [“Pillar of the Industry”](http://www.extraordinaryevents.net/whatsnew.html) by The Special Event. This unique *one-time-only* achievement award recognized Andrea for a lifetime of elevating the quality, integrity, creativity and impact of the events industry, as well as spearheading its international outreach. Andrea is also the first inductee into the Special Event Industry Hall of Fame and the recipient of the coveted Special Event Award of Excellence and a Lifetime Achievement Award.as well as the Steve Kemble Leadership Award . She has also won the M.P.I. Global Paragon Award and two SITE Crystal Awards among many other global honors. A well known international speaker, Andrea has planned and produced events since 1978, expanding from local LA based events to a dominant international presence. .Product launches, consumer events and large scale public events (250,000 attended one) are a specialty as Andrea has grown EE into a more-than -agency model that is strategic and goal driven.

2015 Steve Kemble Leadership Award Recipient

**ANDREA MICHAELS**

This year recipient of the Steve Kemble Leadership Award has amazing conceptualization skills, logistical savvy, and the ability to produce a small event with lots of heart and soul or a mega event for thousands both in a flawless and memorable way. One thing I learned about our recipient when I first met them is that they listen. When I first came into this industry they invited

me for coffee and what impressed me most about this industry icon was that they listen…this person listened to what I told them…areas I needed to learn more about, areas I needed to grow in… and from there they introduced me to people, and they suggested educational tools and classes and more. What I have witnessed since then is, this person’s ability to listen has actually been the benchmark of their illustrious career.

This person listens to clients, to vendors, to partners, to the industry. They then take this information and integrate together in order to achieve success, meeting and exceeding their clients goals.

This is, in a word, LEADERSHIP!

This person has planned and produced events since 1973, expanding from their Los Angeles headquarters to a dominant international presence.

ANDREA MICHAELS, is the winner of more than 38 Special Event Gala Awards. Last year she was awarded the Pillar of the Industry Award. This unique one-time-only achievement award, was for her Lifetime of elevating the quality, integrity, creativity and impact of the events industry as well as spearheading its international outreach. Andrea is the first inductee into the Special Event Industry Hall of Fame and the recipient of the coveted Special Event Award of Excellence and Lifetime Achievement. She has won the MPI Global Paragon Award, THE SITE Crystal Award and many, many other awards. Andrea is now a published author; her book is *Reflections of a Successful Wallflower: Lessons in Business, Lessons in Life* is a tell-all, in-depth glimpse into her personal and professional life and is an amazing read!

Please join me in honoring the 2015 Steve Kemble Leadership Award Honoree: Andrea Michaels.