

Read All About

NICOLE SAMOLIS



Michael Davis Photo

Where do you work?
PRESIDENT, THE EVENTS
COMPANY

Nature of the business?
WE'RE IN THE BUSINESS OF
CREATING GREAT EVENT
EXPERIENCES. WE DESIGN, PLAN
AND PRODUCE EVENTS FOR
CORPORATE MEETINGS AND
EVENTS, BASHES AND GALAS,
AND WEDDINGS. WE LIKE TO
CALL OURSELVES "PRODUCERS
OF WOW!"

What do you do there?
FOR THE PAST 15 YEARS
I'VE BEEN LEADING A
TEAM OF CERTIFIED EVENT
PROFESSIONALS WHOSE
PASSION IS TO PROVIDE
CREATIVE IDEAS AND
SOLUTIONS TO MEET THE
NEEDS AND OBJECTIVES OF
OUR CLIENTS' MEETINGS
AND EVENTS. WE DO THIS
BY CREATING A UNIQUE
EVENT EXPERIENCE, EASING
OUR CLIENTS' PAIN, AND
MAXIMIZING OUR CLIENTS'
EVENT INVESTMENT.

How long have you been
a reader of the *Syracuse
New Times*?

I'VE ALWAYS PICKED UP *THE
NEW TIMES* SINCE I'VE LIVED IN
SYRACUSE, SO THAT'S ABOUT 16
YEARS NOW.

Where do you pick up your *New
Times* every week?
USUALLY AT ONE OF MY
FAVORITE EATERIES IN
DOWNTOWN.

What is your favorite part
of *The New Times*?
I LIKE READING THE ARTICLES;
THEY OFFER DIFFERING POINTS
OF VIEW ON ISSUES. I LIKE
FLIPPING THROUGH ALL THE
HAPPENINGS GOING ON IN
SYRACUSE—IT KILLS ME WHEN
PEOPLE SAY THERE IS NOTHING
TO DO. MY RESPONSE IS "DO
YOU LIVE UNDER A ROCK?"

What changes would you
like to see to the paper?
BEING AN ENTREPRENEUR, I
ALWAYS LIKE TO READ ABOUT
OTHER ENTREPRENEURS
AND THEIR EXPERIENCES
WITH THEIR BUSINESSES—
SEEING THE HUMAN SIDE OF
BUILDING SOMETHING FROM
SCRATCH, THE STRUGGLES
AND ACHIEVEMENTS.
SYRACUSE IS A HOT BED

FOR ENTREPRENEURSHIP
AND WOULD LIKE TO SEE
THE COMMUNITY EMBRACE
THEIR IMPACT ON OUR LOCAL
ECONOMY.

What businesses or events have
you patronized that are listed in
The New Times?
TOO MANY TO COUNT. I LOVE
EXPLORING AND PARTICIPATING
IN THE ACTION.

What civic organizations
are you passionate about,
and why are they important
to you?
THE EVERSON MUSEUM OF ART,
JAZZ CENTRAL, ONONDAGA
HISTORICAL ASSOCIATION
(CHOCK FULL OF LOCAL
HISTORY), ERIE CANAL MUSEUM,
RED HOUSE, ONCENTER. ADD
IN ALL THE FESTIVALS AND
EVENTS TAKING PLACE IN
DOWNTOWN'S GREEN SPACES:
CLINTON SQUARE, HANOVER
SQUARE AND THE EVERSON
PLAZA (MY FAVORITE OUTDOOR
EVENT SPACE). IT ALSO
INCLUDES ALL THE AMAZING
LOCAL MERCHANTS AND
RESTAURATEURS' MAKING A
CLAIM IN DOWNTOWN.