

# Meet David Caruso

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Three years ago, *Brave Hearts: Heroes Among Us*, an annual American Red Cross event that pays tribute to local heroes for their extraordinary acts of courage and kindness, first debuted. With little experience in event planning, the Red Cross knew to bring in professional help in order to properly honor these heroes.

At the time, David Caruso was working with the Red Cross on an event to honor Marty Evans, former Red Cross President and CEO. Someone representing the Red Cross was impressed by his work and recommended that he get involved and help plan Brave Hearts.

The Red Cross asked David to create a *Brave Hearts* event with a unique ambiance. David has worked on the past three events, coordinating the logistics and décor with the Red Cross staff to make sure the event is as impressive as the people it was created to honor. Over the years, his relationship with the organization continues to be growing and getting stronger.

For the past five years, David has been running his own event planning business, Dynamic Events. Dynamic Events plans a variety of different events including weddings, birthdays, holidays, anniversaries and corporate events. He ensures every event he plans reflects the style and personality of his clients. "We work to make sure all our events are extremely memorable, placing special emphasis on creativity, elegance and attention to detail."



David first launched his event-planning career through his previous job at Bravo Restaurants in Chicago. He was the director of marketing and was in charge of community events and store openings. "By working at Bravo," he says, "I was introduced into the world of event planning, which was something I always knew I wanted to get into."

David claims that he absolutely loves planning Brave Hearts every year and takes great pride in his affiliation with the Red Cross. "I love seeing how this particular event has grown each year. Since the event is always held in different locations, it allows me to generate unique creativity that is conducive to each location," he says. By working with the Red Cross to create Brave Hearts, David takes advantage of building great community relations within the city of Milwaukee and allows him to become more successful and diverse in expanding his network.

He says he has very little leisure time because of the nature of his business. "My work requires me to be available at odd hours. There are times when I need to work evenings and on weekends," he says. When he does have time, David likes to roam around the city and try out new restaurants and hot spots. He also loves going to the theatre. However, he mostly enjoys hanging out at home and spending time with his friends and family.

David really stresses his admiration for the Red Cross and how important his relationship is with them. "I love how the Red Cross supports my creative spirit, especially with Brave Hearts. I am really looking forward to the event this year...it is going to be spectacular."