



The Panache Experience

Creating Extraordinary Foods and Events for over 17 years

Volume 17, Issue 2



Support
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Research

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Weddings

Sit-down Dinners

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High Teas

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...

Parties By Panache
is a

Full Service Caterer
And Party Planner

...

We can provide

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Flowers

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(714) 572 2190

Vendome Wine and Spirit's Panache is Treating Each Customer Like Family

Vikki Tran-Dawson and her sister Cindy Tran manage Vendome Wine and Spirits in Fullerton with charm, graciousness and a thorough knowledge of wine and spirits. The knowledge of their products is the result of an ongoing commitment to find the best wines and carry all your bar and entertaining needs. The charm and graciousness apparently was learned in their parent's home. The two sisters are the youngest of nine siblings in a family that has devoted the last 20 years to purveying fine wines and spirits.



I met Vikki when she delivered a client's

wine and spirit order to us so that we could serve it for her at her party. I was impressed with Vikki's client's selection, which actually turned out to be based on her recommendations of wines that would pair well with the menu we were serving. The wines and spirits provided for the full bar were also very high quality and well rounded.

Vendome participated in the Panache Experience in September, 2003 providing fine California wines from their stock that were paired with our selection of California Artisan and Farmstead Cheeses. I greatly enjoyed working with Vikki on this project. After devoting substantial thought and time to selecting cheeses that I believed captured the broad spectrum of flavors and textures that are now available in California Cheeses, Vikki selected an appropriate cohort of California premium wines that each worked well with one or more of the cheeses. **(Continued on page 8)**

Vendome Wine and Spirits 3115 E. Yorba Linda Blvd. Fullerton CA (714) 524-0800

Cooking at Home with Hollis O'Brien, President of Parties By Panache

The Panache Experience: I know when you began PBP you did all the cooking. Do you cook at PBP now that the company has grown so much?

Hollis: I don't really get to cook much. Our chef Phil, our baker Reina and their assistants handle that, but I do still come up with most of the new menu ideas. However, I really do love to cook.

The Panache Experience: Hollis do you cook at home?

Hollis: A few nights a week.

The Panache Experience: What do you cook?

Hollis: I go through phases in which I will favor one type of cooking over another. In the winter I do a lot of braising. I also like to make soups, especially split pea, black bean, and butternut squash.

The Panache Experience: What phase are you in right now?

Hollis: Leslee Meyer has been

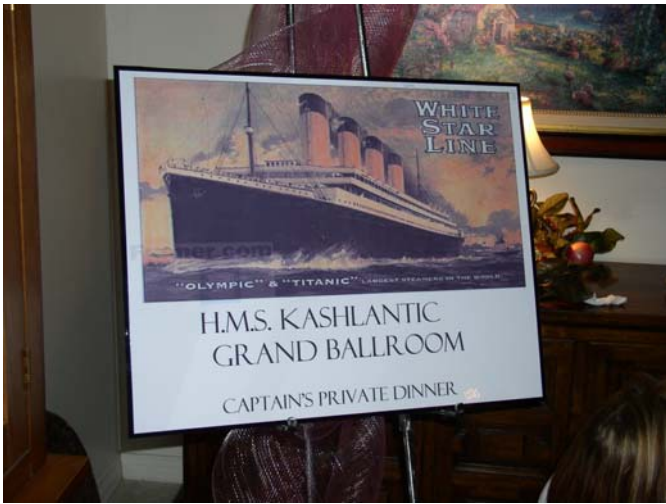
sharing the oranges from her tree with me. They are large and very sweet. I have been poaching them and making candied peels, chocolate dipped candied slices, poached oranges in Grand Marnier syrup and an Orange Tiramisu.

The Panache Experience: What do you do with all the candy you've been making?

Hollis: We eat the candied orange peel at home, and I share it with all

(Continued on page 5)

The Panache Experience



The H.M.S. KASHLANTIC brought every guest safely into 2004.



The Grand Ballroom awaits candlelighting and guests.



Jeremy O'Brien stirs the lobster bisque in the galley.



Ready for the guests the Grand Ballroom basks in candlelight.



Andrew and his musicians in mid set.



The guests aboard the H.M.S. Kashlantic exhibit an atypical chocolate fountain restraint.

Your own home cruise can be arranged by calling (714) 572 2190

Remarkable Dinner Cruise Honors Remarkable People

What could be more enjoyable than spending New Year's Eve on a magnificent turn of last century ocean liner as a guest of the captain and his wife; listening to enchanting chamber music provided by a trio of members of the San Diego Symphony Orchestra; eating hors d'oeuvre with dapper men in black tie and beautiful women in evening gowns in the gallery outside the ship's grand ballroom? "My husband decided that nothing could be more enjoyable, so we set out with the help of Parties By Panache to create just such a New Year's Eve to honor the most precious people in our lives," said Joy Porter. "Although we chose New Year's Eve, this was a celebration of family and friendship, much more than just a welcoming of 2004."

What the Porters did was turn their lovely La Habra Heights home into the H.M.S. Kashlantic, complete with lighted gangway, gallery, Captain's Reception Parlor and an incredible grand ballroom complete with hanging tea light chandeliers, silver candelabra lit tables, jazz band and more. There were even towels in the restrooms monogrammed with "H.M.S. Kashlantic."

"There is nothing more fun than working with clients who want to have a wonderful time. We came up with a great menu and worked very hard to make the event perfect. The Porters did so much to make the night a success. We felt as welcome as any guest," said Hollis O'Brien, President of Parties By Panache.

This was the first event that we did for the Porters. Joy Porter said, "We knew you were the ones for our party as soon as we met Hollis. The wonderful presentation of the food showed that we were right. Hollis's demeanor is not typical of an owner of a catering company or restaurant. She is so down to earth. I loved having Parties By Panache work in my kitchen."

"We had several events to cater New Year's Eve. Since I wanted Jerry to run the kitchen at the Porters' event, and I wanted to spend New Year's Eve with him I decided we would both work this party, something that we are rarely able to do. Even Jeremy, my oldest son worked in the kitchen. This turned out to be a great way for us to spend New Year's Eve," said Hollis

"Cooking a dinner for 66 in a home kitchen, serving it as a sit-down dinner and keeping it hot can be a challenge, but this worked out very well," said Jeremy O'Brien. Getting into the nautical spirit, Jeremy continued, "The Kashlantic's galley was really squared away. There are twin Thermador ovens and a great six burner range top. We brought in our hot boxes and our coolers, set up galley tables and were able to operate as efficiently as if we were in our own kitchen. The space was a little tight but that is always the case on a ship."

Hors d'oeuvre consisted of crab cakes with kiwi tartar sauce, filet of beef with caramelized onions and horseradish sauce, Brie and cranberry chutney bouchées and spanikopita. These were passed on silver platters to the guests while they talked and listened to a classical chamber trio from Joyful Spirit Music, of San Diego.

We set up the lobster bisque station in one corner and by using three people to plate the soup we were able to serve it hot and quickly to each table. Randy Bowsman of Espresso Appassionato said upon tasting the lobster bisque, "This is even better than the lobster bisque served at the Signature Room atop the Hancock Building in Chicago."

Our signature Pear Roquefort Salad garnished with fresh raspberries, caramelized walnuts and served with our house balsamic vinaigrette was assembled in the Captain's Reception Parlor (the Porters' screened in porch) as soon as that was vacated by guests heading into the dining room. Leslee Meyer said, "We don't waste space and we don't waste time. By quickly moving prep tables into the vacated parlor we were able to assemble the salads at the same time as the soups and this made serving a very smooth and timely operation. Within minutes of serving the salad the prep tables were dismantled and the Captain's parlor was returned to its former appearance."

Cooking the double entrée of prime rib and salmon en croute was not a challenge but plating it took a great deal of team work. Jerry and Jeremy cooked and sliced the entrées, vegetable stuffed tomatoes and the mashed red potatoes; Hollis expedited with all the style and composure of a symphony conductor, and Leslee, Kellie and Hollis plated the dinners six at a time.

While the food was being prepared and served, the music played and the addresses delivered, we sent one of our servers out to snap photos with our digital camera. "Sometimes people host great parties, but don't have any pictures when its over. We aren't replacing professional photographers, but often people plan on taking their own photos and just don't get around to it. This way they have some pictures to remind them of the event," said Jerry.

Although Joy Porter said that the focus of the party was the food—some guests actually photographing their plates prior to eating—the undisputed highlight of the evening was Captain Mike's address to his gathered family and friends.

The pre-dinner music provided by Joyful Spirit Music of San Diego was so fitting for the occasion. This was followed by the classic jazz of Andrew Marks and the Long Beach Trio. Lauren Porter sang the theme to the movie Titanic with their accompaniment. Lauren sings with a group, possesses a lovely voice and her song was a memorable counterpoint to her father's address. It was quite a memorable New Year's Eve!

The Panache Experience



Special Stuff for that Special Day (Valentine's!)



Silver Cookie Tin with Red Ribbon Filled with
2 Dozen Mini Desserts \$ 23.95

Red Gable Box with One Dozen Hand Dipped
Strawberries \$ 23.95

Miniature Gable Box with 2 Hand Dipped
Strawberries or Mini Desserts \$ 3.95

Please call Parties By Panache to place and order or for more information at (714) 572 2190

Fitness Quest: Answering the question "Can I Eat Rich and Stay Fit?"



Karla Rivas demonstrates that it is possible to achieve a perfect balance between good food, fitness and fun

I know that I will never try to give up eating for flavor and fun. As good as wheat germ, kasha and sardines are for my body, smoked turkey and wild rice bisque are good for my soul. However, I want to be able to eat rich foods for a long time and therefore, I need to answer the question, "How do I stay fit and eat rich?" Carolyn and Karla of Quest Fitness in Fullerton claim that they have the answers and that following their advice will help me stay on my gourmet's path for a long time.

Start by warming up

Nothing will hurt you quicker than trying to get back in shape using cold muscles. Yet many are the times I've headed straight for the weights without warming up for a minute. Karla told me, "Warming up raises the body temperature and increases the blood flow to the muscles. This blood flow aids in delivering fuels needed for good muscle performance. Warming up also prepares the cardiovascular and

muscle systems for physical activity. This will reduce or prevent soreness in the muscles, caused by working out."

Warm Muscles still need to be stretched

The first several times I trained with Karla she actually stretched the muscles for me while I lay flat on my back. It wasn't until she did this that I realized how much flexibility I was losing while I sat typing or stood fixed in place in front of the workstation or stove.

Karla told me, "Stretching between exercises or sets reduces the amount of chemical buildup in muscle cells that cause fatigue. Begin by exercising slowly for 3 to 5 minutes or until a light sweat starts. Then slowly stretch the muscles you will be using."

Work light and concentrate on form

"I have always enjoyed working with light weights for a short period of time and then seeing how much iron I could pump,

however, I kept hurting myself," Carolyn told me, "Using correct form makes you muscles work smarter not harder. The muscles get a good work out without the danger of using weights you don't have good control over."

Finally, light regular workouts will keep me at the table

To paraphrase PINK FLOYD you can't have your dessert if you don't do your workout. Karla said, "If you workout three times or even better four times a week every week for the rest of your life there is no reason why you will not be able to eat great tasting foods in moderation." If you have questions about these points call Carolyn or Karla at

QUEST FITNESS
(714) 493 2769

Or stop in for a tour
241 E. Imperial Highway,
Suite 340 Fullerton, CA

Phyllis J. Smith

Search Out Your Town

If I had a wish
I knew would come true
I'd travel the world,
Oh yes, I would ...

I'd look for great paintings
created with skill,
And talk with the artists
their wisdom instill.

And travel to gardens
see architectural treats
And bathe in the sunshine,
feel earth under my feet...

And as I was dreaming
a soft voice I heard,
"My friend look around you"
was the sweet spoken word,

"There are treasures abounding
within miles of your home.
Paintings and writings
Just get out and roam.

Music and sculpture
unique and quite fine;
Beauty to inspire
your heart and mine.

So dreamer wake up
and enjoy your fair town
Search out the city
for the great and renown." ©

A Coffee Break with "Me"

I need to take
A coffee break
And spend some time with "me."

To clear my mind
Relax... unwind
Just let my thoughts run free.

I think of places
With open spaces
And time does not exist,

Where I can rest
And be my best
And bathe in utter bliss.

Real time breaks in
And this is when
My break comes to an end,

But I have a new view
Of my things to do
And life becomes my friend. ©

*The above poetry is original
and used with the kind
permission of Phyllis J Smith
Sunstyle Graphic Design*

Phyllis J Smith is the owner of Sunstyle Graphic Design. Writing poetry is part of the service Sunstyle provides to its clients. Sunstyle was founded in 1984 on a part time basis with the desire to help others convey their message. Today, it is a full time enterprise.

If you were to ask Phyllis who she is, her reply would include: "I am an individual that lives life determined to create a memory and enjoy the journey. Life is an adventure...no two days the same. I am grateful to participate in our exciting, expanding community, with awesome people and incredible opportunity."

Phyllis's experience includes marketing and Customer service, and as serving as communications director at a local private school.



Cooking at Home with Hollis

my employees. Although I'm making what seems like a lot, it doesn't stick around for very long. With the Tiramisu we will start making that for our clients, however, that will be made in the PBP kitchen with oranges from produce vendor.

The Panache Experience: Do you entertain much in your home?

Hollis: I do, but not as much as I would like to. I will be doing more entertaining at home however, as soon as my new DCS range arrives, which should be in the last week of January.

The Panache Experience: Tell us about the DCS range.

Hollis: I have always wanted a range at home that had the same amount of power as a commercial range. The DCS has five burners that can produce 17,500 BTU which gives me that power. The range also has the ability to hold a stock pot at a simmer for hours. It can hold the stock at 140° which is ideal for making stocks, soups, braises, etc.

The oven is convection and has four racks so I can bake all my desserts, breads and cakes at home. Once I have the range in place I plan on doing much more entertaining.

The Panache Experience: What do you do for entertainment when you have people over?

Hollis: I cook. Everybody wants to watch or

help with the preparation of the meal. Not to mention the fact that the kitchen is set up so that three or four people can perch themselves on stools directly in front of the prep counter. The kitchen opens directly onto the dining area so the whole party is pretty much in the kitchen.

The Panache Experience: What advice do you have for people who want to entertain at home?

Hollis: Unless you really love to cook and clean up, have a kitchen that makes it easy to turn out the food quickly and well prepared, and allows you to interact with your guests, hire Parties By Panache and be a guest at your party!

Fine Art and Fine Wines blend in Paso Robles

Winemakers are attracted to the Central Coast of California and to Paso Robles in particular because of the unique and unmatched combination of soils and climate. The soil, enriched with natural deposits of lime stone, is the type which throughout the vinicultural world is most prized for its ability to nourish fine wine grapes. The Central Coast has the long sun drenched days and Pacific Ocean chilled nights that consistently ripen grapes to near perfection. Winemakers who have truly learned their craft will tell you that great wine is made in the vineyard and Paso Robles has the conditions which allow for the planting of vineyards capable of growing great wines.

Paso Robles also seems to attract

winemakers who possess overdeveloped creativity that manifests itself not only in the art of making fine wines, but also in the making of fine art.

Gianni Manucci, owner of Manucci Winery, Inc. home of Coyote Creek and Wild Coyote, is in addition to being a wine maker of distinction, an architect and stone sculptor. Balance is important to Gianni and he shares it with all interested people at the vineyard by blending native American architecture, art and winemaking in one rustic and serene location. I purchased and tasted Coyote Creek 1998 Syrah and was very impressed by its big, smooth dry taste. It was astringent without being overly tannic. It had all the attributes I look for

in a full bodied red wine

Gary Conway of Carmody McKnight Winery is in addition to being a wine maker, a director, actor, author and painter. Gary paints and wins awards for his wine labels. And this is just as it should be as the wine that he puts into the bottles win very prestigious awards. Carmody McKnight 1999 Paso Robles Cadenza, a Cabernet Franc based Meritage won six awards at the California State Fair including Best of California (Meritage) and Best of Region (All Wines.)

Hollis and I will be visiting Paso Robles in March and we will let you know what we learn about this region's wineries.

The Best Laid Business Plans Begin with JIAN

The 21st Century may well be called the age of the entrepreneurial revolution. Such times require that ideas in your head be turned into comprehensive and well reasoned plans that you can present to a banker, potential investor or your boss. Do you have that skill? Can you do this, well and quickly? I have done just that and you can too.

Go or No Go?

I recently wanted to evaluate an idea for an in-house rental division and turn it into a finished business plan. I planned this venture to be a one customer business initially, but with the possibility of it becoming a retail entity in the future. I thought that putting together a good plan would take weeks. Burke Franklin, founder and CEO of JIAN software told me that his company's BIZPLAN BUILDER 8 would guide me through the process of drafting an accurate and well reasoned plan in a remarkably short "weekend."

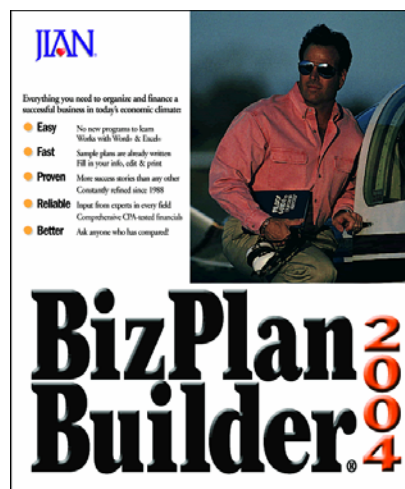
Does the software actually work?

Burke Said, "BizPlan Builder 8 is a program that has been refined over 14 years and has a verifiable track record. To date this program has been used by over 600,000 entrepreneurs. One user of the program that I know of, was able to secure nearly one million dollars in financing for a bed and breakfast business. Many others have secured the backing of banks, investors and more importantly developed the well reasoned focus necessary to take their vision from idea to operational success."

Can I really write a good plan?

Prior to my own use of the program I was concerned about three separate issues.

First, could I, with only my self taught knowledge of Microsoft Word, Publisher and Adobe Photoshop, learn the program quickly enough to avoid reaching my frustration threshold? If a program frustrates me no matter how powerful it is I won't use it. The answer to this most important question is my frustration level stayed high above the operational difficulties imposed by the program. I was using BizPlan Builder 8 within minutes of installing it. Rather than being frustrating it was actually fun. Most of work falls into the categories



of point and click, finish the statement, or select the appropriate statement.

Where do I get the information?

Second, would I have to do a lot of detailed analysis of outside data to get the information that I need to complete the plan? The answer to this is mostly no. The

descriptive part of the plan can be done without reference to any records. Most of the questions that needed to be answered could be answered after some careful thought. The financials require knowing or projecting various numbers, but, these numbers were obtainable from our current records. Finally, would I need help to understand the jargon used in the program? BizPlan Builder 8 uses little jargon, is easy to understand and user friendly.

More than a manual...

BizPlan Builder 8 contains a computerized textbook on general business formation. The program has features such as presentation letters, private placement memoranda and an investor game plan. Included on the program packaging is the very useful, "Ten Secrets of Building a Successful Business." There are many more equally useful features.

Yes! In just a few hours...

I sat down with BizPlan Builder 8 and a steaming cup of Starbucks coffee. I thoroughly reviewed the features before I spent 2 hours completing the descriptive portion of the plan. The plan flowed well, was understandable and I brought it to the boss for her review.

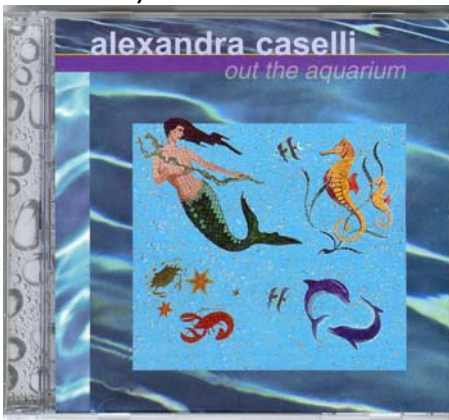
Success!

A half hour of analysis with Hollis and we were able to refine the plan and decide that we will go ahead with our project. "JIAN's program saved us hours of work and frustration. We completed an important job in a short time, and could get on with the work that helps us accomplish our goal, generating profits," said Hollis O'Brien, President of Parties By Panache.

Jazz Brunch with Keyboardist Alexandra Caselli

Some artists have an enviable past, are hot right now or portend great things for the future. All three things can be said of Alexandra Caselli. Alexandra started playing piano at age 6, has had a solid education in music, has played with big name popular acts like Little Anthony and the legendary jazz and country singer, Kay Starr and has for the last ten years played with The York Quartet.

On January 20th at JAX in Glendale Alexandra will release her latest CD "Out the Aquarium." I have had the privilege of listening to this album prior to its release and for those of you who love smooth jazz this CD will be a great addition to your collection.



Alex has written six original pieces for the CD and reprises the title track "Out the Aquarium". Alexandra's playing style reminds somewhat of Vince Guaraldi of "A Boy named Charlie Brown" fame, but her lyricism is all her own. In addition to the original pieces, Alexandra does enjoyable covers of songs by Irving



Berlin, Rogers and Hammerstein and others.

You may obtain your own copy of "Out The Aquarium" online at: thejazznation.com and you can visit the newest addition at Parties By Panache's Jazz page at <http://www.partiesbypanache.com/JazzPage2.htm>

Brunch Menu

Champagne Cocktail

Wake up to a cheery

"When the Red, Red Robin Comes Bob, Bob Bobbin' Along" Music and Lyrics by Harry Woods

Hog Island Oysters on the Half Shell

Get the hormones going with

"Side by Side"

Original Music of Alexandra Caselli
Omelet with Goat Cheese, Cepes,
and American Seruga Caviar

Familiar music while the taste buds are working

"I Remember You"

By Mercer/Schertzing

Dried Pear, Candied Walnuts,
Raspberries and Point Reyes Blue
Cheese over baby greens with a
Truffle Oil Vinaigrette

Clear the palate with a different kind of sound

"How Deep is the Ocean"
(Irving Berlin)

Chili Spiced Chocolate Mousse

Compliment the sugar rush with
some fast swing
"Whiff"

Original Music of Alexandra Caselli

Visit Alexandra on the web at

www.alexandracaselli.com

Panache in the Workplace: Customer Appreciation

We have many clients who over the past fifteen years show their appreciation for their clients and vendors by hosting lunches for these very valuable people at their places of business. Everybody appreciates having lunch delivered on trays and in bowls set out as a buffet, however, the most looked forward to customer appreciation lunch is our omelet station.

The omelet station features a chef cooking a omelets to order for your customers. We prepare a large number of delicious "add-ins" such as flame broiled red bell peppers, premium California sharp cheddar, fresh

spinach, portabello mushrooms and many more.

The speed with which the omelets can be properly and beautifully prepared enables our chefs to feed a substantial number of people quickly. And of course there is no need to call the guests to lunch as the aroma of eggs, cheese, mushrooms, peppers, and herbs is a siren's call to hungry workers.

We always serve our omelets with breads and rolls that are fresh from our ovens. For that extra nostalgic culinary delight we even bake buttermilk biscuits and cinnamon rolls.

This treat also benefits the hosting customer, as no one has to leave the office for breakfast, break or lunch.

And of course, we can provide a delicious dessert such as carrot cake or tiramisu which can be decorated with your own special message.

Our chef cleans up everything before he or she leaves, so your office or plant is left spotless, all ready for satisfied employees to go back to work!

To find out more about our customer appreciation meals call (714) 572 2190.

The Panache Experience

(continued from page 1)

The Tran Family is very close knit and operates a sizable chain of stores each overseen by one of the siblings. Their management style is to meet around their mother's table five days a week for breakfast. Just a quick look at the very busy Fullerton store demonstrates that this management style works. The selection is extensive and high quality, not burdened with over-priced prestige labels that do not deliver. Vikki makes it a point to find the right wine to match your budget, whether your needs are for an elegant party of twelve or an elegant party of 2,000. Vikki has helped us pair very high quality wines for 5-course meals, when each course would have its own wine and has also brought us price perfect delicious wines when several thousand people would be having a glass or two with hors d'oeuvre.

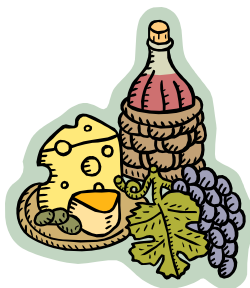
While interviewing Vikki for this article she expressed a passion for the wines of the Paso Robles Region of the Central Coast AVA (American Viniculture Appellation). This area only started producing premium quality wines about 25 years ago, but because of the diversity of *terroirs* and soil types, over thirty grape varieties grow exceptionally well here. Vikki prefers to select wines from these smaller quality dedicated vineyards. Vikki's effort to discover these wines makes her a great resource for the person not extremely well versed in wine. Ask her for a recommendation and you will get good advice.

Parties By Panache plans on teaming up with Vendome Wine and Spirits to provide our clients with California Artisan and Farmstead cheese trays to go along with their selection of fine wines.

Vendome however, is not limited to wines only. They carry a full range of spirits and beers, including some of our favorite local brews, like Reaper Ale and Bayhawk, both brewed in Irvine. They also have all rums, bourbons, single malt Scotch, Irish whiskey, tequila, etc., that you could possibly need for any celebration. Additionally, there is a well stocked humidor with fine hand rolled cigars including my very favorite Santa Rosas.

"Parties By Panache shares Vendome's commitment to finding the right foods, wines and spirits for all your events. We feel that by being the resource you can rely on you will have more fun entertaining and will entertain more confidently and more often," says Hollis O'Brien, President of Parties By Panache.

Vendome Wine and Spirits 3115 E. Yorba Linda Blvd. Fullerton CA (714) 524-0800



The Evolving Panache Experience

I have never liked the name "Panache Exquisite Events Update" even though I came up with it, because it is too long. But, as I had used it on 8 issues I was somewhat afraid to change it. However, over the holidays I had a meeting with my marketing guru, "Uncle Mo" who agreed the name was lame, so I changed it. Hence forth we will be "The Panache Experience."

Since Parties By Panache started publishing our newsletter monthly as opposed to three or four times a year, circulation has risen from around 300 to well over 1,200. It has also grown from 4 pages to 12 and we have increased our coverage of subjects from our menus and food to visual art, music, poetry and literature, as well as our food. We have made an effort to cover food, art and music, that is raised, grown, made, or played in California. It is all in effort to be interesting and fun.

Michelle Ross, who is our most recent office staff addition told me that while she was at her home, her mother Myra, and friends Myron and Carol Kanofsky and Nadine Heideman were discussing the newsletter. She related that they enjoy reading the newsletter, but that we don't talk enough about the parties that we cater. I had heard the same from other quarters. While Michelle was relating this to me, Phil, our chef came in and said that he too had heard the same. I was embarrassed and thrilled to get this feed back. I'm supposed to be marketing PBP, but I guess my approach was too low key. I am thrilled because if there is one thing I like talking about almost as much as everything that is going on in California, it is Parties By Panache. So starting this month we are running a two page feature on a party that we have recently done. This feature will have photos and interviews with the hosts, guest and staff. I hope that this feature fulfills the need to know more about the parties we do. I have assured Michelle that for our in-house purposes this feature will hence forth be known as the Ross-Kanofsky-Heideman feature!

Special thanks to Mark Fliegler of Paradise Printing for his input on our design modifications.



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Parties By Panache accepts for possible publication original works, by artists, writers, and photographers. Any work which is submitted will only be returned if return postage accompanies the submission, however, the submitter may pick up his or her submission at our offices. Acceptance does not guarantee use of the work in this newsletter, however, submission is deemed a warranty of originality and authority to grant permission for use.

All of the views expressed in this newsletter are Jerry O'Brien's and reflect his point of view and none other.

Save even one life and you change the world

Volume 17, Issue 2

The “Pink Ribbon” cookies that we make and sell generate greatly needed research dollars. We believe that research will one day find the cure for breast cancer and the more research that is funded the sooner that day will arrive.

We also know that millions of dollars have already been spent on research and that the research has led to higher survival rates. Therefore, Parties By Panache is going to raise \$60,000.00 for research by selling 10,000 dozen Pink Ribbon cookies. In order to do this we will need everyone we know to eat at least one dozen cookies per month. That is only one cookie every three days and at that rate no one’s diet will be compromised.

Selling only 30 dozen cookies a day will take us to our goal, raise the \$60,000.00 and allow 30 men and women to walk in the “Breast Cancer 3 Day.” Please help us and enjoy the cookies.

You can join us by calling Parties By Panache at (714) 572 2190

Your Club or Organization needs this Service Project!

Your club, business or organization should sponsor a walker in the “Breast Cancer 3-Day.” Three hundred and thirty dozen cookies is all it takes to have one person walk. That is less than one dozen cookies a day. It is only thirty dozen cookies per month to sponsor a walker and show your support for the eradication of breast cancer. You can do this by selling subscriptions of one dozen cookies per month for a year or by selling cookies every month.

This is a wonderful service project that has the benefit of high community value with a small investment of time. The benefit to the men and women who will survive as the result of your service will be your reward.

Help Parties By Panache support research so that breast cancer may be defeated during our life time. It takes a little effort over time to make a big difference and we can all help.



Coffee Corner: History of the Beans (the second of twelve parts)

I have spent quite a bit of time scouring the internet for the history of coffee. Until we get to the time of reliable modern records the history of coffee is mostly a folk tale.

Therefore I want to take this segment of the history of coffee out of chronological order, and shift to the current history.

The current history of coffee growing embodies a phenomenon which is virtually unknown. The consumers of the coffee are voluntarily paying the growers of the coffee a premium. This phenomenon is known as “Fair Trade” and the coffee is known as Fair Trade coffee.

Fair Trade coffee works on the premise that in order for premium beans to be grown, the farmers who grow them need to receive a guaranteed minimum price per lb. for their bean so that they can have basic medical, enough food for their families and be able to send their children to school to be educated, not to the fields as labor.

The fair trade co-operatives usually work on a three pronged program involving fair pay for product, organic or environmentally friendly



growing techniques and shade growing which fosters bio diversity.

Fair Trade agreements represent less than 2% of the world’s coffee farmers. However,

Starbucks pays premium prices that are substantially above the commodity-grade coffee price as a company policy even for coffee that is not Certified Fair Trade. In 2002 Starbucks paid an average of \$1.20 a lb. while the commodity price of coffee was at +/- \$.50 per lb. This policy has been in place since 1971. However, as an ally of Transfair USA, Starbucks is committed to buying one million or more pounds of Fair Trade coffee each year.

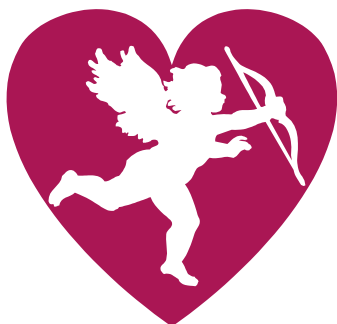
Fair Trade, how does it taste?

We can’t just recommend something without tasting it, so we purchased Fair Trade coffee and brewed it in a French Press Pot. The coffee which is marked as mild brewed up rich and creamy, very flavorful and not at all bitter. While I normally like dark roasts I found the Fair Trade coffee to a very enjoyable roast.

This months featured store is Birch Street Promenade where Eva, Art, Ryan , and Carol will cheerfully grind you some Fair Trade beans.

The Panache Experience

Valentine's Day is the time to Celebrate Your Love



Being a group of true romantics the Parties By Panache staff relishes the arrival of February and with it, Valentine's Day. Little cupids hover in the air and flowers seem to arrive on everyone's desk almost hourly.

Naturally we have put together the most romantic menu that you and your love will ever

share. You can surprise your sweetheart by picking u this wonderful food ready to heat and enjoy. However, if you need more than just your love and the most delicious food west of Rome to set the mood, we can arrange to have live romantic music performed tableside. We can design floral arrangements

that will delicately scent the air as well as providing servers who you will not even notice.

Please call Elizabeth or Jerry at (714) 572 2190 to place your order.

Valentine's Day Lovers' Menu :

Valentine Dinner for Two

A choice of one of the following salads:

Calypso Salad or Pear Roquefort

•

A choice of one of the following entrees:

Salmon with Wild Mushrooms in Filo Pastry

Served with Champagne Sauce

Filet Mignon with Madeira Mushroom Sauce

Stuffed Chicken Breasts with Cranberry-Orange Sauce

•

Served with:

Tomato Stuffed with Vegetable Medley or Roasted Vegetable Napoleon

and

Garlic Mashed Potatoes or Wild Rice Pilaf

•

Freshly Baked Baguette

A choice of one of the following special desserts:

Flourless Chocolate Cake

or

Apple Tarte Tatin

or

New York Cheesecake with Fresh Raspberries

Chocolate Dipped Strawberries

The cost is \$85.00

All dinner items are ready to go into the oven for heating

Valentine's Day Saturday, February 14, 2004

Call Parties By Panache (714) 572-2190

Please place your order by Friday 12:00 noon, February 13th



Raymond Persinger: Stories Told in Bronze

Last December I had an appointment with Sculptor Raymond Persinger at the Laguna College School of Art and Design for an interview about his art. Mr. Persinger has created several large bronze sculptures for participants in Brea's Art in Public Places Program. He sculpted the Mustangs that are captured at full run heading east on Saturn Street. He also sculpted the Hero's Journey, a fireman with child under arm in a valiant rescue, and the Ironworker, an homage to man who bends the world to his will.

The Laguna College of Art and Design is on Laguna Canyon Road cradled in the wind and rain sculpted sand stone hills that make up the canyon. The college looks like a throwback to the 1960s when I thought that an art life would be cool and California would be a cool place to live such a life. I pulled into the parking lot and parked in front of a very bright mural, skillfully done, but very familiar. That mural appeared to me a challenge offered by the school to incoming students. The challenge is this. "You already believe you can paint something like this, but here you will have to learn to do things that you never dreamed you could do, and you will have to do them."

I felt this challenge because the path to Mr. Persinger's studio is lined with works of art that are magnificent and intimidating. There are sculpted heads of women that are five times life size. They look like they could have been commissioned to grace a space like New York's Grand Central Station. There is a red marble sculpture of a woman done by Martin Varo, employing a method of sculpture known as subtractive sculpture. This is the same method that was employed by Michelangelo when he sculpted David. This technique requires perfection in execution because mistakes can not be repaired. Were I an aspiring artist I would feel the pressure to perform my craft with ever increasing skill or leave the company of these artists.

On the short walk to studio eleven I was wary. Ray Persinger had been business like on the phone. His statues awe me and I was meeting him on his home ground. I arrived before Mr. Persinger did and found his studio at the rear of the school. The studio sits in front of a small amphitheater that has been roughly cut into an abrupt hill. I pictured Professor Persinger addressing aspiring sculptors, without a microphone as they sat on benches cut from the living hill. This made me nervous. The challenge that I felt in the parking lot appeared to be for visitors as well.

Ray Persinger arrived and turned out to be just an extremely talented regular guy. Ray grew up in Southern California and still lives here with his wife, artist Marianne O'Barr and their children. Ray is passionate when talking about what he does and what he has done. He talks in complete sentences and expresses his opinions very coherently.

Sitting on the amphitheater steps Ray described the research method he uses for capturing a subject's story. A tremendous amount of thought and study goes into each piece. This study and thought is what Ray says makes a sensitive artist. To capture and communicate what the subject is and has to offer to the viewer, the successful artist must be sensitive to the subject on many levels. Ray told me what he learned for a project to create a statue of Don Pedro de Peralta, the founder of Santa Fe, New Mexico. The story Ray told me was cinematic and epic. He swept me up in the novelty of Don Pedro's approach to city building, the trials he endured and spiritual and finally actual victory of a great man of whom I had barely heard. Ray then described the statue he created to celebrate this man. From his description of the statue I could sense the story that he wanted to tell. Upon viewing photos of this now privately owned sculpture I could see that Mr. Persinger had caught his subject's spirit.

Ray and I spent about an hour talking about his experience creating kinetic sculptures. Some, particularly his dinosaurs, are unsettlingly real; others sounded to me to be almost unsettlingly surreal. One piece which has a Dia de los Muerte theme sounded whimsical. Ray has also created kinetic pieces that are personal, spiritual and haunting, such as "Reliquarium" pictured to the right above the artist's photo. Whatever the mood of Ray's art, it is created with thought, study and meticulous execution.

Ray finally walked with me into the studio where advanced students were at work and within seconds Ray had technical recommendations for Jhaya Esser who was working on a small cast horse. He made the recommendations in a way that made it clear he was interested in the work being done and in the student as a person and an artist. Ray talks across to you on all subjects. Even where he is clearly the expert he doesn't talk down.

Ray and five of his students are working on five twice life size sculptures of a woman in a meditative pose. "If they were standing they would be fourteen feet tall," says Ray. When they are finished they will be placed along Laguna Canyon Road. The public has quite a treat in store for it when these works are set.





Silver Cookie Tin with Red Ribbon Filled with 2 Dozen Mini Desserts \$23.95

Red Gable Box with 1 Dozen Hand dipped Strawberries \$23.95

Miniature Gable Box with 2 Hand Dipped Strawberries or Mini Desserts \$ 3.95

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Parties By Panache can help you and your sweetheart create a memorable and very tasty Valentine's Day

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