

*An Advertising Supplement to the Orange County Business Journal • April 5, 2010*

# EVENT PLANNING *Guide*

*Sponsored by:*







## It's the Epicenter of Sports Entertainment

Step into ESPN Zone Anaheim and you've entered a unique world where Sport is King. It's non-stop action, high-energy fun, unbelievable food, and more! Located in Downtown Disney, ESPN Zone Anaheim is a 36,000 square foot facility that takes the concept of sports entertainment to a new level, and delivers an unforgettable experience.

As guests enter ESPN Zone Anaheim, they'll be immediately immersed in excitement. The Screening Room, with its state-of-the-art video wall and live satellite feeds from around the world, is THE place to catch all the hottest sporting events. The Sports Arena features over 80 of the most-popular sports themed games and attractions where guests can test their skills and stretch their imaginations. And after throwing touchdowns and shooting hoops, The Studio Grill offers a relaxing dining experience with delicious American grill food.

### Where Play is Serious Business

More than play, ESPN Zone Anaheim helps groups get down to business. With multi-media presentation capabilities on a state-of-the-art video wall in the Screening Room and wireless connectivity throughout the facility, make your next business presentation more than merely memorable. Make it classic!

### Teams of All Types and Sizes Welcome

No matter the style of group, ESPN Zone Anaheim creates fantastic events. Located across from the Anaheim Convention Center and right next door to the Disneyland Hotel, ESPN Zone Anaheim is a unique venue for private events of all kinds. Client entertainment and presentations, staff team-building competitions in the Sports Arena, tour and travel youth groups that

want more fun than just a meal on the run, intimate social gatherings with family and friends, and convention networking for those out of town groups visiting "The OC." These are all a great fit in ESPN Zone Anaheim's flexible event space. At ESPN Zone Anaheim, your group will always feel like it has home court advantage.

### Step Up to the Plate

From a small sit down group to an over-the-top reception, ESPN Zone Anaheim offers the ultimate in event menu selections, quality, and service that can be tailored to meet nearly any budget. Luncheon and dinner buffets feature delicious food that's sure to please every palate. Dessert tables offer a wealth of options including classic make-your-own favorites to exquisite sweets. And if a grand buffet exceeds your needs, opt for a variety of simple, yet elegant, party platters and light appetizer reception packages.

Top it all off with a staff that will attend to guests' every need and you have an experience that is sure to delight even the heaviest hitters.

### Tuned for Peak Performance

ESPN Zone Anaheim is geared to deliver the highest levels of quality and consistency. From food and beverage service to video and sound performance to overall ambience, their professional staff works overtime to ensure everyone is treated to an MVP experience.

*ESPN Zone Anaheim looks forward to the opportunity of hosting your group's next party or private event. Please contact the Group Sales Team at 714.300.ESPN(3776) to book your event today!*



Client entertainment, staff presentations, team-building activities — ESPN Zone is THE place to host your event







The marrying of lounge, lanes, good food and drink offers a fresh, interactive alternative for parties and events



Parties on the lanes are easy for guests to arrange. Just pick the date, the food and beverage package and you are all set

## Lucky Strike Lanes is OC's Entertainment "X" factor!

**L**ucky Strike bills itself as an upscale bowling lounge. "What's a bowling lounge?" you ask. Think 18 state-of-the-art lanes blended with a sleek fashionable atmosphere featuring plush designer seating, private party suites, billiards, DJs plus a VIP room with 6 additional private lanes. To call it a bowling "alley" is an understatement.

"Lucky Strike Lanes is this unique blend of a hip lounge and bowling like you have never seen before," says Jennifer Salerno, Lucky Strike's Event Sales Manager. "We've hosted some amazing events here; everything from fashion show fundraisers to a wedding! The lanes might be more entertaining when they are used as runways!" America's Next Top model thought so too; they filmed an episode at Lucky Strike proving that stilettos and bowling do go together.

Still, nothing can replace that electric vibe when the lanes are packed with wannabe "Dudes" high-fiving their friends after delivering strikes or, in some cases, gutter balls. Hey, who are we to judge your measure of a good time.

What about the food? Well, Lucky Strike takes traditional comfort foods and offers a creative twist. Guest can nosh on treats like chicken bites, pizzas and tomato and cheese s'mores: toasted mini sandwiches filled with roasted tomatoes, fresh basil and mozzarella. New items like the Mini Crab Cake Burgers served on a garlic bun and Brown Sugar Chili Beef Skewers can be ordered for one or for groups. Feeling like a kingpin, then go ahead and reserve bottle service with your parmesan-stuffed dates. Yes, bottle service and bowling belong under the same roof at Lucky Strike.

The marrying of lounge, lanes, good food and drink offers a fresh, interactive alternative for par-

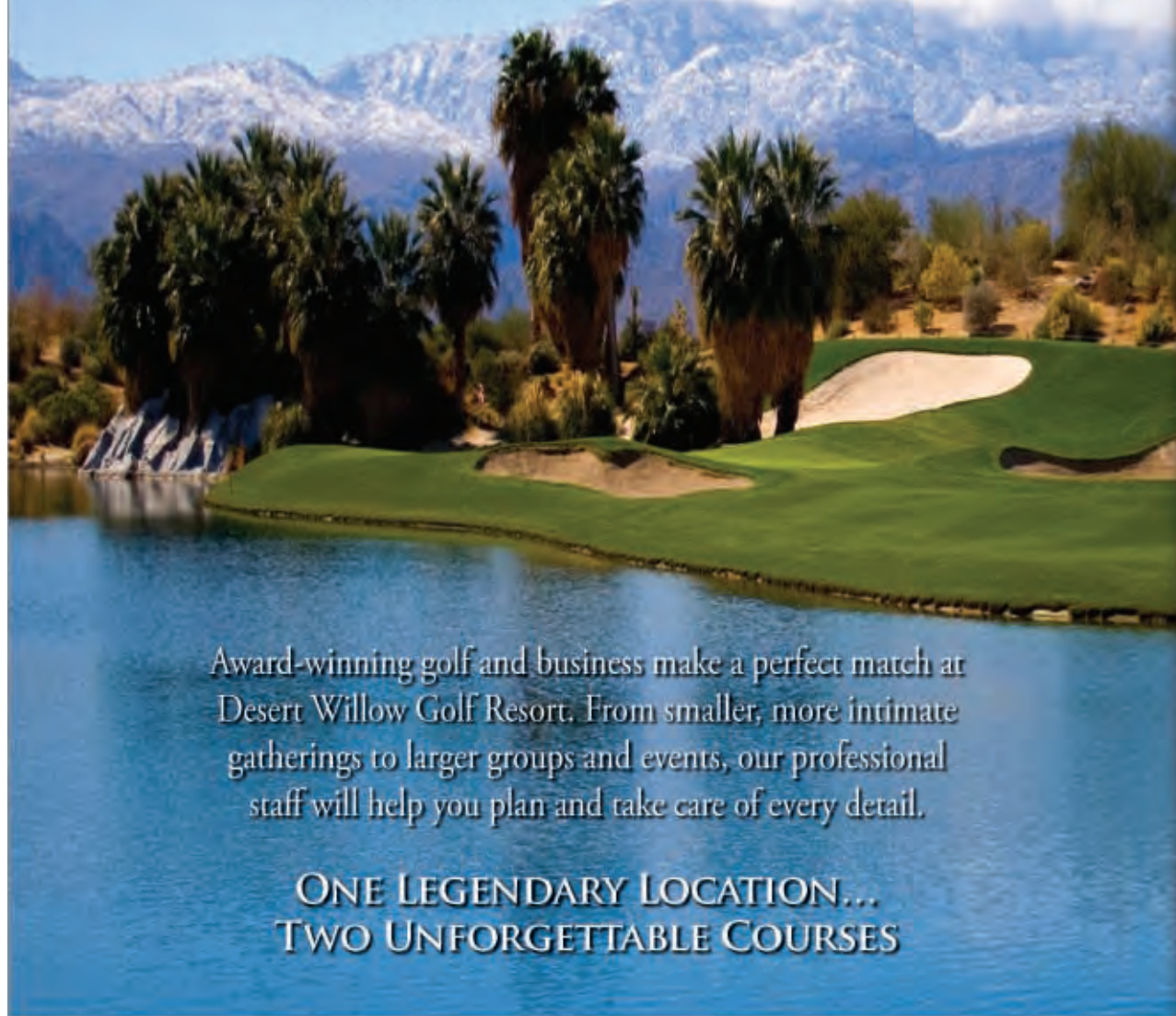
ties and events. Lucky Strike is routinely booked with birthdays for adults and kids. Kids get to use bumpers unabashedly, laugh until they or the pins fall over and chase Mr. Pin, the seven-foot mascot, around the lanes. Um, or were those the adult reactions? In either case party packages are available for groups of 8 to 20. Plus, parties on the lanes are easy for guests to arrange. Just pick the date, the food and beverage package and you are all set. You can invite friends to your event from the Lucky Strike website ([bowlluckystrike.com](http://bowlluckystrike.com)). Bring your own cakes and decorations or have the event planners arrange that for you. The day of your party Lucky Strike will get your shoes set up and put your names in the scoring system. If your nickname is really embarrassing you may want to consider going with initials. Basically, you need to show up and have a good time. They will do all the work and clean up after you!

For the more elaborate affairs like team-building events, bar and bat mitzvahs or holiday parties, you can arrange to use the private room or the entire space. Custom menus and drinks can be crafted to go with your theme. Lucky Strike will help arrange bowling tournaments, games and DJs. Even the projection screens and TVs can be personalized with pictures, logos, videos or broadcast live speeches. It's like they've given you the keys to the place and said "It's yours, we'll help organize, cook and then clean it all up!"

So whether it's a night out with your crew or a holiday party with your co-workers, Lucky Strike does not disappoint. You will be delightfully distracted by the plush atmosphere, amazing food and your boss' spirited strike dance celebration. (Yes, you should post that on YouTube.)

*Call today to book your next event! (714) 363-4300.*

## GREAT MEETING PLANS SHOULD HAVE A FEW HOLES.



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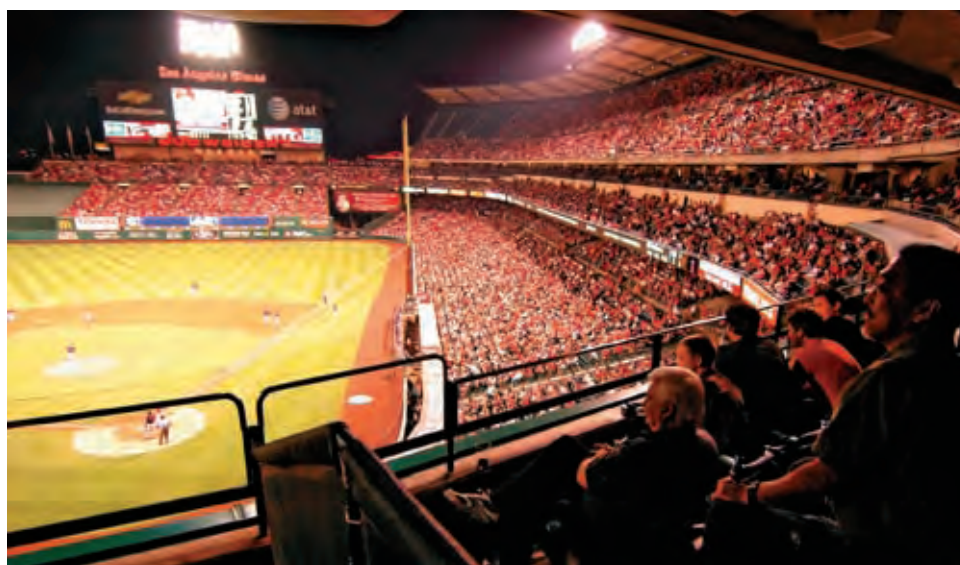
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|------------------|-------------------|
| Corporate Events | Rehearsal Dinners |
| Office Catering  | Weddings          |
| Birthday Parties | Anniversaries     |
| Graduation       | Sports Banquets   |





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Legends and platinum suites allow you to view an Angels game from the exclusive club level

## Host Your Next Event in Style With Angels Suite Rentals

If you're looking for the perfect place to host your next corporate event or to entertain guests in style, look no further than an Angels Baseball suite rental. Angels suite rentals provide comfortable surroundings to watch the defending AL West Champions in action.

Whether you're planning on hosting colleagues or a fun evening out with family and friends, Angels suite rentals offer one of the most exclusive entertainment opportunities in Southern California. There are four great offerings to choose from.

Dugout suites allow you to experience an extraordinary view of the game while sitting 50 feet behind homeplate! With an exclusive underground view of the angels and visitor's batting cages, along with 12 tickets and 3 parking passes, you will be closer to the action than ever before!

Legends and platinum suites allow you to view an Angels game from the exclusive club level, located directly behind home plate. These suites include up to 16 tickets plus parking.

The gold, silver and platinum suites offer a private setting with two rows of open-air seating. When selecting from these offerings, you will have your choice of 24, 18 or 12-seat options.

Angels Party Suites offer the best value for entertainment. All party suites include 36 game tickets and 6 parking passes plus access to the knothole club Restaurant and exclusive club concourse and lounge.

All suite rentals now offer all-inclusive food and non-alcoholic beverage pricing. Don't delay—reserve your Angels Baseball suite rental today by calling 888-796-HALO or visit [angelsbaseball.com/suites](http://angelsbaseball.com/suites).



Angels Party Suites offer the best value for entertainment



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## A Revolution in Indoor Karting

K1 Speed is a revolution in indoor karting, with its award winning centers, European style racing, emission free electric karts and professionally designed race tracks. As soon as you walk in the difference is apparent, with up to 80,000 sq ft of race track, 10,000 sq ft lobby overlooking the tracks, Live scoring system, corporate meeting rooms, the Pit Cafe and games area.

The karts are the best available in the world, with 20HP they reach speeds of 45mph, much faster than gas karts and without the smog.

K1 Speed is ideal for company events, with its corporate rooms equipped with state of the art presentation equipment and with full catering available if required. Whether you wish to motivate your employees with a special bonus or provide your clients with an unforgettable experience.

This all adds up to safe, exhilarating Indoor Racing Excitement!

K1 Speed has centers located in: Carlsbad, Irvine, Anaheim, Ontario, Torrance and Seattle. Visit [www.k1speed.com](http://www.k1speed.com) or call 1-888-K1-KARTS to learn more.



## Southern Hospitality Meets Southern California

Ralph Brennan's Jazz Kitchen, a savvy representation of New Orleans' dual legacies—food and music—serves up festive, Big Easy-themed indoor and outdoor private party facilities and comprehensive event planning services.

For over fifty years, Ralph Brennan and his family have proudly served the finest Louisiana cuisine. Jazz Kitchen's Chef Darrin Finkel prepares mouthwatering Gumbo Ya-Ya, Coconut Shrimp, Pasta Jambalaya and Double Chocolate Bread Pudding Soufflé.

Imagine your guests savoring classic New Orleans cuisine while enjoying the beat of live Jazz. Begin your evening with a signature "Hurricane" cocktail and finish the night on our balcony overlooking the revelry of the Downtown Disney® District and the seasonal firework display over the Disneyland® theme park.

Each of Jazz's Kitchen's eight distinct event spaces (many of which can be combined for a bigger place to party!) celebrates the charm and beauty of historic and contemporary New Orleans. Our Queen's room boasts six floor-to-ceiling Mardi Gras-inspired oil portraits. The elegant Parlor room appears transplanted from a New Orleans garden district mansion and the intimate Wine room is the best kept secret in the Downtown Disney® District. The rollicking Flambeaux Room anchored by an outrageously beaded piano is the perfect backdrop for a festive, live music event. Our outdoor Patio, Courtyard, Veranda and Jazz Balcony are the perfect backdrop for beautiful So Cal days and nights.

Jazz Kitchen's seasoned staff caters to your every event planning need, and we specialize in Convention Group Lunches and Dinners, Customer Appreciation and Incentive events, Client Receptions, Wedding's, Birthday's and Anniversary's, Award Dinners, All-Day Meetings, and more!

Whether you are wining and dining 10 or 600 guests, Jazz Kitchen's courteous & professional staff will provide a uniquely unforgettable experience. Visit [www.rbjazzkitchen.com](http://www.rbjazzkitchen.com) to view these special rooms and contact Bruno Duarte at 714-563-7261 or [bduarte@neworleans-food.com](mailto:bduarte@neworleans-food.com) for additional information.



Each of Jazz Kitchen's eight distinct event spaces celebrates the charm and beauty of historic and contemporary New Orleans



New American cuisine comes to life at Bayside

## Creative Cuisine, Exceptional Venues, On or Off Site Catering from Dining As Art Collection

The Dining As Art Collection is comprised of Bistango, Bayside and Kimera restaurants, Dining As Art Catering Company and our exclusive online Boutique. Each offers a unique, culturally enriching experience that celebrates the enjoyment of food, wine, music, art and architecture.

### Events and Catering

Bayside, Bistango and Kimera provide elegant venues for many special occasions. Dining as Art Catering Company has earned a reputation for creative cuisine, flawless event execution and unparalleled customer service. Whether you are hosting a wedding, business engagement, social gathering, fundraiser or gala, our experienced staff of consultants will assist you throughout the planning process for your on or off-site catering event.

Dining As Art Catering can coordinate all aspects of event planning:

- Custom menu planning
- Full bar service
- Specialty china & flatware
- Upgraded linens
- Specially ordered tables/chairs
- Lighting
- Tent Rentals
- Entertainment: live bands, DJs, dance floors
- Party themes
- Floral arrangements
- Wedding cakes

For additional information, please visit [www.bistango.com](http://www.bistango.com), [www.kimerarestaurant.com](http://www.kimerarestaurant.com), [www.baysiderestaurant.com](http://www.baysiderestaurant.com) and [www.diningasart.com](http://www.diningasart.com).



### INSPIRING OFFER WITH VIEWS TO MATCH

**SAVE 10% on your master bill**, when you hold your meeting at the Hyatt Regency Huntington Beach Resort & Spa. Situated across from eight miles of spectacular beaches with panoramic ocean views, the Hyatt Regency Huntington Beach Resort & Spa is a must book venue. The resort features over 100,000 square feet of combined function space, stunning ocean view ballrooms, and state-of-the-art technology with on-site support.

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Terms and Conditions apply. Contract must be signed by June 30, 2010 and meeting must be held by Dec 31, 2010. Can not be combined with any other offer. Please call your Hyatt sales representative for all offer details and terms.



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Happy Hour is from 3:00 p.m. - 6:30 p.m. Tuesday through Friday and all night Monday



Chef Yves Fournier's philosophy of using seasonal, local ingredients ensures only the finest foods at Andrei's



## Private events center now open!

Our brand new 6,000-square foot events center featuring modern and chic decor is available for parties, weddings, and corporate events. The events center facilitates the ultimate entertainment experience providing a full bar and kitchen, state-of-the-art audio video systems, locations for stages and live entertainment, and an outdoor heated patio with additional seating. The "Boardroom," a private area within the center, can be used for meetings or exclusive events with seating up to 28. The "Great Room" can accommodate up to 175 banquet style and up to 275 for receptions.

Contact Julia at (949) 241-7414 for more information.



Andrei's is conveniently located on the corner of Main & Jamboree in Irvine

# Entertain in Style!

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## Dugout Suites

*Sit 50 feet from the batters box!*

- Includes 12 Tickets & 3 Parking Passes
- View of underground batting cages

## Legends & Platinum Suites

*Club Level directly behind home plate!*

- Up to 16 Tickets Plus Parking

## Gold, Silver & Bronze Suites

*Private setting with open air seating.*

- Choose from 24, 18 or 12-seat options.

## Party Suites

*Best value to entertain in style!*

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## Elwyn California Named as One of Orange County's Top Employers

Everyone who works there knows that Elwyn California is a great place to work. But now 'everyone' knows it, ever since they were named as one of Orange County's "Top Employers." To paraphrase a recent article in the OC Register, Cheryl Westley, Director, Business Development says that for employees at Elwyn California, the focus is on preparing individuals with intellectual and developmental disabilities for jobs instead of having to fight to get ahead in the corporate world, employees come "because they want to make a difference in people's lives. The bottom line is that we all celebrate in the service we provide to our clients and the accomplishments they achieve on a daily basis. It is rewarding coming to work every day."

Elwyn California, like several others on the list, are nonprofit entities that have financial or legal restrictions on employee goodies but still manage to create enjoyable and fulfilling workplaces. That task becomes even more daunting during times of fiscal crisis, yet they experience employees returning after trying other jobs 2-5 years later.

With innovation and team effort, Elwyn California has evolved into a premier, one-stop vendor for Community Contract Services in three key areas, federal contracts, state contracts, and commercial contracts. These service contracts provide about 35 jobs for people with disabilities and employ about 14 staff members. Not only does the work provide meaningful employment with good wages (and some with benefits), but they contribute almost 2 million in revenue to Elwyn California's bottom line. Job developers also secure community jobs for individuals as well, hired by other quality employers.

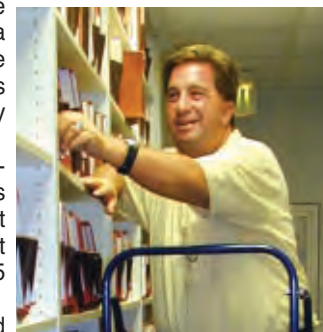
### California is a Fountain Valley based non-profit Community Rehabilitation

Their Production Center provides superior services to businesses in need of labor to package, assemble, collate, shrink wrap, and or blister pack their products. The Center is part of a Work Activity Program and provides workers with paid work opportunities to develop work skills & habits that they will put to good use when community based employment is their goal. Elwyn prices are competitive, quality is excellent, and the department keeps their promise for on-time delivery to customers.

Elwyn is continuously seeking innovative ways to fulfill their mission and to decrease reliance on government funding. In 2002, Elwyn purchased an AIM Mail Center Franchise. The Center provides first class business services including: shipping, packing, mailbox rentals, printing, notary public, and photocopying, while providing employment and training for workers with disabilities. The store now offers promotional items as well. Those employees have led to a loyal customer base. Customers are able to meet their needs through a service menu and feel great about patronizing a business that is helping people with disabilities to learn work skills, earn wages, and contribute in a positive way to their community.

Congratulations to all of the staff at Elwyn California!

For more information, please contact Cheryl Westley, Director, Business Development & Contracting at Elwyn California by calling 714.557.6313 x38211. Visit [www.caelwyn.org](http://www.caelwyn.org) to learn more.



Elwyn focuses on preparing individuals with disabilities for jobs





At West Coast Charters  
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## Imagine This Business Trip.

**I**magine a business trip when it is not necessary for you to leave the night before in order to make a morning meeting. You determine your own flight schedule and your specific destination, with access to some 12,000 airports not serviced by the commercial airlines. Your aircraft is ready to leave when you arrive at the airport; you don't have to arrive two hours prior to departure just to stand in a multitude of lines. If you are running late, the aircraft waits for you. You are traveling with your colleagues, your family, or your friends so you can hold private meetings or private conversations without concern. You choose your snacks, meals and drinks to suit your personal taste. Your luggage travels with you; it doesn't end up in Boise when you're in Baltimore. Your time is limited so your ground transportation is waiting for you upon arrival. After you've triumphed at your meeting (because you were well-rested, well-prepared and operating at peak efficiency), you return to the airport to board your waiting aircraft, heading home to sleep in your own bed.

**All of this is possible through West Coast Charters, providing on-demand charter services utilizing a young, diverse fleet of aircraft to cover a variety of missions.**

What sets West Coast Charters apart from the competition? As a well-respected Orange County-based business for more than 22 years, we are not a faceless phone number or email address on the internet. You can visit us, see our fleet, sit in our lobby and enjoy a cup of coffee with us. At West Coast Charters we *know* our passengers. We *know* your needs may be different when traveling for business than when traveling for pleasure. We *know* the "little things" that mean a lot. We want to help you forget that stressful day or help you celebrate a special occasion. **And**, we know that cost is an important factor when making the decision to charter.

While evaluating the cost of a charter flight, consider not only the total expense, but the per-seat cost as well. Traveling with a group affords businesses the opportunity to make more efficient use of the available seating, reducing the per-seat cost. This can be of particular value if your team is traveling on short-notice and paying exorbitant prices for middle seats on a crowded airliner. By controlling your own schedule, you can manage the cost of hotels, rental cars and extra meal expenses for unnecessary overnight stays that would be required to accommodate airline scheduling limitations.

You have choices—choose West Coast Charters. Whether you're flying for business or pleasure, every detail is taken care of; every angle covered. Once you experience it for the first time, you'll wonder what took you so long to get here.

Ask about our special rates for first-time clients! Visit [www.westcoastcharters.com](http://www.westcoastcharters.com) for more information. A subsidiary of West Coast Aviation Services

## 2010 MPIOC Education Conference & Tradeshow Scheduled for May 14

**M**embers and guests of the Orange County Chapter of Meeting Professionals International (MPIOC) are gathering in Newport Beach May 14<sup>th</sup> for the organization's 5<sup>th</sup> annual Education Conference and Tradeshow. The theme this year is to "Unite, Inspire and Educate," taking you to the next level where attendees will enjoy a day filled with unique networking opportunities, a dynamic tradeshow, challenging and forward thinking breakout sessions and entertainment that will have you rolling in the tradeshow aisles.

New York Times number one best-selling author and renowned keynote speaker, Keith Ferrazzi, will open the morning with a session not to be missed. Known for inspiring people and moving them to action, Keith will challenge you and take you to the next level in an interactive session to find out more about "Who's Got Your Back." For information, please visit Keith Ferrazzi's website [www.ferrazzigreenlight.com](http://www.ferrazzigreenlight.com).

Additional topics covered include: global meeting planning and communication tips; using audience response systems; the latest culinary trends for meetings; effective ways to market your events with social media; food and wine pairing and more.

### Fees

Early Bird Attendee Registration: \$55.00 (Member)

*continued on page A-36*



## The ocean provides the setting ...

**H**ost your next event at the *Ocean Institute* while enjoying the splendor of Dana Point Harbor and the Pacific Ocean. We offer a variety of facilities that can accommodate corporate events, wedding ceremonies, receptions, rehearsal dinners, as well as reunions, birthdays, and anniversary parties. We can also provide you with a list of high-quality caterers, vendors, nearby restaurants and hotels.

The *Ocean Institute* is a non-profit academic center for students of all ages dedicated to increasing awareness and understanding the ocean environment. Nationally known for outstanding hands-on science and maritime history programs, the Ocean Institute has more than 115,000 students annually participating in award-winning programs that turn students into research scientists, tall ship sailors, expedition leaders, and explorers.

The *Ocean Institute* offers unique venue options for your special event:

### Samueli Lecture Hall & Conference Center

is situated on a spectacular site overlooking the Pacific Ocean. This state-of-the-art facility adds a marine and educational theme to your meeting or event and provides an ideal setting for conventions, corporations, professional and academic groups, or weddings and receptions. The capacity indoors seats 200 guests, banquet or theater-style; the adjoining courtyard seats 100 guests. An audio/visual, high-quality digital projection system is capable of accommodating any medium.



**The Surfscience Deck** is located within the compound of the Ocean Institute, above the surf science learning center and nestled next to the Headlands, fifty yards from the ocean. This open-air deck overlooks the ocean's surf zone and a marine protected area. This room is perfect for rehearsal dinners, meetings, and private parties. The capacity is 60 to 100 guests.

**Executive Boardroom** is a state-of-the-art boardroom on the second floor of the Student Services Building. It has a panoramic view of the harbor and ocean and overlooks the central courtyard of our Ocean Education Center. This room is ideal for important meetings that need high-quality audio/visual capabilities. Capacity is 12 to 20 guests.

The Ocean Institute campus offers a very unique educational environment of interactive exhibits focusing on sea floor explorations. Spectacular architecture, tanks filled with local marine wildlife, a boulder-field surge tank, a Gray Whale skeleton, and microfossil sculptures create the atmosphere of an early California oceanographic research station.

For reservations, please contact Renee Strong at (949) 496-2274 ext. 328 or [rstrong@ocean-institute.org](mailto:rstrong@ocean-institute.org).

The address is: Ocean Institute, 24200 Dana Point Harbor Drive, Dana Point, CA 92629. For additional information, please visit [www.ocean-institute.org](http://www.ocean-institute.org).

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## The Beach Pit BBQ:

### *Not just restaurants, but catering too!*

Any occasion is a good reason to celebrate, especially with authentic Southern Smoke BBQ! Whether you're hosting a Corporate Event, Office Catering, Birthday Party, Graduation, Rehearsal Dinner, Wedding, Anniversary or Sports Banquet, the Beach Pit BBQ is sure to bring a little bit of the south to your next event with their good ol' fashioned southern hospitality. From pick-up orders at the restaurant, to on site and off site events, consider your next event covered! The Beach Pit BBQ offers patio seating for up to 40 people. More than 40 people attending your event? Ask them about renting the whole restaurant!

The Beach Pit BBQ brings a little bit of the south to Orange County through their Southern Smoke, California Style Menu items. Their signature Pulled Pork, Tri-Tip, Beef Brisket, Spare Ribs, Baby Back Ribs, Chicken and Sausage are all seasoned with their signature spice rub and smoked to perfection for 10-13 hours. Top that smoky flavor off with their proprietary BBQ Sauce and you will be sure to have your guests' mouths watering! Some "California Style" menu items offered are "The Salad" (topped with corn, jicama, black beans and tomatoes) and The Salad or Caesar Salad Wrap. Vegetarian guests? The newest menu addition of Smoked Veggies is sure to please! Perfect complements to Beach Pit BBQ's smoked meats include homemade sides such as their vinaigrette-based Coleslaw, BBQ Baked Beans, Potato Salad, Blueberry Cornbread and Mac'N'Cheese. With prices starting at \$6.95-\$14.95 per person, The Beach Pit BBQ is able to work with almost any budget! Other new additions to the Catering Menu include drinks, desserts and appetizers.

"I can't thank Beach Pit BBQ enough for being a part of SC Homes Extreme Makeover Home Edition Project. Their service is above and beyond. Their food got everyone's attention! Their killer BBQ sauce and blueberry cornbread stand on their own, above all other BBQ places. Beach Pit BBQ always has you coming back for seconds!" Shannon Cross, SC Homes PR/Marketing

The Beach Pit BBQ is Orange County's source for true Southern Smoke BBQ Catering. You will be sure to please BBQ lovers of all ages!

Beach Pit BBQ has three restaurant locations in Orange County (Costa Mesa, Old Town Tustin and Old Towne Orange). To contact our Catering Department, please call (949) 417-4286 or email us [Catering@BeachPitBBQ.com](mailto:Catering@BeachPitBBQ.com). For menus, locations, upcoming events and more information, please visit [www.BeachPitBBQ.com](http://www.BeachPitBBQ.com).



## *A culinary destination for 25 years*

Known for its signature regional Italian cuisine featuring seasonal ingredients, freshly made pastas and Italian meats, Prego Ristorante has been a culinary destination for 25 years. With an elegant, yet comfortable atmosphere, attentive service and cuisine that strikes the perfect balance between traditional authenticity and innovative preparations, Prego has all that one could wish for in a fine restaurant. It's the perfect setting in which to enjoy good conversation and feast on the best cuisine that Italy has to offer.

Adding a splash of Mediterranean color to California, Prego's ambience blends the warmth and rustic charm of old-world Italy with the electricity and vibrancy of a cosmopolitan restaurant.

Streamlined arches and columns, gleaming copper, polished hardwood floors and an abundance of Cherry wood furnishings produce an elegant and sophisticated, yet comfortable, atmosphere. A lively exhibition kitchen allows diners to view the artful chefs creating their delicious dishes. With a capacity to seat up to 250 guests, Prego features al fresco dining, full bar, banquet rooms and catering services.

Executive Chef & Partner, Ugo Allesina, brings more than 25 years of experience to his position. Born and raised in the region of Piemonte, Italy, his experience at a number of prestigious hotels and restaurants in Italy, Germany and the United States has enabled him to develop his outstanding skills as a premiere Chef of Northern Italian cuisine.

The award-winning menu features authentic pizza baked in a wood-fired oven, freshly made pastas, grilled fresh fish, spit-roasted meats and fowl, and an extensive list of wines from Italy and California that will please even the most discriminating wine connoisseur. Homemade desserts and pastries make a perfect ending to an unforgettable dining experience.

Prego Ristorante, open daily for lunch and dinner, is located at 18420 Von Karman Ave in Irvine. For more information or reservations, call 949.553.1333 or visit [www.pregoristoranti.com](http://www.pregoristoranti.com).



Prego's ambience blends the warmth and rustic charm of old-world Italy with the electricity and vibrancy of a cosmopolitan restaurant

Featuring over 21,500 square feet of flexible meeting and event space and state-of-the-art audio visual equipment, The Hilton Waterfront Beach Resort offers multiple meeting rooms in various sizes; including The Dolphin Tech Room which is complete with cutting edge video conferencing and wireless technology.



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## Canaletto Ristorante Veneto, Newport Beach

**C**analetto Ristorante Veneto, located in Newport Beach's renowned Fashion Island, offers guests the most authentic, complete Venetian dining experience in the country. Canaletto's sophisticated, welcoming Italian ambiance is highlighted by gracious and abundant hospitality, five-star service at every table and a diverse menu with choices for every taste.

Executive Chef Maurizio Mazzon has recreated the authentic foods from his Veneto, Italy homeland through signature dishes starting with classic Venetian breads served with extra-virgin olive oil and balsamic vinegar, fresh seafood, expertly prepared rotisserie and grilled meats, along with poultry and game specialties. *Salumi* cured meats, sliced using a Berkel gravity feed slicer to ensure the meat's flavor isn't changed through the slicing process (electric slicers can warm the meat during slicing) are available at an on-site Italian *Mercato* along with fresh oysters and shrimp, as well as seafood sourced for the restaurant's specialty dishes. Guests will enjoy the extensive menu of risottos prepared to order Veneto-style, housemade and imported pastas, authentic thin-crust Italian pizzas from a wood-burning oven, Italian salads and soups, seasonal *antipasti*, and a wide variety of regional desserts made on-site.

Canaletto's namesake is the famous 17<sup>th</sup> century Venetian artist Giovanni Antonio Canal, known for his large scale cityscapes of Venice. Echoing the painter's style, Canaletto's architecture was inspired by the great restaurants of Venice. The multiple-room interior is designed to comfortably fill the third place in guests' lives, between home and work, a place for a celebratory meal or an after-work drink.

Canaletto's menu, combined with its distinctive wine list sourcing great labels from the same region of Italy, results in a truly authentic Veneto-inspired dining experience for guests at lunch or dinner. Canaletto's expert staff makes guests feel immediately welcome and eager for their return to Canaletto's Italian hospitality.

For reservations, please call (949) 640-0900 or visit [www.ilfornaio.com/canaletto](http://www.ilfornaio.com/canaletto).



## Creating Effective Meetings and Events

**B**ergin Meeting Design (BMD) is a boutique meeting management firm committed to providing premium service for corporate and non-profit clients in every strategic and logistical element of domestic and international meetings and events. BMD provides clients with customized packages designed to meet the goals and objectives for each event, and to determine the best solutions to fit limited budgets, social responsibilities and each client's specific needs to drive results and return on investment.

BMD President Taite Bergin began acquiring her broad range of experience at a young age in her family's catering business. With a passion for world affairs, she studied languages and international trade in several countries before receiving a master's in international commerce and policy. Previously, Ms. Bergin worked for The Cohen Group, an international consulting firm in Washington, D.C. led by former U.S. Secretary of Defense William Cohen. While there, Ms. Bergin traveled extensively to manage policy events, conferences, and trade delegations for a broad range of industries, including oil and gas services, security services, agriculture and real estate. She has specialized experience with Asia, Australia, Africa, the Middle East, and Europe.

In establishing BMD, Ms. Bergin combines her event management expertise with her knowledge of international business. BMD clients receive a meeting planner who understands their comprehensive business goals and develops a strategy to create effective meetings and events.

Ms. Bergin currently serves on the Board of Directors of the Irvine Chamber of Commerce and is involved in numerous charitable organizations.

OC Metro Magazine named her one of Orange County's Top 40 Under 40 in 2009.

Visit [www.berginmeetingdesign.com](http://www.berginmeetingdesign.com) for more information.



Taite Bergin

## Put Fun, Fitness and Luxury Into Your Next Meeting

**A**nother meeting. “\*&)%!” That's the reaction most people have to “having to go to a meeting.” Why not take a different approach to your next meeting, interject some fun, fitness and a touch of luxury?

Renaissance ClubSport in Aliso Viejo has just the thing. Located just minutes from the John Wayne Airport in Irvine and several Southern California attractions including: Disneyland, Knott's Berry Farm, pristine beaches and shopping. Having a meeting at this location can turn any business meeting into a pleasant getaway.

This 174-room lifestyle hotel provides 5,500 square feet of flexible meeting and banquet space. They offer all the usual meeting amenities, wireless and wired internet connections, audiovisual support, and catering, but what makes meetings at Renaissance ClubSport different are the extras.

Instead of sitting in a regular meeting room, take your meeting to the basketball court or into a fitness studio for a bit of team building. Instead of pastry-laden snacks, get wholesome healthy snack breaks and lunches that won't cause you full-tummy-fatigue.

In addition to being a full service hotel, Renaissance ClubSport is also a fitness resort.

Experts can design fitness breaks, yoga stretches or create a complete teambuilding atmosphere for your meeting that will have everyone feeling fresh and inspired.

Whether your meeting is small requiring only beverages and a small conference room or a fully catered banquet with extra meeting set up, the meeting planners at Renaissance ClubSport will help you every step of the way to make your gathering a success.

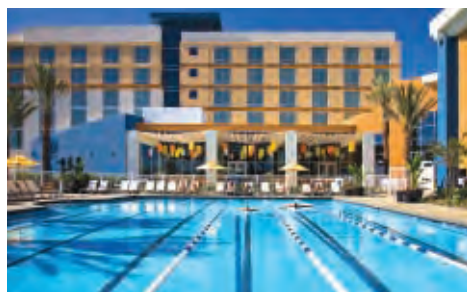
If you're staying in the hotel before or after your meeting you're in luck. Hotel guests are always delighted to find that they get complimentary use of the 74,000 square foot world-class fitness center.

The fitness resort is unlike any other hotel fitness center. It is a state of the art facility where local club members and hotel guests enjoy the latest fitness classes, a gymnasium offering drop—in basketball, volleyball games as well as regular league play, and an aquatics center with a Jr. Olympic size pool, exercise pool and splash & play area for children. Open from 5:00 a.m. to 11:00 p.m. Renaissance ClubSport guests never have to skip a workout just because they are traveling.

Although, if relaxation is the order of the day, guests are invited to book a session at R Spa, the full service day spa offering treatments to relax and pamper from head to toe.

Have your next meeting at Renaissance ClubSport and you'll feel as if you've played hooky from work.

Visit [www.renaissanceclubsport.com](http://www.renaissanceclubsport.com) for more information.



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## Desert Willow Golf Course— *The perfect venue for your next event*

**D**esert Willow Golf Resort, located in beautiful Palm Desert, California, is the perfect venue for your next corporate outing, retreat, impromptu golf gathering, or charity event. The 33,000 square foot Clubhouse offers plenty of space for corporate meetings and events, after-golf award events, luncheons, and parties. Or, you can use one of the smaller breakout rooms for a more intimate gathering for up to 20. On top of dazzling golf course and mountain views, the Clubhouse features an award-winning restaurant, which boasts an appetizing variety of breakfast, lunch, and dinner courses on the menu. Desert Willow's professional staff can also provide the services needed to host your next corporate or social golf event. The two award-winning courses provide availability for groups up to 288 players at a facility that players will want to return to again and again.

### Accommodating size, gorgeous surroundings

The ballroom and meeting salons feature astounding desert views, with banquet space for up to 250 guests; it is also the ideal location for a wedding or other social event with its accommodating size and gorgeous surroundings. The Lakeview Terrace and Tournament Lawn provide additional options for outdoor ceremonies and events that will leave a lasting impression on event goers and planners alike. Desert Willow's staff of catering experts is available to customize every aspect of your event to meet your group's needs, including menu and event planning.

If you want to advance your golf skills before or after your meeting, be sure to check out the Palm Desert Golf Academy, which is run by Desert Willow Golf Resort. The facility features an all grass teeing area, chipping & putting greens, as well as a perfectly maintained practice bunker. The Academy offers annual and monthly memberships. Leading the best program for Junior Golf in the Coachella Valley is SCPGA Desert Chapter "Junior Golf Leader of the Year" (2008/2009) Paul Bucy and his excellent staff. Junior golfers at the award-winning Fairway Kids program receive instruction from highly skilled professionals who elevate their students' games.

If your children are accompanying you to Palm Desert, send them to the Fairway Kids golf program to hone their skills and learn the great game of golf. After your meeting, you and your children can test their newfound skills



Located in the City of Palm Desert in the Coachella Valley, California's golf Mecca, Desert Willow Golf Resort features 36 holes of spectacular desert golf



The Mountain View course provides a relaxing round with large greens, generous fairways, and newly renovated bunker complexes

on the course with a round of golf. Weekly junior camps are available during spring break, winter break and all summer long. The academy professional staff specializes in corporate and social instructional clinics for groups of up to 40 participants.

If you're solid with your game but need to upgrade your equipment, the Palm Desert Golf Academy has every major golf equipment brand with the latest in club fitting technology to give you the proper tools for the perfect round. All fittings at the center are conducted outside on grass by a well-trained staff of PGA professionals. This method of fitting produces the best results because it gives the real feel for the clubs and ball flight.

If you're going to be in Palm Desert looking for some fun and entertainment, on the third Thursday of every month from now through May, you can enjoy music under the stars at Desert Willow's "Jazz Concert Series Nights" featuring many of the area's top jazz bands and solo artists. Or if you want to plan a nice meal with your spouse or family, come to the weekly Sunday brunch featuring a variety of culinary delights.

### About the course

Located in the City of Palm Desert in the Coachella Valley, California's golf Mecca, Desert Willow Golf Resort features 36 holes of spectacular desert golf. The award winning Firecliff course will challenge the skills and stamina of even the most advanced player. This par 72, 7,056-yard layout features over 100 bunkers, well protected greens, numerous water features and many forced carries. The Mountain View course, on the other hand, provides a somewhat more relaxing round with large greens, generous fairways, and newly renovated bunker complexes. But don't take your round here too lightly, this Par 72, 6,913 yard layout will still test your skills with lots of desert waste areas, tough pin placements and well positioned water features. Mountain View offers a striking desert landscape contrasted with alluring mountain scenery that will instantly put any player in a state of bliss and relaxation. World-renowned golf architects Dr. Michael Hurdzan and Dana Fry designed both courses with assistance from PGA and Champions Tour player John Cook. Firecliff and Mountain View are currently rated 4 1/2 Stars by Golf Digest's "Best Places to Play" and both courses also received Zagat recognition as "Top Facilities US."

For additional information on Desert Willow Golf Resort please visit [www.desertwillow.com](http://www.desertwillow.com).

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House of Blues Anaheim's Music Hall has featured a diverse lineup of musical talent including superstars and up-and-coming acts from almost every genre imaginable: Rock n' Roll, Punk, Alternative, Heavy Metal, Rap, Country, Hip-Hop, Rhythm and Blues, Rock an Espanol, Jazz, Zydeco, Folk, and Electronica. The Music Hall also plays host to countless large-scale private events. It can be used for premiere parties and corporate events, as a backdrop for product launches, seminars and sit-down dinners or as a combination of both for fundraising and social engagements.

The state-of-the-art sound system and dazzling light effects are sure to add to the excitement of your event. Guests will be grooving all night long from the Music Hall to the Restaurant. High atop the venue sits the exclusive Rose Terrace overlooking the Downtown Disney District, and the whole venue may be reserved on an exclusive basis and can accommodate up to 1,700 guests. Consider the unique possibilities of hosting your next corporate celebration or social engagement at our “house.” House of Blues offers a richly unique entertainment experience for all your guests.

For more information, visit us online at [www.houseofblues.com/specialevents](http://www.houseofblues.com/specialevents) or call (714) 520-2379.

## Outstanding Amenities & Impeccable Service at Oceanfront Hyatt Regency Huntington Beach Resort & Spa

**D**esigned in a style reminiscent of an Andalusian village, Hyatt Regency Huntington Beach Resort & Spa features the largest collection of indoor and outdoor function space on the California coast, specifically designed with the event planner in mind. Planners select from three ocean view ballrooms including the 20,000-square-foot Grand Ballroom, a 10,700-square-foot Mariner's Ballroom and 25 smaller meeting facilities, which include three well-appointed executive boardrooms. For outdoor functions ranging from weddings, receptions and other special events, the property is home to six open-air courtyards with lush gardens, water features and unobstructed ocean views.

### Extensive dining options

On site are three restaurants, a cocktail lounge, Regency Club, two poolside cafes, and 24-hour room service. The Californian serves contemporary California cuisine and a vast collection of high-brand and boutique California wines. The only restaurant in Huntington Beach to be awarded the prestigious AAA Four Diamond Award, the restaurant offers indoor and outdoor seating, and several private dining rooms including a distinguished mahogany Chef's Table in the Patrón Room for a more exclusive dining experience. Additional dining options include Pete's Sunset Grille, Tower 15 Pizzeria, Mankota's Grill, and The Red Chair Lounge.



The lighthouse courtyard overlooking the Pacific Ocean at Hyatt Regency Huntington Beach Resort & Spa.

### Gateway to the beach and more

The Village is an eclectic mix of shopping experiences including Surf City Grocers, The Gallery HB, Toes on the Nose and The Surf City Trading Company.

The resort offers guests an opportunity to take advantage of the Pacific Ocean with convenient beach access via the property's pedestrian bridge, serving as a gateway to more than eight miles of white sandy beaches. Opening this spring, Slyders, a new \$4 million family pool, will provide 3 water slides, two fire pits, Shubees Cafe, children's wading pool, and a hot tub. This activity pool will be the first of its kind along the multiple beaches of coastal Orange County.

For more information or reservations, call 714.698.1234 or visit [huntingtonbeach.hyatt.com](http://huntingtonbeach.hyatt.com).



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## Hilton Waterfront Beach Resort

### *A meeting planner's dream come true*

**H**ilton Waterfront Beach Resort in Huntington Beach is a meeting planner's paradise, with panoramic views of the Pacific Ocean and four-diamond personalized service. Recognized by meeting planners as a top Southern California choice for meeting and events, the newly renovated Hilton Waterfront Beach Resort provides the ideal setting for any event. The resort features over 21,500 square feet of flexible function space, state-of-the-art audio/visual equipment, wireless connectivity and richly appointed furnishings. Acclaimed for its two ocean view ballrooms, including the 5,800 square foot Waterfront Ballroom and the 2,800 square foot Cielo Mare Ballroom, the resort also offers multiple meeting rooms in various sizes, including the recently launched Dolphin Series meeting spaces which are complete with cutting edge video conferencing and wireless technology. Abundant ocean view outdoor event space is also available.

#### When the meeting ends, let the fun begin

Hilton Waterfront Beach Resort is also home to Shades Restaurant and Bar, which features California-inspired, market fresh bistro fare, an excellent selection of wines and a spirited nightlife with coastal views. Choose from a more intimate indoor dining room or the energized poolside patio which features coastal breezes, ocean views and a flickering fire pit.

#### Resort experience right around the corner

Orange County residents have made the Hilton Waterfront Beach Resort their home away from home. Featuring 290 luxurious guestrooms, including 24 suites, all with ocean views, the resort provides deluxe first-class accommodations to compliment its impressive function space. Amenities in the newly renovated rooms include large bathrooms, pillow-top mattresses, luxurious bedding, bathrobes, 32-inch flat screen televisions, furnished private balconies, and more. Providing even more convenience, the resort has high-speed Internet access available in all rooms, public places and meeting spaces.

For more information, or to book an event, call 1-714-845-8000 or visit [www.waterfrontbeachresort.com](http://www.waterfrontbeachresort.com). The Hilton Waterfront Beach Resort is located at 21100 Pacific Coast Highway, Huntington Beach, California, 92648.



The pool deck at  
Hilton Waterfront Beach Resort



Enjoy authentic cuisine paired with regional wines at Il Fornaio

## Transport Your Events to Italy at Il Fornaio

**W**hen you are searching for the ultimate Italian dining experience, step inside Il Fornaio in Irvine and take a culinary journey through Italy. Early mornings bring rustic, crisp crusted bread hot from the oven accompanied by the scent of fresh-brewed espresso. During lunch and dinner hours, pastas and flavorful sauces simmer while meats and vegetables roast over hot coals. Bottles of wine from small, regional wineries are uncorked to complement the dishes, which have been crafted in the custom of Italy's chefs, bakers and homemakers.

The authentic food, bread and wine will transcend you to Italy and the beautiful private dining room space will create the ultimate event experience for you and your guests. Ask to speak with the on-site event coordinator when planning your next business meeting, family gathering, rehearsal dinner or wedding.

Enjoy happy hour daily with complimentary antipasti or hold a bocce ball tournament / happy hour with friends or colleagues using Il Fornaio's very own bocce ball court.

#### Festa Regionale celebrates regional selections

Il Fornaio aspires to bring its guests closer to Italy with each visit to the restaurant. In addition to the core menu, Il Fornaio features a different region of Italy each month as part of its *Festa Regionale* celebration. Dine from this special regional menu and receive a monthly stamp on the *Passaporto* and a reward: a complimentary loaf of fresh baked Il Fornaio bread, or Il Fornaio's specially pressed olive oil, for example. At the end of six consecutive stamped months, *Passaporto* holders receive a hand-painted authentic Italian ceramic plate and will be entered for a chance to win the ultimate Italian experience: a trip for two to Italy.

Il Fornaio is located at 18051 Von Karman Avenue in Irvine. For reservations, please call (949) 261-1444 or learn more about Il Fornaio at [www.ilfornaio.com](http://www.ilfornaio.com).



Taite Bergin

### Domestic and International Corporate, Non-Profit and Social Events

Bergin Meeting Design Worldwide (BMD) specializes in comprehensive meeting, conference and event planning for corporations and non-profit organizations. Concentrating on the goals and objectives of each client, BMD develops enduring partnerships to implement world-class domestic and international events.



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The Group and Special Events department at Best Chauffeured has been shaped by the meeting industry's need for excellence. For over 15 years, Best has been building relationships with leading meeting professionals for event success. It's through these relationships we've been able to develop a program that consistently exceeds our clients' expectations.



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When you book a group with the Best Chauffeured Groups Department you are assigned a program manager who'll be your primary point of contact for the duration of your program. From proposal to final invoice, we're here to serve you 24 hours a day, seven days a week.

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Crevier Classic Cars can accommodate up to 300 guests for corporate or non-profit events, special occasions, intimate dinner gatherings or large company holiday parties

## Crevier Classic Cars: A Special Venue for Special Events

**C**revier Classic Cars, an upscale garage with a museum-quality setting has an expansive 25,000 square feet of garage space to accommodate up to 100 classic and exotic cars.

Guests visiting this unique venue enter in off of a red carpet, into a polished marble floor foyer where they are greeted by a very friendly and anticipating staff. There are gathering rooms in the 1930's-stylized lounge area furnished with plush leather chairs and fine dark wood dining tables. Flat screen TVs, a pool table and wireless internet capabilities are just a few of the features this venue has to offer. The art deco motif flows throughout the facility with custom wool carpeting, matte chrome finishes, dark wood paneling and vintage art.

Members of the facility who store their beloved classic and exotic cars often gather in the lounge with other car enthusiasts over cocktails from a fully stocked bar and wine cellar. Their precious automobiles are maintained and kept dust-free by the onsite Crevier Classic Cars staff.

This unique venue and one of a kind exclusive members' facility is available to rent for special events. Crevier Classic Cars can accommodate up to 300 guests for corporate or non-profit events, special occasions, intimate dinner gatherings or large company holiday parties.

Crevier Classic Cars also has management onsite to assist in the sales and consignment of classic cars to both existing members and non-members.

Crevier Classic Cars is located at 365 Clinton St. Costa Mesa, CA 92626. Visitors are welcome Monday - Saturday 9 a.m. - 6 p.m. and Sundays 9 a.m. - 4 p.m.

For more information or details regarding renting the venue for special events or questions regarding sales and consignments please contact Crevier Classic Cars at (714) 426-0238 or visit [www.crevierclassiccars.com](http://www.crevierclassiccars.com).

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## Arroyo Trabuco Golf Club Provides Memorable Experience for Corporate Golf Outings, Special Events and Social Functions

Surrounded by hills, canyons and the lush vegetation, Arroyo Trabuco Golf Club is the perfect choice for golf, corporate outings and special occasions offering a memorable experience on par with other high-end golf clubs at affordable prices. Featuring a championship golf course, 300-guest Trabuco Ballroom and O'Neill's Bar and Grill, for more intimate gatherings, your guests will enjoy the peaceful serenity and breathtaking views of The Reserve at Rancho Mission Viejo making it the ideal locale for your next function.

Arroyo Trabuco prides itself on first-rate service and has left virtually no detail to chance. The club features everything from state-of-the-art capabilities for meetings of all sizes and WI-FI throughout the property, to separate entrance and arrival areas for golfers and social functions along with a private wedding garden.

### Corporate and charity golf outings

Corporate golf outings and charity events ranging in size from 16 to 300 have become a signature of the first-class experience



Arroyo Trabuco Golf Club is the perfect choice for golf, corporate outings and special occasions

offered at the club. The professional staff offers a complete turnkey package including planning, tournament set-up, scoring and food and beverage services – that can be customized to meet your needs. World-class golf instructors are available for groups of all sizes.

### O'Neill's Bar & Grill and Trabuco Ballroom—perfect venues for dining and entertainment

With a rich and rustic feel, O'Neill's is a popular spot following a round of golf, a small meeting or reception. The menu provides a wide-array of choices to satisfy any taste along with daily specials and signature barbecue dishes. The 5,600 square foot Trabuco Banquet and Ballroom, with an adjoining outdoor patio overlooking the 18<sup>th</sup> green, offers a variety of menu options featuring familiar and exotic tastes rivaling those of any five-star establishment.

Arroyo Trabuco is located at 26772 Avery Parkway, Mission Viejo, CA 92692. Call 949-305-5100 or visit [www.arroyotrabuco.com](http://www.arroyotrabuco.com) for more information.

### MPIOC

continued from page A-29

Prior to April 16<sup>th</sup>: \$65.00 (Non-Member)

Attendee Registration: \$65.00 (Member)

After April 16<sup>th</sup>: \$75.00 (Non-Member)

To help increase the attendance of meeting planners at the Education Conference, exhibitors are able to "Sponsor a Planner" and assist with the registration for a planner (member or non-member). The Planner will be seated with the Exhibitor during lunch giving both parties an opportunity to spend some quality time learning about each other and working as a team during the Game Show where audience members can test their knowledge of the meetings industry.

Director of Special Programs Julie Powers, CMP, says "We have received a lot of positive feedback on the changes and additions made this year to the Education Conference. With the addition of the 'Sponsor a Planner' program it will give local planners a way to experience the great education MPIOC offers and will also give our vendors an opportunity to meet local planners to introduce their businesses. We have also kept the education going with our game show and social mixer that will include wine and food pairings from local California wineries and the culinary skills of the Island Hotel. This is going to be an event not to be missed."

This full day is definitely open to the public. If you do any kind of meeting/event/conference planning or work in the hospitality industry, this is an excellent opportunity to meet the "Who's Who" of the profession.

The conference will be held at the beautiful Island Hotel, 690 Newport Center Drive, Newport Beach, CA 92660. The Island Hotel is offering a special rate of \$149.00 for the nights of May 12 - 14, 2010 for MPI members and Tradeshow attendees. Reservations may be made by calling (888) 321-4752 and asking for the MPI Orange County rate. Reservations are subject to availability and must be made no later than April 13, 2010.

To register as an attendee and/or exhibitor for MPIOC's 5th annual Education Conference and Tradeshow, please visit [www.mpioc.com](http://www.mpioc.com) or call 714/258-1674.



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# LAST CALL!

# CALL FOR NOMINATIONS

## The Inaugural General Counsel Awards

## DOES YOUR COMPANY HAVE A GENERAL COUNSEL?

The **ORANGE COUNTY BUSINESS JOURNAL** is currently accepting nominations for the Inaugural GENERAL COUNSEL AWARDS. This is the perfect opportunity to recognize clients, colleagues, or business associates who have distinguished themselves as exceptional general counsel. Self-nominations are encouraged.

### FINAL DEADLINE: April 9, 2010

Nominate on-line at [www.ocbj.com/event.asp](http://www.ocbj.com/event.asp)  
or contact Jayne Kennedy at 949.833.8373, ext. 209  
to nominate via email, U.S. mail, or fax.

### Dinner & Program

**Thursday, June 10, 2010**

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## Employment, Employees and our Economy— How We Can Help

Every day in the news, the lead stories tend to be about our sluggish economy and when will things turn around for us. No one really knows what to expect in the future but one thing is for sure, we as business people must continue to move forward and provide the best product or service we possibly can. We hear that even the most successful businesses and corporations are downsizing and laying off employees at an alarming rate. The economic outlook varies depending on who you are talking to and what day of the week it is. So regardless of the business we are in or these economic times, we must look at our company's strongest asset, our employees.

Our employees drive our businesses, and often times they are the only representation of our business so it is imperative that these employees remain productive and motivated. The question now becomes, how do I keep my employees productive and motivated in such uncertain times? While there are a number of ways to answer that question, one way to be effective



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is "team building". We hear this term all the time in the workplace but do we really understand what team building is and why it is so beneficial? Let's take a look into team building and discover some of its benefits.

First, what is team building? Team Building has been a buzzword in recent years and in terms of corporate development, team building is basically any activity designed to encourage people to work cooperatively. This sounds fairly straightforward and in fact it is. First we must identify a goal or ask ourselves what is the purpose for the activities? The goal in team building can be to motivate your group into extraordinary performance. Maybe it is low company morale? Has your company landed a large project and you need to refocus your team in order to fully achieve maximum potential. How about to celebrate recent achievements? Did your employees perform better than expected, and now may be a great time to say thank you? How about simply getting out of the typical office environment in order to get everyone together to share a common experience?

Take for example, Outback Steakhouse Restaurants. Each

year in June, Outback puts together softball teams comprised of employees from each of their 36 Southern California locations. The teams compete all day, at Big League Dreams, for bragging rights to bring home the championship trophy. Each team is named after the city in which they are located. So from Victorville to San Diego and Santa Barbara to Palm Desert, these 36 teams come together and share this common experience. The tournament is looked forward to every year and all the employees get a chance to strengthen teamwork and learn to appreciate individual differences and strengths...all in a simple game of softball.



The goal in team building can be to motivate your group into extraordinary performance

Once you have identified your goal and participated in these team building activities, you will without a doubt clearly recognize the benefits. The types of activities themselves are simply a means to an end. The benefits we uncover are what matters. They may include improving morale and leadership skills, increase communication, building trust, increase participation, encourage friendly competition, or even emphasis on multi-tasking and strategic thinking in a group atmosphere. Common sense tells us that you get people away from their day to day experiences and into a different environment; they can often take a step back and look at the bigger picture. Getting away for a little bit can also promote relaxation and rejuvenation as well as create bonds among team members who have fun together. Whatever your reason may be, the benefits will make a difference to any organization. Just ask us, we have been helping teams swing for success for over ten years!

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DEADLINE FOR NOMINATIONS:

**April 16, 2010**

The Orange County Business Journal is currently accepting nominations for The Sixteenth Annual WOMEN IN BUSINESS AWARDS. This is the perfect opportunity to recognize Orange County women who have made significant contributions to their professions as well as within their communities.

Self-nominations are encouraged! Nominees will be profiled in our May 3, 2010

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