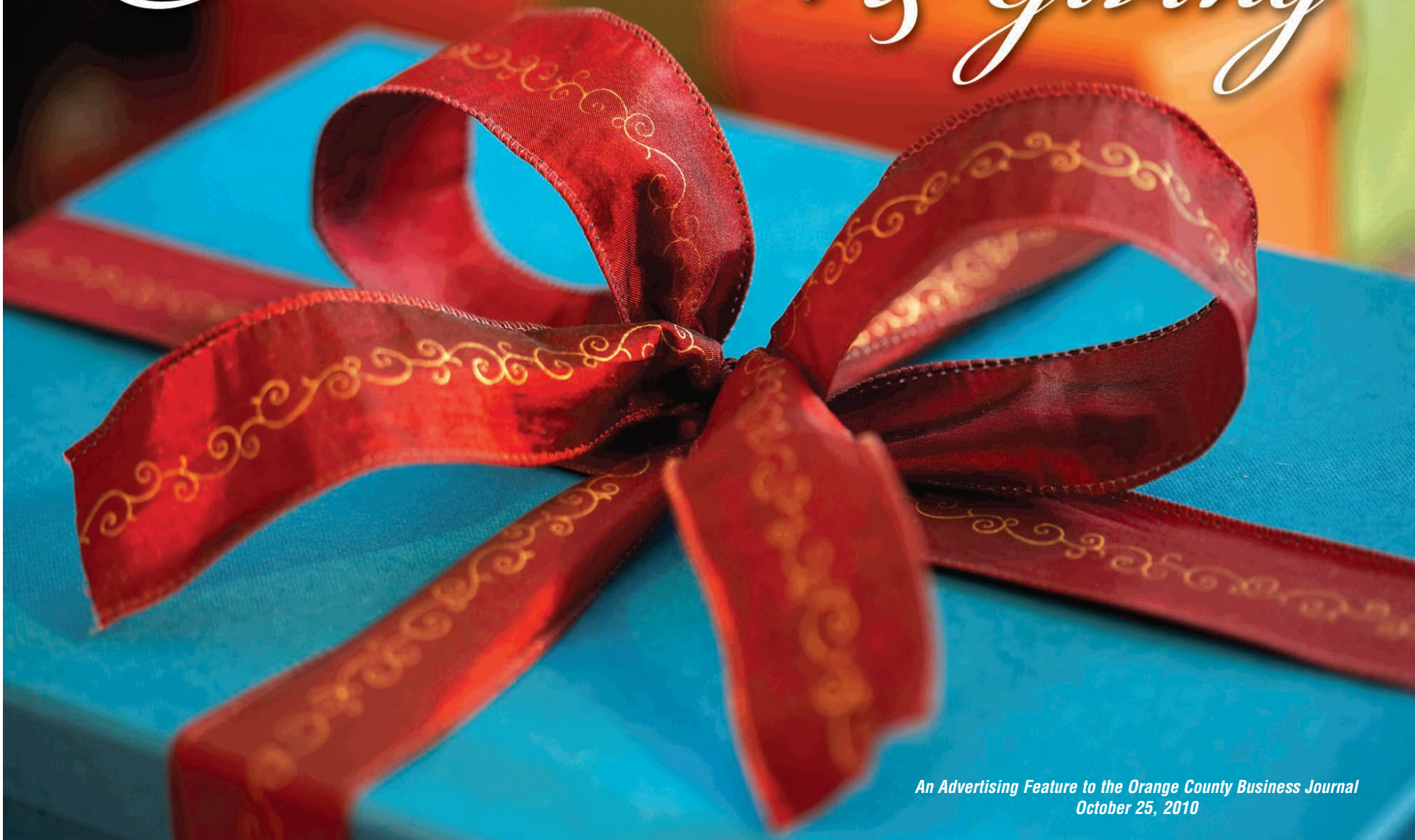


# Corporate Gifts & Giving



An Advertising Feature to the Orange County Business Journal  
October 25, 2010

## Mr. Kegs: Beer, Wine and Spirits! *Your party, delivered*

**Reward your customers!** Let Mr. Kegs deliver a wonderful gift basket to your best customers. We have wine gift baskets, liquor gift baskets, beer gift baskets and other gift ideas, and we deliver to all of Orange County!

**Impress your employees!** Having a corporate party? We also partner with some of the best bartenders and event planners in the area to help make your next event spectacular. We take the hassle out of all your party needs!

**Indulge yourself!** Get a kegerator for your office or home! Treat your employees to an ice cold draft brew when they win an account or use it to welcome your customers.

**We deliver!** We can deliver anything from a bottle of your favorite rum to an entire party. We service all of Orange County.

**Some great gift ideas:** We have beer, wine, and spirits gift baskets as well as kegerators, Mr. Beer Homebrew kits, tap handles (for the kegerators), pong tables and other great gift ideas for you to choose from. We can also custom build a gift basket for you. Just let us know what you would like in it.

**About Mr. Kegs:** We carry the largest and freshest selection of draft beer in Orange County as well as everything needed to dispense kegs & repair kegerators. We've also established ourselves as a great stop for your favorite wines and spirits and specialize in delivering it all to you.

For more information, please visit us at 5914 Warner Ave., Huntington Beach, CA or online at [www.mrkegs.com](http://www.mrkegs.com) or call us at 714-861-7270.



## Can Your Holiday Cards Cure Cancer? These can! *Customizable holiday cards — print and electronic*

**C**ould a simple holiday card cure cancer? For the past 25 years, an Orange County organization has proven that it can.

The Pediatric Cancer Research Foundation, based in Irvine, has been using the proceeds from their holiday card program to fund research on children's cancer. The money raised has played a huge role in increasing the survival rate for kids with cancer from 15% to 80%. In the world of medical research, it is the greatest increase in survival rate for any type of cancer.

The cards are delightfully designed by children fighting cancer. The 2010 collection showcases 18 children, ranging in age from 7-year old Rory Anne Dahl to 24-year old Christina Cuevas. You'll love Alain Arroyo's "Santa Air Lines" and Katie Rose Hann's reindeer adorned with holiday lights. Everything is fun and festive, light and (often) comical. Your customers, vendors and colleagues will love them and greatly appreciate the cause.

**New in 2010 – Electronic animated cards! Check them out at [www.pcrf-kids.org](http://www.pcrf-kids.org)**

Eighty cents of every dollar raised through the program goes directly to research on children's cancer. Currently, the foundation supports research at Children's Hospital of Orange County, Children's Hospital Los Angeles, Mattel Children's Hospital UCLA, the M.D. Anderson Cancer Center in Houston and Morgan Stanley Children's Hospital in New York.

As a result of this program there have been survivors in all 50 states and in many countries around the world.

For more information or to order online, please visit [www.pcrf-kids.org](http://www.pcrf-kids.org) or call 949-859-6312.



The money raised from the holiday card program has played a huge role in increasing the survival rate for kids with cancer from 15% to 80%



**Il Giardino Ristorante**

**TEN ASIAN BISTRO**

**8 Eighty 8 NIGHT CLUB**

**FLAVOR FUSION PHENOMENAL**

4647 MAC ARTHUR BLVD. NEWPORT BEACH, CA 92660  
 GUEST RESERVATIONS AND BOTTLE SERVICE: 949.701.9020  
 MAIN LINE 949.660.1010 - WWW.TENRESTAURANTGROUP.COM  
 WWW.8EIGHTY8.COM - FACEBOOK: 8EIGHTY8 NIGHTCLUB  
 (FORMERLY RED NIGHT CLUB)



A Balboa Bay Club Getaway Guest Room

## Get Away Without Going Far

*Our present to you is a well priced stay at this elegant waterfront resort!*

This Four Diamond gem is the only waterfront resort in Newport Beach. The 160 guest rooms reflect a casually elegant California setting, with lush earth tones, crisp white down-filled duvets, and oversized bathrooms with sunken tubs. Plantation shutters open to spacious, furnished balconies with views of the courtyard or breathtaking views of the bay.

Guest room stays are available right now, and between November 20<sup>th</sup> and the end of the year, guests will receive a special Holiday Shopping Gift Bag from South Coast Plaza!

### Getaway Guest Room & Shopping Package\*

Guest room accommodations at the Resort start at \$195\* per night. This also includes the South Coast Plaza Holiday Shopping Gift Bag.

### Resort Perks & Shopping Package\*

This package includes: luxurious guest room accommodations, breakfast for two in the dining room, or room service, valet parking at The Resort, and the South Coast Plaza Holiday Shopping Gift Bag. Rates start at \$220\* per night.

Stay at The Balboa Bay Club & Resort with either of the above-mentioned guest room accommodations, during the holiday dates noted, and guests will also receive a **Holiday Shopping Gift Bag from South Coast Plaza**, Southern California's premier shopping destination. The special holiday shopping gift bag includes: complimentary valet parking at South Coast Plaza, entrance to **ACCESS VIP Suite** offering complimentary refreshments and concierge, gift of South Coast Plaza leather luggage tag, **Holiday Offer Booklet valued at \$400 offering special discounts** and benefits at more than 160 boutiques and restaurants, and **complimentary gift wrapping** of two items.

\*Terms: Rates and Packages are available from November 20<sup>th</sup>, 2010 to December 30<sup>th</sup>, 2010. Some blackout dates do apply.

To book your getaway, call guest room reservations at (949) 645-5000, or visit: [www.balboabayclub.com](http://www.balboabayclub.com)

The Resort also features:

- ◆ The First Cabin Restaurant, specializing in steaks & seafood
  - ◆ Sunday & Monday Night Football
  - ◆ Live entertainment and dancing at Duke's Place Lounge
  - ◆ Full service spa, salon, boutique, pool & workout facility
  - ◆ Marina, with electric boats & paddle boards for rental
  - ◆ Elegant meeting rooms for business events & social functions
- Holidays at The Balboa Bay Club & Resort – This special place is filled with the spirit of the holiday season, and the following is a highlight of the events and dining celebrations we have planned. Visit our website for all the details, menus and pricing!

- ◆ **Resort Lighting Ceremony & Music Event** – Wed., Dec. 1, 2010; 6-7 pm
- ◆ **Annual Newport Beach Boat Parade** – Wed., Dec.15 – Sun., Dec.19
- ◆ **Holiday Dining at The Elegant First Cabin Restaurant**
- ◆ **Football and Nightly Entertainment and Dancing at Duke's Place Lounge**
- ◆ **Dinner/Concert with The All American Boys Chorus** – Thurs., Dec. 23; 6-9 pm
- ◆ **New Year's Eve Black Tie Gala Event** – Friday, Dec. 31; 8 pm-1 am

Plan your holiday today! Call (949) 645-5000 or visit: [www.balboabayclub.com](http://www.balboabayclub.com)



**Mr. Kegs**  
Beer, Wine & Spirits

**“Your Party, Delivered”**

[www.mrkegs.com](http://www.mrkegs.com) **714-861-7270**

**Great Holiday Gift Ideas**

Kegerators, Gift Baskets, Gift Certificates

# Southern California Hospice Foundation

## Hospice Care Promotes Life

**R**ecent studies show that individuals that receive hospice care live longer than those that continue to seek aggressive medical treatment.

According to the National Hospice and Palliative Care Organization, more than 1.4 million people living with a life-limiting illness receive care from hospice and palliative care providers every year. Michelle Wulfestieg, Executive Director of the Southern California Hospice Foundation, describes the Foundation's accomplishments and mission as follows: "For more than eight years, the Southern California Hospice Foundation has brought dignity and hope to people at the end of life's journey. Our mission is to deliver a breadth of resources to caregivers, families and patients who are confronting the final stages of life and we are working hard to educate the community about quality end-of-life care. Far too many people wait until they are in the midst of a health care crisis before thinking about what options are available. We believe that the time to learn about hospice is before a life-threatening illness occurs. The earlier hospice is involved, the more it can make the patient's remaining time here on earth as comfortable as possible. We are here to help with information surrounding end-of-life issues and the benefits provided by the loving care of hospice."

Frequently Asked Questions about Hospice Care:

### What is the difference between hospice and palliative care?

Hospice and palliative care both focus on pain and symptom management. However the main difference between the two is that under palliative care, the patient has a life-threatening illness that is not necessarily terminal and may still be seeking curative treatment. A person is eligible to receive hospice services if their physician has determined that their illness is likely to result in death within six months and is not seeking curative treatment.

### What should I ask when looking for a hospice program?

Hospice is not a place; it's a concept about the quality of life for terminally ill patients, their families and friends. When medicine cannot provide a cure, hospice offers comfort, care and



More than 1.4 million people living with a life-limiting illness receive care from hospice and palliative care providers every year



Hospice goes wherever the patient calls home – including assisted living, board and care, or skilled nursing facilities

assistance, allowing the patient to die comfortably with dignity and respect.

Below is a list of questions you should consider when looking for a hospice program:

- ◆ What services are provided?
- ◆ What kind of support is available to the family/caregiver?
- ◆ How does hospice work to keep the patient comfortable?

### How can I afford hospice care?

The Medicare Hospice benefit, Medicaid, and most private health plans cover hospice services. In addition, the Southern California Hospice Foundation receives grants and community donations, which allows us to fill many needs of terminally ill patients not covered by medical insurance.

### Where does hospice take place?

The majority of hospice patients are cared for in their own home or in the home of a loved one. However, hospice goes wherever the patient calls home – including assisted living, board and care, or skilled nursing facilities.

### How does hospice serve patients and families?

Hospice care is a family-centered approach that includes a team of doctors, nurses, social workers, counselors, and trained volunteers. The interdisciplinary team of medical professionals focuses on the patient's physical, emotional, and spiritual needs, with the goal of keeping the patient as comfortable as possible until the time of death. The family is also comforted and supported as their loved one comes to the end of life.

Many people think that hospice is synonymous with giving up. On the contrary, we often hear from our families that they wish they would had known about hospice sooner, as hospice provides a wide range of services to the family and patient that maximize the quality of life, helping people to live as fully as possible in the time they have left. Early hospice referrals are encouraged so that patients and their families can receive all the benefits of hospice care.

The Southern California Hospice Foundation will be active throughout the month of November, reaching out to raise awareness and discuss the unique system of support hospice can provide.

For more information contact us at (877) 661-0087 or visit us on the web at [www.SoCalHospiceFoundation.com](http://www.SoCalHospiceFoundation.com).

## Leaving a Legacy of Compassion:

## The Southern California Hospice Foundation Salutes Local Hospice Champions

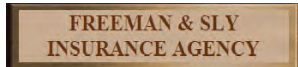
The month of November is National Hospice & Palliative Care Month. It is a time to recognize and celebrate those who provide hospice and palliative care to patients and their families, and to help raise awareness about important care issues for people coping with a life-limiting illness. We would especially like to recognize those who have given of their time, talent and treasure to support hospice care in our community.



### Hospice Champions in the Community

Marjorie Mosher  
Schmidt Foundation

Disney Voluntears  
Community Fund



### Hospice Champions in the Medical Profession

L. Stuart Nagasawa, MD  
Oncology/Hematology, Mission Viejo

Ashley Mires, MD  
Hospitalist, Chest and Critical Care Consultants

Adam Kendall, MD, MPH  
Palliative Care Medicine, Hoag Hospital

Michael Haga, MD & Joomo Yang, MD  
AMHP, Inc., San Clemente

Edward Taub, MD  
Director of Integrative Medicine, SCHF

Roger N. Tran, MD  
Geriatric and Family Medicine, Laguna Hills

Anne Newsome, MD  
Family Practitioner, Garden Grove  
Medical Director, Companion Hospice

Nicholas Jauregui, MD  
Medical Director, Palliative Care Medical Group

Haresh Jhangiani, MD,  
Oncology/Hematology, Fountain Valley

Chris Vallandigham, RN  
COO, Companion Home Health & Hospice



For more information, please contact us at (877) 661-0087 or visit us on the web at [www.SoCalHospiceFoundation.com](http://www.SoCalHospiceFoundation.com)



L-R: Bob Miller, Alex Terzich, Tom Zeigler, and Steve Bernardy make a special visit to Olive Crest to receive wishes from youth who have suffered from abuse and neglect.

BE THE MIRACLE

## Be a Holiday Miracle for Olive Crest's Kids!

Businesses, executives, and individuals across Orange County can "Be the Miracle" for the kids of Olive Crest this holiday season. Put a twinkle in the eye of an abused or neglected child by fulfilling a special wish, stuffing stockings, "adopting a home" for the holidays, or providing financial support.



Santa, aka Bob Miller of Toyota of Huntington Beach, listens to the holiday wish of Jacob, who was recently adopted through Olive Crest.

*This time of year provides many heartwarming opportunities for company projects and employee giving programs.*

**OLIVE CREST**  
Strong Families, Safe Kids

Please call Tracy Burkhardt at 714-543-5437, ext. 1144, or visit [www.olivecrest.org/miracle](http://www.olivecrest.org/miracle) to learn how your business can impact the life of a child this holiday.

## Real-Life Santas Promise a Happy Holiday For Kids at Olive Crest

It may be only October, but it's never too early to get into the spirit of holiday giving. That's exactly what happened when four Orange County businessmen helped Olive Crest kick off its annual "Be the Miracle" holiday campaign. The four men each played St. Nick when youngsters, ages 4 to 8, represented the many children and families served by Olive Crest in the region by eagerly bringing dozens of children's wishes to "Santa." The moment illustrated an important point: It is through the graciousness of our community that Olive Crest kids are able to experience the joy of receiving their special holiday wishes, often for the first time in their lives.

**OLIVE CREST**  
Strong Families, Safe Kids

The four Santas were played by longtime Olive Crest supporters who have been behind-the-scenes Santas for many years: Steven Bernardy, Vice President, Merrill Lynch, and President of Olive Crest's Board of Trustees, Orange County Chapter; Bob Miller, General Manager, Toyota of Huntington Beach and major Olive Crest supporter; Alex Terzich, member of Community Association Institute's Outreach Committee; and Tom Zeigler, Attorney, Adorno Yoss Alvarado & Smith and Vice Chairman of Olive Crest's Board of Directors.

During Olive Crest's annual "Be the Miracle" campaign, local businesses, executives and employees fulfill thousands of wishes for children whose lives have been marked by abuse or neglect. The children's wishes this year run the gamut from skateboards to DVDs to perfume, and the four Santas fielded each request with cheerful humor and hearty ho-ho-ho's.

"One of the reasons I love working with Olive Crest is because every one of their outreach events is child-centered," says Bernardy, who dresses as Santa to visit Olive Crest's schools each holiday. "Olive Crest knows what at-risk kids need most. And at the holidays, kids need to know that someone cares about them, and cares enough to make their wishes come true."

"I've always enjoyed seeing the joy in people's eyes when a dream comes true for them, and I've seen that a few times in my business – but nothing compares with the joy of a child at Christmastime," says Miller, who with Huntington Beach Toyota has donated new bikes as part of an employee-giving program for many years. "It's a privilege to be able to bring that kind of happiness to children at Olive Crest. They deserve it more than anyone."

Companies and executives throughout Orange and Los Angeles Counties, the Inland Empire, and Coachella Valley are currently participating in the "Be the Miracle" campaign, receiving lists of kids' wishes from Olive Crest and helping purchase and deliver the gifts in time for the holidays. Now you can do the same. Olive Crest invites any company or individual to bring holiday joy to the children in a number of ways, including donating gifts, "adopting a home," stuffing stockings, and providing financial support.

Please call Tracy Burkhardt at 714-543-5437, ext. 1144, or visit [www.olivecrest.org/miracle](http://www.olivecrest.org/miracle) for more information.

## A Taste of Italy in Newport Beach

Most people have certain criteria when choosing a place to dine, these include:

1. White tablecloth
2. Flowers or candles on the table (or both)
3. Authenticity, meaning the chef must be from the country of the cuisine
4. A good location
5. Ample parking

Il Giardino Ristorante, Newport Beach fits the bill perfectly with all of the criteria above and then some. As an import from Agrigento, Sicily, Executive Chef Angelo Traversa has been cooking up a storm since 1995. With a career that has spanned from L.A. to Newport Beach, Malibu to Hollywood, Rolling Hills estates and now back in Newport Beach, Chef Angelo has truly come full circle.

Chef Angelo brings to Il Giardino Ristorante 25 years of diversified experience, extensive knowledge of fine dining, traditional northern and southern Italian cuisine, and specialties that include pasta and seafood. His unmatched passion for food and cooking stems from living in the great Citta d'arte - Firenze, Italy!



Chef Angelo was born in a small town in Sicily, located in the province of Agrigento and the beautiful valley of the temples. At the age of 11, he was already making homemade gelato and pizza. He later worked in Florence's finest restaurants, trattorias and hotels such as Al Pescatore, which specializes in seafood; the popular Piazza Repubblica; Astoria, a 5-star hotel, in the city's historical center; and Villa Cora located above Piazzale Michelangelo. In addition to his impressive resume, he also attended the famous culinary school L'Ecole d'Etoile in Chioggia.

Chef Angelo will greet you at Il Giardino Ristorante – the place to go for a pleasant lunch, romantic dinner or family celebration. The restaurant is not just a dining destination with superb Italian cuisine, featuring exquisite regional cuisine, but also a place that offers an inviting atmosphere that is perfect for casual dining.

Chef Angelo has created a menu that will transport diners to Italy. The menu features an array of selections with something sure to please every member of your party or group. The food looks and smells as good as it tastes, satisfying the true Italian spirit. Whether it's the sea bass, which is grilled to perfection or the Penne Norma with eggplant or a refreshing spinach beet salad, Chef Angelo has all the finest ingredients to capture the true essence of Italian cuisine rich in tradition.

In addition to a menu that offers seasonal specialties and blends the authentic flavors of Chef Angelo's home country, Il Giardino Ristorante also features a full bar, so add a bottle of imported Italian wine or a digestivo to complement your meal!

Drop by Il Giardino, taste for yourself, and enjoy. We promise it will be an authentic, wonderfully traditional, Italian culinary experience!

Come visit Il Giardino at 4647 MacArthur Blvd., Newport Beach, CA 92660 or call us at (949) 660-1019. For group bookings, please contact Sonja Kotzeff at [sonja@tenrestaurantgroup.com](mailto:sonja@tenrestaurantgroup.com) or (949) 660-1010.

## 2010 Holiday Collection

The 2010 PCRFF holiday card collection and merchandise includes holiday cards and photocards, all-occasion notecards, gift tags, ornaments, gift bags, lapel pins, donation cards, sweatshirts and PCRFF hats.

You can view any of these items on the PCRFF website at [www.pcrf-kids.org](http://www.pcrf-kids.org) starting in September or call the PCRFF office and ask to have a catalog mailed to you.

**New for 2010!**

**Personalize Your Cards Online!** **Personalized E-Cards!**

**Order your PCRFF Holiday Cards Today!**

**YOU CAN PLACE YOUR ORDER 5 WAYS:**

- Shop in person at the PCRFF office at 9272 Jeronimo, Suite 107A, Irvine. Office hours are 8:30am-5:00pm, Monday through Friday
- Order by phone by calling (800) 345-PCRFF (7273)
- Mail the order form provided in the 2010 Holiday Card Catalog to the PCRFF office
- Order on-line through the PCRFF website at [www.pcrf-kids.org](http://www.pcrf-kids.org)
- Stop in at selected Vons, Pavilions, Ralph's and Gelson's markets and purchase cards from a display rack in the stores.



Holiday Cards designed by young cancer patients.

Kids with cancer helping kids fight cancer.



9272 Jeronimo Road #107A, Irvine, CA 92618  
[www.PCRF-Kids.org](http://www.PCRF-Kids.org) • 800-345-7273

## Serving on the Board of a Nonprofit is a Rewarding and Serious Business

**F**rom the Polio vaccine to the 9-1-1 emergency system to those white lines on the highway, nonprofits throughout history touch lives of every American. Orange County is home to more than 6,000 nonprofits. Each and every one requires business leaders to take on leadership roles to address our communities' most challenging and intractable problems. If you are on the lookout for a meaningful opportunity to get involved in the community, drawing upon your talents and interests, consider serving on nonprofit Board of Directors.

As a business professional there are many skills you practice each day that applied to nonprofit practice can make a big difference while also growing your own capacity and experiences. Whether working in your neighborhood, countywide, or even globally, business leaders play valuable roles helping nonprofits reach greater potential, create the strategy and revenue models for success, expand networks of support, and achieve new and ambitious results.

Available Board posts vary markedly as local nonprofit organizations span the broad spectrum from health and human services to the environment and the arts. So how do you determine which one is right for you?

- ◆ Identify your areas of interest and research nonprofits working in that area.
- ◆ Talk to nonprofits about their mission and strategies. Ensure you select a nonprofit with a mission and goals that align with your interests.
- ◆ Interview nonprofits to identify what your role as a board member would entail.
- ◆ Ask about the critical issues immediately facing the nonprofit.
- ◆ Ensure the board follows a conflict-of-interest policy and carries directors and general liability insurance.

Understand that the nonprofit sector has similarities and legitimate differences than the for-profit world. Do not underestimate the unique challenges of managing nonprofit organizations. It's more than having your heart in the right place. It's essential that business leaders understand how the for-profit and nonprofit worlds differ. That understanding will make it easier to move smoothly between sectors, and it will make your commitments more meaningful and effective.

Accelerating Nonprofit Success



In addition to the wide diversity of stakeholders and investment in infrastructure, measurement differs greatly. How does one measure prevention of homelessness? Or increases in self-esteem in our youth? How do we gauge improvements in creative communities? Clearly, profit is not a measure in a nonprofit, and yet you can't ignore it either. Sustainability is always a hot topic and a vulnerability in the board room.

Further, new board members are often confounded by differences in decision-making. Nonprofits are notorious for taking time – lots of time – to make decisions and take risks. To a much greater extent than for-profit businesses, nonprofit leadership is all about building consensus. Successful leaders in the nonprofit field realize management skills are rarely as important as leadership and inspiration skills.

And yes, it is true, Boards require members to attend regular meetings, generally participate on at least one committee, and raise funds to support the organization's mission. Most require you to make a personal financial contribution.

Through its *Board Connection* program, OneOC – formerly Volunteer Center Orange County – works with our communities' business leaders to better understand the needs, opportunities and challenges of nonprofits.

Connecting leaders to nonprofits with board opportunities, OneOC expedites the process by actively seeking individuals who want to make a difference.

OneOC offers a valuable educational seminar about Board service, plus a personal coach, and even a time-saving process for selecting a directorship. The next *Board Connection* seminars are slated for November 3rd and January 19th at OneOC's headquarters located in Santa Ana.

Want to know more? Contact Board service expert Julie Holdaway at 714-953-5757, extension 146, or via email at [jholdaway@oncoc.org](mailto:jholdaway@oncoc.org). To register online, visit [www.OneOC.org](http://www.OneOC.org).



Left to right: former Board Chairman, Dave Ritchie of Orangewood Children's Foundation; Mark Thomas, partner with KPMG; Cal Winston, CEO of Orangewood Children's Foundation



### 2010 Holidays. With a View.

The Balboa Bay Club & Resort extends a warm welcome this holiday season! Enjoy a host of festive events at The Resort, including elegant holiday dinners, the Holiday Lighting Ceremony, All-American Boys Chorus Concert and Dinner, the New Year's Eve Black Tie Gala, and viewing of the 102nd Annual Christmas Boat Parade!

Check out our holiday room rates starting as low as \$195. Events may sell-out, so we encourage you to make reservations early.

For reservations, please call 949.645.5000



Legendary Service. Legendary Newport Beach.

Connect with us on



[balboabayclub.com](http://balboabayclub.com)  
1221 West Coast Highway, Newport Beach, CA 92663

