Award Winning Flavors Can Raise Any Meeting to the Next Level

What began as a few intimate dinners in the homes of our loyal patrons of James Beard Award winning chef, Joachim Splichal, has grown into Patina Catering, one of the most highly-acclaimed caterers in the nation. Commonly known as the celebrated caterers for the 4,000 person Emmy Awards Governor’s Ball, their experienced team of chefs and event planners bring exceptional cuisine and impeccable service throughout Southern California.

This year the celebrated catering team is redefining holiday parties with innovative dishes and experiential dining experiences. “We wanted to create a unique experience where chefs collaborate with clients and their guests before and during each event,” said General Manager Ken Heidt. Patina Catering is doing so by creating “sustainable action stations, stand-and-repeats and florals.” The interactive exchange between chefs and guests demonstrates the essence of culinary hospitality, and allows their chefs to remain inspired and bring more guest-pleasing, tailored creativity to each unique occasion as a result. They have created experiences such as a build-your-own mac and cheese bar and gourmet burger stations, to a take-home spice bar with recipes. On top of innovative presentations the Patina Catering team is focused on sustainable and responsible sources and has focused on this through their event presentations.

“We embody sustainable and responsible sources to provide guests nourishing wholesome foods. It is not just what is trendy but it is the right thing to do,” said Heidt. The key play in their sustainability ideology is the “living table,” featuring an abundance of seasonal ingredients, including watermelon radish, colorful cauliflower, baby squash, squash blossoms, wheatgrass, and more. Each ingredient epitomizes vegetables harvested at their peak presented in vessels all designed to be eaten.

The commitment to bring Splichal’s impeccable food and quality service to catered occasions has made Patina Catering the premier caterer on the West Coast. With a loyal and longstanding clientele, annual events include the City of Hope Spirit of Life Dinner, Los Angeles Philharmonic gala, Heal the Bay Benefit dinner, as well as numerous entertainment, corporate and fashion events.

Patina Catering is honored to be the exclusive caterer for some of the finest performing arts, cultural centers and museums in Los Angeles, Orange County and San Francisco. From a simple reception to an elaborate multi-course dinner, Patina Catering orchestrates events with flawless execution and the apparent ease that only a master can display. From the first sip of the welcoming cocktail to the last satisfying morsel, Patina Catering offers events filled with unexpected surprises, invisibly attended by their professional event staff with polished expertise and an understated, elegant flair.

Patina Restaurant Group (www.patinagroup.com) is a bicoastal boutique company and leader in the premium segment of the restaurant industry. In New York, its portfolio features the Michelin-starred Lincoln Ristorante, Stella 34 Trattoria at Macy’s Herald Square, The Sea Grill at Rockefeller Center, Braserie, Braserie 8 1/2, The Grand Tier Restaurant at the Metropolitan Opera, La Fonda Del Sol at Grand Central, and The Rink at Rockefeller Center. Other East Coast properties include Tutto Italia Ristorante and Via Napoli at the Epcot World Showcase in Orlando, FL. On the West Coast its portfolio includes the renowned Los Angeles Times’ four-starred and Michelin-starred Patina Restaurant in Walt Disney Concert Hall, Café Pinot, Ray’s & Stark Bar, Catal and Naples in Anaheim’s Downtown Disney District, Leatherby’s Café Rouge, and catering and food service in museums and cultural centers throughout California.
MEETINGS & EVENTS

California’s Beautiful Seaside Escape: VenturaCountyWest

In the heart of California’s Central Coast, Ventura County West breathes life into any corporate retreat, with pristine beaches, charming coastal cities, flourishing farms, orchards and vineyards. Home to Camarillo, Oxnard, Ventura and Port Hueneme, the seaside haven offers more than 200,000 square feet of conference space and 5,000 guest rooms in over 60 hotels and inns.

With value-minded, state-of-the-art facilities near waterfronts, golf courses, wineries, quaint Old Towns and bustling Main Streets, this ideal destination can accommodate anywhere from 10 to 10,000 guests.

“What makes our communities special is their small-town charm and exceptional hospitality,” explained Rebekah Evans, Executive Director of the Ventura County Lodging Association (VCLA). “It truly is a breath of fresh air for organizations and groups that need to get away.”

Meet and Stay

The Crowne Plaza Ventura Beach has 19,000 square feet of event space directly on the shores of the Santa Barbara Channel. Groups can book their event inside the newly-renovated Top of the Harbor ballroom, where guests are treated to 360-degree panoramic shoreline views.

The Wyndham Garden Ventura Pierpoint Inn exudes whimsical charm with lush landscaping and craftsman-style architecture. The property features two 1925 English Tudor revival cottages and a 1935 Spanish Revival Banquet Center that sits atop a bluff overlooking the Pacific Ocean.

The Residence Inn by Marriott at River Ridge in Oxnard, adjacent to River Ridge Golf Course, is the perfect balance of work and play, with two pools, three spas, four lighted tennis courts, and outdoor patio with a fire pit.

Convenient to local attractions, Hampton Inn & Suites Camarillo is the closest hotel to the Camarillo Premium Outlets, one of California’s hottest shopping destinations. The Holiday Inn Express Port Hueneme, steps from the gorgeous beaches, is a no-brainer for groups seeking uninterrupted rest and relaxation.

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HARD DATA THAT PROVES
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MEETINGS & EVENTS

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Farm to Table Dining
Located along an agricultural green-belt, Ventura County West is ideal for sampling fresh local seafood and locally-sourced produce.

For a behind-the-scenes experience, the Ventura Food Tour allows foodies to meet local chefs, chocolate makers, and brewmasters. The outdoor farmers markets are popular for fresh seasonal produce, hand-crafted items, artisan cheeses, gourmet sauces and olive oil, plants and flowers.

The Ventura County Wine Trail links 11 artisan wineries in Camarillo, Oxnard and Ventura that source premium grapes from vineyards all along the California coast. The wine trail has plentiful options for gourmet dining, such as the award-winning Tierra Sur, inside Herzog Wine Cellars.

Unwind & Explore
Groups can unwind with seaside activities such as sport fishing, whale watching, boat tours and cocktail cruises to inland adventures including golfing, go-kart racing, shopping and wine tasting.

Port Hueneme is a serene beach city whose name comes from the Chumash Indian word for “resting place.” True to its name, Port Hueneme Beach Park features a long strip of soft white sand and 50 acres of beautifully landscaped parkland with picnic areas, barbecue pits, volleyball nets and a pier that is popular among the local fishermen.

Oxnard’s multicultural influences and farming heritage make it a great place to try exciting Mexican, Brazilian, Thai and Italian dishes. The destination is quickly becoming known for its brewpubs and wine bars, like Twenty88 Wine Bistro in Old Town Camarillo.

At the San Buenaventura State Beach in Ventura, visitors can parasail over the ocean, bike along the promenade, paddle through the harbor and catch waves at Surfers Point. History buffs can tour Mission San Buenaventura, the ninth and last California mission founded by Padre Junípero Serra.

From Oxnard, groups can explore the breathtaking Channel Islands National Park, which features whale watching, kayaking, riverboating and island hiking.

For more information about places to go, things to do, and ideas about hosting a meeting or event in Ventura County West, go to www.VenturaCountyWest.com/meetings.
The Office Holiday Party: The Top 5 Reasons to Go Bowling and the Top 5 Tips When Booking

Each year, companies across the country search for the perfect setting to host their holiday party and the perfect activity to engage, entertain, and reward their employees. So how can you make sure that your party stands out from the rest? One way is to treat your office to the team-inspired fun of bowling.

Bowlmor Lanes and Bowlero bowling lounges, owner of LA’s ever-popular Bowlmor Lanes and Bowlero venues. Here Bowlmor AMF, the location spotlight: BOWLMOR LANES

MEETINGS & EVENTS

1. It's Interactive. When you're bowling, everyone is engaged—and no one is feeling like that lonely guy or girl in the corner (office holiday parties can be notorious for that). Bowlmor and Bowlero take this engagement to the next level—incorporating dynamic video walls, up-tempo music, and laneside service to make the party experience undeniably immersive.

2. It's Team-Oriented. Teambuilding is in bowling’s DNA; it’s built into the experience. When you bowl, your informal teams become a kind of mini-community for your party (and sometimes, well after the party). The takeaway: office camaraderie comes standard with every laneside holiday event.

3. It's Upscale Without Being Stuffy. Bowlmor and Bowlero bowling lounges bring a fun, chic, classy vibe to your holiday party without the stuffy air of a fancy restaurant where people mingle but don’t actually have fun.

4. It Covers the Office Age-Gap. From the Baby Boomer boss to the Gen-X manager to the Millennial up-and-comer, everyone can get in on the fun—whether you want to enjoy a drink on plush laneside couches, roll like a rebel on the lanes, or hit up the arcade and unleash your inner child.

5. It's Not the Conference Room. Taking your team out of the office shows that your party took some thought—and that it wasn’t just an afterthought.

Tips to Book Like a Pro

1. Plan Early. Really Early. Area venues fill up quickly (our locations in Pasadena, Santa Monica, and Mar Vista can all attest to this). And it’s never a fun experience when you discover that your ideal venue has a months-long waiting list.

2. Plan Early. Yes, we mentioned it twice. It’s that important. Plus, you can usually get exclusive extras and special deals on your holiday party the earlier in the season you decide to book. (Take advantage of Bowlmor and Bowlero’s special early booking offer now—book before 10/31 and get free $20 gift cards for all of your guests. Go to Bowlmor.com/holiday or Bowlero.com/holiday to learn more!)

3. Work With a Professional. A party planning expert can help alleviate the stress and frustration that can accompany planning your company’s office holiday event. Fortunately, Bowlmor and Bowlero venues feature on-site party planning professionals ready to facilitate every aspect of the process.

4. Know Your Numbers. It helps to know just how many will be in your party. Will you need a few lanes? More than 10? Or do you want to go all out and reserve the entire venue for your holiday event? Every Bowlmor and Bowlero gives you the flexibility to customize your party—from the number of lanes to the kind of menu items your guests crave.

5. Find the Venue That’s Right for You. The Greater Los Angeles area has three world-class options for businesses looking to book memorable office parties this holiday season: Bowlmor Pasadena, Bowlmor Santa Monica, and Bowlero Mar Vista. Each venue has its own distinctive style and approach to office holiday fun—with private bowling lounges, semi-private event spaces, and patio-inspired lounge areas that can help set the tone perfectly for any office holiday party.

The clock is ticking... which means it’s time to start planning!

Get the ball rolling and plan your office holiday party by visiting Bowlmor.com/holiday or Bowlero.com/holiday today!

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Five Essential Questions to Ask Before Preparing an Exhibit for a Trade Show

By LISA BERTAINA and LAURIE PENNACCHI

W

It’s all been there. An impor-
tant industry trade show is
coming up and you want to lift
your organization’s presence to the next
level... but you’re more than a little con-
cerned that you’ll end up falling into the
trap of doing the same old thing. Or
maybe it’s your “first rodeo” and you’re
not sure about how to plan most effective-
lavely so that your company will stand out.

Based on our decades of experience
helping companies draw attention to
themselves and their exhibits at trade
shows, conventions and events, below
are five of the most important questions
you can ask yourself and your colleagues
before the big event, arranged in the
order you should ask them!

Before the Show

1. How far in advance should I plan for my
trade show? The earlier you begin planning for your
show, the better. Remember, there is a long
list of deadlines and obligations to follow
before a show, as well as options to consid-
er, vendors to contact, and services to set
up for show day. While a successful and
eye-catching exhibit is achievable with 3
months before the show. This allows ample
time for trouble-shooting and fine tuning
options are available to you, come show time,
your company will shine on the expo floor.

2. Does it make sense for my company to
consider renting, instead of buying, a booth?

Organizations looking to be mindful
of their budget but still want a top qual-
ity exhibit should look into the rental
option. Renting a booth offers the
power of flexibility to a business, with-
out breaking the bank like a purchased
booth can. With endless customization
options available, trade show display
rentals can absolutely feel and appear
like a purchase, without the cost of
ownership (storage, maintenance, etc).
Instead of having to maintain the pres-
ence of your booth after show, you can
can rely on a rental to represent
your company like a brand new booth
every time you use it. Purchased booths
can be a good investment too, but often
become obsolete for most companies
after a couple uses, and selling a booth
(or booth components) can come with
a disappointing return. Renting makes
a great deal of sense for many businesses.

3. What are some “hidden costs” that I
should be aware of before exhibiting?

Exhibitors are often caught off guard
by hidden show fees that sometimes
seem to appear out of thin air. These fees
are non-negotiable and are often regard-
ed as “unspoken” costs that can be easily
identified by veteran exhibitors. For the
rookies, though, hidden costs that go
unaccounted for can easily add unex-
pected dollars to a budget and leave the
exhibitor feeling discouraged as a whole.

When creating your budget, keep
these fees in mind (and remember to plan
for a buffer to allow for fluctuation):
Labor – hourly pay begins when the
labor crew arrives, not when the crew
begins working on the booth. Schedule
labor carefully, and account for both set-
up and dismantle hours.
Shipping – As with all packages, ship-
ping costs fluctuate based on size and
weight. Consolidate shipments as effec-
tively as possible.
Drayage – Also known as material
handling, or the money you will have to
pay to have your booth moved from one
side of a show floor to the other. Drayage
is non-negotiable and is calculated based
on weight, packing methods, and num-
ber of shipments (another good reason to
consolidate your materials!)

At the Show

4. What types of booth designs attract the
greatest traffic? Many exhibitors believe that “bigger”
amatically means “better.” That is sim-
ply not true. While a larger or taller booth
is typically more visible from across the
floor, the design of a booth ultimately
holds much greater importance. Your
exhibit leaves an impression on every
attendee that visits it, and a poorly
designed booth is sure to be remembered
(as is a remarkably designed one).

When designing, focus less on the
size, and more on the layout. Do your
colors represent your branding accurate-
ly? If so, are those colors welcoming?
What about the booth itself – is the
atmosphere one that encourages visitors
while maintaining consistency with your
company’s brand and mission? What
about the overall aesthetics? Symmetry
and warm lighting are examples of aes-
thetically pleasing elements that have
been proven to draw people towards
exhibits. Remember, the more time you
allow for planning, the more design
options are available to choose from.

After the Show

5. I finished my trade show... now what?
It’s important to remember that
there is still work to be done even after
a show has ended. According to the
Center for Exhibition Industry Research
(CEIR.org), a whopping 79% of leads
are not contacted after a show.
Failure to plan properly often translates
into a loss of leads, and loss of leads
equals to loss of the investment put
into exhibiting. Before attending a
show, devise a post-show plan with your
company’s sales team on fostering

The Trade Show Booth Rental Option
Renting a booth for a show is a
practical investment that companies
of all sizes are turning to. Here’s
why renting is becoming such a
popular option:

It Can Evolve with Your Brand
When a company on a budget
purchases a customized trade show
booth, they are forced to make
design and layout decisions that are
essentially set in stone. Sure, the
purchased booth can be altered,
but that comes at an expensive
price. With an exhibit rental, the
power is in your hands. Your
business’ branding may change
with the demographics from show to
show, new products, promotional
items, new logos and graphics, or
just as time passes; the flexibility of
a rental means it can change as
the branding changes, for a fraction
of the cost.

It Can Be Adapted from Show to Show
When you purchase a booth, you are
ultimately buying one size and shape
in the hopes that the booth will
always fit your company well. Each
trade show is different – many exops
will not have availability for your
booth size. When it comes to spatial
needs, rentals are a good option
because the structural pieces of the
rental belong to the exhibit house,
so it is easy to alter the layout of the
booth itself, as well as the square
footage and height. Simple changes
in the booth schematic make adap-
tation to the trade shows seamless
and headache-free.

It Allows Budget Optimization
A common misconception that com-
panies often believe is that purchas-
ing their booth will save them
money in the long run. This would
be true if the costs of ownership
weren’t so extensive - booth owners
are often blindsided by the neces-
sary and expensive fees they didn’t
expect to incur. Some of these fees
include the steep initial investment,
storage costs, maintenance costs,
refurbishment costs, and individual
show costs. Many times, renters can
get a deal through their exhibit
house for attending more than one
trade show with their rental.

The leads obtained at the show while
they were still fresh. Whether you are a trade show
first-
timer or an experienced exhibitor, ask-
ing these questions well in advance of
the event will help to make your show
significantly more successful.

Lisa Bertaina and Laurie Pennacchi are co-
owners of ExpoMarketing. Established in 1991, ExpoMarketing focuses on the overall
experience of its clients’ trade show pres-
ence, encouraging individuality and person-
al charm to shine on the show floor. For
more information, visit